



#friskissthlm

BACKGROUND

In January all the health clubs advertise to catch everyone who made the classic New Year's resolution – start exercising. Friskis&Svettis is no exception.

CHALLENGE

Get more people to discover the different forms of exercising at Friskis&Svettis' 16 different facilities in Stockholm, a health club for everyone.

INSIGHTS

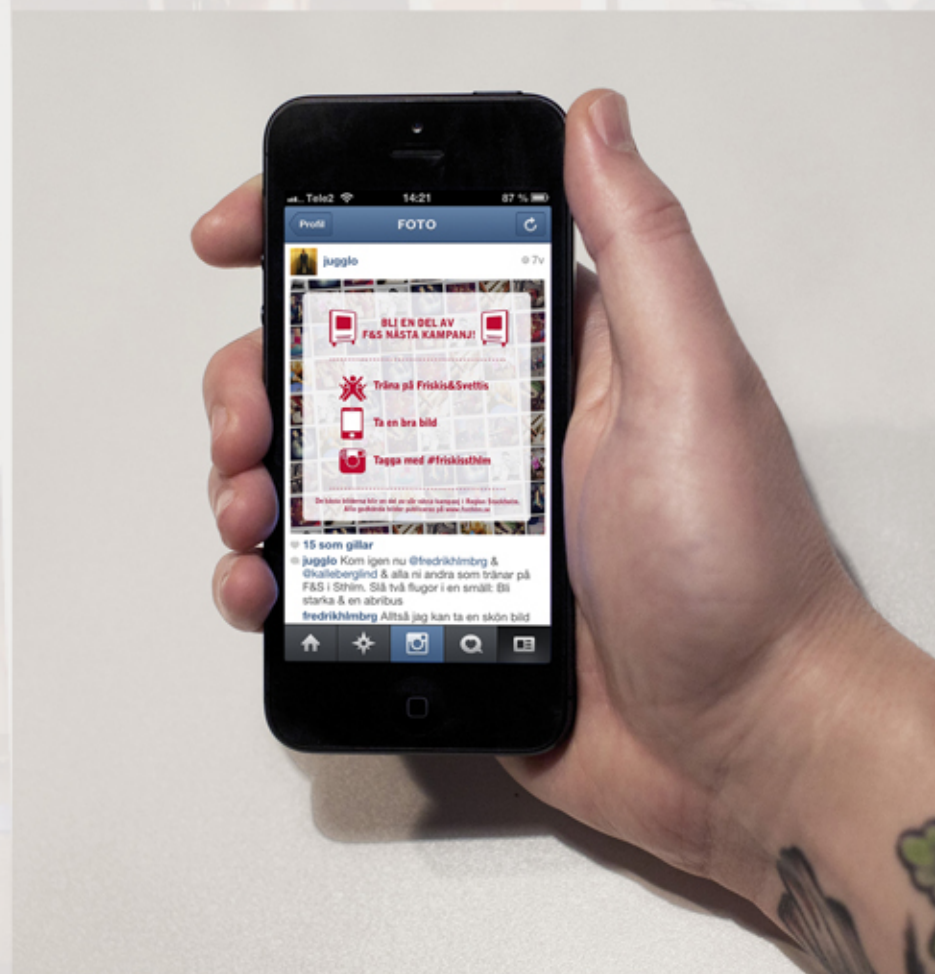
Friskis&Svettis is a non-profit association, owned by the members. They know their own gym better than anyone else. They should be the public image of Friskis&Svettis.

IDEA

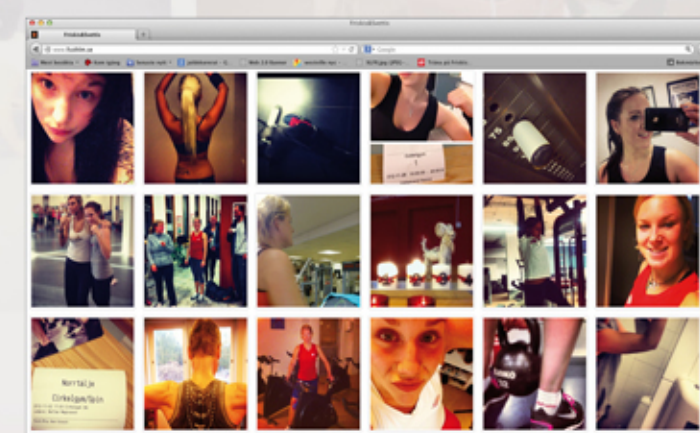
Let the members be the campaign and inspire others to join the community! We created the hashtag #friskissthlm on Instagram and called on the members to work out, photograph and tag their pics and by doing so; become a part of the upcoming campaign around Stockholm.



PRE CAMPAIGN



CAMPAIGN



RESULT



METARESULTAT

