

Case Study: Kennedy Fitness & Wellness

Fitness chain has **grown from 1 facility to 7** in 20 years with the help of advertising with Money Mailer.

Situation:

Kennedy Fitness & Wellness, a medical-based fitness center out of Cherry Hill, New Jersey, wanted to drive customer traffic and expand their business, so they looked to Money Mailer as a direct marketing solution.

Strategy:

The owner worked with the local Money Mailer franchisee to develop an ad that would help Kennedy Fitness communicate that the business is not just a gym, it's a medically-based fitness facility. He did this by introducing the medical advisory board on the front of the ad. The back of the ad was used to generate new members by offering a week of free membership or free training class.

Results:

The owner shared that Money Mailer is the best advertising that he has found and has helped him grow from 1 facility to 7 in the past 20 years. He has tried many advertising solutions over the years but sticks with Money Mailer for the consistently strong results.

Front of ad:

The front of the ad features the Kennedy Fitness logo with the text "NEW: KENNEDY FITNESS A Jefferson Health Affiliate". To the right, a list of locations includes Cherry Hill, Medford, Mt. Laurel, Mullica Hill, Sewell, Turnersville, and West Berlin. The main image shows a group of people exercising in a gym. Below the image, it states "7 Medical-Based Fitness Centers in So. Jersey" and "866-315-7028". At the bottom, there is a "Medical Advisory Board" section with 12 headshots of professionals. Small text at the bottom left reads: "To advertise in your local Money Mailer call (856) 751-4651 377-26-227-5138F 05/18 FZ".

Back of ad:

The back of the ad features a large image of a gym interior with a pool. Text on the right lists "Salt Water Pools", "Arthritis Foundation Classes", and "Swim Lessons for All Ages". The main offer is "TRY IT FREE... 1 SMALL GROUP TRAINING CLASS OR 1 WEEK FREE". A small note below says "*Must be 18 or older or accompanied by a parent or legal guardian. Expires 05.31.18". At the bottom, the Kennedy Fitness logo is repeated, along with the text "Call For More Information at: 866-315-7028 or visit us at kennedyfitness.org". Small text at the bottom left reads: "To advertise in your local Money Mailer call (856) 751-4651 377-26-227-5138F 05/18 FZ".