

Consumer App Awareness Campaign

Fitness and wellness at your fingertips.

Deliver an out-of-home campaign to spark awareness and increase adoption of the Mindbody consumer app in the UK.

Help define a localized strategy that uniquely resonates with a London-based audience—while staying true to the bold and optimistic Mindbody brand.

Book something better.

We get it. There's nothing glamorous about the London underground at rush hour. A crowded platform, day-old deodorant, and cramped quarters don't scream self-care.

Context is key. We meet commuters where they are and introduce them to the bright, lively, and convenient Mindbody app.

Tube Placements

Tube going round a bend. Need to stretch yourself to grab a handrail before you step on someone.

You're ready for anything with the MINDBODY app.

Find and book everything from yoga to gym classes, beauty treatments to bootcamps.







Keeping your balance standing up on a fast moving train.

Another great workout for your core.

You're ready for anything with the MINDBODY app.

Find and book everything from gym classes to yoga, beauty treatments to bootcamps.







Next to the open window. Hair now glued to lip gloss. Still feel good: you've already booked the salon.

You're ready for anything with the MINDBODY app.

Find and book everything from beauty treatments to bootcamps, gym classes to yoga.













Platform Placements

Busy platform, personal space invaded. Inner strength helps you imagine you're alone on a tropical beach instead.

You're ready for anything with the MINDBODY app.

Find and book everything from yoga to gym classes, beauty treatments to bootcamps.









Hair meets lip gloss as the train arrives. Still feel good: you've already booked the salon.

You're ready for anything with the MINDBODY app.

Find and book everything from beauty treatments to bootcamps, gym classes to yoga.







Fellow passengers squeeze closer as the train arrives. And relax there are still plenty of empty seats.

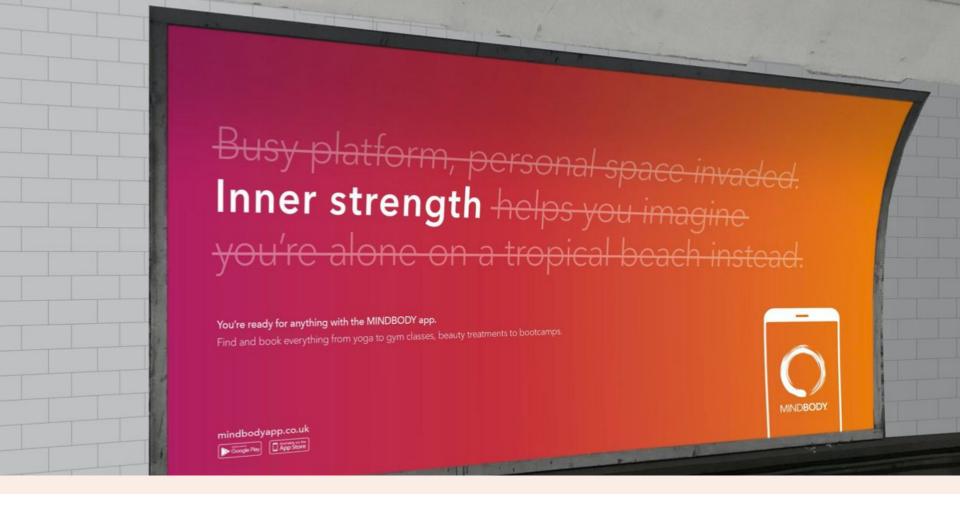
You're ready for anything with the MINDBODY app.

Find and book everything from yoga to gym classes, beauty treatments to bootcamps.

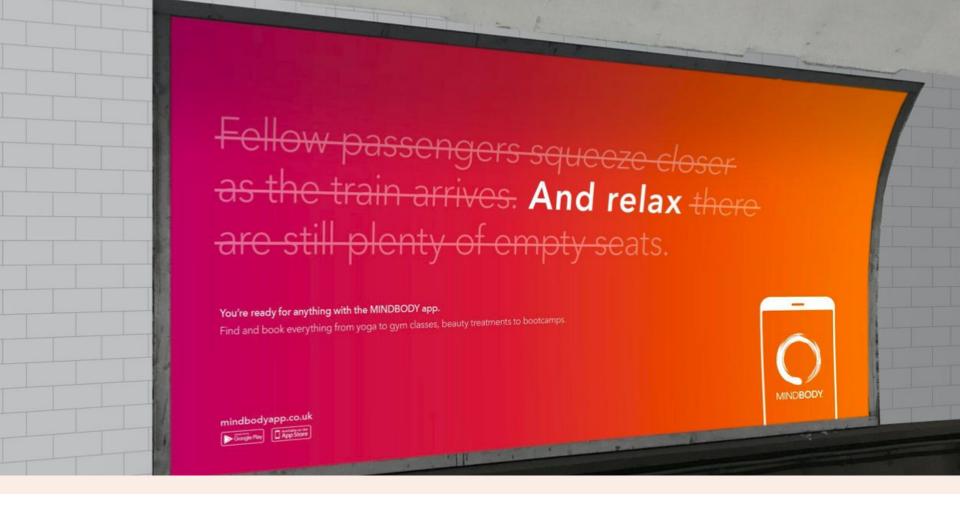












Bus Placements

Walk. Run. Ride. Push yourself all the way.

MINDBODY.



Get ready: book fitness, beauty and wellbeing on the MINDBODY app.

Walk. Run. Ride. Push yourself all the way.

MINDBODY.

Get ready: book fitness, beauty and wellbeing on the MINDBODY app.







