



Consumer App Awareness Campaign

THE ASK

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.

mindbodyapp.co.uk



~~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.

mindbodyapp.co.uk



~~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.

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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.

mindbodyapp.co.uk



~~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.

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

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Bus Placements

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

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



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

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





