

# FITNESS KITS 2025

Deliver 10,000 samples of your brand directly to prospective buyers through our influential network of fitness professionals. Drive top-of-mind awareness, consideration, and purchase. Studios will present samples as a gift to their members.

## OVERVIEW

### TARGET AUDIENCE

Active consumers through a trusted network of gyms, clubs and small class format fitness studios including yoga, Pilates, barre, cycling, Crossfit, and personal training.

### ACTIVATION

Kits are delivered hand-to-hand from fitness professionals to their most valuable members as a gift. Kits are presented at natural points of intersection including at check-in, special events, or hand-to-hand after class. Program category is exclusive.

### REACH AND MARKETS

10,000 samples  
Markets: National

### TIMING

Commitment requested by December 2024  
Samples or collateral due by January 2025  
**Delivery: Q1 2025**

**91%** found the fitness kit sampling program valuable for their members

**86%** are much more or somewhat more likely to purchase after receiving a sample

# AHA FITNESS NETWORK



Samples, offers and new fitness kits are delivered by fitness gyms, specialty studios, and personal trainers. Campaigns may include on-premise sample distribution, point-of-care media and grassroots social media/digital activations.

REACH ACTIVE CONSUMERS  
THROUGH TRUSTED  
PROFESSIONALS

## NETWORK

Gyms  
Specialty Fitness

## REACH

4MM  
1MM

“

I think this is a GREAT way to advertise at local gyms. I feel proud that my gym is supporting healthy and environmentally friendly brands.

”

“

We really enjoyed being part of this, along with our members! The snacks were a great surprise to the members too, and a lot of them had great feedback on them!

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