

WANT TO HELP PEOPLE WITH THEIR NEW YEARS RESOLUTION GOAL?

WORK IT OUT-DOOR

MORE THAN ONE-THIRD OF GYM MEMBERS SPEND 40 MINUTES OR MORE COMMUTING TO AND FROM WORK EACH DAY



Losing Weight, Getting Fit, and Eating Better are 3 of the most popular resolutions each New Year. Make sure your potential clients know you're ready to help them achieve these goals. **OUTDOOR REACHES MORE PEOPLE, MORE OFTEN, WITH FEWER DOLLARS THAN ANY OTHER MEDIA. GO OUTDOOR.**

ANYTIME FITNESS
Give the Gift of Health this Season...
\$12 per Month Tanning
No Enrollment Fees!

GET HARD

STAY HARD THE FITNESS FACTORY
350 HUGHES ST. 322-5947

DON'T SKIMP ON AD BUDGETS

Wharton marketing professor Patti Williams cites Gold's Gym--the Texas-based gym chain--as an example of a company that has found a way to navigate the economic slump while promoting a product that might seem discretionary or self-indulgent in hard times. Ads shows legs working a stair climber with phrases changing from "First floor" to "12th floor" to "Kilimanjaro" to "Olympus." And finally the words, "The Corporate Ladder". "This is about being goal-oriented, as opposed to a general fitness or vanity play," she says. "It links to the economy because people are less likely to be spending on flashy things and more likely to be thinking practically and pragmatically. Certainly people are going to be spending less in this downturn, but they will spend something."

Williams agrees that advertisers should approach the "R-word" (recession) with extreme caution. "Along with this economic downturn comes a lot of emotional response, such as anxiety. It is characterized by a sense that you lack control... ads should try to empower consumers and help them think of ways to be in control in a world where they feel out of control."

The Gold's Gym spots address this concern, she suggests. **"YOU CAN'T CONTROL THE ECONOMY BUT YOU CAN CONTROL HOW MANY PUSH-UPS YOU DO** and take control where you can, and we can help you. That's a powerful message."



TESTIMONIALS | WHAT OTHERS ARE SAYING

"I truly feel outdoor advertising has done wonders for my business... I appreciate Lamar helping me expose my business to the public in a cost-effective manner."
- Olaf K. Ross/President, North Cypress Fitness Studio

"Having owned my own business for almost seven years, I have used several different forms of advertising. Billboards have been the best way for me to establish an identity and get my name out to the public."
- John Byrnes, Extreme Fitness

"I like the audience Outdoor Advertising reaches - ages 18-54. These are the folks that can benefit from my services the most."
- David Bellomo/ Owner, Maximum Fitness & Nutrition

WHY OUTDOOR?

The Arbitron National in-car study shows that 29% of consumers who see a sale advertised out of home will visit that store within the week. And that's just in an average economy; consumers now are looking for bargains more than ever.

1 OUT OF 3 OF THE CONSUMERS WHO BELONG TO A HEALTH/EXERCISE CLUB DID NOT PICK UP A NEWSPAPER YESTERDAY

*statistics provided by Scarborough, 2007. Arbitron 2008

