

LES MILLS
ONDEMAND

LAUNCH KIT + MEDIA ASSETS

MARKETING
IMPLEMENTATION
GUIDE

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INTRODUCTION

This guide provides everything you need to promote LES MILLS On Demand to your members. To help you maximize your success, we've created a range of world-class marketing assets to drive member awareness and build interest in LMOD. We encourage you to use all your channels to tell members about LMOD, including club announcements, club magazines and newsletters, club tours, and display areas at reception for people to engage. We have social media assets including video available for your club to help you promote on social platforms.

The assets include:

- Email templates
- Social media tiles and suggested post copy
- Videos and imagery
- Print collateral and pull up banners

All assets are customizable and you may want to use all or just part of the marketing plan. It's up to you!

If you would like to create your own marketing material, we have imagery, Font and Logo packs available on Brand Central for you to download and use in your design.

Download all individual LES MILLS On Demand assets at [Brand Central](#).

TALKING POINTS

Because LES MILLS On Demand is new, people will want to know more about it. Here are a few great talking points when discussing the service with your teams, instructors and members.

We're giving members more

We know that nothing will ever match the energy or magic of a live group workout, but an online exercise subscription service can be the perfect complement. Research shows that 82% of all gym goers are already working out at home, now they can do it with workouts they'll love. LES MILLS On Demand is the perfect solution when members can't make it in due to weather, lack of time, or other commitments. This way you know they are still getting a great workout in and the results they are looking for, while still staying connected to your club.

Motivation on demand

LES MILLS On Demand (LMOD) allows users to enjoy the LES MILLS in-club experience in the comfort and convenience of their own homes. Challenging, rewarding and highly effective, LES MILLS On Demand workouts are the same high-quality workouts as the LES MILLS' hugely popular live group fitness classes. Featuring the freshest music and the top instructors, all workouts are fun, motivating, and ideal for home exercise, on holiday and hotel workouts.

Whatever you like, whenever you like

A LES MILLS On Demand subscription gives unlimited access to a library of over 600 workouts, ranging 15 – 55 minutes – and new workouts are added every week. Every major genre of group exercise is available, including strength training, cardio, HIIT, core conditioning, cycling, yoga, dance, BARRE and more. LMOD also provides workouts plans to suit a range of training needs and fitness levels to ensure members get the most out of their exercise regime.

FAQS

1. What is LES MILLS On Demand?

LES MILLS On Demand (LMOD) is LES MILLS' online fitness solution designed to support your workouts wherever you may be - be it at home, in the club, at work or on holiday. The great part – is that you never have to miss a workout, you can have access to 600+ LES MILLS workouts at your fingertips with a growing library of new content each month. All for only £7.95 per month.

2. Why would your gym members want to use LMOD?

- They are new to Group Fitness and want to learn the moves before attending a live class in club
- They want to ease their body into regular exercise
- They have missed their favourite live class in the club
- They are going on holiday and want to keep up with their gym routine and LES MILLS workouts
- They would like to get an extra fun workout in with family & friends

3. How to promote LMOD

We have a limited time offer for the Club Launch, a 30-Day Free trial to LES MILLS workouts online with LMOD. This means – members get unlimited access for 30 days – no charge. After the 30-day trial, members will be charged £7.95 per month.

The 30-Day Free Trial is only given on launch of LMOD into clubs and will revert back to standard 10-Day Free Trial after launch. The 30-Day trial may be offered by LMOD for special campaigns throughout the year.

4. How to gym members sign up?

Use all your channels to promote LMOD to your members, including club announcements, club magazines and newsletters, club tours, and display areas at reception. The LES MILLS on Demand team has provided you with your club unique URL, ready to use assets, download them at brand central.

5. How do they cancel?

Customers can cancel at any time via the accounts section within LMOD or they can contact support. To avoid any charges, they must cancel 24h before the end of their trial period.

6. Do customers need equipment at home to use LMOD?

We offer many workouts that do not require equipment, or equipment is optional: BODYATTACK, BODYCOMBAT, BODYBALANCE, LES MILLS BARRE, CXWORX, LES MILLS GRIT Cardio, SH'BAM, LES MILLS Dance. Some workouts do recommend equipment use such as BODYPUMP, RPM, BODYSTEP, LES MILLS GRIT Strength & Plyo.

7. What devices can customers use to access LMOD?


Anytime, anywhere! iOS & Android devices; web browser; Apple TV, ROKU & Amazon Fire TV. Chromecast, Firestick & Airplay enabled.

8. Does LMOD work offline?

Yes! Customers can easily download workouts on iOS & Android devices to view them when they are offline. Great for travelling or when you don't have wifi access.

9. Have more questions? Need further support?

Please contact the LMOD Club Partner Team - Nikki Afgan Nikki.Afgan@lesmills.com and Estefany Tovar Estefany.tovar@lesmills.com



NEVER MISS A WORKOUT

LES MILLS ONLINE WORKOUTS FREE FOR 30 DAYS

LOVE TO STAY ACTIVE BUT CAN'T ALWAYS MAKE IT IN?

Hey [CLUB NAME] members!

You can now stay motivated and on top of your fitness routine with online video workouts you can do at home.

As a valued member of our club, we're giving you a limited time offer of 30-DAY FREE TRIAL to LES MILLS On Demand. It's the ideal way to try out all the LES MILLS group workouts or stay active on the days you can't make it to the gym- you'll never miss a workout again!

You'll also get a 4-WEEK WORKOUT GUIDE to get you started. Use it at the gym, at home, at work or with family so you don't miss out on the fun.


LES MILLS On Demand is a great add-on to your club membership, featuring over 600 workouts, with a variety of 15-55 minute workouts, including strength training, martial arts, yoga-fusion, HIIT, indoor cycling, dance fitness, kids program Born to Move™ and much more.

If you love using it during your 30-day free trial, you can continue to subscribe for the exclusive members price of £7.95/month.

Have questions about LES MILLS On Demand, see reception for more details.


Ready to try free for 30 Days?

START YOUR FREE TRIAL



If you do not wish to receive these emails, please unsubscribe [here](#).

Email to Existing Club Members



BOOST YOUR FITNESS WITH ONLINE WORKOUTS

LES MILLS ONLINE WORKOUTS FREE FOR 30 DAYS

YOUR EXCLUSIVE TRIAL TO LES MILLS ON DEMAND

Hey [CLUB NAME] members!

Have you signed up to the 30-DAY FREE TRIAL of LES MILLS On Demand?


Les Mills online workouts are the perfect complement to your gym routine and live class experiences. It means you never have to miss out on the workouts you love – BODYPUMP, BODYCOMBAT, BODYBALANCE and more.

By signing up you get unlimited access to all LES MILLS workouts on demand, featuring the latest music, the world's top instructors, and scientifically-proven programmes to get you the results you want.

With your exclusive trial offer you'll also get a 4-WEEK WORKOUT GUIDE <LINK TO COME> to get you started. Use can us it at the gym, at home, at work or while on holiday.


If you love using it during your 30-day free trial, you can continue to subscribe for the exclusive members price of £7.95/month.

START YOUR FREE TRIAL



If you do not wish to receive these emails, please unsubscribe [here](#).

Email to Existing Club Members – follow up



WORLD-LEADING WORKOUTS IN YOUR HOME

LES MILLS ONLINE WORKOUTS FREE FOR 30 DAYS

TRY SOMETHING NEW WITH LES MILLS ON DEMAND

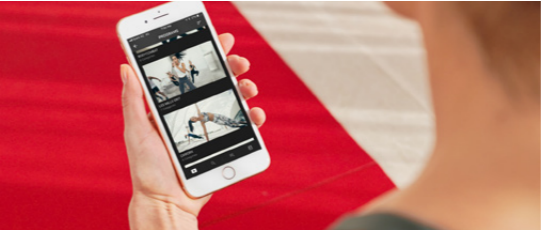
Hey [CLUB NAME] members!

As a valued member of our club, we're offering you a 30-DAY FREE TRIAL to LES MILLS On Demand. It's the ideal way to try out our LES MILLS group workouts or stay active on the days you can't make it to the gym.

LES MILLS On Demand is a great add-on to your club membership, featuring over 600 short and long scientifically-proven workouts. Everything from strength, cardio, HIIT, core conditioning, flexibility, indoor cycling, and dance fitness – you'll find something to love. You can begin streaming the full range of Les Mills workouts as soon as you sign up.

If you love using it during your 30-day free trial, you can continue to subscribe for the exclusive member price of £7.95/month.

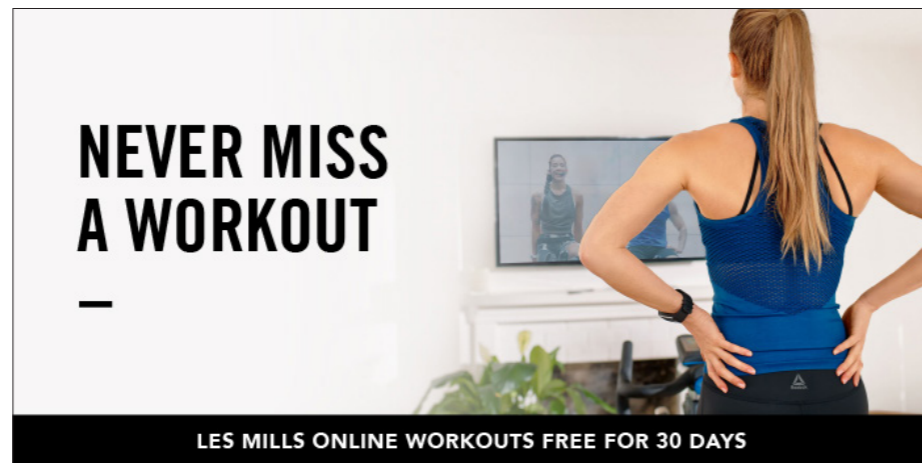
The LES MILLS On Demand Team



If you do not wish to receive these emails, please unsubscribe [here](#).

Email to Existing Club Members

EDM HEADERS



For all new and existing club members



For all new and existing club members



For all new and existing club members



For all new and existing club members

eDM header - 700 x 350px

KICKSTART

4-WEEK FULL BODY WORKOUT GUIDE FOR GYM & HOME

CARDIO • STRENGTH • FLEXIBILITY • CORE

BENEFITS OF THIS GUIDE:

This workout guide is for those who want to maintain a regular exercise program with flexibility to suit your schedule - whether at the gym, at home or while traveling. You will gain cardiovascular fitness and core strength while retaining endurance.

We've provided suggestions for LES MILLS workouts – these can be done at the gym or online with LES MILLS On Demand!

	SUNDAY / MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY / SATURDAY
1	CARDIO 30 MIN BODYATTACK, BODYCOMBAT, SH'BAM	REST DAY	MIND BODY 15 MIN MINDFULNESS	REST DAY	STRENGTH 30 MIN BODYBALANCE STRENGTH
2	CARDIO 30 MIN BODYATTACK, BODYCOMBAT, SH'BAM, LES MILLS GRIT	FLEXIBILITY 30 BODYBALANCE FLEXIBILITY	REST DAY	CARDIO 15 – 30 MIN BODYATTACK, DANCE, BODYCOMBAT, SH'BAM	STRENGTH 30 MIN CXWORX, LES MILLS GRIT
3	CARDIO 30 MIN BODYATTACK, BODYCOMBAT, SH'BAM,	FLEXIBILITY 30 BODYBALANCE FLEXIBILITY	REST DAY	CARDIO 15 – 30 MIN BODYATTACK, DANCE, BODYCOMBAT, SH'BAM, LES MILLS GRIT	STRENGTH 30 MIN CXWORX, LES MILLS GRIT
4	CARDIO 30 MIN BODYATTACK, BODYCOMBAT, SH'BAM	FLEXIBILITY 30 BODYBALANCE FLEXIBILITY	REST DAY	CARDIO 15 – 30 MIN BODYATTACK, BODYCOMBAT, SH'BAM	STRENGTH 30 MIN CXWORX, LES MILLS GRIT

TOP TIP: Listen to your body, if you are feeling fatigued and need an extra recovery day – take it!"



4 Week Workout Guide

Size: A4 210 x 297mm

Download link available on eDM correspondence

IMAGERY

LES MILLS On Demand imagery is designed to be inspiring and motivating.

All LMOD imagery is available to use for print and digital assets, and should only be used to promote LES MILLS On Demand. You can download a great range of imagery on [Brand Central](#).



VIDEO

Video is an exciting way to engage members on social media as well as inside your club.

We have 15 second and 30 second LMOD trailers available for you to use on club TVs, online and social media. Find all current content on [Brand Central](#) and be sure to check back regularly for updates.

There is one video with a Call to Action (CTA) to “See Reception” and one with no call to action. We suggest using “See Reception” in club and the version with no CTA on social media, as you can post your affiliate landing page link to drive interested members straight to purchase.

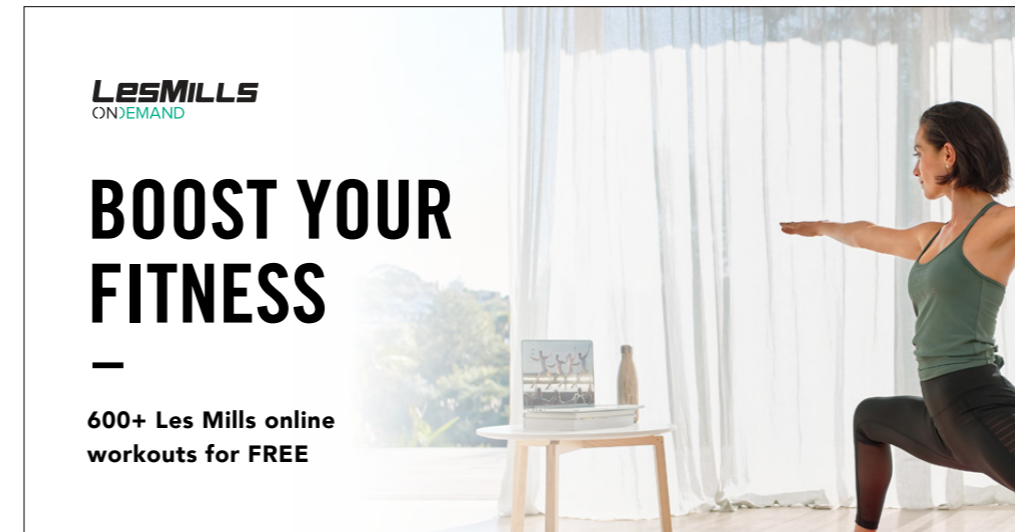
The 15 – 30 second trailers are great for sharing with your fans and followers on Facebook and Instagram as well as digital screens in your club.



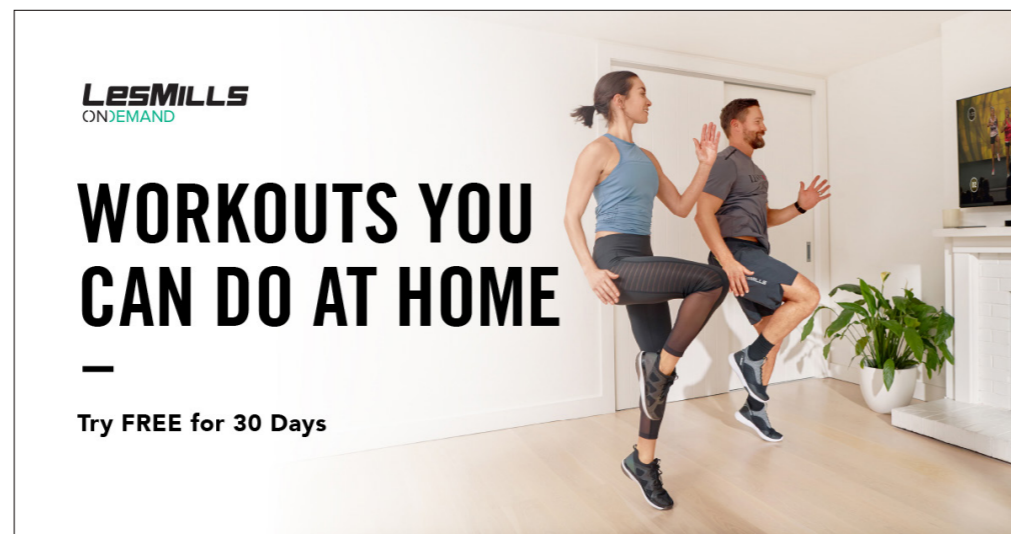
SOCIAL ASSETS – FACEBOOK POSTS



LES MILLS On Demand offer focus



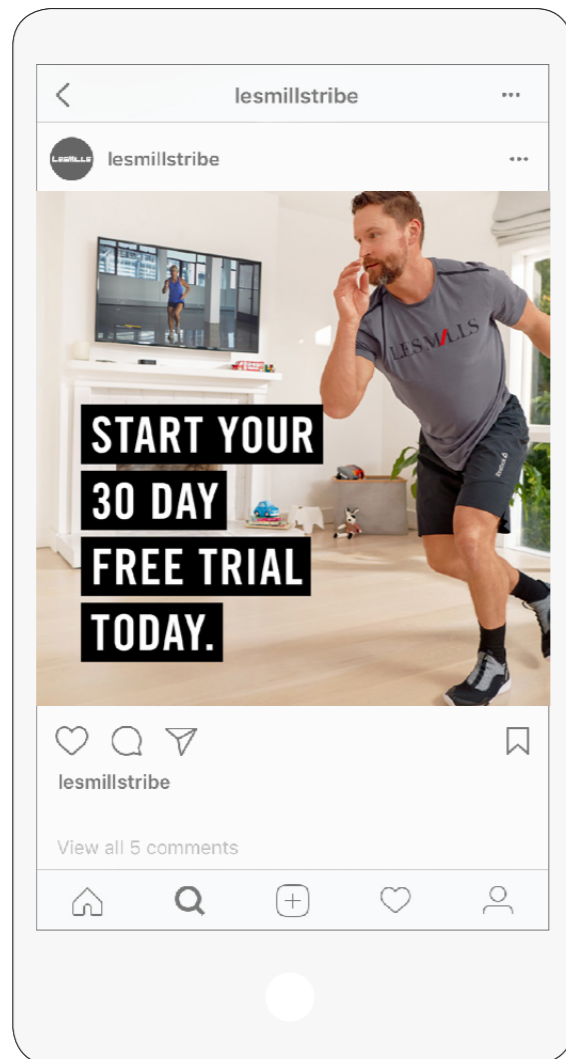
LES MILLS On Demand content focus



LES MILLS On Demand incentive focus

1200 x 628px

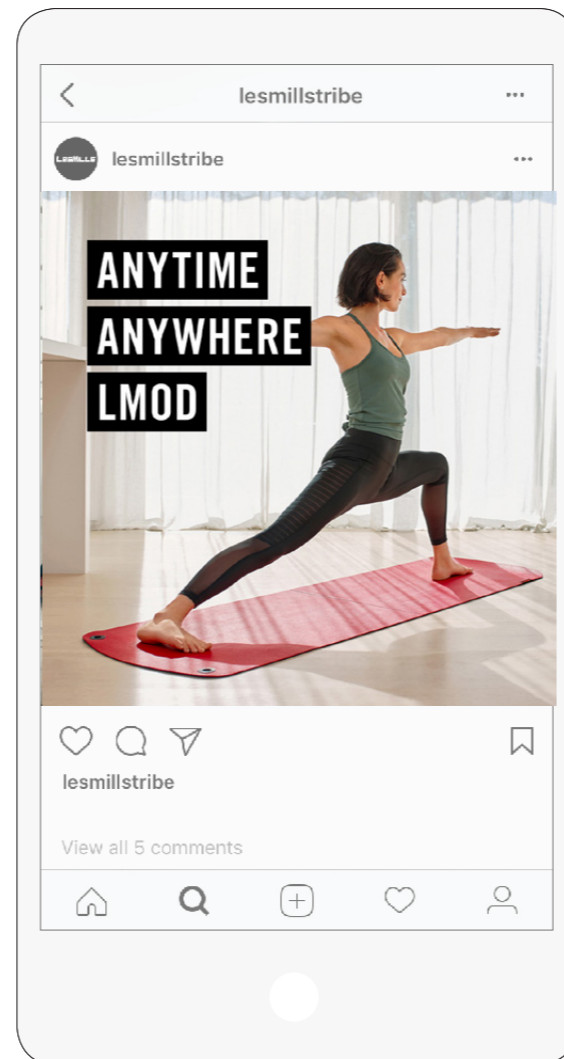
SOCIAL ASSETS – INSTAGRAM POSTS



LES MILLS On Demand offer focus

Content:

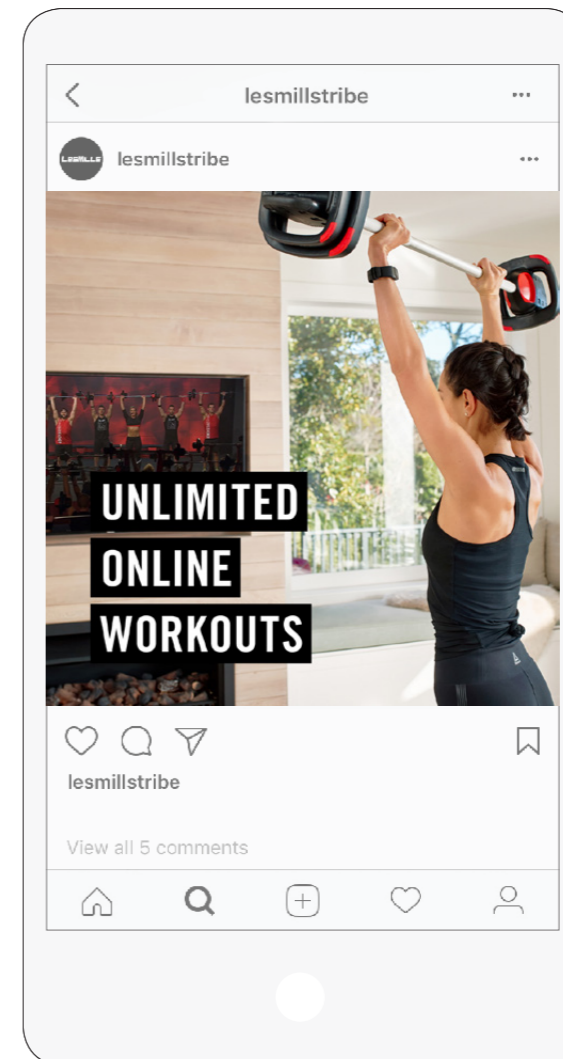
Hey [CLUB NAME] members! Love to stay active but can't always make it in? Stay motivated and on top of your fitness with LES MILLS On Demand, online video workouts you can do at home or work. Sign up for a 30-day free trial and get an exclusive members-only 4-week workout guide. Ask us about it today.



LES MILLS On Demand offer focus

Content:

Hey [CLUB NAME] members! Love to stay active but can't always make it in? Stay motivated and on top of your fitness with LES MILLS On Demand, online video workouts you can do at home or work. Sign up for a 30-day free trial and get an exclusive members-only 4-week workout guide. Ask us about it today.



LMOD content focus

Content:

Our members get an exclusive deal on LES MILLS On Demand, 600+ online workouts you can do anywhere, any time. It's the perfect add-on to your [CLUB NAME] membership, helping you keep your fitness goals on track. Check the link in our bio for a free 30-day trial! If you've tried LES MILLS - what's your favourite workout?

PRINT COLLATERAL

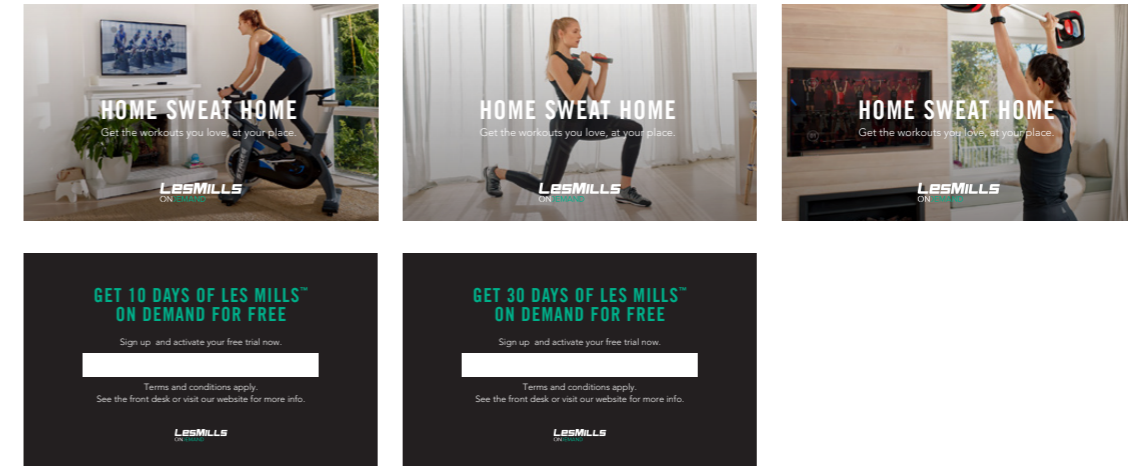
The range of LMOD print assets are great for display throughout your club to maximize awareness. Keep point of sale material in common areas, near sales locations and/or the group fitness studio, reception, member lounges and assessment rooms.

Banners

Banners are a great way to launch LMOD inside your club. Place banners in your lobby, common areas or group fitness studios to encourage member interest and drive awareness.

Affiliate Promo Card

A key talking piece and take away for members, display in high traffic areas throughout the club such as front desk or your sales and fitness assessment areas. The promo card is a business sized card that can be printed at any local print shop. Remember to include your affiliate link for this and make it a tiny URL (refer to the Affiliate Implementation Guide on how to do this) so it's easy for members to type into a web page at a later time.





For further information or questions regarding LES MILLS On Demand Marketing and Promotion, please contact Les Mills International at info@lesmillsondemand.com
