

Community-Focused Challenge Drives Engagement by **97.9%**

SITUATION:

Fitness challenges can help motivate and engage members throughout the calendar year, but they don't always result in desired outcomes. It can be difficult to deliver successful programs that hit all of the marks for your fitness business (increased engagement and attendance, revenue), as well as for the participant (biometric changes, positive lifestyle modifications, and a strong sense of belonging.)

SOLUTION:

Focus on the community and sense of belonging first and the results will follow. When individuals feel like they are a part of something greater than inches lost, they gain motivation, accountability and have more fun along the way.

With these goals in mind, we decided that there was no better place to create this successful challenge environment than in The ZONE, Active's boutique fitness studio model within our Active Wellness Center locations. Our ZONE model utilizes cutting-edge heart rate training and fitness tracking technology alongside the most efficient form of scientifically proven strength and conditioning techniques. The ZONE is a 6-week progressive cycle, in which we intentionally stay within specific heart rate zones, while focusing on strength, power, endurance and recovery for results. With consistent participation, our athletes can see progress over time reflected in max heart rate, fit testing results, improved heart rate zones, effort, and more.

The structure of the program included 6-weeks of this intentional and progressive programming with a biometric scan at the beginning and end of the challenge using our Inbody 570. To officially complete the 6-week challenge, participants were required to attend two classes per week, as well as complete the two Inbody scans. Awards were given for those who gained the most skeletal

muscle mass, lost the most body fat percentage and a raffle for those who completed the challenge. The challenge was free to our paying ZONE members, while there was a low entry fee for anyone who was currently a non-ZONE member. This provided the opportunity for non-ZONE members to experience the ZONE, its community, the accountability and achieve the results they desired.

RESULTS:

From increased revenue to improved daily engagement to biometric change; this community-focused challenge delivered extraordinary results.

75.5% of those who signed up for the challenge met the requirements of two Inbody Scans and two classes per week to complete the challenge. The consistency and engagement of those who completed the challenge showed great biometric results:

**Top Winners Gained 3-5 lbs
in Skeletal Muscle Mass**

**Top Winners Lost 2.5 - 5%
Total Body Fat**

On average, those that completed the challenge lost about 1% body fat over the 6-week period. For reference, a realistic and comfortable cadence for most individuals to lose body fat percentage is about 0.5% (1lb Men / 0.8lb Women) per week. Along with body fat loss, muscle was gained by a majority of the participants. Of those who completed the challenge, 0.66 lbs of skeletal muscle was gained across the 6 weeks.

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Participants had a great time throughout the challenge sharing:

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I've been in other six-week challenges with a high buy-in, where they recommend purchasing supplements and other add-ons along the way. This was a better value. I liked that you get used to meeting different people, new people in each class. It's a community. I like variations. I went to <a competitor> for a year and didn't lose any weight. It was the same workout format. I've been in the ZONE Challenge and lost 10 pounds in six weeks.

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Similar to fat loss, muscle takes time to shift and can be dependent on fitness level and starting physique, but a range 0.35 lbs - 1.5 lbs of muscle gained over the course of a month is realistic for most fitness levels, and our participants were right within that range.

Not only did the challenge yield physical results, but it also greatly increased the engagement, excitement and strength of the club community. Plus engagement increased 97.9% from attendance 5 months prior to the challenge.

51% of non-ZONE members who participated in the challenge upgraded their membership to ZONE membership for increased program revenue.

Success was had by creating a fun, engaging and community based challenge that drove results through accountability, standards, camaraderie and motivation.

If you're interested in learning more about our boutique fitness studio experiences or fitness center management services contact us today.

CONTACT:

MARK SIEBERT
Director of Client Success

-
856.981.7880
mark.siebert@activewellness.com

OVERVIEW:

SITUATION

- Lack of outcome-based results for both the club business and its members
- Low engagement

SOLUTION

- Focus on community building and team camaraderie
- Start and end challenges with assessments
- Offer an upgrade opportunity for challenge participants for continued motivation

RESULTS

- Increased engagement by 97.9%
- Increased program revenue; 51% of upgraded their membership
- Overall participants lost 1% body fat and gained .67 lbs of muscle during the 6-week challenge