

CASE STUDY:

How Orangetheory Fitness Leveraged Personalized Video To Increase Attendance

At Orangetheory Fitness, workouts aren't just harder — they're smarter. Heart rate monitors worn during class track and display key metrics in real time. How could Orangetheory Fitness use that data to drive engagement and retention? By taking it beyond the gym with bespoke, shareable videos.

THE CHALLENGE

The sad truth is over [67% of gym memberships](#) are never used. And memberships that aren't used aren't renewed. While those memberships are meant to be a long-term investment, churn rate in the fitness space is always an issue.



Campaign Brainstorm

1. How do you communicate your brand's value?
2. What will inspire members to keep going?
3. Can member workout data drive action?
4. How do you create a campaign people want to share?

To increase attendance, Orangetheory needed to create an engaging, dynamic campaign where members felt inspired to set fitness goals for the new year — and achieve them by attending more classes. Fitness is nothing if not personal. To motivate their audience, the campaign

had to speak to each member's unique fitness journey. And it couldn't stay in the customer's inbox, either. To get the most reach, Orangetheory Fitness needed a highly shareable campaign that would translate seamlessly to the world of social media.

THE SOLUTION

To engage and inspire their members, Orangetheory Fitness decided to create a Personalized Video for each individual showing the highlights of their workouts over the past year. Leveraging Idomoo's enterprise-grade platform, the campaign was scalable and easy to execute.



The video featured each member's performance stats from the year to provide insight into all they achieved with Orangetheory Fitness, such as the number of classes completed and calories burned.

The Personalized Videos not only gave customers an overview of their progress. It encouraged them to keep going by celebrating their achievements and encouraging them to hit bigger and better goals next year.

And of course, viewers could easily share their video on social media platforms to friends and followers to show off and compare results — free brand exposure for Orangetheory Fitness.

Personalized Music

Viewers didn't just watch their fitness journey. They heard it, too. Record producer Gazzo composed a custom soundtrack set to each customer's workout BPM.

THE RESULTS

Members loved seeing the progress they'd made. The campaign garnered impressive results across the board, solidifying its success.

45,000

classes booked

Launch week saw members booking more classes to achieve their fitness goals.

97%

attendance

This record-high class attendance coincided with the week of the campaign launch.

Record low

attrition

The following month saw the lowest churn rate in Orangetheory Fitness's history.



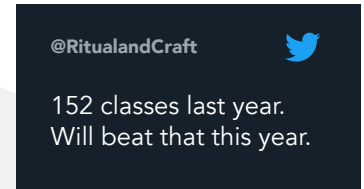
Rather Watch?

We get it — video is more exciting. If you'd rather watch than read this case study, you can click the case study film below.



Customer Feedback

The buzz hit social media, too. Members shared their personalized year-in-review video across platforms, building brand loyalty for current customers and reaching future customers at the same time. Worth noting, 100% of the mentions on social media — a place known for blunt honesty — were positive.



And members weren't the only fans of the campaign. The pros took notice, too. The campaign went on to place third for Best Creative Marketing Strategy/Effectiveness at the New York Festivals Advertising Award.

Play It Again

Thrilled with the campaign's success, Orangetheory Fitness decided to do it again. They created another year-in-review Personalized Video the next year with stellar results.

GET STARTED

Your customer's health is personal. Your communication efforts should be the same. Adding the 1:1 human touch of personalization to the power of video creates a wow effect that drives not only loyalty but also sales, as you read above.

From WW (formerly Weight Watchers) to NHS, the biggest brands have leveraged

our platform to delight customers and get real business results.

Ready to put your data to work? Take a look at our other [personalized health and wellness campaigns](#) on our website. Or chat with a Personalized Video expert by booking a 15-minute call.

[Schedule a Call](#)