

LES MILLS
ONDEMAND

LAUNCH KIT + MEDIA ASSETS

—
MARKETING
IMPLEMENTATION
GUIDE



CONTENTS

Introduction.....	3
Talking Points.....	4
FAQS.....	5
Email.....	6
Workout Guide.....	7
Imagery.....	8
Video.....	9
Social Media.....	10
Fit Planet Articles.....	11

INTRODUCTION

As a club partner you can access LES MILLS On Demand, as well as all our other program imagery, videos, articles and more via Brand Central.

Your digital channels are a great way to reach and engage your club members, so we've provided some inspiring assets you can use for email marketing, social media and your website.

There are also 1000's more assets for each of our LES MILLS programs, including BODYPUMP™, BODYCOMBAT™ and much more.

[DOWNLOAD NOW](#)

TALKING POINTS

Here are a few great talking points when discussing LES MILLS On Demand, your online fitness offer, 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 85% 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 allows users to enjoy the LES MILLS in-club experience in their 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.

Whatever you like, whenever you like

A LES MILLS On Demand subscription gives unlimited access to a library of over 900+ workouts, ranging from 5 – 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 and more. In addition, there are 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 (LES MILLS On Demand) 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 900+ LES MILLS workouts at your fingertips with a growing library of new content each month.

2. Why would your gym members want to use LES MILLS On Demand?

- Members can continue their fitness journey while at home
- They can improve their mental health and be strong in both body and mind
- They are missing their favourite live classes at the gym
- They'll get access to other classes that you may not already offer.

3. How to promote LES MILLS On Demand

We have a limited time offer for the Club Launch, a free trial to workout online with LES MILLS On Demand. This means members get unlimited access for the trial period at no charge.

Promote this offer and the benefits of LES MILLS On Demand using the assets in this guide.

4. How do your gym members sign up?

The LES MILLS team has provided you with your club unique URL and ready-to-use assets that you can download from [Brand Central](#).

5. How do they cancel?

To access the trial, members will be required to input their credit card details and will become a paying subscriber post-trial if they don't cancel.

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

6. Do customers need equipment at home to use LES MILLS On Demand?

Equipment is not essential to work out with LES MILLS On Demand.

Barbells, weight plates, dumbbells or kettlebells are suitable for strength training workouts such as BODYPUMP™ and LES MILLS GRIT™ Strength. A generic step or bench works well for BODYSTEP™ (step aerobics) and LES MILLS GRIT™ Athletic (HIIT), and any resistance band can be used for CXWORX™ (core conditioning). Any stationary bike will work well for LES MILLS cycle workouts and if you prefer to use a mat during yoga, any yoga mat will suffice.

7. Which devices can customers use to access LES MILLS On Demand?

LES MILLS On Demand can be accessed on iOS and android devices, via web browser; Apple TV, ROKU and Amazon Fire TV. It is also Chromecast, Firestick and Airplay enabled.

8. Does LES MILLS On Demand 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?

Contact your local Les Mills team or your Customer Experience Manager.

EMAIL

Let your members know you have an exclusive offer for them to exercise at home by sending them an offer email. You'll find html files that can be copied into your email marketing software, or you can use the copy and image header and send via Outlook or similar.

DOWNLOAD COPY AND IMAGE

[View this email in your browser](#)




"[IF:FNAME]" Hello "[TITLE:FNAME]", "[ELSE:]" Hello, "[END:IF]"

We know that staying fit and active is our best way to build a strong immune system and stay healthy. Not only that, regular physical activity is proven to combat stress and provide mental health benefits.

To help you stay active when it's not possible to visit the club we've teamed up with Les Mills to give you online workouts as part of your membership. You can now enjoy access to LES MILLS™ On Demand for 60 days. Simply click below to get started.

SIGN UP NOW

When you sign up you'll be asked to enter your payment details, but you won't be charged for the 60-day trial. If you want to continue beyond that, you'll automatically become a paying subscriber at this special rate we've negotiated with Les Mills. Please note this trial is valid for new subscribers only.

LES MILLS On Demand offers over 800 of your favorite workouts across 13 categories. You can work out with classic programs such as BODYPUMP™ and BODYCOMBAT™, do mindfulness exercises and even get the kids active with BORN TO MOVE™. The workouts range from 15 to 55 minutes and there are options for all fitness levels.

We hope you enjoy working out at home and we're looking forward to seeing you back in the club when things have returned to normal.

Wishing you good health,

From the team at {insert club name}

Terms and conditions apply:
New members will be billed after their free trial but can cancel future payments at any time.



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DOWNLOAD HTML

GETTING STARTED

We've created a simple workout planner for your club members to make getting started as easy as possible. Share this workout planner to guide your members in how they can grow their fitness ability within six weeks.

DOWNLOAD NOW

WORKOUT GUIDE

STARTING OUT



TRAINING CATEGORIES	<p>CARDIO</p> <p>Cardio exercise is great for burning calories and important for your heart health. Examples include climbing stairs, cycling, dancing, running, swimming and walking. Some LES MILLS programs you could consider are BODYATTACK™, BODYCOMBAT™, BODYSTEP™, RPM™ and SH'BAM™.</p>	<p>STRENGTH</p> <p>Strength training builds lean muscle and helps with long-term weight loss. As well as free weight and machine weight training, you should consider BODYPUMP™ and LES MILLS BARRE.</p>	<p>CORE / FLEXIBILITY</p> <p>Core strength is critical for building a strong body to create the best platform for all other exercise. Flexibility reduces chances of injury, increases mobility and improves your posture.</p> <p>Some great Core/Flexibility workouts to consider are CXWORX™, BODYBALANCE™/BODYFLOW™ ab exercises, pilates or stretching.</p>
WEEK 1	1 x 20mins	1 x 20mins	1 x 10mins
WEEK 2	2 x 20mins	1 x 30mins	1 x 20mins
WEEK 3	2 x 30mins	1 x 30mins 1 x 20mins	1 x 25mins
WEEK 4	2 x 35mins 1 x 20mins	1 x 60mins	1 x 40mins
WEEK 5	2 x 50mins 1 x 20mins	1 x 60mins 1 x 20mins	1 x 60mins
WEEK 6	2 x 60mins 1 x 30mins	1 x 60mins 1 x 40mins	1 x 60mins

IMAGERY

Designed to inspire, motivate and engage people in exercise, all imagery is available to use for print and digital assets, and should only be used to promote the platform.

[DOWNLOAD IMAGERY](#)

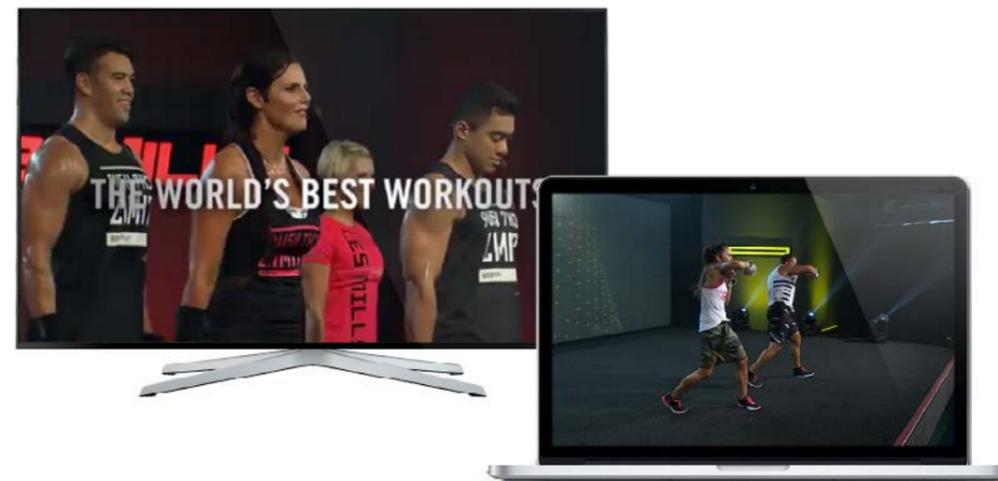
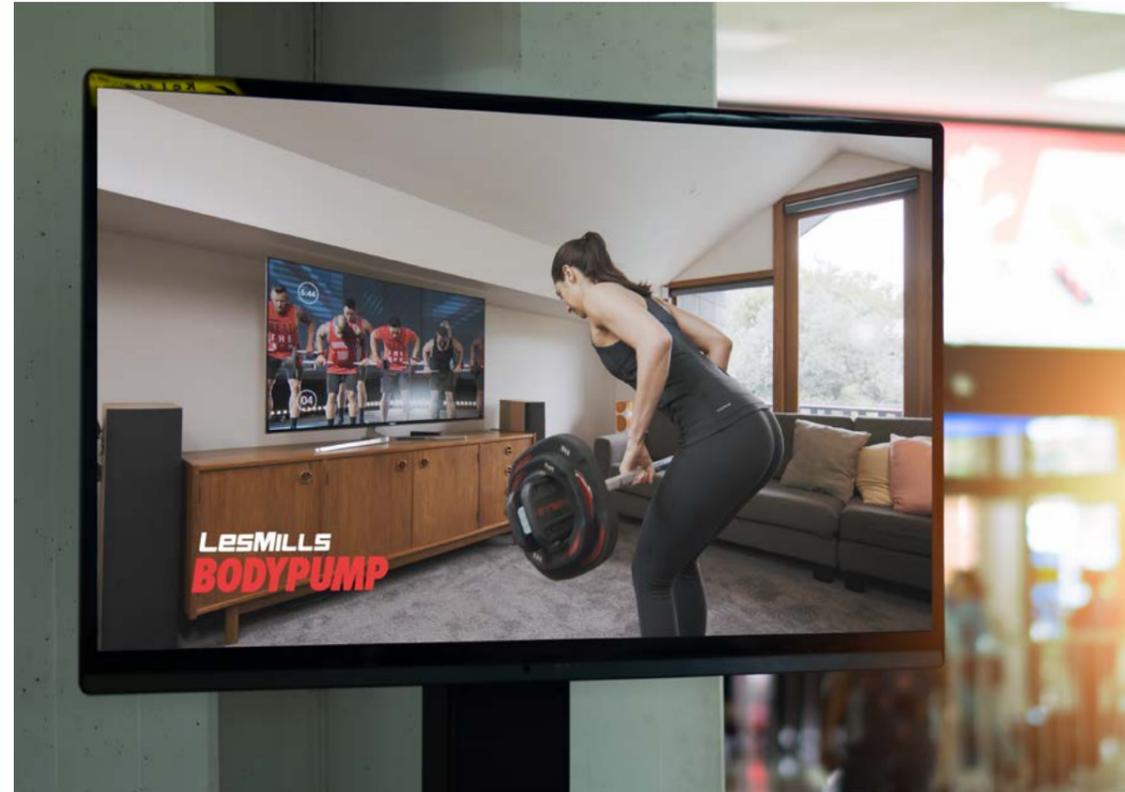


VIDEO

Video is an engaging way to connect with members. There are square and widescreen options available for you to use online and on social media.

We have a range of 15, 30 and 90 second LES MILLS On Demand trailers available.

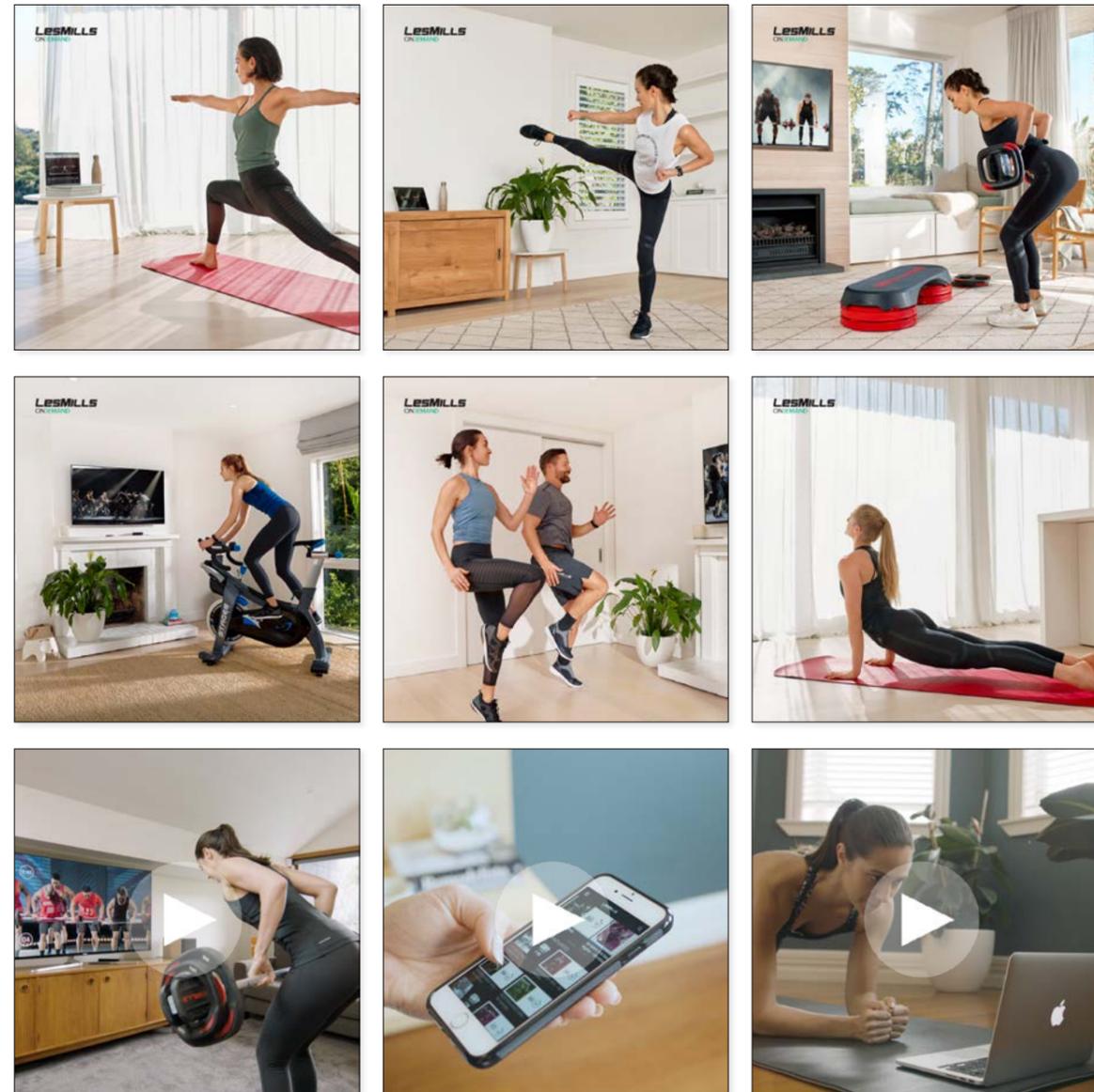
[DOWNLOAD VIDEOS](#)



SOCIAL MEDIA

Utilize this library of social media tiles to help promote your LES MILLS On Demand offer and workouts.

[DOWNLOAD SOCIAL ASSETS](#)



Suggested social copy

Staying healthy and active boosts immunity and mental health. Stay motivated and on top of your fitness with over 900 free workouts you can do from home. [add URL]

Stay active while you're at home with more than 900 of your favorite workouts you can do anywhere, anytime, for free. [add URL]

FIT PLANET ARTICLES

Support your members by educating them on how to boost their immunity through exercise and tips on working out at home.



Workouts for your world

(also available on Brand Central for you to repurpose as your own article).

ARTICLE

ASSETS



Science shows you shouldn't give up on the push-up

(also available on Brand Central for you to repurpose as your own article).

ARTICLE

ASSETS



My first time: BODYCOMBAT

(also available on Brand Central for you to repurpose as your own article).

ARTICLE

ASSETS

Plus there are plenty more articles including research, nutrition and much much more.

DOWNLOAD ARTICLES

LES MILLS ONDEMAND

For further information or questions regarding LES MILLS On Demand, please contact your local Les Mills Office.
