

LES MILLS+

LAUNCH KIT AND MEDIA ASSETS

—
MARKETING IMPLEMENTATION GUIDE

THIRD EDITION - OCTOBER 2021



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INTRODUCTION

As a club partner you can access LES MILLS+, as well as all our other program imagery, videos, articles and more.

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 LAUNCH KIT](#)

TALKING POINTS

Here are a few great talking points when discussing LES MILLS+, your online fitness offer, with your teams, instructors and members:

Unlimited access to world-class workouts

LES MILLS workouts are the world's best. They feature science-backed moves, the freshest music, and the top instructors. Choose from 1,000+ workouts including strength training, cardio, high-intensity interval training, core, indoor cycling, yoga, dance, barre and more.

Work out at home or on the go – on your favorite home devices

We understand how important a healthy lifestyle is. We also understand that it is not always easy to make it to a gym or studio. LES MILLS+ is ideal for home exercise, on holiday and hotel workouts. Download workouts on the LES MILLS+ iOS Apps and Android apps. The app is also compatible with Chromecast and Airplay.

Train with the world's best

From the leaders of group fitness, LES MILLS workouts are taught by some of the world's best instructors, trained in the art of motivation. They are filmed in remarkable settings and have to be seen to be believed.

Backed by science

Les Mills has been perfecting the science and art of inspiring exercise for over 50 years. The science-backed workouts are tested and refined to ensure they are safe and effective and international university research teams test the effects of LES MILLS programs on key health factors such as obesity and heart disease.

Options for any fitness level

Les Mills is perfect for all fitness levels. No equipment is needed, there are low-impact options, and short 15-minute and 30-minute workouts. LES MILLS+ also gives you access to nutrition guidance, wellness session including meditation and mindfulness, and physical activity for children.

FAQS

1. What is LES MILLS+?

LES MILLS+ 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 over 1000 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+?

While live fitness experiences will always be the pinnacle, the digital fitness boom and the growth of home working mean today's fitness consumers demand both a connected and convenient fitness experience. LES MILLS+ seamlessly links the live and digital workout experience. It's a high-class digital offering that will satisfy existing members, with features that include more personalization, tracking, motivation and results.

3. How to promote LES MILLS+

We have a limited time offer for the Club Launch, a free trial to workout online with LES MILLS+. This means members get unlimited access for the trial period at no charge. Promote this offer and the benefits of LES MILLS+ 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 [here](#).

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+ 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+?

Equipment is not essential to work out with LES MILLS+. There are hundreds of workouts you can do with no equipment at all.

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 LES MILLS CORE™ (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+?

LES MILLS+ 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+ work offline?

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

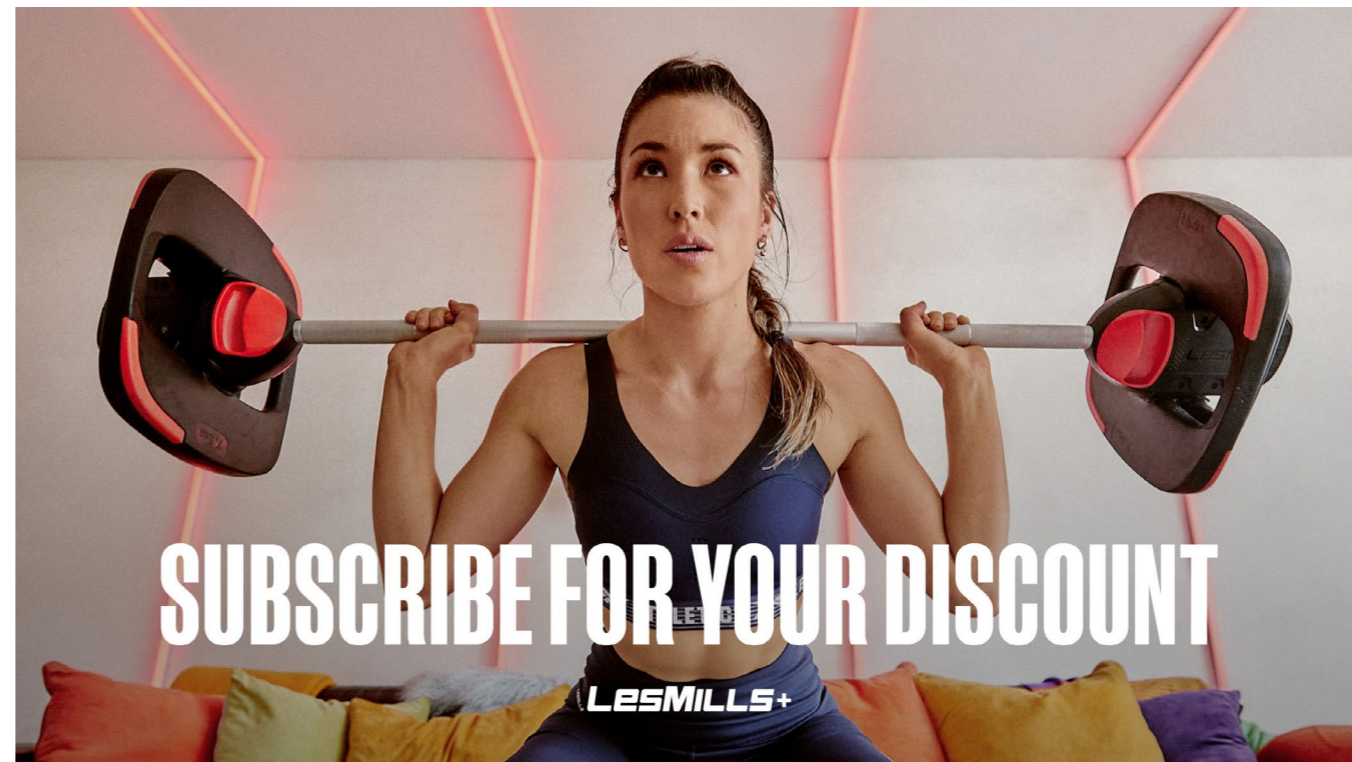
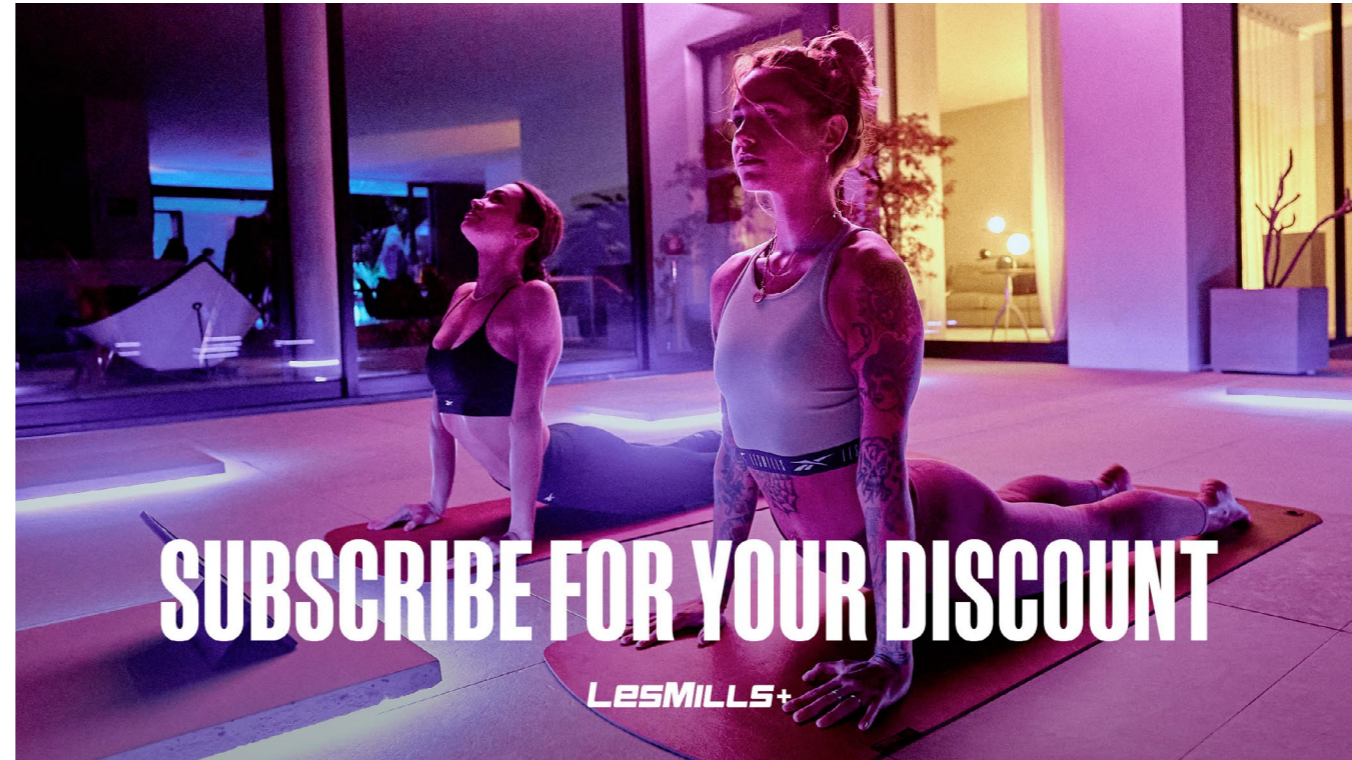
9. Have more questions? Need further support?

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 the copy and image headers allowing you to send via your email marketing software, or via Outlook or similar.

DOWNLOAD COPY AND IMAGE




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 WORKOUT GUIDE

WORKOUT GUIDE

STARTING OUT

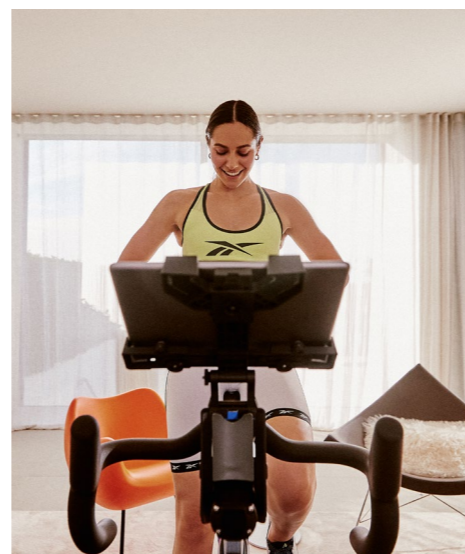


TRAINING CATEGORIES	<p>CARDIO</p> <p>Cardio exercise is great for burning calories and important for your heart health. Examples include climbing stairs, cycling, dancing, running, swimming and walking. Some LES MILLS programs you could consider are BODYATTACK™, BODYCOMBAT™, BODYSTEP™, RPM™ and SH'BAM™.</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 CXCORE™, BODYBALANCE™, 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](#)



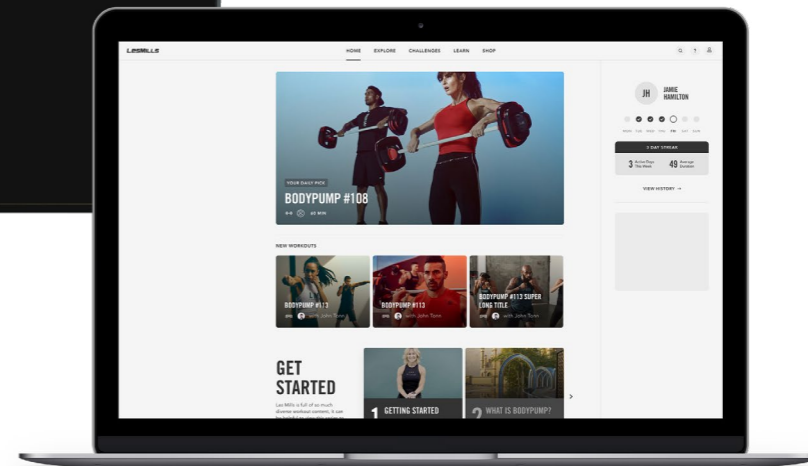
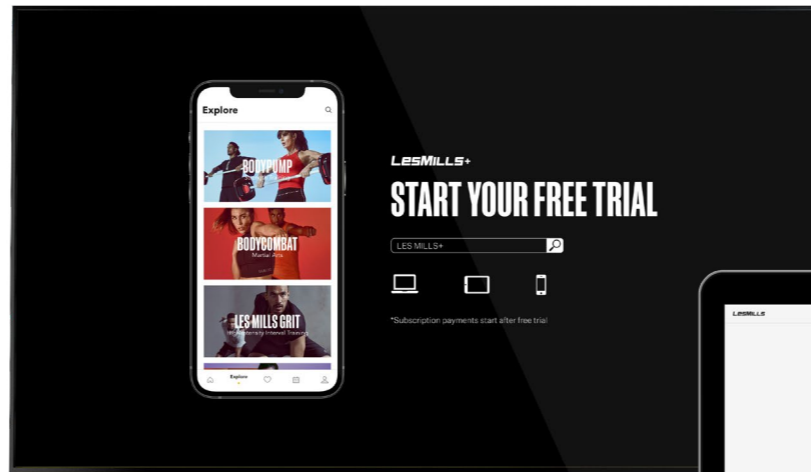
VIDEO



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 wide range of LES MILLS+ trailers available.

DOWNLOAD VIDEOS



SOCIAL MEDIA

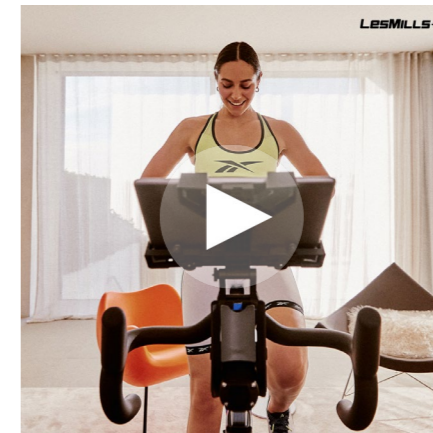
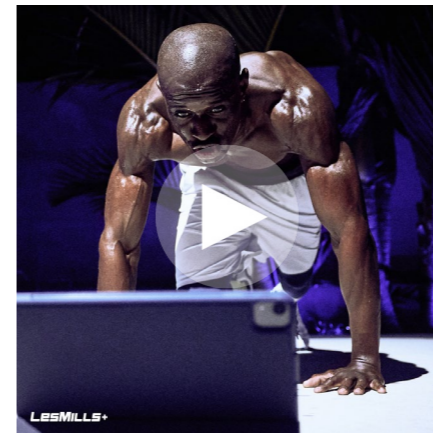
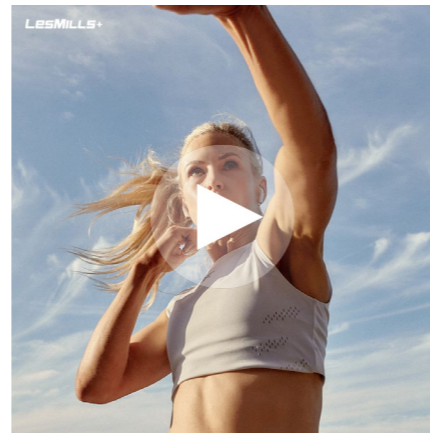
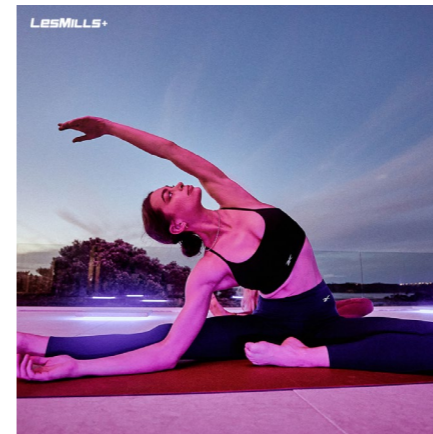
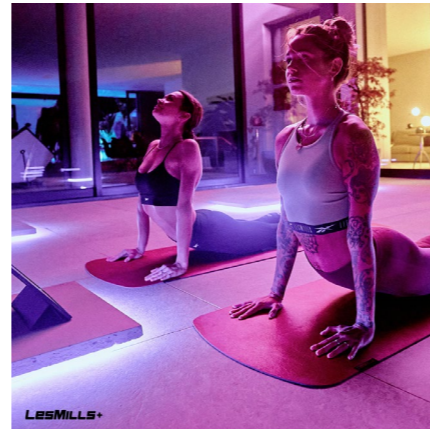
Utilize this library of social media tiles to help promote your LES MILLS+ offer and workouts.

Suggested social copy

Get UNLIMITED ACCESS to 1000+ workouts in our app! Strength, yoga, HIIT, Spin + more. Start your free trial of LES MILLS+ today.

Work out at home or on the go with UNLIMITED ACCESS to 1000+ workouts across strength, cycle, yoga, HIIT and more. Try LES MILLS+ today with our free trial.

DOWNLOAD SOCIAL ASSETS



FIT PLANET ARTICLES

Support your members with educational and inspirational articles that will help them stay motivated, maximize training results, and enjoy a healthy and happy lifestyle.

[DOWNLOAD ARTICLES](#)

TUESDAY, JANUARY 28, 2020

WORKOUTS FOR YOUR WORLD



by Emma Hogan



Your job, family, fitness, a busy social life . . . when you're juggling the lot, visiting the gym can be the first thing to go out the window. Even if you live and breathe fitness, finding workouts that work with your world can be tough! We recently spoke to three busy fitness pros to find out how they make it happen.



Workouts for your world

This article is available to download for you to repurpose as your own. And there are plenty of articles including research, nutrition and much much more.

LES MILLS+

For further information or questions
regarding LES MILLS+, please contact
your local LES MILLS Office.