

LES MILLS CONTENT – MARKETING TOOLKIT

NEW CONTENT TO GROW YOUR DIGITAL MEMBERSHIP



LES MILLS

NEW ADDITIONS

Your latest release of LES MILLS Content has landed, and we have the latest workouts and promotional materials to get your members fired up.

What can you expect?

Within this toolkit you will learn what releases have been added, what has been removed, plus any special workouts that have been introduced onto the platform.

The supplied marketing assets will help you create ongoing hype and engagement for your digital offerings.



RELEASE ONE - WELLNESS

12TH SEPTEMBER 2022

WELLNESS SERIES -2

[DOWNLOAD HERE](#)

Relax, refocus and reconnect the breath and body with Wellness Series 2. This collection of breathwork, meditation, yoga and recovery sessions are designed to complement members' physical workouts.

Wellness Series being added:

ACTIVE RECOVERY

- Active Recovery Introduction
- #01 Full Body Foam Rolling
- #02 Upper Body Foam Rolling
- #03 Lower Body Foam Rolling
- #04 Using A Massage Ball

MEDITATION

- #06 I am Enough
- #07 Gratitude
- #08 Body Scan & Breath

MINDFUL MOVEMENT

- #01 Neck & Shoulder Reset
- #02 Mobilise Your Hips
- #03 Breath & Pelvic Floor Wellness
- #04 Quick Posture Reset
- #05 Hamstring Love
- #06 Yoga Nidra for Deep Relaxation



WELLNESS SERIES -2

KEY MESSAGING

Try LES MILLS Wellness Series 2 - a new suite of holistic health sessions from LES MILLS . These life-changing sessions are available online now (insert digital offering)

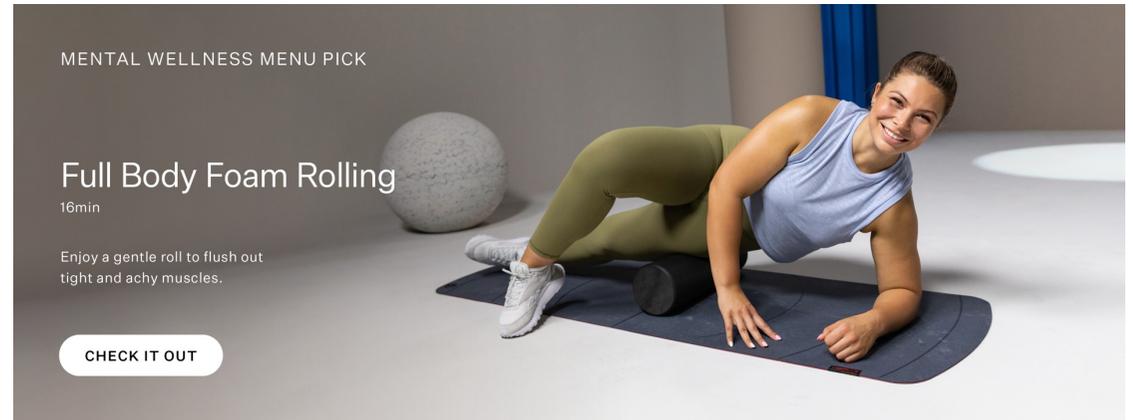
These calming practices are the perfect complement to your physical workouts. If you start experimenting with these different practices and add one or two sessions to your weekly routine, it can make a remarkable difference to your overall sense of wellbeing.

Discover simple practices to increase energy and vitality, improve clarity of mind, and boost your physical and emotional strength.

Example CTAs:

Try one of these new sessions and start your journey to a deeper level of holistic health today.

Explore the options online now
Explore the LES MILLS Wellness Series 2 online now.



STRETCH 5&6

[DOWNLOAD HERE](#)

LES MILLS Stretch features a carefully curated combination of equipment-assisted stretching designed to increase range of motion and relax the muscles.

Stretch Series being added:

LES MILLS STRETCH #05

- #05 Hip Mobility
- #05 Spinal Mobility
- #05 Upper Body Mobility

LES MILLS STRETCH #06

- #06 Hip Mobility
- #06 Spinal Mobility
- #06 Upper Body Mobility



STRETCH 5&6

KEY MESSAGING

Introducing LES MILLS STRETCH (insert release number) to (insert digital offering).

All new functional stretching designed to transform your flexibility, increase range of motion, relax your muscles and maximize athletic performance.

LES MILLS STRETCH features a carefully curated combination of equipment-assisted stretching designed to increase range of motion and relax your muscles. Whether you've been lifting weights, doing cardio or simply sitting on the sofa, LES MILLS.

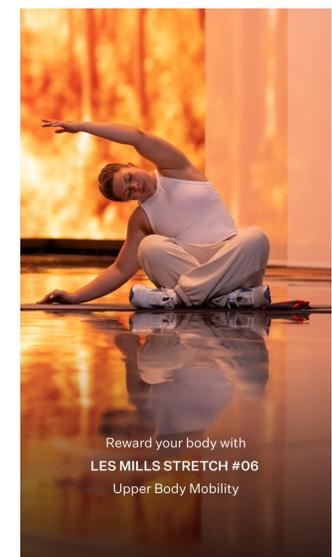
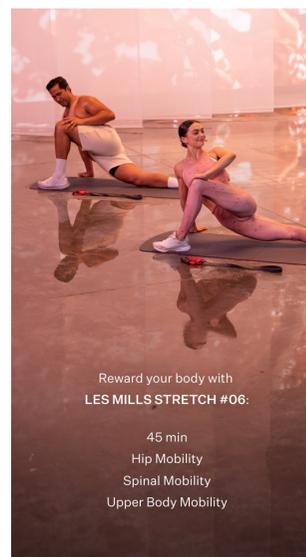
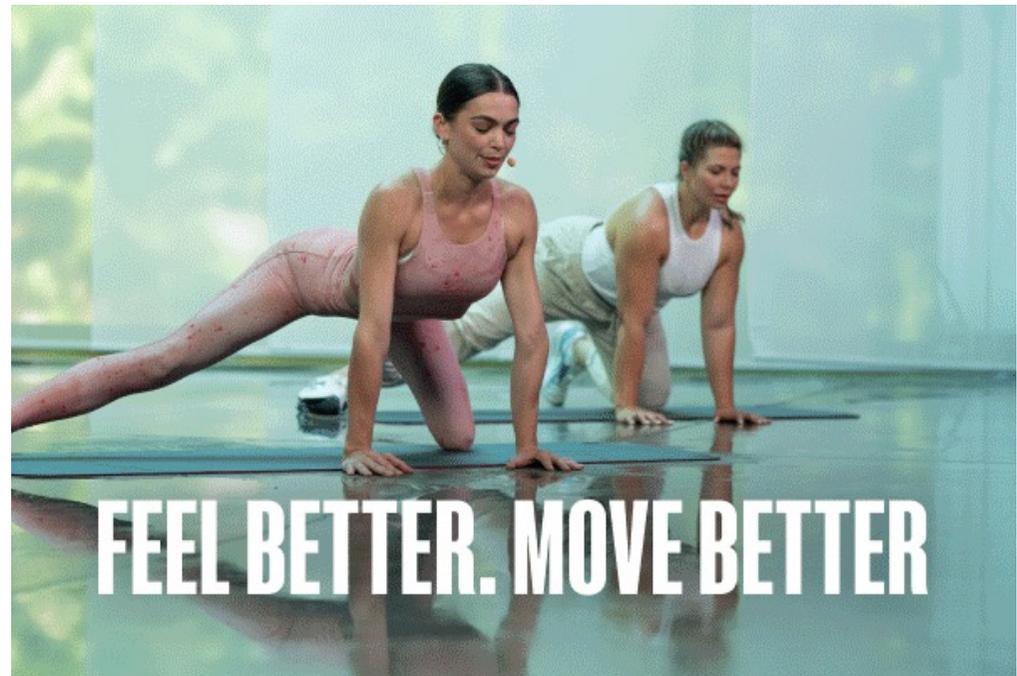
STRETCH will deliver invigorating reward your body needs.

SOCIAL POST

ARE YOU READY ...

- ✔ Ease tight muscles
- ✔ Reduce everyday aches and pains
- ✔ Lower stress
- ✔ Improve posture
- ✔ Boost your mood

Check out the new LES MILLS STRETCH sessions and enjoy all the benefits that go hand-in-hand with functional stretching.



TRAINER SERIES

[DOWNLOAD HERE](#)

Led by some of your favorite LES MILLS Trainers, LES MILLS Trainer Series is perfect for all fitness levels.

Trainer Series being added:

Stretch & Flexibility

KELLY #08 Stretch & Flex

MARK #16 Stretch & Flex

KYLIE #20 Vinyasa Flow

Bodyweight Conditioning

VILI #06 Bodyweight Conditioning

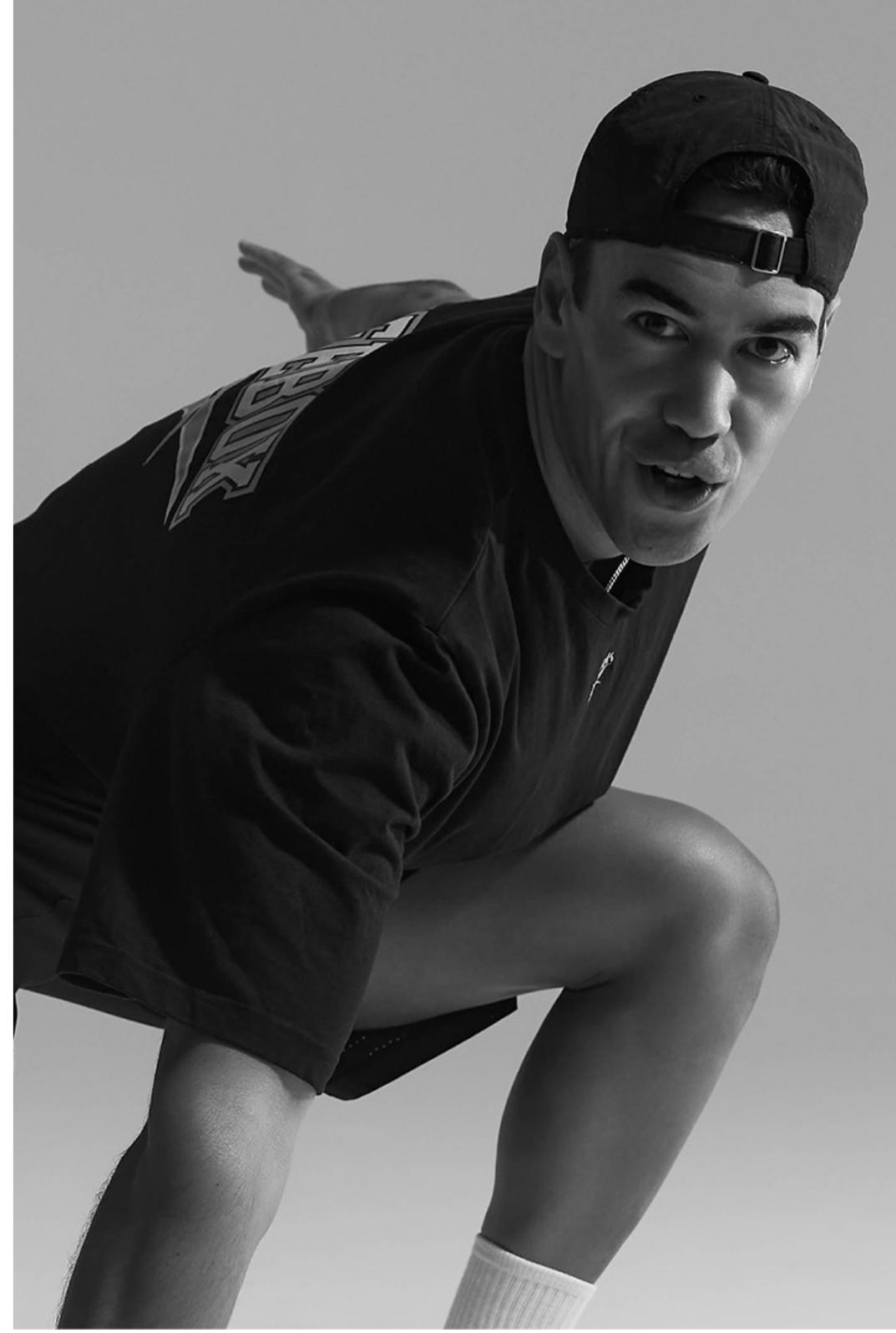
RACH #24 Bodyweight Conditioning

ERIN #26 Bodyweight Conditioning

BEN #25 Bodyweight Conditioning

KEY SERIES MESSAGING

Explore different ways to build strength and stretch with this hand-picked collection of Trainer Series favorites available online now (insert digital offering).



TRAINER SERIES

KEY RELEASE MESSAGING

VILI #06 Bodyweight Conditioning

Vili makes building strength with functional movement patterns fun. It's low to moderate intensity, but you can choose to pick up the speed to lift your heart rate too!

RACH #24 Bodyweight Conditioning

Rach's B.L.A.T will challenge your butt, legs, arms, and tum. It's moderate intensity and packed with options so whatever your fitness level you can feel the burn. Best of all, you spend just 60 seconds on each exercise so you can really push yourself!

BEN #25 Bodyweight Conditioning

Join Ben and hit a full body conditioning session. These simple bodyweight strength exercises will help enhance all movement patterns.

ERIN #26 Bodyweight Conditioning

Heat up and strengthen your muscles with Erin's mixed-intensity bodyweight conditioning session.

KELLY #08 Stretch & Flex

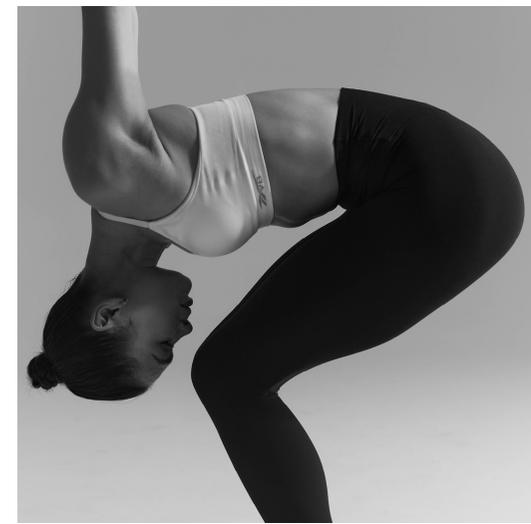
Slow down, regulate, breathe deeply and treat your body to slow and gentle movements. Kelly guides you through a slow stretch sequence that will leave you feeling stress-free, relaxed and in a parasympathetic state.

MARK #16 Stretch & Flex

This 'stretchy for the non-flexy' session will help anyone and everyone improve hip mobility with a simple blend of functional stretches.

KYLIE #20 Vinyasa Flow

Feel a complete mind and body shift with this short, energizing Vinyasa flow. Kylie guides you to use the power of breath to target all the troublesome tight spots: your hips, shoulders, neck and hamstrings. With your breath guiding you you'll discover what your body needs!



BODYBALANCE MEDITATION

[DOWNLOAD HERE](#)

BODYBALANCE meditation sessions have been carefully crafted to help anyone and everyone access a deeper state of calm in an often frantic world.

Being added to Les Mills Content:

BODYBALANCE 92 Meditation

BODYBALANCE 93 Meditation

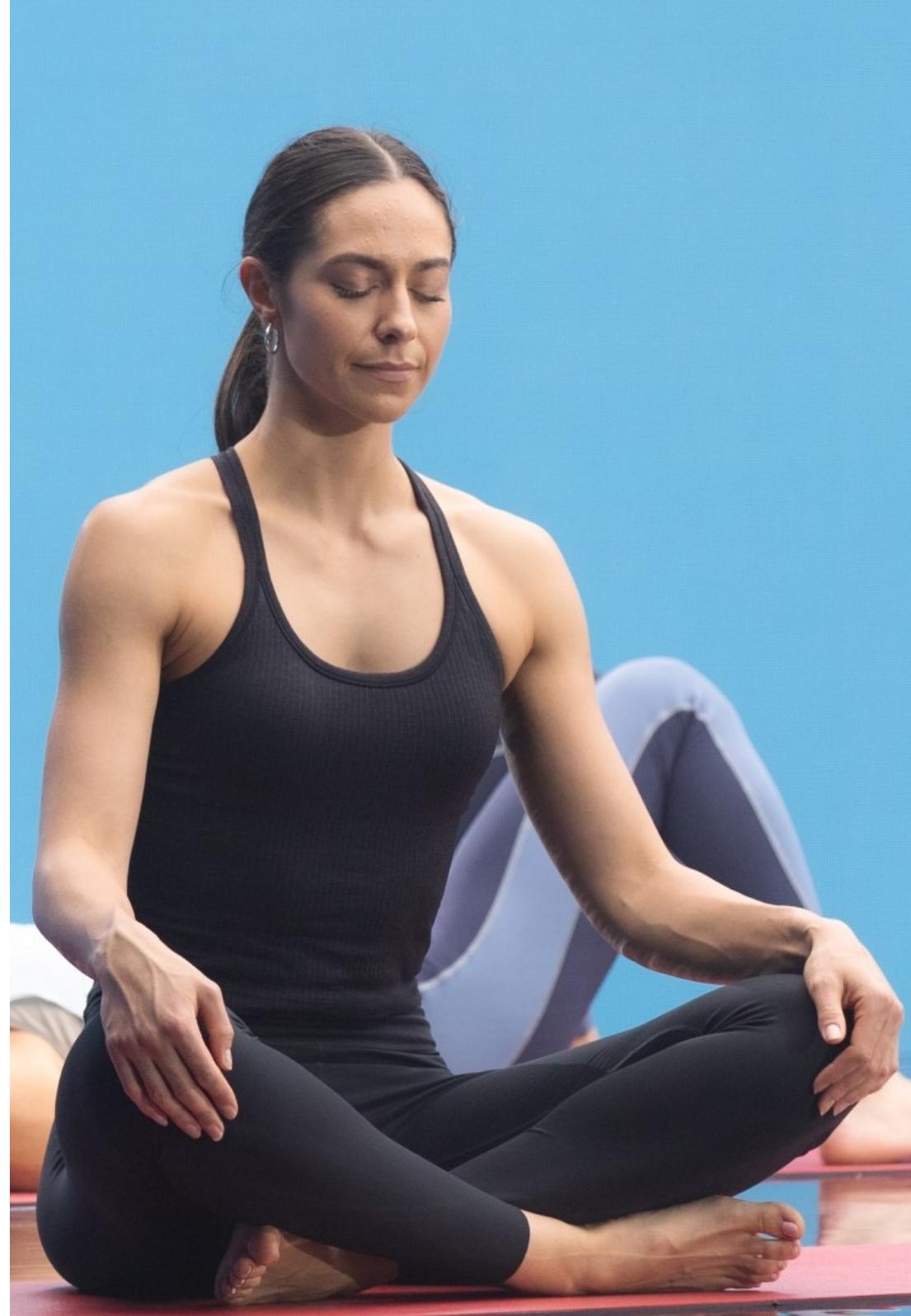
BODYBALANCE 94 Meditation

BODYBALANCE 95 Meditation

KEY MESSGAING

Relaxation and meditation.

Breathe in the benefits - learn simple breathing practices to increase energy and vitality, improve clarity of mind, boost your physical and emotional resilience, and so much more available online now (insert digital offering).



RELEASE TWO – BORN TO MOVE

3rd OCTOBER 2022

BORN TO MOVE RELEASE 21-25

[DOWNLOAD HERE](#)

When it comes to learning a whole lot of cool moves from dance, martial arts and yoga, BORN TO MOVE is the way to go.

Suitable from ages 4 – 16, these classes are jam-packed with cool music and foundation fitness moves and fun games. This is sure to leave the kids (and parents) feeling great!



BORN TO MOVE RELEASE 21-25

KEY MESSAGING

BORN TO MOVE (Years 4-5)

Designed to nurture a life-long love of physical activity, BORN TO MOVE™ helps children experience the joy and vitality of moving to music. Featuring programming for children aged 6-16, each session feeds young people's natural appetite for action, movement and play – and lets them enjoy the energy, confidence, good health and increased ability that goes with it.

BORN TO MOVE (Years 6-16)

Designed to nurture a life-long love of physical activity, BORN TO MOVE™ helps children experience the joy and vitality of moving to music. Featuring programming for children aged 6-16, each session feeds young people's natural appetite for action, movement and play – and lets them enjoy the energy, confidence, good health and increased ability that goes with it.



RELEASE THREE - GROUP FIT & MORE

17TH OCTOBER 2022

STARTER SERIES – SH'BAM

[DOWNLOAD HERE](#)

New to your LES MILLS Content offering is the arrival of the SH'BAM™ Starter Series.

These specially designed workouts are the perfect introduction to SH'BAM.

HERO MESSAGING

This series gives you an introduction to the fun and insanely addictive dance workout that is SH'BAM™. You can step through the three introductory workouts at your own pace and repeat the workouts as often as you like to get comfortable with the moves.

Example CTA

Ready to take the next step? Your path to long-term fitness is here! Check out our all new SH'BAM Starter Series videos, aimed to help you take the initial steps on your fitness journey. You will focus on starting slow, building steadily, and enjoying it. This is the ultimate way to get into a great routine.



LOW IMPACT

[DOWNLOAD HERE](#)

New to your LES MILLS Content offering is the arrival of the Low Impact Series.

These specially designed workouts are the perfect for beginners, members returning to exercise after injury or for those just looking for low-impact movements.

Low Impact being added:

Steady State Cardio #01

Functional Cardio #01

Cardio Kickboxing #01

Strength #01

Dance #01

Mashup



LOW IMPACT

KEY MESSAGING

Steady State Cardio #01

Experience a range of common cardio exercises designed to improve athleticism and fitness. Mark and Kaylah-Blayr will guide you through simple movements you can take at your own pace.

Cardio Kickboxing #01

Get a taste of kickboxing training as you're guided through simple patterns of punching and kicking. It's fun, energizing and you can take it at your own pace.

Strength #01

Discover different ways to build strength with this short introduction to resistance training. You can go at your own pace as Mark and Kaylah-Blayr guide you through simple movements and show you options with and without equipment.

Dance #01

Get a taste of fun and effective dance in just 20 minutes. Mark and Kaylah-Blayr are joined by dance guru Gandalf Archer Mills. Together they will guide you through the simplest dance moves out.



NEW ONLINE RELEASES

GROUP FIT BUNDLE

[DOWNLOAD HERE](#)

The arrival of new releases provides the perfect opportunity to reinvigorate your online workouts and remind members why they love your digital offering in the first place.

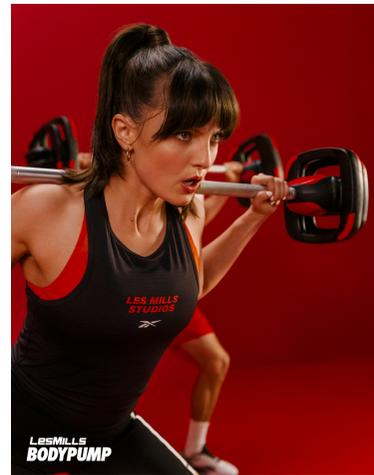
New workouts being added this round are:

LES MILLS BODYATTACK 116
LES MILLS BODYBALANCE 96
LES MILLS BODYCOMBAT 91
LES MILLS BODYPUMP 121
LES MILLS CORE 46
LES MILLS GRIT 40
LES MILLS SH'BAM 47

Workouts being removed this round are:

LES MILLS BODYATTACK 112
LES MILLS BODYBALANCE/ BODYFLOW 92
LES MILLS BODYCOMBAT 87
LES MILLS BODYPUMP 117
LES MILLS LES MILLS CORE 42
LES MILLS LES MILLS GRIT 36
LES MILLS SH'BAM 43

SOCIAL / DIGITAL ASSETS – [DOWNLOAD HERE](#)



VIDEO ASSETS - [DOWNLOAD HERE](#)



NEW ONLINE RELEASES

CYCLE BUNDLE

[DOWNLOAD HERE](#)

The new online cycle releases are here to set your workouts on fire.

Cycle workouts being added this round are:

LES MILLS RPM 94
LES MILLS SPRINT 27
LES MILLS THE TRIP 29

Cycle workouts being removed this round are:

LES MILLS RPM 90
LES MILLS SPRINT 23
LES MILLS THE TRIP 25

These workouts are available only for those with cycle bundle license.

SOCIAL / DIGITAL ASSETS – [DOWNLOAD HERE](#)



VIDEO ASSETS - [DOWNLOAD HERE](#)



LES MILLS

SOCIAL MEDIA GUIDE



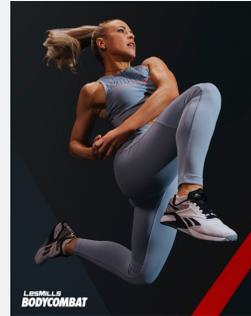
LAUNCH NEW WORKOUTS

MONDAY



Become a stronger you – experience our world-class group fitness workouts that will have you hooked. Whether it’s strength, cardio, core, or flexibility, we’ve got you covered with all new workouts both live and online now. #newworkout

WEDNESDAY



A new LES MILLS GRIT workout is out now. Ready for a stronger you? #lesmillsstronger #newworkout #lesmills #fitterplanet

FRIDAY



BODYPUMP is taking you from strength to strength. Experience your favourite barbell class with a fresh new release. #newworkout #lesmillsstronger #newworkout #lesmills #fitterplanet

ENGAGE YOUR COMMUNITY

MONDAY



A stronger you starts with a stronger core. New LES MILLS CORE is out now. #lesmillsstronger #newworkout #lesmills #fitterplanet

WEDNESDAY



Our fully immersive cycle class is back with an all new world and experience. The new TRIP workout is here now! #newworkout #lesmillsstronger #newworkout #lesmills #fitterplanet

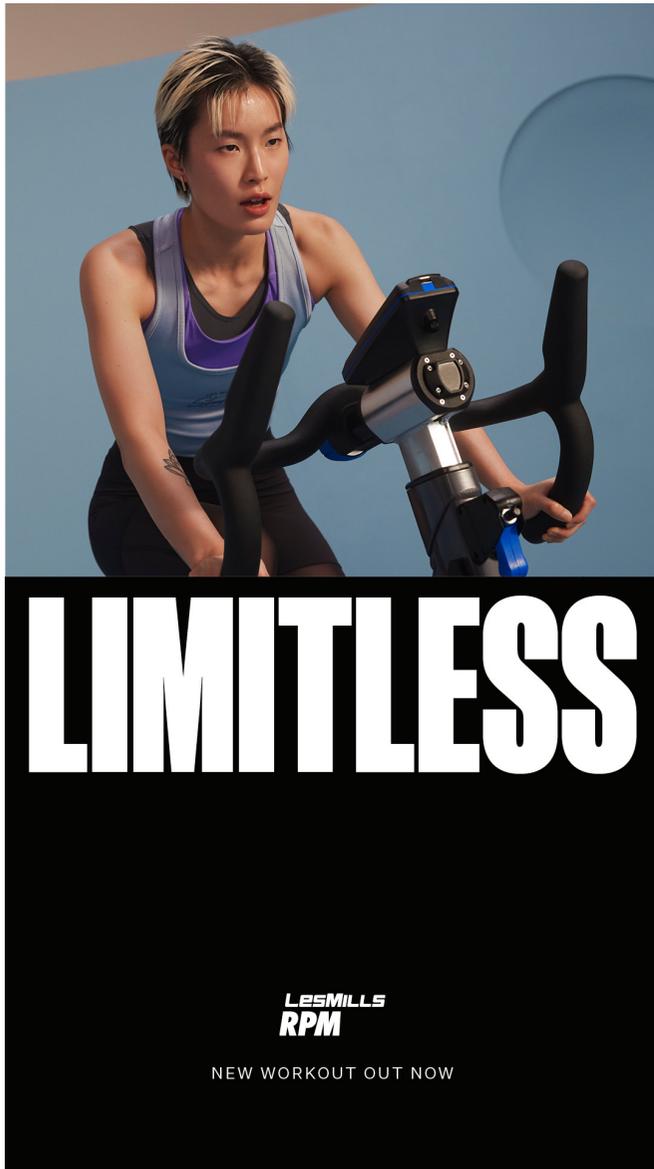
FRIDAY



It’s time to unleash your inner strength. Are you ready to train towards invincible fitness? All new BODYCOMBAT out now. #newworkout #lesmillsstronger #newworkout #lesmills #fitterplanet

INSTAGRAM STORIES INCREASE YOUR REACH

IG stories are a great complementary asset to increase reach to your community



NEW WORKOUT

SOCIAL MEDIA POST COPY

BODYPUMP

A stronger you with and all new BODYPUMP.
#newworkout

BODYCOMBAT

Ready to feel stronger and invincible.
BODYCOMBAT is here. #newworkout

BODYATTACK

Stronger together is always better. The
electric energy of the new BODYATTACK
workout is here. #newworkout

BORN TO MOVE

The perfect blend of music and movement to
make you feel strong, motivated, and
confident. New BORN TO MOVE is here now!
#newworkout

BODYBALANCE

Find strength between the body and mind with
an all new BODYBALANCE workout. Out now.
#newworkout

SH'BAM

Ready to bring your strongest moves to the
party? Join the party with an all new SH'BAM.
#newworkout

LES MILLS CORE

Strength and control. It starts here with an all
new LES MILLS CORE workout. #newworkout

LES MILLS GRIT

The fastest way to stronger results. A new
series of heart-pounding GRIT workouts has
arrived. #newworkout

LES MILLS SPRINT

Strengthen up and experience a new HIIT bike
workout today. #newworkout

RPM

Peak cardio fitness is found in the rhythm of
the ride. New RPM workout out now.
#newworkout

THE TRIP

Our fully immersive cycle class is back with an
all new world and experience. The new TRIP
workout is here now!. #newworkout

IMAGE LIBRARY

[DOWNLOAD HERE](#)

Powerful images are a great tool for storytelling. Leverage this broad selection of impactful imagery to market your online LES MILLS workouts across:

- Social media
- Website
- Newsletter and email





Please make contact with your local Les Mills representative with any questions or feedback on this quarterly campaign and support.