

## Preston enjoys Total Fitness with Advan.co.uk

Thursday 31 October, 2013

UK gym chain Total Fitness is branching out of its indoor club facilities and taking to the streets, with a marketing campaign from [Advan.co.uk](http://Advan.co.uk).

[Promotional vehicles](#) will be on show in the city of Preston, presenting the gym's offer to "join now only £5". The price stamp is prominently integrated into the design, with a black backdrop showcasing the white and turquoise Total Fitness logo.

The 48-sheet creative platform of the Advan will enable Total Fitness to fully maximise its impact across Preston, gaining access to a valuable audience of outdoor exercisers prior to the pending winter weather.

### Media:



### Related Sectors:

Health :: Leisure & Hobbies ::

### Related Keywords:

Preston :: Fitness :: Exercise ::  
Advertising :: Outdoor ::

### Scan Me:



## Company Contact:

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