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.ukl.

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 turquise 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.

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