

Case Study: Finding the messages that stick

Client: MINT Pilates Studio

Tactics: Messaging, Video Production, Event Planning, Media Pitching

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Problem: The name “*Pilates Apparatus Class*” just didn’t describe an exciting new pilates studio offering well enough to interest the media or the public. But *circuit training* was a term our audience understood.

Solution: Prior to the pilates studio open house, we rebranded the class “*Circuit Training with Pilates*” and developed a series of key messages about the class. We shot and produced a short video, inserted key messages with a text overlay, placed the video on YouTube and shared with key fitness reporters, inviting them to an open house. Developed a companion marketing piece with key messages to advertise the open house to club members.

Result: Over 2400 views on YouTube, a filled-to-capacity open house, and front page story and photo spread on Washington Post Express fit section.