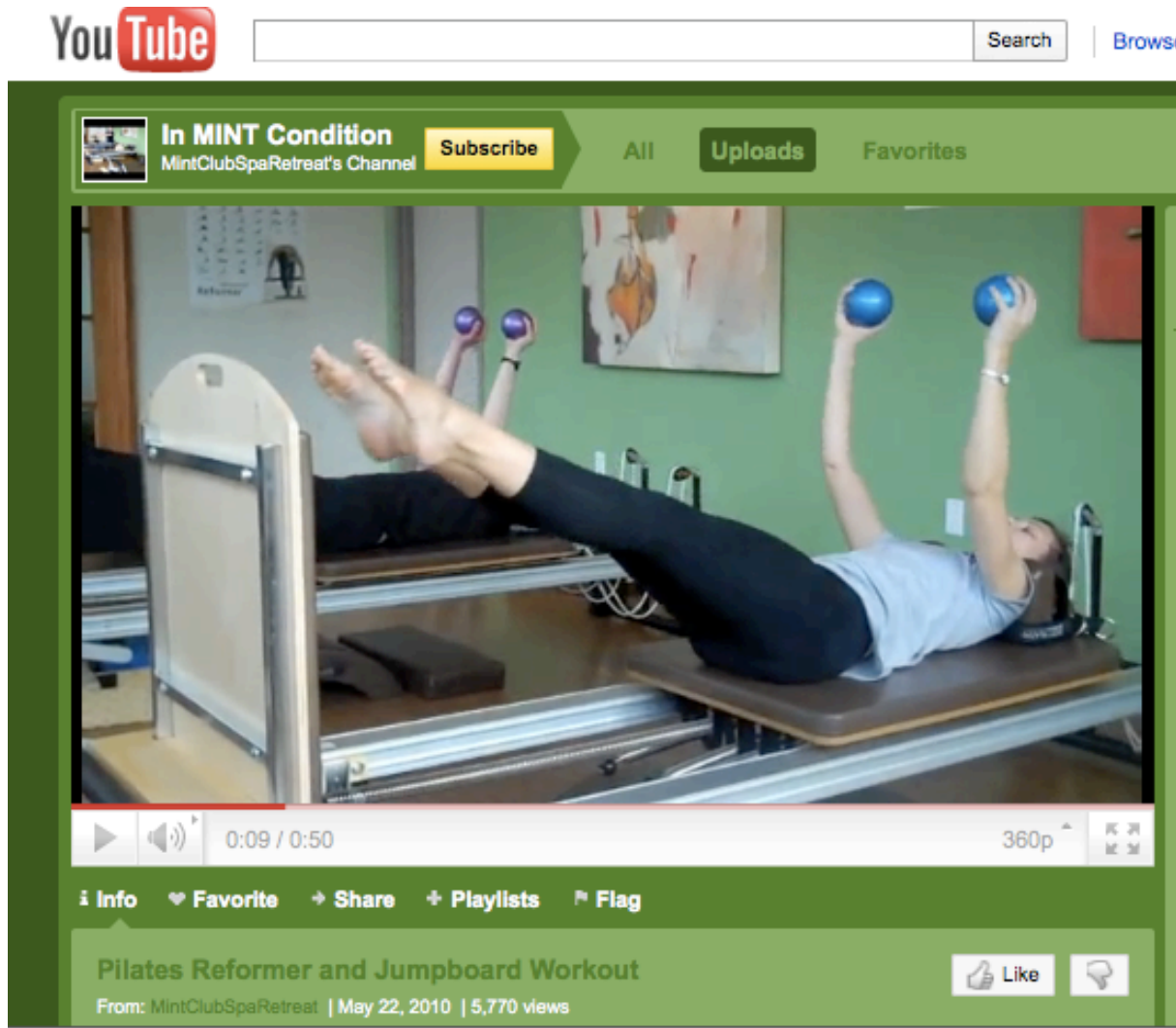


Case Study: Introducing a New Wellness Service Offering

Client: MINT Pilates Studio

Tactic: Video Production and Social Media Integration

[Click Here to Watch the Video](#)



Problem: Reformer Pilates has a reputation for being a low-impact workout that offers little cardio. However, by attaching the jumpboard apparatus to the reformer, one can get a low-impact workout with intense cardio. MINT Pilates Studio wanted to make studio members aware of the cardio benefits of a jumpboard workout and increase enrollment in new jumpboard-specific classes.

Solution: We shot and produced this short video, placed on YouTube with search keywords and shared on key company website landing pages.

Result: Increased understanding of the range of reformer pilates benefits. **Over 5700 views** on Youtube and new jumpboard pilates reformer classes filled to capacity.