

Case Study

CIRCLE Fitness Group

Developing an All Inclusive Premium Fitness chain from whiteboard to finished club.

(Excerpt from our 40-page case study)

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How we do it

What sets us apart from others?

„The bait must taste good to the fish, not to the fisherman“.

Design can be found on every corner. So what is your advantage in tackling the project with us?

For us, design is at the end of a project, not at the beginning. We don't just tinker with something and hope it works. We develop your brand image with you in a two-day strategy session. We want to know what makes you tick and, above all, what makes your customers tick.

First and foremost, we develop solutions for people who really care, your customers. This applies to products, business models, branding and especially digital solutions.

We put the customer's benefit at the center of everything we develop. This is the most efficient way to successfully take a brand or product from start to finish.

No blind flights, no experiments. In other words, our job is to get the fisherman out of the habit of liking his bait.

**Enough talk. Let's take a look at
the project in detail.**

How we do it

The client

CIRCLE Fitness Group

CIRCLE consists of several shareholders, all of whom have a focus on fitness. These include, among others, a sports professor, an orthopedist, a very successful fitness investor and the CEO as a former regional manager of a large fitness chain. CIRCLE was developed from the ground up together with the know-how of the shareholders. As a result, three clubs were created within two years and two more are under construction in 2022, with a goal of 8 clubs by 2024 in Saarland.

Mission „Feel Good“

Our mission was to manifest CIRCLE in the minds of customers as a place to meet and feel good. In the course of the branding, the internal slogan „Here you can also do a work out“ was developed. The core of the brand was to be the feel-good character. People should meet friends, have a pleasant chat in the lounge area and, of course, those who want to can also train on the latest Technogym equipment or attend courses.

People are in the foreground, not the equipment. Nevertheless, this is an affordable premium provider with all-inclusive services. So far, no fitness provider in the wider area has had this spot in the local market.

The challenge

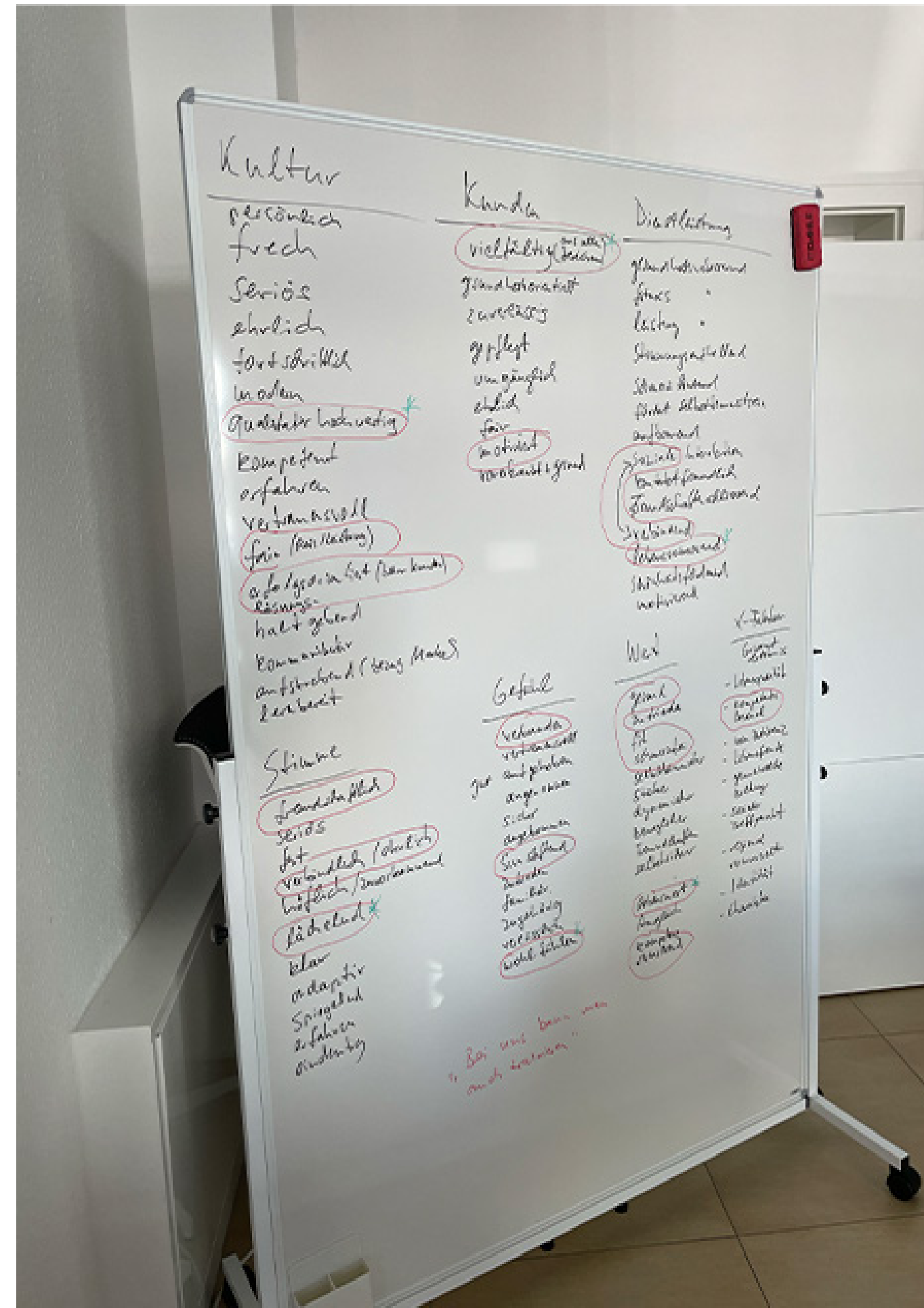
Branding

A two-day strategy workshop is used to elaborate the core values of the company, all important brand messages, target group analysis, elaboration of brand & service and the subsequent marketing strategy.

Together with all shareholders and managing directors, as well as the club management, we laid the foundation for CIRCLE to be perceived as a dominant player in the market in the future.

In a strategically structured branding process, we worked out how CIRCLE would appear in the future, with what voice they would speak and what unique feeling they should leave with the customer.

The result: a 40-page brand guide that will serve as a guideline for the entire market presence from now on.



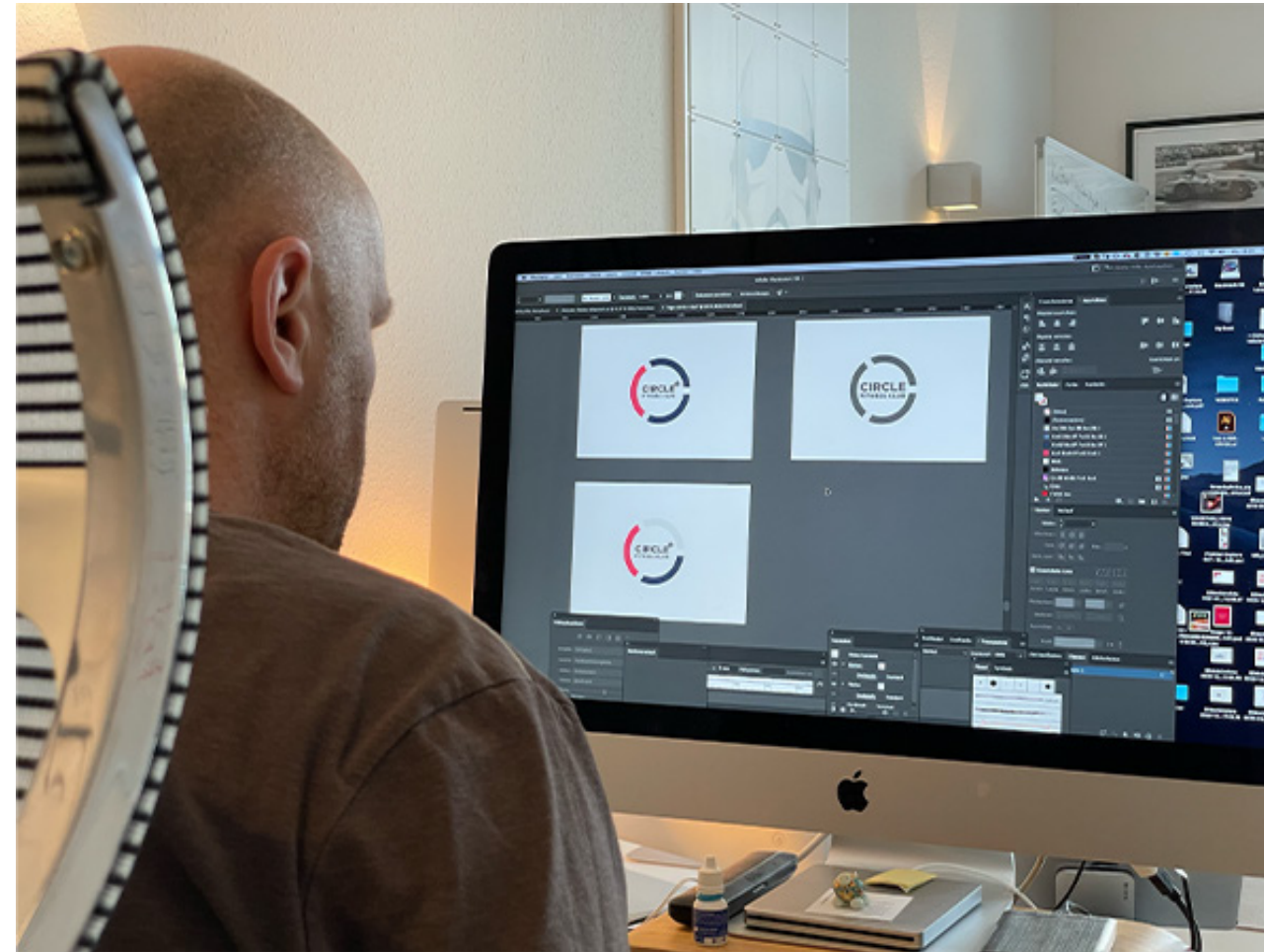
Look & Feel of the brand

Only now can we start designing the brand.

In the weeks that follow, we adapt the entire design language precisely to the results of the workshop.

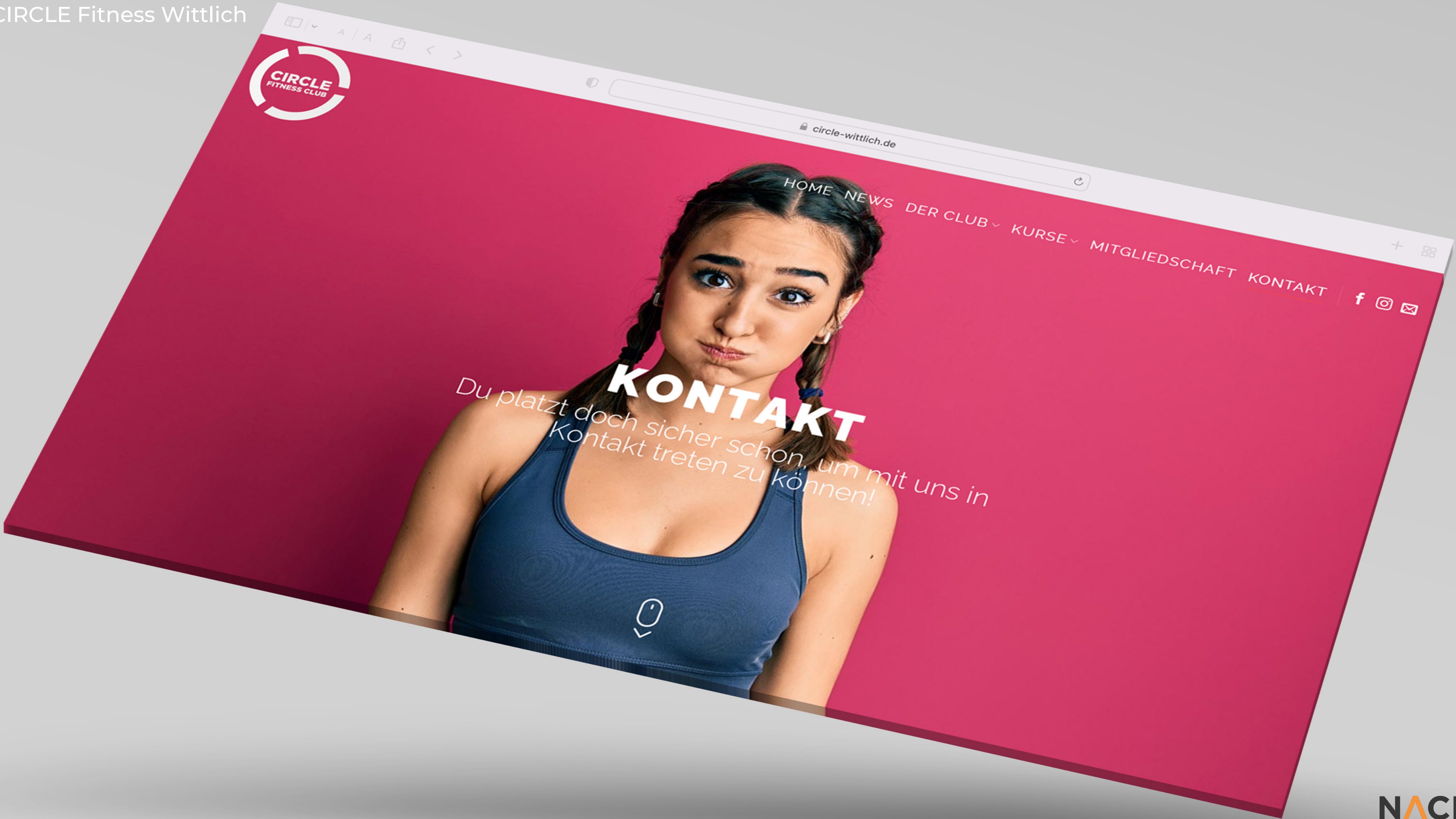
Whether website, flyer, brochures, chip cards and interior, everything was adapted to the brand message „modern feel-good oasis“.

In the future, members will find the recognition features in all clubs. The DNA is the same everywhere. „You can also work out with us“.



CIRCLE Fitness Ottweiler - Front & Entrance

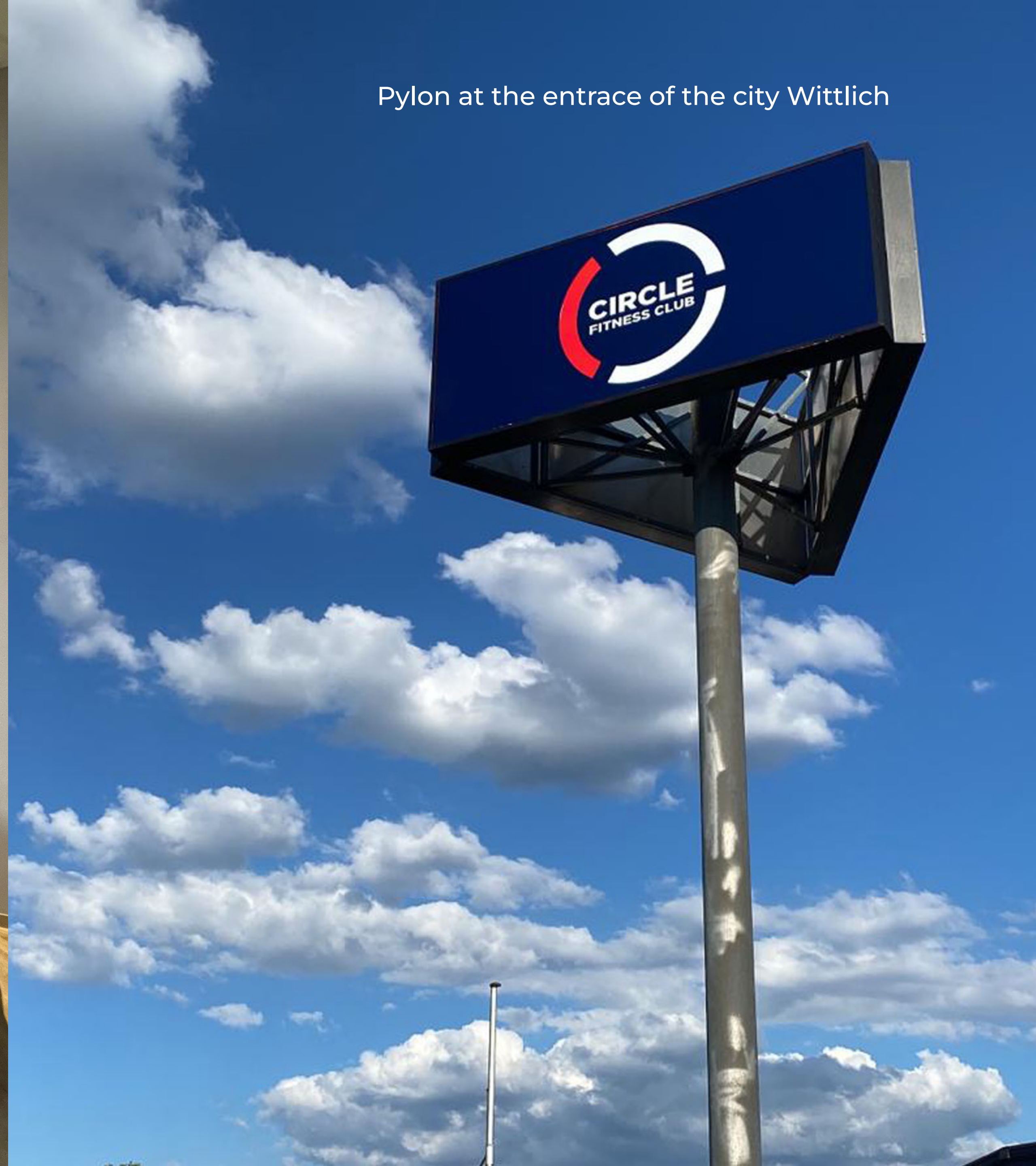




Lounge area CIRCLE Ottweiler



Pylon at the entrance of the city Wittlich



Work out area CIRCLE Fitness Ottweiler

