

Attracting Corporate Members to a Brand New Facility

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Challenge.

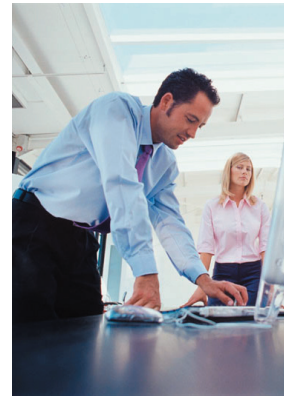
The visionary developer of Media Studios North (MSN), a 1.2 million square-foot office complex in Burbank, approached us about designing an on-site, state-of-the-art fitness center. In the immediate area were several excellent health clubs, all competing for the attention of MSN tenants, yet this would be a membership-based facility. Because membership sales were a priority, we needed design that would attract a full range of users, from beginners to the most advanced fitness enthusiasts. And because the facility would provide personal training services from a variety of fitness professionals, the equipment had to be versatile.

Solution.

Tapping into our network of suppliers, we selected cutting-edge, well-respected cardio equipment from Precor. The treadmills, elliptical machines, exercise bikes and rowing machines matched fitness needs at every level and suited the demands of most professional health consultants. Because entertainment is essential in today's fitness facilities, we specified a satellite television system and added Cardio Theater. We also arranged to provide extended special warranties from Precor that covered all service costs for three years.

Results.

Membership sales at the MSN Fitness Center doubled projections. In addition, the developer realized significant bottom-line economies by dealing solely with Advantage Fitness Products for the complete design and implementation of this world-class facility.



"This project carried an intrinsic objective that would affect AFP's strategic recommendations from top to bottom: Membership sales were a top priority."

– Bryan Green, Advantage Fitness Products, Los Angeles, CA