

MYCLUBS & SWICA START CAMPAIGN WITH CELEBRITY SUPPORT



Zurich, 4 January 2019 – Swiss insurance SWICA counts on digital expertise of fitness aggregator myClubs: Their joint campaign “SWICA sportmoments” is online and comes with high-quality videocontent, a strong social media presence and famous support. Melanie Winiger, Annina Frey, Mirjam Jäger and Rafael Beutl are the campaign’s testimonials.

“One membership. Unlimited sports.” – myClubs offers fitness plans that give access to 300 sports providers all over Switzerland, including Yoga, CrossFit, tennis, pilates and more. Next to operating in the B2C field, myClubs also works with companies and insurances. SWICA clients benefit from up to 90% discount on their myClubs plan.

In order to promote their mutual offer, myClubs and SWICA started the digital campaign “SWICA sportmoments”. Part of the campaign are famous personalities who try a new workout with myClubs. TV presenter Annina Frey chooses Aerial Yoga, actress Melanie Winiger tries the high intensity Workout “Muskelbränner”, former freestyle skier and TV presenter Mirjam Jäger takes her first yoga lesson and ex-“Bachelor” Rafael Beutl gives spinning a go. myClubs guarantees variety and independence in working out, which is important for every testimonial who is part of the campaign. “My everyday life is not predefined. That’s why I have to stay flexible,” says Melanie Winiger in one of the videos.

The campaign promotes a free myClubs workout for anyone who is interested and registers on the campaign’s landing page. myClubs CEO Tobias Homberger is happy with the collaboration: “The sportmoments campaign combines SWICA’s health know-how and public outreach with our experience in content production and digital campaigning. This combination has always been an important factor of success in working together with SWICA.”

Queries & contact

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