

MYCLUBS: »FIRST TV CAMPAIGN WAS A SUCCESS«



Vienna, 6 May 2019 – myClubs is the leading digital fitness provider in Austria and Switzerland. The flexible membership model offers clients and companies a choice of more than 800 different sports- and yoga studios. In autumn 2018, the company based in Vienna made a media 4 equity deal with SevenVentures Austria and went on air with their first national TV campaign.

»One membership. Unlimited sports.« on TV

The myClubs App brings flexibility and choice into the fitness routine of its users. After deciding on their individual plan, customers can easily book workouts - anywhere and anytime they want, including a choice of 30 different types of sports and over 800 locations. After a big design relaunch in spring 2018, myClubs started their first national TV campaign in autumn 2018. The spot was shown from September 2018 to April 2019 on all channels of Austria's leading private broadcasting group -ProSiebenSat.1 PULS4-. They broadcast mainly in peak time to maximise the brand-building effect. The myClubs TV spot was predominantly seen during movie highlights on weekends and TV programmes, such as 'Germany's Next Top model', or the PULS 4 start-up show, '2 Minuten 2 Millionen', which are particularly popular amongst the myClubs target group. The TV spot had been created and produced in cooperation with the digital agency LOOP from Salzburg.

Being on TV was a great success for the young company. »We can see a significant growth of awareness for our brand and lots of companies contacted us in order to get myClubs for their employees«, comments myClubs founder and CEO Tobias Homberger on the campaign. »The campaign's success shows that high growth start-ups can clearly benefit from a combination of TV advertising and digital marketing«, says Dr. Daniel Zech, head of SevenVentures Austria.

Queries & contact

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