

SUCCESS STORY



DW Fitness First, Reebok and MTV with Sky Media & Electric Glue Danielle Peazer Fitness Series Proved To Be a Perfect Fit

We teamed up with iconic British fitness guru Danielle Peazer to create a design-centric fitness series of 10-minute workouts that were guaranteed to attract the busy eyes of our key demographic across our social platforms. Seeded out across three months, we employed acute, digital targeting of MTV's engaged female audience to increase viewership throughout the campaign.



Challenge

Being new to social (DW previously worked with Sky for TV campaigns and Sponsorship) meant this was their first social campaign with MTV and Sky Media. They wanted to establish DW Fitness First as the go-to gym for 18-30 females across the UK and simultaneously elevate DW Fitness First's exclusive partnership with Reebok through digital content. The KPIs were to improve engagement and awareness with the aim of measurement by their social deliverables.

3.6^m

Views across YouTube,
Facebook and Instagram

10.5^m

Impressions reached
across the whole
campaign

3.1^m

Minutes in content
watched



Insight

We knew that three quarters of MTV viewers exercise at least once a week, meaning Health and Wellbeing is incredibly important for the MTV audience. They aspire to be toned, athletic, and value exercising and diet equally in reaching fitness goals - with 78% reporting they feel happier after exercising. With MTV's pedigree as one of the world's most iconic and social brands that has always delivered genre-defining content, and knowing that 57% of MTV viewers say they have a better chance of reaching their body goals as part of a group/community, a partnership between MTV and DWFF was a perfect fit.



Idea

The idea was to create a new-generation premium content work-out series that celebrates a female-focused fitness movement and allowed women from all over the UK to lose themselves in. By mixing eye-grabbing, fresh and culturally-cutting dance choreography we wanted to excite, inspire and drive both mass sharing and participation with our audience. Therefore, by using multi-platform content, seeded across MTV UK's YouTube, Instagram and Facebook channels, blending easy-to-follow functional work-outs with MTV bold dance culture content, we could engage with fitness-minded females en masse.



Activation

This content was promoted on the MTV and DWFF social channels. Work out videos were hosted on YouTube and we drove reach with awareness drivers on Instagram and Facebook. Alongside Danielle Peazer, we also handpicked two UK-based influential dancers, Windy Tsoi and Aleta Thompson, that would hook the attention of 18-30 year-old females to create the ultimate fitness girl gang. What's more, all the outfits in the workouts showcased Reebok's brand-new product collection, driving viewers to 'shop the looks' directly from a dedicated Reebok hub page on the DW Fitness First website.



Results

Engagement:

- We racked up 3,691,933 views of the 10-minute workout across YouTube, Facebook and Instagram, over-delivering by 155%
- An engagement rate of 11.9% on our YouTube content
- An engagement rate of 16.2% on our FB/IG Hero video

Awareness

- Counting 1,062,889 views on our hero feed video alone
- Smashing 10,544,426 impressions reached across the whole campaign
- With eyeballs glued for 3,156,282 minutes (that's 6 years of attention!)