

## **Bring in the business: Why poster advertising in health clubs consistently delivers results**

Poster advertising is a powerful method of delivering a message to your target audience that creates brand awareness and converts business time and again.

It gets your brand noticed and can put your message in front of your target audience at the most opportune times.

Poster advertising in health clubs is one of these occasions.

At Positive Media Marketing, we have run many profitable campaigns in Bannatyne Health Clubs across the country. In this article, we share 6 reasons why these poster campaigns in health clubs have been so effective.



### **1) A captive audience to absorb your brand campaign**

Our poster adverts are placed in high traffic areas throughout Bannatyne Health Clubs; for example, in work out areas, changing rooms, reception areas and entrances. In these positions, your campaign can be in front of your audience for an extended period of time, allowing them time to reflect upon its message and make that decision to buy.

### **2) A repeated message for success**

Research suggests that a campaign needs to be seen at least [3 times](#) before a decision is made. With regular gym users attending their local club 3 to 4 times a week, your poster advert is in the ideal place to repeat its message and compel action from your target audience.

### **3) Reaching people with a positive mindset gains a positive response**

Working out promotes a positive mindset and therefore makes a person highly receptive to advertising. By using poster advertising in gyms and spas, such as Bannatyne Health Clubs, you can maximise this perfect opportunity to engage with your target audience, influence action and drive up your sales.

### **4) A successful and affluent audience looking to upgrade**

Placing a poster advert in Bannatyne Health Clubs will put your brand in front of ambitious, motivated people, who have money to spend on high-end goods and have a preference towards luxury brands.

According to [Chris Rose's mode system of people profiling](#), gym goers are either 'Golden Dreamers' or 'Now People'

- Golden Dreamers like to try anything and acquire symbols of success
- Now People want everything now and 'just do it'

Here you have the perfect customer; looking to make improvements to their lifestyle, striving to have the best and open to buying!

Create a compelling campaign and your poster advert will deliver a successful return on your investment.

## **5) An audience motivated for change; ready to act upon the right advertising campaign**

Gym users are there because they want change and they are prepared to put in the work to achieve it. This aspirational attitude is also likely to be transferred to their buying behaviour, making them open to trying new things and keen to make improvements to other areas of their life. Deliver the right message and you can tap into these aspirations and drive action.

## **6) Targeted campaigns for a successful response**

With poster advertising in health clubs, you can target your campaigns regionally or locally. They can also be gender-specific by placing adverts in changing rooms to reach your specific target audience.

With further data available on your target audience at your Bannatyne Health Club, you can tailor your poster campaign to fit your target audience perfectly.

For example, Positive Media Marketing knows that more than 72% of gym goers also take pride in their homes and more than 45% enjoy spending evenings at the pub.

Using this information to personalise your poster campaign and engage effectively to your target audience will drive customer action.

**Poster advertising ensures maximal exposure of your brand in the optimum locations and with a captive audience, motivated to buy, using this strategy will deliver the best return on investment.**

**Positive Media Marketing has multiple poster sites available in 71 Bannatyne Health Clubs across the U.K. and offers competitive prices for your advert to be placed there.**

**Call our team now on 0800 915 4444 to maximise your brand awareness and increase sales traffic with an effective poster campaign.**