

**United.**



(though  
scared,  
frustrated,  
anxious, and  
little bit  
bat@#hit  
crazy)

**We  
Move.**





— WELCOME TO THE —  
**JUDGEMENT**  
**FREE ZONE**

**80%** of America  
doesn't belong to a gym.



**#STOP** the  
**BULLFIT**









A woman with blonde hair tied back is wearing a black tank top and a headset microphone. She is positioned in front of a stationary bike, with her mouth wide open as if shouting or speaking loudly. The background is a blurred indoor setting with blue and green lighting.


**DON'T RIDE THE  
BIKE OF SHAME**



 **MPS** @MarcusSalcedo · Jan 16  
Planet fitness commercial has me weak 🤔 hiss of shame 🤔🤔

 **Bash** @setrocs929 · Jan 5  
That planet fitness commercial let's give her the hiss of shame kills me.

 **Oceanblue** @Oceanblue1118 · Jan 1  
Y'all I am DYING 🤔🤔🤔 this planet fitness commercial is so hilarious! I think we need to make the hiss of shame a thing in 2020 🤔 the amount of shade at peloton bike ppl 🤔 I can't stop laughing #shadeAtPelotonbike #marketing #geniusmarketing

 **Verónica Quispe** @veronika\_quispe · Jan 6  
THE "HISS OF SHAME" IN THE PLANET FITNESS COMMERCIAL IS AMAZING

 **Krombopulos Michael** @SlippyMcdougal · Jan 11  
Does anyone else find themselves giving Carmen the "hiss of shame" during that one planet fitness commercial? Not to be mean, it's just become kinda fun, hissing is underrated

 **Dylan** @jerseytales · Jan 5  
People may think the Planet Fitness "hiss of shame" commercial is exaggerated and unrealistic - that its just a silly commercial...but that was basically my real life experience at Fly Wheel. So yeah.







Krista Serianni  
@kserianni

@PlanetFitness won #NewYearsEve2020 marketing this year. 🌟🌟🌟

7:38 PM · Dec 31, 2019 · Twitter for Android





# **CLUB TEMPORARILY CLOSED**

**Effective March 16 at 8 PM**

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Dear Valued Members,


In response to the government effort in New Jersey, the club will be temporarily closed effective March 16 at 8 PM. We continue to monitor the situation and will reopen as soon as permitted.

We appreciate your support and wish you and your family strong and healthy!



# Marketing Flywheel



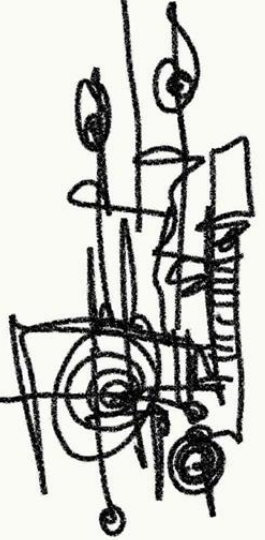
A man with dark hair and a mustache is peeking out from behind a large, crumpled brown paper bag. He is looking towards the camera with a slight smile. The background is a plain, light-colored wall.

**Pivot...Pivot! PIVAAT!**



IF YOU TALKED TO PEOPLE  
THE WAY ADVERTISING  
TALKED TO PEOPLE, THEY'D  
PUNCH YOU IN THE FACE.

©hugh



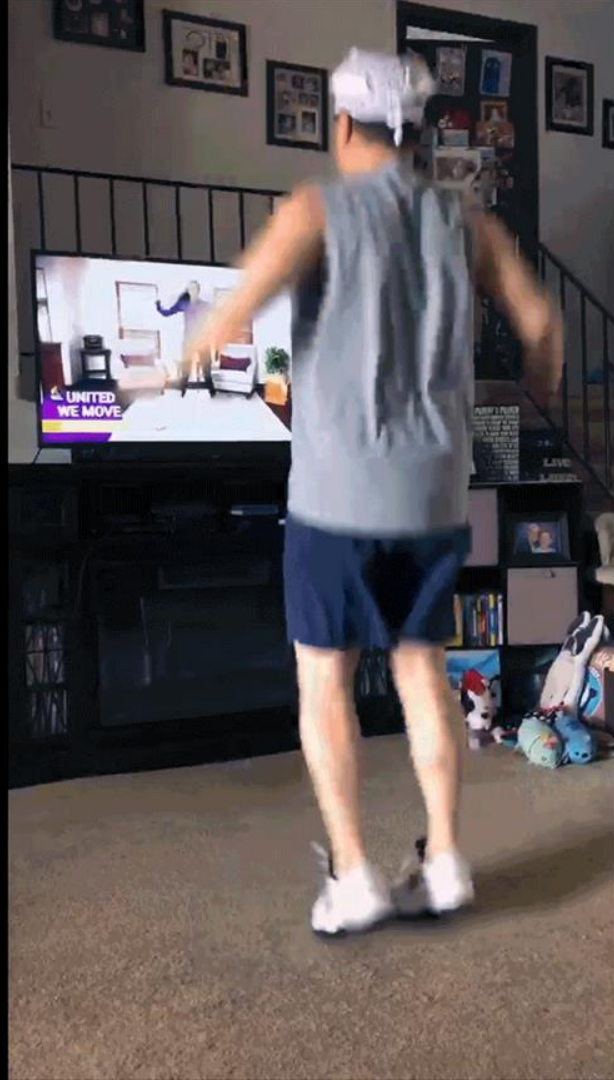
**UNITED WE  
MOVE** *HOME  
WORK-INS*













## Planet Fitness

Excited for Jerry O'Connell to host our 7 PM ET LIVE Work-In!



 TODAY AT 5:06 PM

Tune in to watch live

 Get Reminder

00009



You are offline.

Try:

- Turning off airplane mode
- Turning on mobile data or Wi-Fi
- Checking the signal in your area

ERR\_INTERNET\_DISCONNECTED

### Planet Fitness

Hey, fit happens. Tune in tomorrow at 11 AM ET for a workout that's sure to break the internet.





# UNITED WE MOVE

HOME WORK-INS







# 187

Live Workouts (& Counting!!!)



# +6.3%

Facebook Followers



# +248%

YouTube Subscribers



# +45M

Views





**Fear. Uncertainty. Doubt.**











**UNITED WE  
MOVE™** *HOME  
WORK-INS*



**30 minute  
workout**



**UNITED WE  
MOVE™** *WORK OUTS*

# OUR PF TRAINERS

*THE TRUE STARS*

UNITED WE  
MOVE™ *WORK OUTS*  
WITH PF TRAINER  
CAROLL



TRAINER **KELLY**



TRAINER **JEREMY**



UNITED WE  
MOVE™ *WORK OUTS*  
WITH PF TRAINER  
COREY





# Focusing & Maximizing the Mix



**TOUCHLESS CHECK-IN**

Avoid unnecessary contact by checking in using your digital key on the PF app.

**PRACTICE SOCIAL FITNESS**

Keep a safe distance by putting an imaginary treadmill, or tent, between you and others.

**LEG IT**

PLANETFITNESS.COM  
Safe & Spotless  
Dishwashers spray + more

[Learn More](#)



**GIVING CLEANING A WORKOUT**

**WELCOME TO THE CLEAN THROW CLUB**

- TOUCHLESS CHECK-IN**
- DISHWASHERS SPRAY**
- SPRAY & GO**



**JUDGEMENT FREE & SQUEAKY CLEAN**

JOIN NOW FOR

**\$1 DOWN \$10 MONTH**

NO COMMITMENT

FREQUENT CLEANING

[FIND YOUR CLUB >](#)

**Courage. Passion.  
Focus. Teamwork.**

With a big serving of

**GRIT.**





REWRITING  
THE RULES OF  
**FITNESS**