



Anytime Fitness and Performics Mercerbell launch campaign celebrating individuality and inclusivity

10 January 2022: Anytime Fitness has launched a campaign to promote the brand as the most welcoming and inclusive gym for all Australians – no matter their body type, fitness level, ability, or background.

The “Any body, Any time” campaign challenges the stereotypical representation of gym-goers, showcasing a diverse range of people with different needs, highlighting the various reasons they work out, and when they do.

Premised on the notion that what healthy looks like is different for everyone, and the fact that many consumers are seeking brands that are making a social impact – the campaign is aimed at igniting self-confidence, encouraging people to embrace their individuality, and join the Anytime Fitness community.

Performics Mercerbell (PFXMB) led the campaign creative, media strategy, planning, and buying; encompassing large-scale OOH, TV, digital videos, social media, search and web components.

Anytime Fitness’ Chief Marketing Officer, Caitlin Bancroft, said: “From a brand perspective, this is more than just a marketing campaign. Social inclusion is a major health determinant. It helps everyone feel more connected, valued, and lead a healthier life. It is our mission to lead the fitness industry in advocating inclusivity – by transforming our culture, environment and member experience. We hope to bring this to life in our latest campaign, moving beyond being ‘just a gym’, and making a real impact on the health and wellness culture of Australia.”

Chief Executive Officer at PFXMB, Jason Tonelli, said: “From the brief, all the way through to the final touches on the work, the Anytime Fitness team have demonstrated a genuine commitment to inclusiveness, and bravery when it comes to changing the face of advertising in the fitness industry. As one of our founding full-service clients, I could not be prouder of our partnership with Anytime, and of the PFXMB team for staying true to our purpose of making everyday lives better.”

With the knowledge that there are 4.4 million people in Australia living with a disability, Anytime Fitness has partnered with [WeFlex](#), to conduct an accessibility audit to ensure all its clubs are designed to accommodate people with unique sensory needs and disabilities, including educating and certifying staff to train them. Working together with [Proud2Play](#), Anytime Fitness is also developing local community outreach and consultation plans to help all of its clubs connect with LGBTQI+ people and groups.

Vaughan Townsend, Executive Creative Director at PFXMB, added: “Society puts so much pressure on people to conform to unachievable body-beautiful stereotypes. It is our hope that this campaign will give those who feel marginalised a voice, and the confidence to believe that anything



is possible. And that when it comes to fitness, whoever you are, however you identify, whatever your shape, size or background, Anytime Fitness welcomes you.”

Paralympic Swimmer, Timothy Hodge, said: “I spend plenty of time training as an athlete, but I hardly ever see people who look like me in gyms or gym ads. I’m proud to be part of this campaign that breaks the stereotypes and celebrates people being healthy and confident in their own way.”

The Anytime Fitness “Any body, Any time” campaign will run from January until June 2022.

To view the TVC: [CLICK HERE.](#)

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Full Agency Credits:

Anytime Fitness

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Caitlin Bancroft – Chief Marketing Officer
Andrew Pahoff – National Marketing Lead
Rebecca O’Hanlon – Media Manager
Georgie Allen – Brand Manager
Shane Potter – Digital Marketing Manager

Performics Mercerbell

Jason Tonelli – Chief Executive Officer
Vaughan Townsend – Executive Creative Director
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About Performics Mercerbell

Performics Mercerbell is a full-service advertising agency which is driven by our purpose – to make everyday lives better. With Intent Based Marketing™ at the heart of everything we do, we utilise the science that sits behind real human intention and combine that with masterful creative work to deliver end-to-end marketing solutions that deliver real and measurable business fame and growth for our customers. Our key solutions include brand and campaign creative development, digital and above the line media, strategic CX planning, data and analytics, technology consulting and production. We are proud to be part of Publicis Groupe, providing creative solutions for the world's most admired brands including Westpac, American Express, Collective Wellness, Qantas, Lenovo, Red Energy and Ancestry.com.

About Anytime Fitness

In 2008, CWG co-founders Justin McDonell and Richard Peil launched American gym brand Anytime Fitness in Australia, disrupting the market with a 24/7 concept, providing a viable business model for franchisees, and an affordable fitness option for Australian consumers. In its 13 operating years, Anytime Fitness has grown to become the largest gym chain in Australia, with more than 520 clubs and 550,000 members.

Anytime Fitness clubs are positioned as a fitness anchor in local communities, offering a wide-range of modern equipment and services including personal training, small group training and classes. Its AF Health Hub is a digital wellness platform that is accessible to all Australians for free – offering daily live training sessions, nutritious meal plans, a workout library, expert health and fitness advice and more.

Anytime Fitness prides itself on its unique community and culture. The brand's vision is to become Australia's most welcoming and inclusive gym network by making fitness more accessible for all Australians, no matter their shape, size, sex, gender, ability, ethnicity, or level of fitness. Underpinning this is the desire to make a positive change within the Australian fitness industry and ignite self-confidence – for one and for all.