

# Active&Fit

## FitSquad Influencer Photo Shoot

### Objectives:

- Generate high-quality content for all paid and organic efforts, drive stronger engagement on social channels, increase traffic and enrollments
- Increase Active&Fit organic social channel follower growth
- Deepen ASH's catalog of proprietary photography
- Build a virtual community brand extension for the Active&Fit Now program



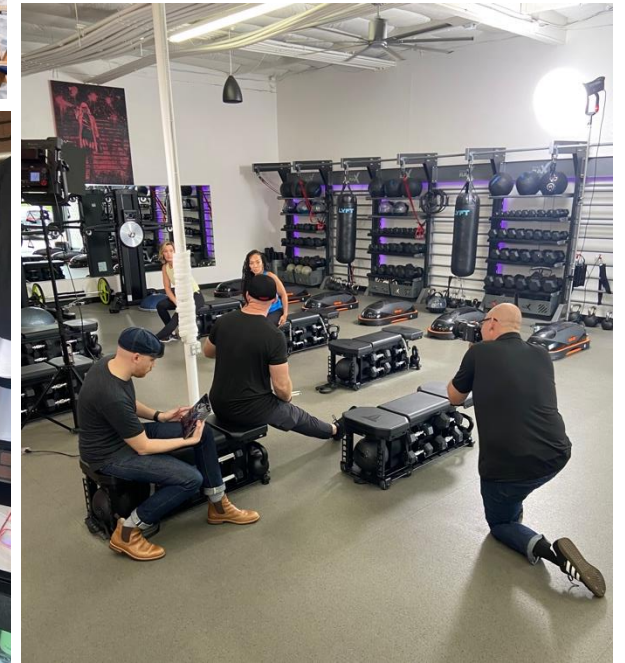
# Active&Fit

## Influencer Photo Shoot

ASH-Produced Photoshoot

June 4 – 5, 2024

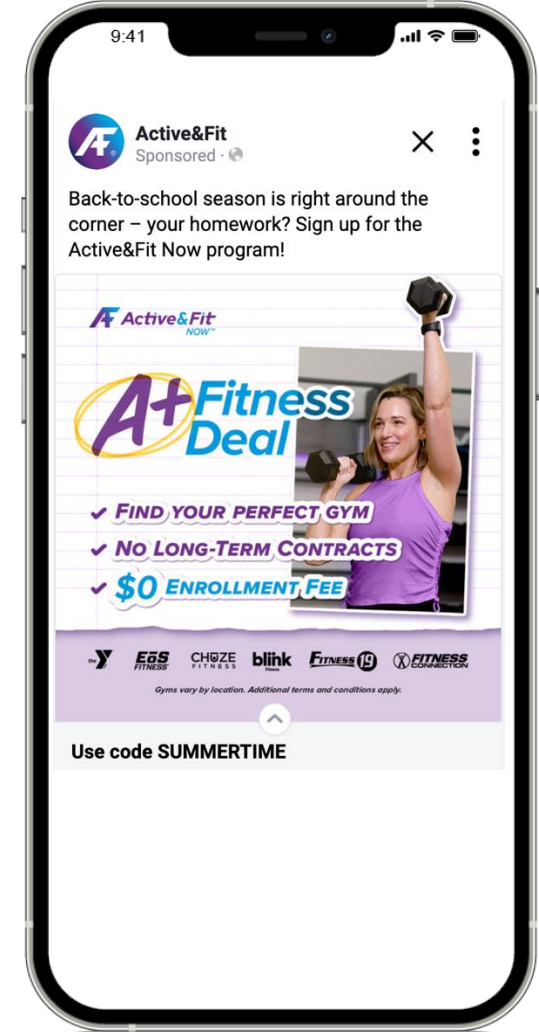
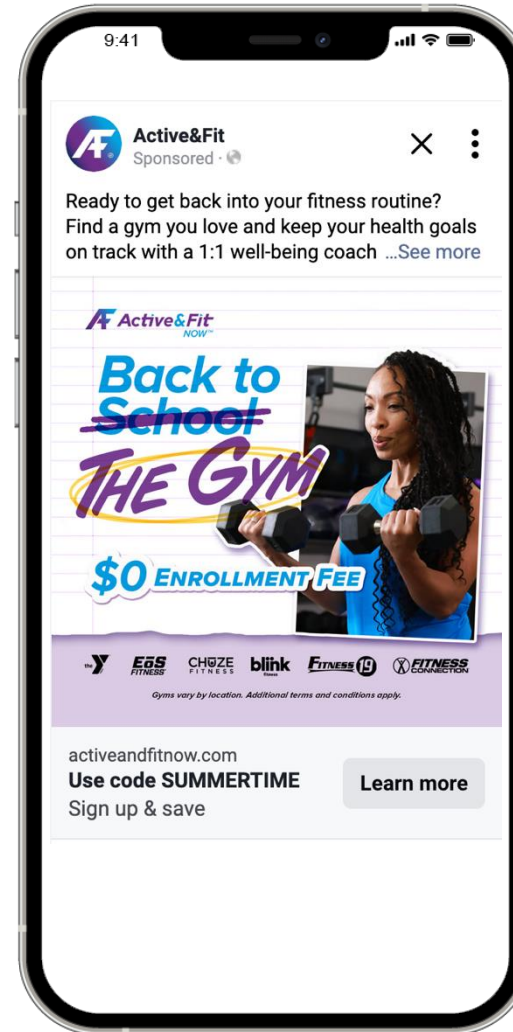
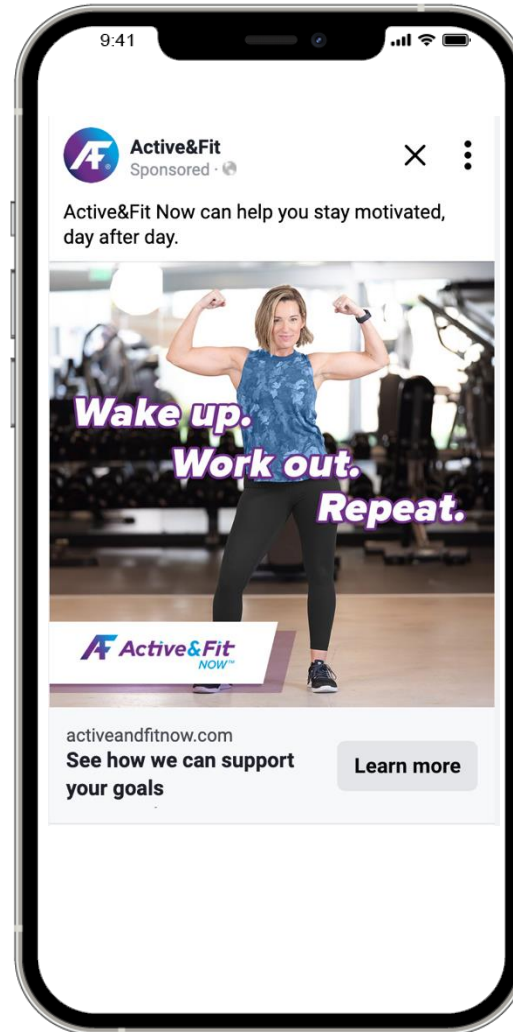
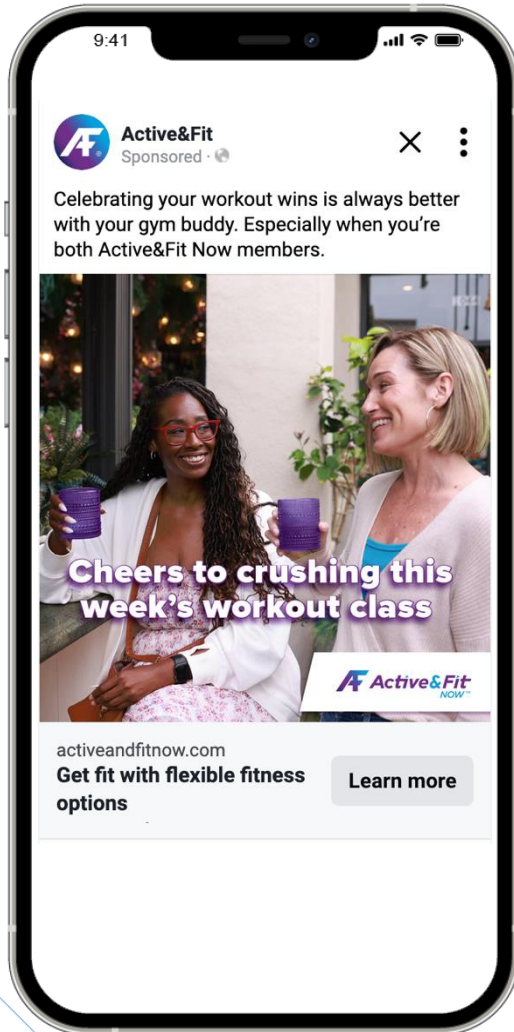
- 4 Locations
  - Solana Beach
  - Wateridge gym
  - Wipeout Beach, La Jolla
  - Queenstown Café
- Crew: 10 internal / 6 contractors
- Talent: 5 Gen-X content creators
- 2,326 photographic assets captured
- 212 individual video clips (400 GB)





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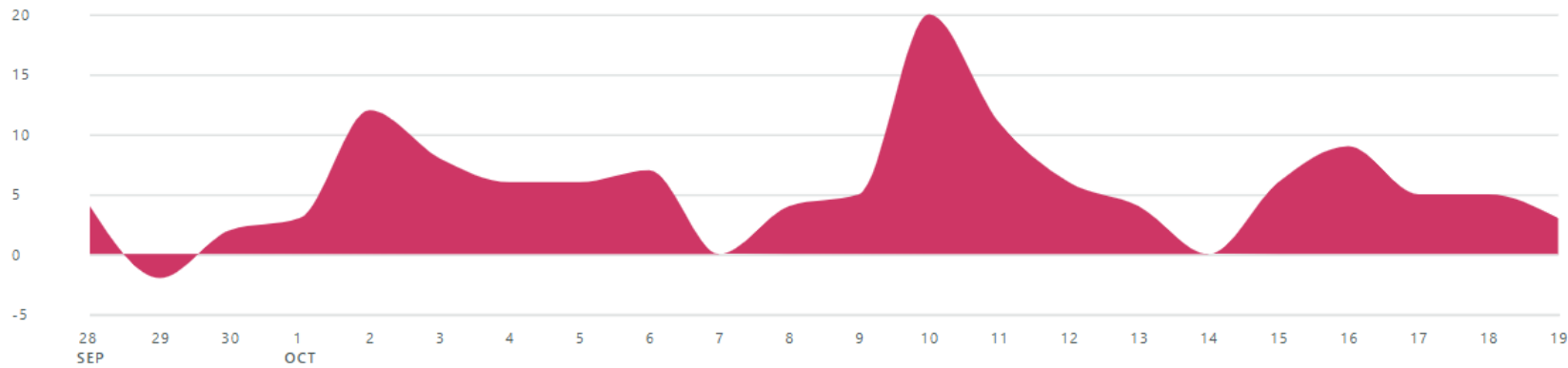
## Sponsored Meta Posts



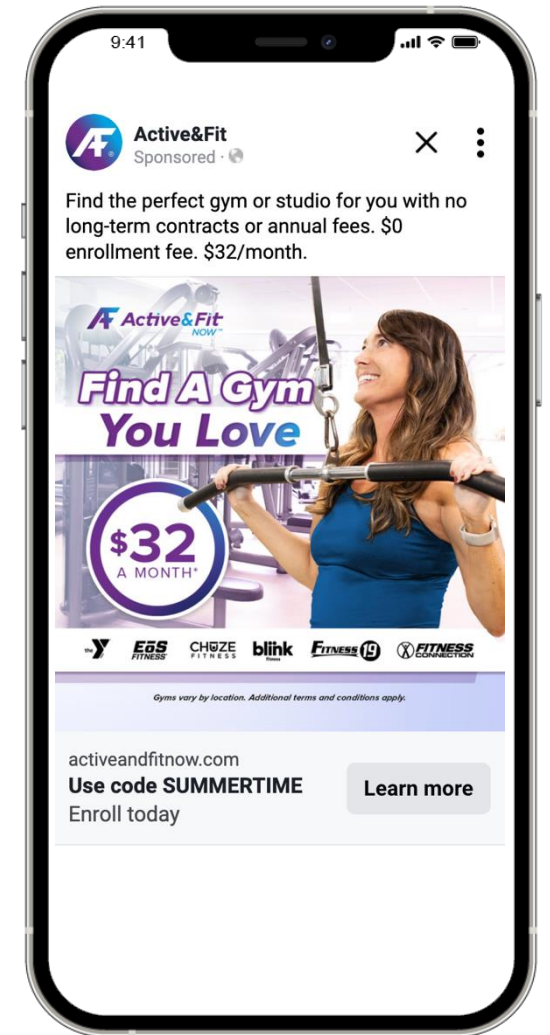
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## Social Media Growth

Audience Growth During the selected time period.



● Meta



American Specialty Health (ASH) offers products that fulfill its mission: Empower individuals to live healthier. Today, 38 years after its humble startup, ASH is one of the nation's leading wellness resources, providing specialty health and fitness solutions to employer groups, health plans, membership associations, and direct to consumers. The Active&Fit® program suite is one of the most popular ASH fitness products, available to all adults in the U.S.A. Flexible and affordable, this is a sought-after exercise program with discounted fitness center options, at-home workout videos, one-on-one lifestyle coaching, and wellness resources. Knowing not everyone is aware of the full extent of this comprehensive fitness program, ASH's in-house marketing agency—the Engage! Creative Group—stays busy raising brand awareness and enrolling new members.

In 2024, the agency's consumer marketing team planned a campaign that would leverage the power of content producers to spread word of the Active&Fit Now™ direct-to-consumer program. Working with a vendor, five Gen-X content creators joined the project. The ASH team wanted to provide the cohort with branded assets that unify the visuals across this influencer campaign. However, stock photography would not live up to the standards of Engage! Creative Group. So, the team pivoted quickly and planned the FitSquad Photo Shoot.

The goal of this project was to capture proprietary assets for the campaign, which was designed to set a foundation around the Active&Fit programs for community building. More specifically, the objectives were clear:

- Build a virtual community brand extension for the Active&Fit program
- Generate high-quality content for all paid and organic efforts, drive stronger engagement on social channels, increase traffic and enrollments
- Increase Active&Fit organic social channel follower growth
- Deepen the ASH catalog of proprietary photography

The self-produced photo shoot was executed with precision and passion. Time and logistics became the biggest challenges for the photo shoot, including obtaining city permits to film at the scenic public spaces. The agency brought together a talented crew consisting of 10 internal members and 6 contractors, all dedicated to capturing the essence of the brand. The crew and talent worked very well together having established chemistry early at a beachside mixer. Over the course of two days in June, the team navigated through four unique locations, each chosen to amplify the campaign's visual storytelling.

Central to the photoshoot was the FitSquad 5 content creators who breathed life into the campaign. Their diverse backgrounds and distinct personas added layers of depth to the

visuals, making the campaign both relatable and impactful. After hair and make-up were applied to the talent, the crew shot stills and video to meet the goal. The material results totaled 2,326 photo assets with 212 individual video clips (400GB) tailored for social media.

The photo shoot effort also led to impactful results. Since the influencer campaign launched October 1, 2024, FitSquad 5 reported an average monthly engagement rate up to 38 percent; and, from October to December, the collective garnered 5,800,866 impressions and 940,468 total views with a 9.61 engagement rate across 150 total social posts before the year end. The ASH team also leveraged the intentional inventory for paid and organic social content and even used it for strategic partnership campaigns as [seen here](#) on YouTube. This led to an uptick in the Active&Fit social media follower growth and increased website traffic. FitSquad assets used for Instagram and Facebook ads drove over 450 registrations to Active&Fit Now. Entering 2025, the FitSquad direct-to-consumer campaign is still active and raising Active&Fit program awareness nationally due to the remarkable fusion of creativity and strategy of the Engage! Creative Group.