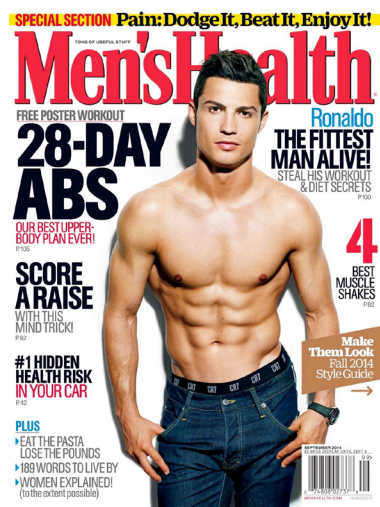


MAGNETIC

MAXINUTRITION PARTNERS FITNESS MAGAZINE TO EXTEND USER BASE

Campaign drives 750k video views, 6.5m ad impressions and 38k printed workouts
Campaign exceeds all expectation



AT A GLANCE

OBJECTIVE	Extend user base of MaxiNutrition
AUDIENCE	Fitness lovers
PLATFORM	Print, digital, video, social media
MAGAZINES	Men's Health
MEDIA USAGE	Magazines
MEDIA AGENCY	MediaCom
PUBLISHER	Hearst Magazines UK

BACKGROUND

MaxiMuscle's rebrand to MaxiNutrition created the opportunity to reach a wider audience of fitness lovers beyond muscle-bound gym goers: your Sunday league player, tennis fan or regular runner. They wanted to introduce their products to the ordinary person's gym bag.



IDEA

Men's Health created The Total Body Challenge, a six-month training programme, featuring six sports personalities including rugby stars Chris Robshaw and George North. Users could participate in four-week training programmes or commit to the full six months of body reconditioning.



To overcome your greatest physical challenge, preparation is everything. MaxiNutrition is the UK's #1 expert recommended sports protein brand* and provides you with scientifically proven, high quality proteins to help maintain and build your muscles.

maxinutrition.com/rugby

maxi
NUTRITION
YOU, STRONGER

*Qualified UK sports nutrition experts surveyed. MAXINUTRITION, PROMAX, PROGAN, CYCLONE and the Star Device are registered trade marks owned by or licensed to the GSK group of companies. CHGB/CHGMX/0220/15a

EXECUTION

The programme was split into six different disciplines over the six month campaign period, aiming to improve fitness and physique from head to toe. The aim of the program was to strip fat, increase strength, build muscle and improve cardio fitness. The editorial team Men's Health worked with MaxiNutrition to curate the plans and place a relevant sporting figure at the heart of each programme. From Jenson Button to Amir Khan, each programme was supported by a leading sports celebrity, an online daily workout plan, online videos and nutrition plans. The multi-platform campaign ran across print, digital, social media and video, with tailored fitness workouts for readers to download.



BUILD THE BODY YOU WANT

Marcus Bateman International Bowler

www.maximuscle.com/strength

PROTEIN

- The ultimate most potent nutrient
- Add a daily serving to your diet
- Build muscle and increase strength
- 25g of pure protein per serving
- 100% whey protein isolate
- 100% natural and pure
- 100% natural and pure

CYCLONE

- The ultimate most potent nutrient
- Add a daily serving to your diet
- Build muscle and increase strength
- 25g of pure protein per serving
- 100% whey protein isolate
- 100% natural and pure
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PROMAX

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- 100% natural and pure

maximuscle.com

maximuscle
Seriously Fit Food

RESULTS

The campaign exceeded all expectations. Men's Health's post campaign survey showed that participants regularly played a variety of sports and had been drawn to the brand from every place on the fitness spectrum. Their differing fitness regimes demonstrated that the MaxiNutrition brand had successfully communicated its specific products to appeal to the extended target audience. Overall 165k unique users were exposed to 6.5m ad impressions across menshealth.co.uk. Of these, the campaign achieved 32k registered participants, who printed out 38k workouts. The endorsement of the sporting celebrities also led to a massive 1.2m page views, 750k video views, and no fewer than 45m Twitter impressions.



FOR MORE INFORMATION VISIT MAGNETIC.MEDIA