



**LONDON SPORT
CONSULTANCY**

**COUCH TO
FITNESS**

**Couch to Fitness - A Paid Social
Campaign with Sport England**

July - December 2020



The Challenge

Paid digital marketing campaign targeting specific audiences

In May 2020, in response to Sport England data showing that ethnically diverse groups were being disproportionately affected by lockdown conditions. London Sport worked with Our Parks to develop the Couch to Fitness programme, supported by National Lottery Funding from Sport England's Tackling Inequalities Fund. The Couch to Fitness programme is a nine-week home exercise plan for beginners, developed by Our Parks for those new to at-home fitness sessions and in need of extra support and motivation.

Insight into the audience identified demand for an at home exercise programme that considered specific factors such as no jumping exercises that might be disruptive for people living in upstairs flats, and the need for shorter bitesize session options that can be streamed using less data. It was decided that to maximise uptake of the offer, a targeted digital marketing campaign should be undertaken to raise awareness of the new programme and encourage the target audience to sign-up and complete the nine weeks.

London Sport's Support

London Sport worked with Our Parks and Sport England to create a new at home fitness programme to ensure we were appealing to those that would prefer to do physical activity in their own home.

Like with our Couch to 5k campaign, we conducted a postcode analysis to understand which areas of London had the populations of ethnically diverse communities and lower socio-economic groups to allow us to target areas with the media spend for the campaign.

The campaign involved full creative production of a suite of campaign assets for Facebook and Instagram to form the content for a paid social campaign.

With national restrictions re-introduced in November, Sport England commissioned London Sport to expand their targeted paid social campaign nationwide complemented by engagement from other Active Partnerships.



The Outcome

During the summer of 2020, a three-week Facebook advertising campaign run by London Sport reached more than 800,000 Londoners.

Further digital campaigns ran through November and December, across London and nationally, with the programme also receiving support from Better Health, This Girl Can and other partners.

In total London Sport's targeted digital campaigns reached over 3.3 million people and generated over 40,000 signups to the programme.

An impressive 83% of people who signed up started the programme with 61% taking part in two or more sessions.

The approach was successful in reaching and engaging the target audience with 50% of active users from ethnically diverse groups.

What do our partners say?

"Couch to Fitness has been a huge success and the team at London Sport and Sport England have supported us immensely. The well-planned digital campaign by London Sport has enabled the Couch to Fitness programme to reach an extensive number of Parkers (participants) and to specific groups who would benefit from a programme like this which is easily accessible and flexible to participate in. We look forward to seeing the Couch to Fitness programme growing further in the future."

Born Barikor
Founder, Our Parks





Interested in working with London Sport? Get in touch:

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