



No one knows Mobile like m.Net

## m.Net Provides Mobile Solution for Hyundai and Fitness First

Advertising-driven Strategy Allows Fitness First Members to Check Gym Locations and Timetables from their Mobile Phone

m.Net Corporation, Australia's leading full-service mobile marketing company, has created a national solution for Fitness First, Australia's largest chain of health clubs, which gives members mobile access to information about their nearest gym and class times.

The site, which went live in early September, was developed with the dual purpose of providing a valuable new service to members while creating a targeted advertising platform for car manufacturer, Hyundai, to promote its 2009 Tucson SUV.

m.Net was awarded the contract by Fitness First's media supplier, Active Media Group, which operates the gym's in-house TV service, publishes its national magazine, and manages its advertising, sampling campaigns, Internet and more.

"From our first meeting with m.Net it was apparent they had the capability to deliver what we were looking for and they definitely did," said Active Media's CEO, Michael Ryan. "They were extremely professional to deal with and not only delivered a solution that is convenient, quick and very easy to use, but they did it on time and within budget."

This innovative service means Fitness First members can use their mobile phone to find out the locations, opening hours and complete timetables of any of the chain's 85 health clubs around Australia.

"Many members live within range of several Fitness First centres and like to know when their favourite instructors are working. The m.Net solution gives them all the information they need to plan their fitness around their lifestyle," he said.

The idea for the mobile service was first proposed by advertising agency, Initiative. Communication Strategist, Uma Sekar and Media Planner/buyer, Camilla Baker developed the concept as part of an integrated promotional strategy for Hyundai's 2009 Tucson SUV.

"The Tucson is a compact SUV that is generally more relevant to younger urban people whose lives revolve around social adventure," Sekar explained.

"This market leads very active, busy lives that incorporate going to the gym and catching up with friends. They use their mobile phones to maintain their diary and keep track of everything, so it made sense to partner with Fitness First to provide a downloadable timetable solution," she said.

The strategy struck a chord with Hyundai's Senior Manager, Marketing Communication, Alex Pinsuti, who recognised the opportunity not only to reach a different part of the buying audience, but to create a strong association with the health club environment.

"By having the 2009 Tucson appearing on the mobiles of Fitness First's customers, the m.Net solution is a new but important investment of Hyundai's media branding strategy. It lets us put ourselves into the Fitness First environment and say that this is what we're about," Pinsuti said.

"By advertising on the mobile site, we can show a very targeted market our brand and product promise. It's about piquing their interest so they take the opportunity to go online and find out more."

Pinsuti said Hyundai has purchased exclusive advertising rights to the Fitness First mobile site for eight weeks, and will closely monitor the results of the promotion to quantify responses.

m.Net Chief Marketing Officer, Scott Johnson, said the WAP solution is a great example of a complementary mobile experience that not only adds value for Fitness First members, but which also provides a very targeted advertising opportunity.

“This is where mobile technology really comes into its own, creating a positive experience for customers while enabling advertisers to get right into the hands of 400,000 Fitness First clients.

m.Net’s experience and proven reputation makes us the logical choice to deliver these solutions to forward-thinking companies wanting to leverage new technology trends to impact their market,” he said.

#### About Fitness First

Fitness First is Australia’s largest health club and gym operator with 85 clubs and over 400,000 members. Since its initial launch in the UK in 1993, Fitness First has grown to encompass over 500 gyms in 15 countries and is the largest health club group in the world. Its commitment is to make fitness affordable to everybody; to build health clubs of the highest quality that are accessible to all.

#### About Hyundai

Established in 1967, the Hyundai Automotive Group is the world’s fifth largest and fastest growing major automotive manufacturer. Hyundai Motor Company Australia Pty Ltd (HMCA) was established on October 1st, 2003 as a wholly owned subsidiary of Hyundai Motor Company. The award-winning range of Hyundai vehicles continues to set segment and industry benchmarks in value, quality and safety, with innovations such as ESP Stability Program and Australia’s first five-year warranty with unlimited kilometres.

2008 marks Hyundai Motor Company Australia’s entrance into the Light Commercial Vehicle market in Australia. For more information visit: [www.hyundai.com.au](http://www.hyundai.com.au)

#### About m.Net Corporation

m.Net is Australia’s leading full-service mobile marketing company and was established in 2001 to foster mobile broadband applications in Australia. The company provides a range of solutions to major media organisations, telecommunications carriers and their advertising clients through its unique mobile marketing platform. In December 2007 Deloitte Touche Tohmatsu ranked m.Net as one of the fastest growing technology companies in Australia.

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