

# BLAND TO BRAND

## CASE STUDY:

# Geelong's Gym

This Australian case study puts the spotlight on claiming a PERMANENT market position.

Geelong's Gym, formerly Re-Creation Health Club, Geelong's original and premier health club, in 2009 celebrated its 45th year of service to the Geelong community. Since 1964, the West Fyans Street gym has prided itself on providing a valuable contribution to the health and well being of the people of Geelong. The gym is currently operated by Gerard Spriet, and has been since 1995. It still retains the popularity and standard of service it had under original founder Tom Trezise.

The gym has changed hands many times throughout its 46 years of existence, yet through all its various owners it has always kept the great service and commitment to fitness in Geelong that it has since its first day of operation.

With over 2000 members today, Geelong's Gym is as popular as ever and encourages the people of Geelong to join the gym and celebrate its 46 years of service. Geelong's Gym began life as 'Tom Trezise's Sports Centre' in an era before personal fitness was considered as important as it is today.

The gym was officially opened on Friday 17th July, 1964 in front of a gathered crowd of 100 guests and dignitaries.

But it's previous branding was bland...



That's when we set out to re-brand, but more importantly – REPOSITION the gym as "Geelong's Gym". That's when it hit us – to take the PREMIER POSITION as Geelong's Gym.

The elegance of it was so exciting and the business name and domain names were all available – what a coup!

Sometimes branding can be easy when you hit the nail right on the head.

You can see their logo is much more vibrant, colourful and modern.



When you go to their website [www.GeelongsGym.com.au](http://www.GeelongsGym.com.au), you'll notice the following Bland To Brand concepts:

- Consistent use of colours that reinforce the logo and brand
- There is a description of their history in their About Us navigation – REINFORCING the longevity and commitment to the community
- Their current slogan "Friendly. Fun. Fitness" supports the brand and positioning as a community and family friendly atmosphere.
- The photos are personal – of members and trainers in the gym
- They have an active blog with great posts that are funny, insightful and informative.

This is branding at its very best – of course you might not be able to claim the same position in your marketplace, but the lessons to take from this case study are:

1. Determine the POSITION you want within your market, geography or industry.
2. Determine the PERSONA you want to create and then support it with a logo, visual elements, text and now of course social media tools like a blog.
3. Ensure that your logo includes colours and visual components that are in synch with the branding and

positioning to ensure consistency and integrity within the message across multiple media. This is a subjective thing, but essential.

4. Last, but most importantly – NEVER, EVER alter the logo proportions colours or other elements – CONSISTENCY is key when creating a 'brand' – protect it by ensuring there is NO manipulation whatsoever, otherwise you'll instantly destroy its perceived value.

Go to [www.GeelongsGym.com.au](http://www.GeelongsGym.com.au) and take a look around!

**Geelong's GYM** Friendly. Fun. Fitness. Visit our blog

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"When I started training with Adam at Geelong's Gym, I was pretty fit. But now I'm at a whole new level and have achieved my goal of joining the Australian Army".  
Tyson Matheson

**Get Started Today and Save \$\$\$**  
**Free 7 Day Pass**  
Simply click the "Learn More" button now...  
**LEARN MORE**

**Welcome to Geelong's Gym**  
*Still going strong after 45 years!*  
Are you looking for a relaxed, friendly local gym where you will feel comfortable and 'at home' during your workouts?  
Well, you've found it!  
Geelong's Gym is Geelong's **most established gym**, and it is the only single owner-operated 'local' health club in Geelong.  
We look forward to welcoming you to our *Geelong's Gym* family and getting to know you on a **first name basis**.  
**Secure your FREE 7 Day Body Blast pass now to experience the fun and friendly atmosphere at Geelong's Gym!**

**5 Free Yoga Classes**

**Zumba Fitness Is Here!**

**Discover Your Biological Age**