

## «Pedalling» for an MFit Fitness membership

A year's membership to the MFit gym costs CHF 790. Passers-by had to get on a bike and pedal, stopping when they thought they'd done 790 metres. The metres travelled were only visible after they had stopped. The winner, i.e. the person who stopped closest to 790 metres, received an annual membership to the fitness studio. The pedalling results (speed and time) were displayed live on a screen. While the competition was in progress, the passers-by could take advantage of free fitness advice.

### Details

<b>Year:</b>	2018
<b>Product:</b>	MFit Fitnessstudio
<b>Industry:</b>	Leisure, Gastronomy, Tourism
<b>Customer:</b>	Genossenschaft Migros Ostschweiz
<b>Origin:</b>	APG SGA Mega Poster & Promotion
<b>Categories:</b>	Special Effects Special Builds
<b>Implementations:</b>	Promotion
<b>Suppliers:</b>	APG SGA Mega Poster & Promotion
<b>Areas:</b>	Winterthur St. Gallen
<b>Posting Period:</b>	2 days each week 36

