

LOYALTY & MEMBERSHIP

FITNESS 4 LIFE HEALTH CLUB: An ambitious new club chain

Key Concerns: attendance tracking, equipment access, fraud reduction, brand enhancement

The club chose to include a **custom holographic foil** on the card as a graphically appealing way to protect against counterfeiting and reduce fraud.

A sign-in/sign-out bar code tracks the use of individual memberships and provides the club with valuable information used to initiate **member-retention** strategies upon periods of non-use.



As the new kid on the crowded health-club block, Fitness 4 Life aggressively looks to reinforce its **brand and mission** with existing members and prospects.



The magnetic stripe facilitated the introduction of silver, gold and platinum **membership levels** which provide access to special sections of each facility.

The magnetic stripe links to individual **member profiles** and provides positive reinforcement and encouragement to individuals on the workout machines as they approach their fitness goals.