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Spots **Crunch Fitness**



DIMASSIMO BRAND ADVERTISING, New York, today launches a buzz-marketing offensive in conjunction with a spot for gym chain **CRUNCH FITNESS**. The ad calls for consumers to "star in your own exercise video" and describes a contest to find innovative workout gurus. Print ads will appear in Time Inc.'s *Sports Illustrated* and Conde Nast Publications' *GQ*. Creative director: Mark DiMassimo. Art directors: Julie Lamb Marsh, Roger Stephens. AdAge QwikFIND aao45z