

# BRANDWEEK®

THE NEWSWEEKLY OF MARKETING

Vol. XLIII No. 3 January 21, 2002/\$3.95

## Becky Ebenkamp new campaigns

---

### Taking it *From* the Chin

With a concept and production values rivaling that of a zero-budget public access show in a secondary market, Crunch's ads will produce love or hate reactions. Upside-down chin characters spout useful info about the smorgasbord of yoga classes, why it's key to have a personal trainer and how to tailor *Cabaret* lyrics for a Broadway dance class ("zee sweat ees beau-tee-ful!"). My fave supports the "No judgements" tag: a cyclops says she feels accepted at the gym.

**Product:** *Fitness centers*

**Marketer:** *Crunch, New York*

**Agency:** *DiMassimo Brand Advertising, New York*

**Market:** *Seven metros (New York, Los Angeles, San Francisco, others)*

**Key Players:** *DiMassimo: Mark DiMassimo, creative director; Phil Gable, Julie Marsh, ACDs*

