

## **NEW AD CAMPAIGN TAPS INTO THE FRUSTRATED EMPLOYEE IN ALL OF US**

### *DiMassimo Brand Advertising Launches National Guerilla Marketing Campaign For Crunch Fitness “Smack-Your-Boss-Up” Contest*

New York, NY (April 18, 2001) – They’re bosses. It’s their nature to sometimes get under our skin and test our patience. Well, in a new campaign created by DiMassimo Brand Advertising for Crunch Fitness, they bring to life some of the everyday annoyances that face us all.

In a campaign that includes print and television ads, DiMassimo Brand Advertising has created off-the-wall advertisements to promote the Crunch Fitness “Smack-Your-Boss-Up” contest. Crunch, wanting to give people a chance to “workout” their everyday frustrations in a healthy, positive environment, asked DiMassimo to find out what daily toils and troubles loom amongst the public.

DiMassimo talked to their employees, Crunch’s employees and conducted over 100 “man-on-the-street” interviews to determine which of life’s little annoyances bother people the most. The result – DiMassimo learned that people are fed up with the economy, sick of their jobs and of their bosses, and are tired of working overtime knowing that there will be no reflection of their efforts in their paycheck.

Based on this research, Crunch Fitness is announcing their first annual “Smack-Your-Boss-Up” contest, giving five grand prize winners a chance to take their work frustrations out in the ring, with none other than... their boss. The guerilla marketing campaign launches this week with in-gym posters which read:

1:00 PM Meeting  
2:00 PM Meeting  
3:00 PM Meeting  
4:00 PM Beating

The posters demonstrate the attitude behind Crunch’s “Smack-Your-Boss-Up” contest, which is intended to play into the economic outlook and employee frustrations with a lighthearted spirit. Television spots including “Office Chat,” “Revenge,” and “3 Out of 5” will begin airing nationally this week. “Office Chat” features employees revealing the reasons why they would like to enter the ring with their boss and how they would act in the ring if given the opportunity. “Revenge” and “3 Out of 5” are PSA-fashioned ads explaining why it’s healthy to want to “Smack-Your-Boss-Up.”

The newly created print ads and TV spots for Crunch’s “Smack-Your-Boss-Up” contest will run nationally on *MTV*, *E!*, *VH1*, and *Comedy Central* and in *US Weekly*, *Village Voice* and *Manhattan Spirit* ... but that’s not even the beginning.

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"Crunch should be 'Guerilla Marketer of the Year' for the way this program stretches a dollar," says Mark DiMassimo, President and Executive Creative Director of DiMassimo Brand Advertising. "This campaign helps Crunch appeal to its target audience through several different avenues," DiMassimo explains. "By doing this, we expand the reach of their marketing budget while doing so in a very cost-effective way."

The guerilla marketing plan includes a viral email campaign, postcard mailings, advertisements in the bathrooms of bars, restaurants and clubs, in-gym displays and posters, downloadable screensavers ([www.Crunch.com](http://www.Crunch.com)), coasters, coffee mugs and bumper stickers, as well as two and a half months of commercial spots and print advertisements.

Appropriately, Crunch will also be taking out classified ads in the major newspapers in each of the five markets where the contest will be held: New York, Chicago, Los Angeles, San Francisco and Atlanta. "People who read the classifieds are usually looking for another job and are probably not worried about impressing their current boss," says DiMassimo. "We figured we would find a lot of people who wouldn't mind going toe-to-toe with their boss by placing ads in the classified section."

As part of the contest, Crunch Fitness will give the five winners the opportunity to take out their no-raise-on-the-horizon-because-of-the-economy frustrations on the one person who puts what little bread there is on their table. Supported by the extensive print and broadcast campaign along with the guerilla marketing tactics, the program will invite the general public to enter the contest through Crunch's website ([www.Crunch.com](http://www.Crunch.com)) or at any Crunch location.

"While we can't get people the raises they deserve, we can relate to how they're feeling about the economy. We want to give people a chance to take out a little of their aggression and allow them to have fun while working out," explains Doug Levine, Chairman and Founder of Crunch Fitness. "This contest will give people the opportunity to get in shape – physically *and* mentally."

The winners, picked randomly, will receive a one-year Crunch membership and three free weeks of either boxing or kick-boxing training with a certified Crunch instructor, and will then take to the ring against their boss. The winners of each of the five bouts will share a \$20,000 purse to distribute among their favorite charities. And, since they can hide under the guise of charity – the boss doesn't ever have to know that their employee wants to kick their butt. Winners will be drawn May 1 and the five events are scheduled to take place on May 24 at Crunch gyms in New York, Los Angeles, San Francisco, Chicago and Atlanta.

DiMassimo Brand Advertising is a full-service, fully-integrated communications agency with an extraordinary heritage and commitment to helping people sell things. DiMassimo's passion is developing ideas that move the top line and dramatically build and re-build businesses and brands. Clients include The Plaza Hotel, Crunch Fitness, PricewaterhouseCoopers and Gateway Computers.

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