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Matrix launches new campaign at Flame

'It's All About You' was the message from Matrix Fitness, following the launch of a new fully-integrated marketing campaign, revealed for the first time at the Ukactive Flame Awards.

Matrix Fitness sponsors the annual awards and conference, which were held at the Telford International Centre earlier this week.

To launch the dynamic campaign, the It's All About You brand video was showcased to the hundreds of industry professionals attending the awards ceremony, which included Matrix Ambassador, Sally Gunnell.

Director of Strategic Marketing EMEA & UK for Matrix Fitness, Gemma Bonnett said: "Following the impact of our Evolve, Challenge, Exceed campaign, Matrix is now ready to connect on a deeper level with individuals, switching focus from product-based marketing and heavy-weight imagery to a softer more personable approach.

"Here at Matrix, we recognise that the industry needs to be inclusive for all; from the once-a-week gym goer through to athletes and professionals.

"By understanding the specific needs of those that use gym equipment, and the role that we can play as a brand in helping them to achieve their goals, we want to evoke an emotional response and connection to exercise, because It's All About You."

Recognising the stresses and strains of daily life, It's All About You tracks the journey of evolution - from birth to growing older; whilst showcasing the spirit and aspirations of the Matrix brand.

As well as launching the campaign and sponsoring the event, Matrix exhibited at the conference – demonstrating the innovative S-Drive Performance Trainer.

Matrix also sponsored graduates from the Aspire InstructAbility scheme to attend the conference and awards. The scheme provides disabled people with free, accessible fitness industry training and qualifications.

Hilary Farmiloe, Manager of the InstructAbility Programme at Aspire, said: "The eight graduates who attended Flame thoroughly enjoyed the event and were hugely grateful to Matrix for sponsoring their tickets.

"The event provided excellent networking opportunities and thanks to Matrix, we have further raised awareness about access and inclusion in the industry."

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InstructAbility were recognised at the Flame Awards by being presented with an outstanding achievement award in the Healthy Partnerships category.

Scooping two awards on the night was Matrix customer and invited guest at the event, 1Life. 1Life Marketing Director, Rachel Shelton said: "For the 1Life brand, we want to recognise and reward brilliance.

"The Flame Awards are a great chance to showcase and celebrate our successful initiatives, people and passion behind the organisation. Flame is an excellent opportunity to network with industry leaders and as guests of Matrix, we had a front row seat and were at the heart of the awards."

For more information about Matrix Fitness, please visit www.matrixfitness.co.uk

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About Matrix Fitness

Matrix Fitness – the fastest-growing commercial fitness brand in the world - is the commercial division of Johnson Health Tech. Matrix is comprised of a complete range of premium, commercial-grade cardiovascular and strength-training equipment for health clubs and other fitness facilities.

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