



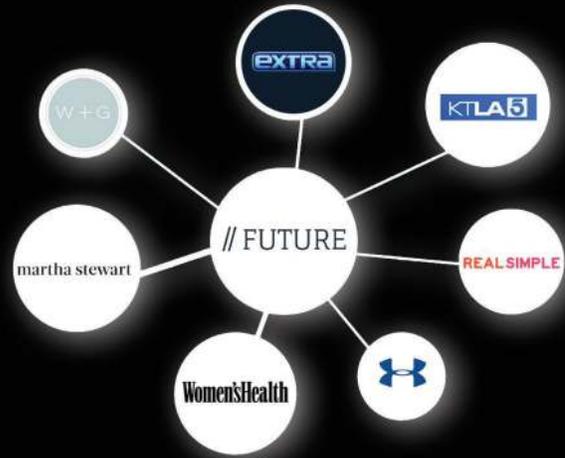
DUNN PELLIER MEDIA

CASE STUDY: // FUTURE

www.future.fit

// About Future

Future is a cutting-edge digital personal training app that connects users with world-class coaches for monthly bespoke training programs. Built to seamlessly integrate into daily life, Future offers customized and flexible programs, guided workouts, and weekly progress tracking. From past collegiate athletes and busy professionals to those who simply desire to improve overall well-being, Future offers users a custom, scientific-based approach to health & wellness.



// Our Challenge

New to the Fitness space, Future approached DPM for a brief 6-week campaign with some specific goals in mind:

1. Drive consumer awareness of the brand.
2. Further educate consumers on the exclusive service Future offers.
3. Secure traditional media coverage by utilizing VP of Operations, Josh Bonhotal, MS, CSCS.

// Our Strategy And Results

Our first step was to prime the media with an introduction, who Future is, what the app offers, what sets Future apart from the competition, and how timely the app was to the current world climate. Future came on board just as the U.S. was experiencing a global shift due to the COVID-19 pandemic. As restrictions grew across the nation—closing gyms, restaurants, and hotels—there was a spike in the conversation of at-home fitness. The already overwhelming fitness space became further inundated with virtual fitness opportunities.

By spreading the word about the cutting-edge app and utilizing the incredible team of performance coaches and their breadth of industry knowledge, DPM hit the ground running. Securing over 10 pieces of coverage, including outlets like Well+Good, Martha Stewart Living, Real Simple, Women's Health, Under Armour, and more. The team also secured a segment on a local news station, KTLA, to promote the app, as well as an exclusive social media post with ExtraTV.



“Working with the team at Dunn Pellier gave our company a significant advantage to get top placement in several prominent media features and quickly increase our brand awareness. In just over a month, we were featured in 7 mainstream publications reaching more than 40 million readers. The Dunn-Pellier team immediately showed a genuine interest in our success as a brand and readily leveraged their expansive network to get our content included in some of the top publications in the fitness industry. Not only that, they were incredibly supportive in providing guidance and necessary feedback to prepare and edit our responses for maximum impact. If you're looking to increase exposure for your company, I'd highly recommend working with the team at Dunn Pellier!

— Josh Bonhotal, VP of Operations for Future

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