

PRESS RELEASE

Freeletics New Year Campaign: 2017 is the Year for Becoming your Best Version

Munich, January 5th, 2017 – “New year, new me.” It’s that time again. As everyone makes their pledges for the new year, getting fit and healthy is expected to top the resolutions list again in 2017. But for [Freeletics](#), creator of some of the world’s most popular fitness apps, there is more to it than that. After the very honest and award-winning “The Truth About Greatness” campaign last January, Freeletics launched its 2017 New Year campaign “[Become Your Best Version](#)” this week. The campaign can be spotted on the fitness and lifestyle company’s social media channels, while TV ads will run in the US, UK, France and Germany.



The campaign sets Freeletics apart from many of its competitors who focus on more short-term goals, such as six-packs and flat abs. Instead, it positions Freeletics as a sustainable, healthy lifestyle – a way for everyone to unleash their own potential, no matter who they are or what their fitness level. It aims to motivate and inspire people to aim higher and become more than they thought they could be. *“New Year’s resolutions always generate an important push for the fitness industry. People want to lose their winter weight and get in shape for summer. But we want them to think much bigger than that. Freeletics is about more than just getting a six-pack or being toned – it’s always been about becoming the best version of yourself. We want this to be people’s resolutions this year – to become the best and strongest person they can be – which is why we decided to make it the focus of our New Year campaign,”* explains **Pierre Dominique Ostrowski, Vice President of Marketing at Freeletics**.



The campaign was produced in collaboration with the Berlin and LA-based production company [It’s us Media](#). A core part of the production was the creation of media assets for targeted paid ads as well as social media channels. As the assets will be used intensively in the US market, the campaign was shot on location in Los Angeles. *“With It’s us, we found a partner who perfectly understood our integrated creative and production approach. Together, we fulfilled our broad content needs, from TV and YouTube to in-app, owned channel and paid ad assets which we can later adapt, extending the campaign further into the future,”* says **Freeletics Head of Creative, Marco Obermann**.

The YouTube video features its own custom-made soundtrack with up-and-coming duo Young Futura, featuring rapper Beau Young Prince from Los Angeles. The lyrics, which were specially written and performed for the campaign video, underline its message perfectly while also transporting it emotionally: “Go hard and push your limits, and you will feel alive – do that, and you can do anything in life.” And this is exactly the point. Freeletics believes that every person has the potential to do great things – they just have to realize it. And working on yourself is the first step. Taking on the challenge of getting into the shape of your life opens doors to all kinds of other challenges in life. And accepting them.

To support the visual campaign, Freeletics also launched a new [social sharing tool](#) this week, allowing people to make their own personalized pledges for 2017 and share them with friends on social media, or keep as a private reminder of their goals for the next 12 months. Why do this? Because those who have a clear goal are 10 times more likely to succeed than those who don't. And Freeletics users know a thing or two about succeeding.



For more information about Freeletics, visit www.freeletics.com.

Credits Freeletics:

Pierre Dominique Ostrowski (Vice President of Marketing)
Marco Obermann (Head of Creative)
Andreas Laufenberg (Art Director)
Michael Hubl (Head of Online Marketing)

Credits It's us Media:

Ben Föhr (Executive Producer)
Noël Dernesch (Director)
Friede Clausz (Director of Photography)
Jan-Fabian Klein (Editor)

Freeletics Media Channels:

- Instagram: <https://www.instagram.com/freeletics>
- Facebook: <https://www.facebook.com/freeletics>
- YouTube: <https://www.youtube.com/freeletics>

About Freeletics

Freeletics has been built around a single vision since day one: to help everyone in the world unleash their full physical and mental potential and become the greatest version of themselves. Freeletics promotes and increases physical fitness as well as mental strength, willpower and self-confidence – all of which are vital tools for shaping a life in accordance with one's desires and goals.

Founded in June 2013, the company has already created one of the most successful fitness movements in the world, with more than 12 million users in over 160 countries. Freeletics also sets new standards as an employer: teamwork, passion and performance are all central values within the company – values that continue to motivate the team of more than 140 employees on a daily basis to continuously develop Freeletics as an international sports and lifestyle brand and constantly optimize and expand the company's product portfolio.

Contact

Ellie Hughes
International PR Manager
E-Mail: press@freeletics.com
Tel: +49 (0) 1577 830 49 22
Lothstrasse 5
80335 Munich
Germany