

PRESS RELEASE

Model-Free Fitness Campaigns

Fitness Company Freeletics Chooses Real Users Over Models for its Ad Campaigns

Munich, July 13th, 2017 – Disruption is nothing new for award-winning fitness startup [Freeletics](#). After releasing one of the first apps for digital personal HIIT training back in 2013 and being one of the first fitness apps to offer a digital personal trainer powered by AI in 2017, the company is taking a new step along another less traveled path.

Since day one, the company's mission has been to help everyone become the best version of themselves, both physically and mentally. This means that *anyone* can reach their goals with Freeletics, not just people living in favorable conditions. Which is why the company decided to focus on regular people in its new summer campaign. Not models, not professional athletes and not celebrities. So, for the second time this year, the fitness company shot an entire online campaign without a single model – opting for real app users instead. A big step in an industry otherwise dominated by slender bikini bodies and perfect abs. Instead, Freeletics shows teachers, policemen, developers, firefighters, students and more “real people” in their fitness ads.

Real people, real results

The international faces of the “Real People, Real Results” campaign were chosen from the company's 17 million users. These four individuals - who all reached their fitness goals with the help of Freeletics - include students, a technician and a policeman. With over 5,200 workouts between them, it is clear that their hard work has paid off. *“We don't want to sell unrealistic expectations or unhealthy ideals. Instead, we want to convince people to live a sustainable, fit and healthy lifestyle. And we want to show them that the results are real and achievable for everyday people,”* explains **Michael Hubl, Vice President of Marketing** at Freeletics.

This isn't the first time Freeletics has chosen real users over models. Earlier this year, five other users were chosen to feature front and center in the online campaign for the company's first AI app update. With over 1,600 hours of Freeletics training between them despite full-time jobs and families, they could at first glance be mistaken for models themselves. But their lifestyles couldn't be more different. Instead, the campaign featured a teacher, a firefighter, a developer and a marketing manager. “Ordinary” people who achieve extraordinary things with Freeletics.

Authenticity above all else

“By using real users for these ad campaigns, we not only wanted to underline the authenticity that we as a company have valued since day one, but we also wanted to highlight the achievements of our users. Their strength and perseverance despite all life's hurdles can and do inspire millions across the world. You can see how healthy, strong and confident they are, and that is the mission that has fueled Freeletics over the last four years” says **CEO Daniel Sobhani**. For Freeletics, fitness and working out have never been about becoming skinny or meeting the latest beauty ideal. It has been about the positive effects of living a healthy lifestyle – about becoming the greatest version of yourself, both mentally and physically.

"We have never been about a runway physique or unrealistic ideals. Which is why these campaigns aim to show what anyone and everyone can achieve. These are real people with real jobs, real lives and real problems. And yet they still manage to achieve their goals, proving that the results are real and there to be achieved by anyone. You don't have to be a celebrity or a model to reach your goals. As a company, we are very proud to be going against the grain and doing something that is rarely, if ever, seen in our industry. By taking this step, we hope we can inspire even more people to reach their goals, both in fitness and in life. It is possible, you just have to believe in your potential, just like we do," **Sobhani** concludes.

The "Real People, Real Results" campaign videos can be found on the Freeletics [YouTube](#) and [Facebook](#) channels, as can the "[Freeletics 4.0](#)" campaign. Imagery and profiles of the users featured can be downloaded [here](#).

- ENDS -

The Freeletics apps can be downloaded for free in the [App Store](#) and [Google Play Store](#). For more information about Freeletics, visit www.freeletics.com.

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 17 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 to continuously develop Freeletics as an international sports and lifestyle brand and constantly optimize and expand the company's product portfolio.

Freeletics Media Channels

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

Contact

Ellie Hughes
Global PR Manager
E-Mail: press@freeletics.com
Tel: +49 (0) 162 164 5036
Lothstrasse 5
80335 Munich
Germany