

# PRESS RELEASE



July 2014

## **Market leaders in fitness worldwide trust Lieblingsagentur**

**With “The Project: Immersive Fitness”, the sport equipment manufacturer Reebok and fitness experts Les Mills International have teamed up to revolutionize the concept of workout in the group. Lieblingsagentur has created a roadshow for the project.**

The sport equipment manufacturer Reebok and the fitness brand Les Mills International have formed a strategic alliance with the goal of presenting studio fitness in a completely new light and focusing the spotlight more than before on multimedia experience. Starting in July, the project will be presented by the global players Reebok and Les Mills International as part of a Europe-wide roadshow in several major European cities: Stockholm, Berlin, Amsterdam, Paris and Milan. The world premiere took place in July opposite Tower Bridge in London. Lieblingsagentur, based in Krefeld, has assumed responsibility for the conception, technical operation and maintenance of the mobile “Immersive Fitness Studio”.

### **Audiovisual Basis for the New Fitness Era**

Designed as a group fitness program, the objective of “The Project: Immersive Fitness” is to create a hitherto unknown intensity of experience for the participants. “To achieve this experience at such a high level, we have cooperated very closely with our project partners Reebok and Les Mills right from the start”, said Veit Rotthoff, Chief Customer Officer at Lieblingsagentur, specifically emphasizing the intensive cooperation between the three participating partners. “The equipment installed was tailor-made to meet the specific requirements of the fitness roadshow”, added Mr. Rotthoff. A perfectly coordinated arrangement – consisting of music and video projections – forms the audiovisual basis for the choreographic structure of complex fitness programs in the group.

**Lieblingsagentur GmbH**

Bischofstraße 120 | 47809 Krefeld/Germany | Phone +49 2151 479 44-10 | Fax +49 2151 479 44-222  
www.lieblingsagentur.de | info@lieblingsagentur.de

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## Virtual Scenery in the Real World

With the help of technology, for example, the digital illusion can be created of riding up the steepest mountain on a bike or performing a few quick laps in a velodrome. Or the participants of a dance class suddenly find themselves on the virtual stage of a music festival. Jens Henschke, Global Brand Marketing Director Events at Reebok International Ltd., put the successful cooperation between the project partners in a nutshell when he said: "Together with our partner Les Mills, we are well on the way towards making the studio fitness theme more attractive. With Lieblingsagentur we have an outstanding partner at our side, who can implement our ideas quickly and purposefully". Lieblingsagentur realized the roadshow fitness project with the help of an elaborate container arrangement. A Reebok shop at the entrance area offers participants the opportunity to experience and buy the sport equipment manufacturer's latest range of fitness gear. The arena also has a large Instagram Wall to keep the world visually informed of experiences in the group.

## Mobile Multimedia Fitness Arena

Reebok and Les Mills International have placed Lieblingsagentur in charge of realizing the overall project. "An exciting challenge", is how Andreas Bauer, managing director and project head of Lieblingsagentur, described the assignment, reflecting on how the project got underway, "There has never been anything like this before", he added. The objective of Lieblingsagentur was to create a suitable framework which would appropriately reflect the content-related uniqueness which Reebok and Les Mills had instilled in the project.

3.487 signs

### Tour information | The Project: Immersive Fitness

15. – 17. August 2014	Stockholm (Sweden)
28. – 30. August 2014	Berlin (Germany)
12. – 14. September 2014	Amsterdam (Netherlands)
26. – 28. September 2014	Paris (France)
10. – 12. October 2014	Milan (Italy)

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## Images



London premiere: Reebok and Les Mills presented the event "The Project: Immersive Fitness" right beside Tower Bridge.



Aided by sound and video projections, group fitness enjoys an intensity of experience previously unknown.



The integrated Reebok Retail Space offers participants of "The Project: Immersive Fitness" the opportunity to experience and buy the sport equipment manufacturer's latest range of goods.

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## Company profile

Lieblingsagentur GmbH based in Krefeld, was established in 2008 and specializes in live communication and brand staging. With around 50 national and international client projects annually, the company provides services for clients of all sizes and branches ranging from events, roadshows, incentives, room design and brand worlds to trade fairs, sporting activities and sales support.

In doing so the owner-managed agency with ten permanent employees realizes encounters between people and brands in a wide variety of organizational forms – as lead agency, sub-project supervisors or cooperation partners together with other agencies and client teams.

A powerful network of solid service partners allows the company to implement the assigned tasks professionally within the stipulated framework. Innovative and strong in the fields of conception, creation, organization and realization, Lieblingsagentur meets its clients with a comprehensive wealth of experience and convinces through results which have been coordinated down to the smallest detail. Founded on long-term partnership-based client relationships, the agency's philosophy is expressed in the message: customer support with heart and mind.

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### Press contact:

PR Schulz  
**Oliver Schulz**  
Plektrudisstraße 18  
50354 Hürth | Germany  
Phone +49 2233 939 92 70  
Fax +49 2233 168 814 21  
info@pr-schulz.de  
www.pr-schulz.de

Lieblingsagentur GmbH  
**Florian Schwartz**  
Bischofstraße 120  
47809 Krefeld | Germany  
Phone +49 2151 479 44-113  
Fax +49 2151 479 44-222  
presse@lieblingsagentur.de  
www.lieblingsagentur.de

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Bischofstraße 120 | 47809 Krefeld/Germany | Phone +49 2151 479 44-10 | Fax +49 2151 479 44-222  
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