

# Case Study



## Fit Az Darwin The muscle behind marketing

The old adage 'build it and they will come' needed a boost with some marketing muscle for one local Darwin business.

### Project

Local gym Fit'Az Darwin had a strong reputation with existing clients but needed to expand in the increasingly competitive and growing fitness field in the Top End.

Owner Stephen Cardona needed our help to build brand awareness, increase membership and formalise business structures as he transformed from a small informal gym to a professional fitness facility.

As a strong identity behind the business, Steve wanted to continue as an advocate for people with Tourette's Syndrome, which he has helped de-mystify as a successful businessman with the condition.

We created a marketing strategy that helped him identify a number of ways to help achieve his objectives such as diversifying product offerings, building business relationships with physios, healthy cafes and identifying new markets to tap into.

The strategy recommended a range of tools and tactics to promote not only the business but Steve's passion for helping people with Tourette's Syndrome.



*True North's marketing expertise helped us take Fit'Az to the next level. As a local Darwin business it was great to work with other locals who know my business, my clients and the region. We are looking forward to doing more work with True North.*

**Fit'Az Darwin**

### Challenges

Without ever having a marketing strategy before and with a casual, pay as you go membership, Steve needed to better meet client needs and move to a more formal business system.

We worked with Studio B Designs to develop a membership brochure and form, along with other tools and tactics to help transition existing clients to a new membership structure with a formal contract system with direct debit arrangements.

### Outcome

Steve has moved in to his new premises and we supported him through his opening launch. After implementing our recommendations Fit'Az Darwin has had great success, successfully converting all existing customers to the new membership structure and averaging five new members per week.



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