



Total Woman

DISCIPLINE

Brand Innovation

"Bulldog helped us completely refresh our brand, from our identity to every touchpoint in and out of the gym experience. They were a vital and trusted extension of our team."

GENE LAMOTT, CEO

DESIGNING A NEW FITNESS EXPERIENCE FOR WOMEN TO CALL HOME

CHALLENGE

Total Woman Gym + Spa built a loyal membership and a passionate community of active women throughout California. Their unique offering of combined gym and spa in a single location was different than anything else in the category. However, their brand was stuck in the seventies and didn't project the quality of the membership experience. Their leadership team came to Bulldog Drummond to refresh the brand from the ground up—from the identity, interior design, product and service innovations, to employee engagement and beyond.

RESULT

We designed the project to engage and inspire both leaders and employees across the entire organization, involving them in crafting a new future for the brand. The new brand platform helped drive all aspects of the business and fuel the design of newly built locations. It gave the leadership team a plan to focus the entire team around a clear purpose and drive the experience design for membership. Both member retention and new membership numbers have grown consistently since the brand rollout.

