

**Sasha Ichoonsigy**

*Art Director / Creative Manager*

# WORK PORTFOLIO

February 2026

Contact

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**I'm a brand designer who builds systems:  
logic-forward, detail-driven, and always oriented  
toward clarity and scale.**

Over the past decade, I've led creative for B2B SaaS companies, cultural institutions, and startups. I specialize in brand identity, web design, campaign development, and creative operations—work that helps teams move with confidence and consistency.

I thrive in cross-functional environments, partnering with CEOs, product teams, and marketing leaders to translate business goals into cohesive visual systems. Most recently, I was the founding creative at PushPress, where I led the 2023 rebrand and established the design systems that supported the company's growth.

I care deeply about craft, brand stewardship, and building frameworks that scale without sacrificing originality.

## **SELECT EXPERIENCE**

PushPress — Founding Creative, Art Director (2022–2025)

Xplor Technologies – Creative Manager (2020–2022)

Houston Zoo – Graphic Designer (2015–2020)

## **CAPABILITIES**

Brand Identity & Systems

Web Design & Development Art Direction

Campaign Design (Digital, Print, Social, Events)

Creative Operations & Team Leadership

Stakeholder Management & Executive Collaboration

## **TOOLS & PLATFORMS**

Figma, Adobe Creative Suite (Illustrator, InDesign, Photoshop)

Webflow, Canva, Notion, Unbounce

AI Tools (Midjourney, Claude/ChatGPT for workflow optimization)

PushPress is a fitness business management platform serving gym owners with software and operational tools. During its Series A stage, the company needed a clearer, more cohesive brand identity to support its growth and strengthen market recognition.

Designed and managed entirely in-house, the rebrand began with a cross-functional workshop to refine positioning, followed by multiple rounds of logo exploration and review. The final system expanded beyond a primary logo to include product logos, supporting visuals, and custom lockups for internal programs and marketing initiatives.

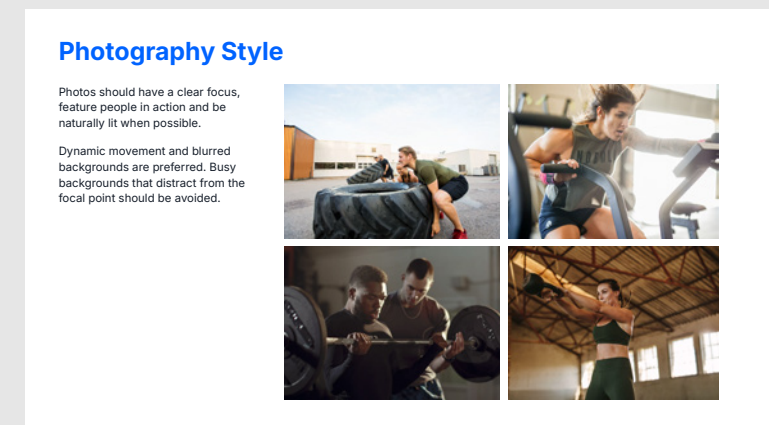
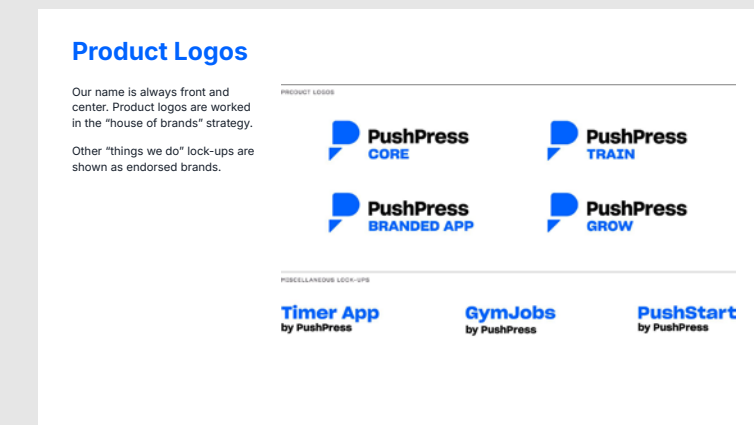
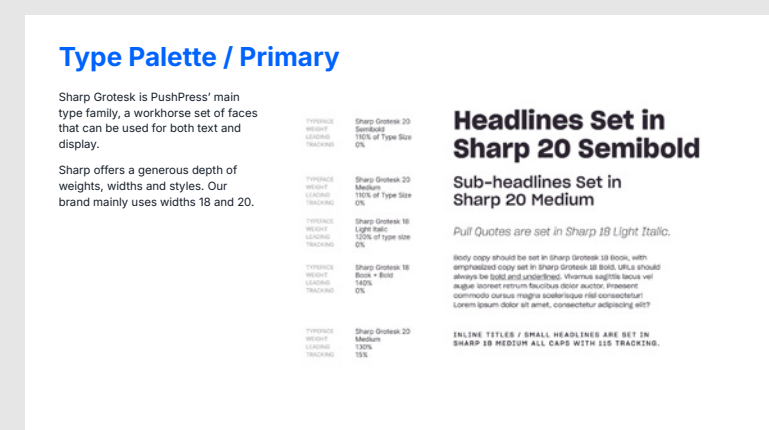
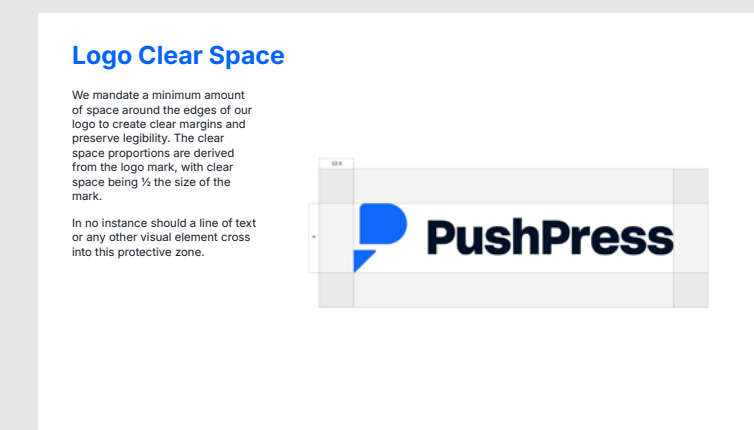
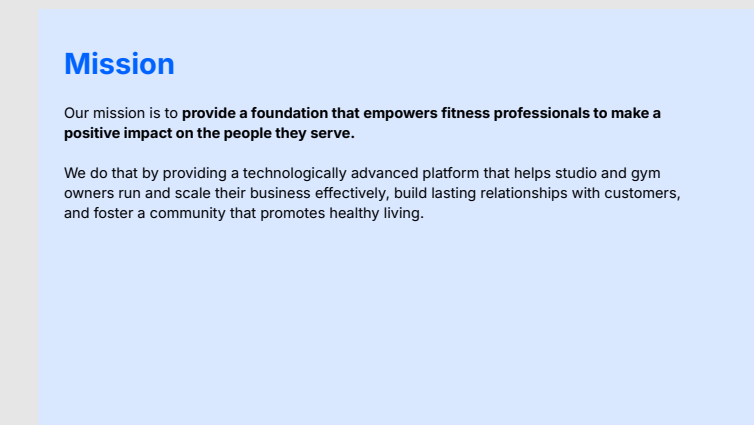
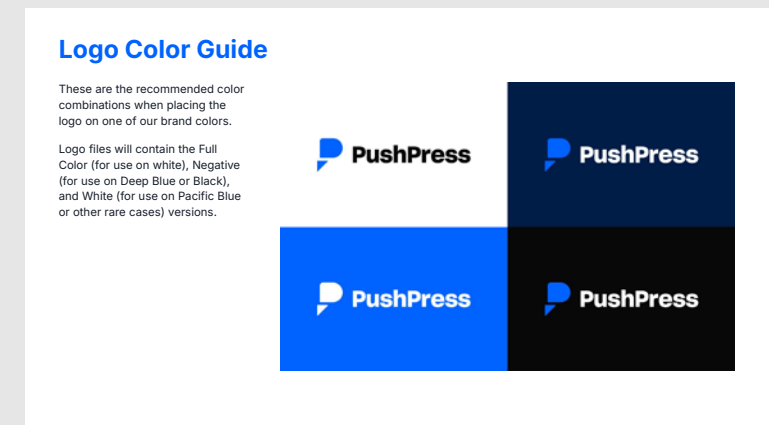
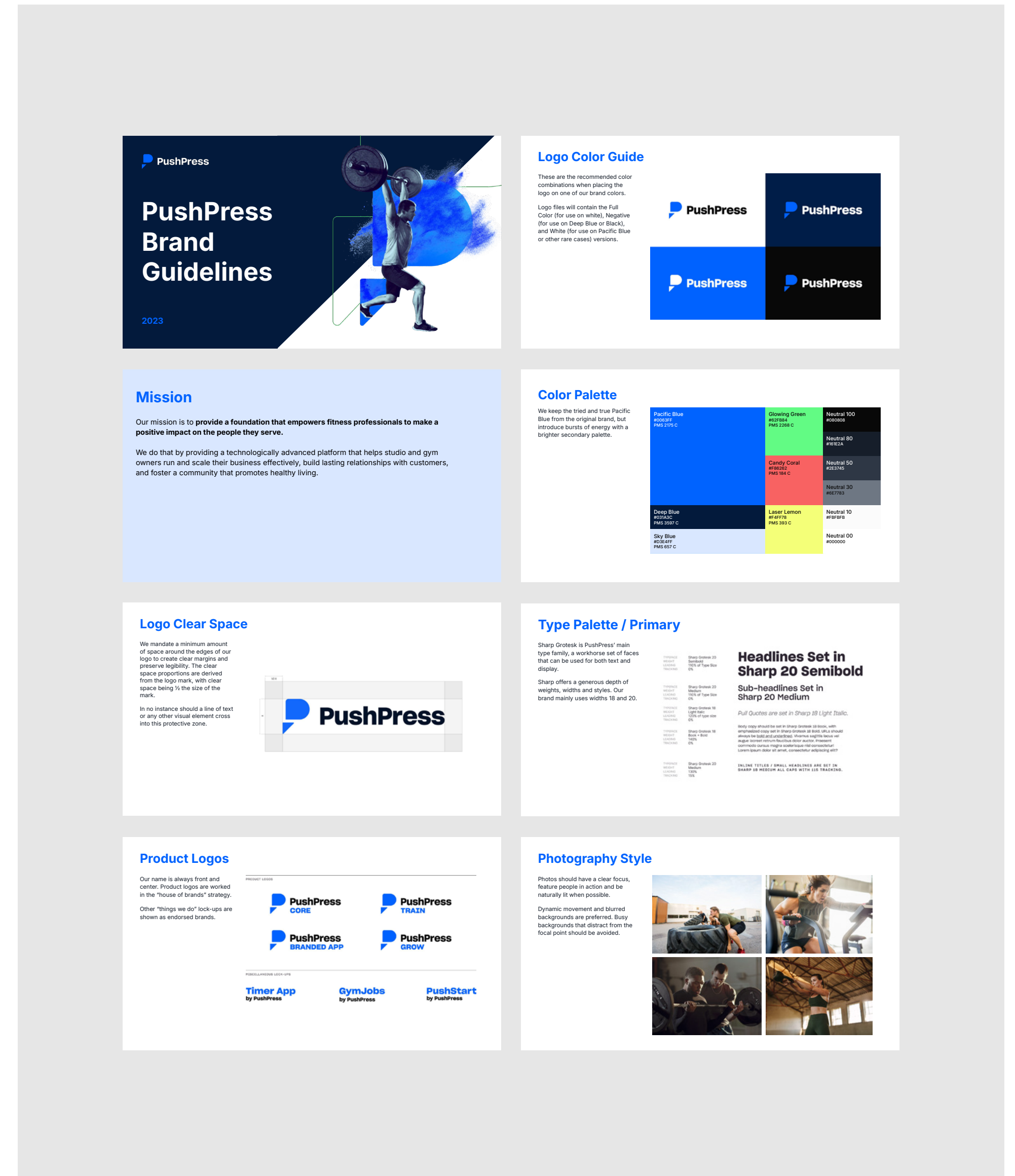
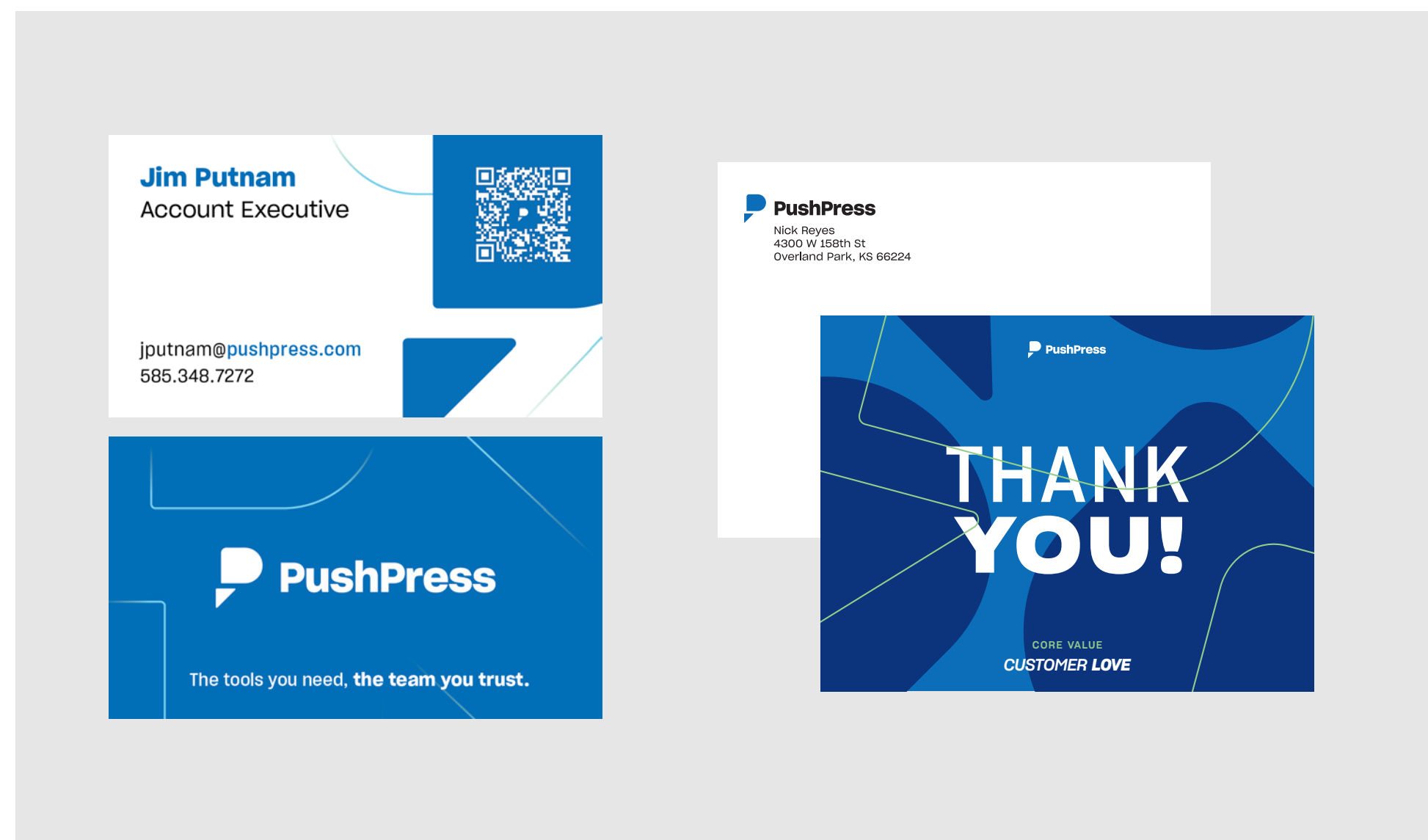
Launched in February 2023 across the website, blog, and social channels, the new identity improved recognizability and provided a scalable visual foundation. In the months that followed, the updated brand and messaging were rolled out across core web pages and campaigns, creating a more unified and credible market presence.

CAPABILITIES

- Identity
- Web
- Project Management

COMPLETE

November 2025



Prior to the rebrand, the PushPress website was heavily CrossFit-focused, limiting the company's ability to appeal to broader fitness markets. To support expansion into modalities like yoga, pilates, martial arts, and group training, the site needed a more inclusive, neutral visual direction.

In the lead designer role, the site's imagery, messaging, and visual system were reworked to remove niche references and establish a cleaner, more welcoming look aligned to multiple fitness verticals.

The updated site broadened PushPress's appeal, strengthened credibility with new audiences, and created a scalable foundation for ongoing marketing and product growth.

CAPABILITIES

- Identity
- Web
- Project Management

COMPLETE

November 2025

As part of the broader site refresh, key pages were redesigned to better communicate PushPress's value and support a more strategic content structure. This included product pages like Committed Club, foundational pages such as Pricing, and performance-focused pages like a competitor comparison designed to position PushPress more effectively in the market.

The updated designs emphasized clear hierarchy, approachable visuals, and messaging suited to a wider range of fitness business owners. These improvements strengthened product storytelling, increased clarity for prospects, and contributed to more effective lead generation aligned with the refreshed brand direction.

- CAPABILITIES
- Identity
- Web
- Project Management
- COMPLETE
- November 2025

### Committed Club: The Ultimate Member Loyalty Program

Introducing a loyalty program that rewards member loyalty and skyrockets retention.

[Schedule a Demo](#) [Upgrade to Pro/Max](#)

#### What is Committed Club?

Included with Core Pro and Max, Committed Club is a customizable loyalty program that lets you recognize members who check in consistently on a monthly basis. Incentivizing members to show up to meet their fitness goals.

#### A Game-Changer for Your Community and Retention

Committed Club not only celebrates member consistency and boosts morale—it's also proven to promote more check-ins, reduce churn, boost retention, and impact your bottom line.

- Increase in check-ins**  
Data shows members who check in regularly are more likely to stay engaged and committed to their fitness journey.
- Reduce churn and boost retention**  
By promoting check-in consistency, you'll be directly impacting and increasing member retention, and reducing churn.
- Boost profits in the long-term**  
Watch consistency pay off down the road. Members who show up more often, are more likely to stick with your gym longer, fueling long-term revenue growth.
- Help members meet fitness goals**  
By rewarding consistency, you'll help members accountable to their fitness journey while building community.

#### See how Committed Club and loyalty programs are helping gyms thrive

**How a Michigan Gym Uses Committed Club to Increase Member Retention**  
[Read more](#)

**How Fixed on Fitness Drives Retention with Gym Member Check-Ins**  
[Read more](#)

[Schedule a Demo](#)

### Scale your business with flexible plans that meet your needs.

Free	Pro	Max
<b>\$0</b>	<b>\$159 /mo</b>	<b>\$229 /mo</b>
Small gyms and studios ready to lay the foundation for growth and success	Mid-size gyms and studios ready to scale their business and optimize operations	Established gyms and studios ready to streamline operations and accelerate growth
<b>Processing Rate*</b> 4.15% + .30 CC 2.02% + .30ACH	<b>Processing Rate*</b> 2.88% + .30 CC 0.75% + .30ACH	<b>Processing Rate*</b> 2.75% + .30 CC 0.75% + .30ACH
<b>Support SLA</b> Self-serve resources and AI support** with a 48-hour response time for human assistance.	<b>Support SLA</b> AI support**, live human responses, and the option to schedule video support help calls.	<b>Support SLA</b> AI support**, live human responses, and the option to schedule video support help calls.
No monthly fees		

[Schedule a Demo](#)

\*Price in USD  
\*\*AI support resolves 60% of conversations with 96% Customer Satisfaction score.

### Compare all our features and choose a plan that works for you.

Feature	Free	Pro	Max
<b>USERS</b>			
Leads	Unlimited	Unlimited	Unlimited
Admins	Unlimited	Unlimited	Unlimited
Members	Unlimited	Unlimited	Unlimited
Staff	Unlimited	Unlimited	Unlimited
AI Support	Unlimited	Unlimited	Unlimited
<b>INTERNAL INTEGRATIONS</b>			
Screens App	✓	✓	✓
Members App	✓	✓	✓
Staff App	✓	✓	✓
Flex Fees	—	✓	✓
Committed Club	—	✓	✓
Waitlisting	✓	✓	✓
Migration	✓	✓	✓
Appointments	✓	✓	✓
Products	✓	✓	✓
Basic Workout Programming	✓	✓	✓

### Why PushPress is the Ultimate Gym Management Solution

Unlike Wodify, PushPress is built from real-world experience. As a team of gym owners ourselves, we understand your struggles, and what it takes to run a successful fitness business. Our goal is to empower you with smoother operations, faster payments and unmatched support.

[Schedule a Demo](#) [Sign up for Free](#)

#### What Makes PushPress Better Than Wodify?

	PushPress	Wodify
Ensuring Timely Gym Payments (2-3 days)	✓	Wodify controls your Stripe account, leading to reported payment delays up to 14 days.
Streamlining Gym Administrative Tasks	✓	Provides administrative tools, but some tasks may require multiple steps to complete.
Accessing Superior, Live Customer Support	✓	Wodify offers email-only support, lacking live options, delaying response times.
Flexible Transaction Fee Management	✓	Wodify's free version enforces a fixed 7.5% fee, non-adjustable, kept by Wodify.
Reducing System Downtime	✓	Occasional service downtime reported by users, affecting operational reliability.
Marketing and Lead Conversion	✓	Provides CRM tools but falls short of PushPress with its extensive workflows, automations, and marketing materials.
Simplifying the Switch from Another Provider	✓	Lacks support in the migration process, leaving users to navigate the switch independently.

#### The Top Three Reasons to Choose PushPress

- Get Paid. Faster.**  
PushPress offers quicker, more reliable payments than Wodify, ensuring gym owners enjoy financial stability with timely payouts and direct Stripe integration for enhanced security and transparency.
- Keep it Simple.**  
PushPress features a user-friendly interface that streamlines

In December 2024, PushPress launched a podcast led by the CEO and CRO to share expert conversations on gym management, business growth, and fitness technology. To support the launch, the podcast needed a visual identity that aligned with the broader PushPress brand while standing out as its own content channel.

A distinct visual system was created using soft gradients and a related color palette to establish an approachable, contemporary look. This identity extended across cover art, promotional assets, and social graphics, improving recognizability and strengthening the podcast's presence across platforms.

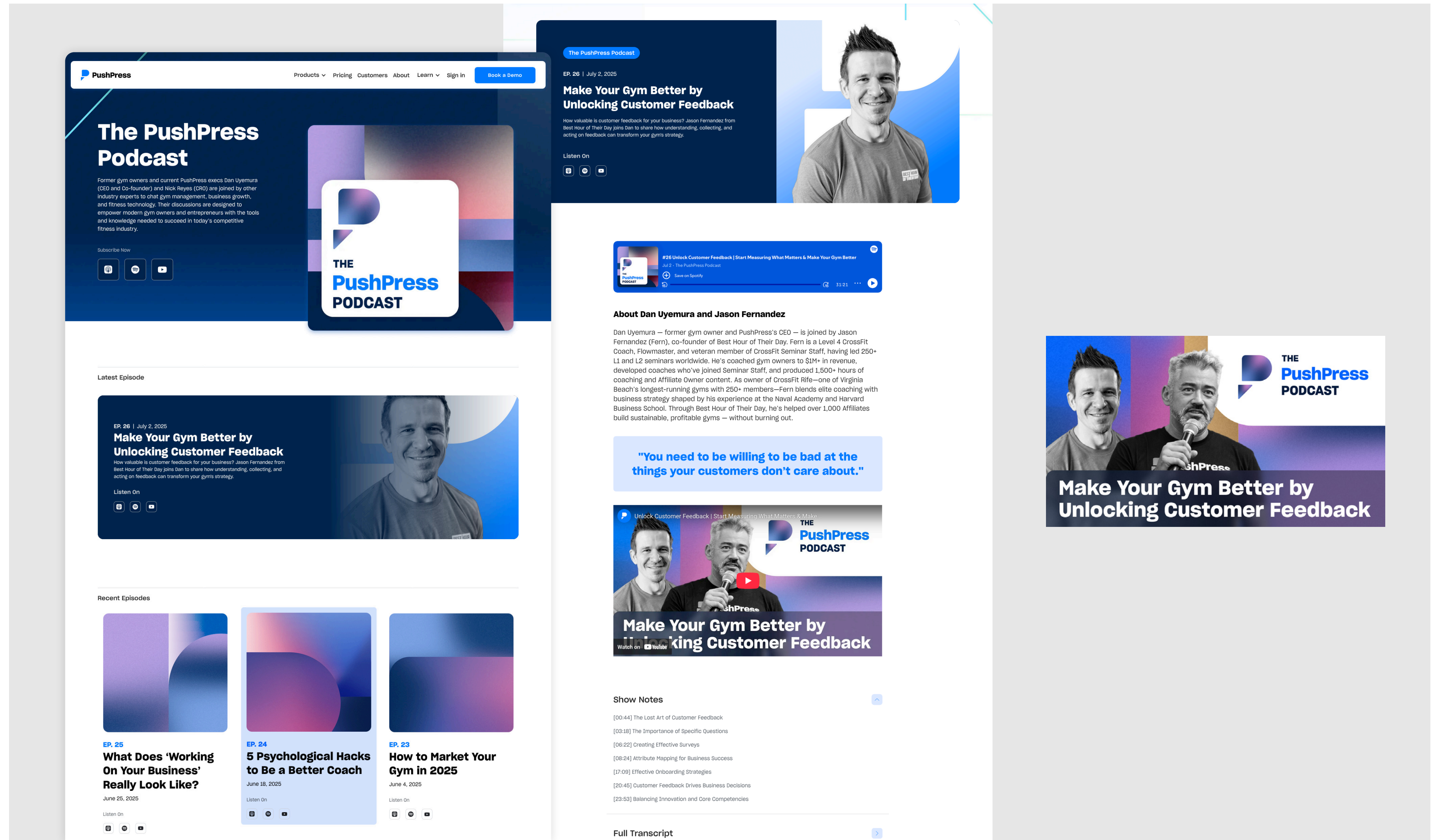
Additionally, the podcast's Webflow site was fully designed and art-directed, with development managed through a dedicated web developer. After implementation, the site was further refined through direct editing, and the CMS was maintained for each episode launch to ensure consistent presentation and a smooth publishing workflow. This ecosystem strengthened PushPress's thought leadership and supported ongoing content growth.

CAPABILITIES

Identity  
Web Management

COMPLETE

November 2025



To elevate high-value content on the PushPress website, a dedicated CMS for customer case studies was designed and implemented. The system highlighted real gym owners and provided prospects with relatable, outcome-driven examples of how PushPress supports business growth.

The pages were fully designed and art-directed, then built in collaboration with a web developer whose work was managed throughout the process. Once implemented, the pages were optimized further, and the CMS was maintained to ensure consistent structure and smooth publishing for new case studies.

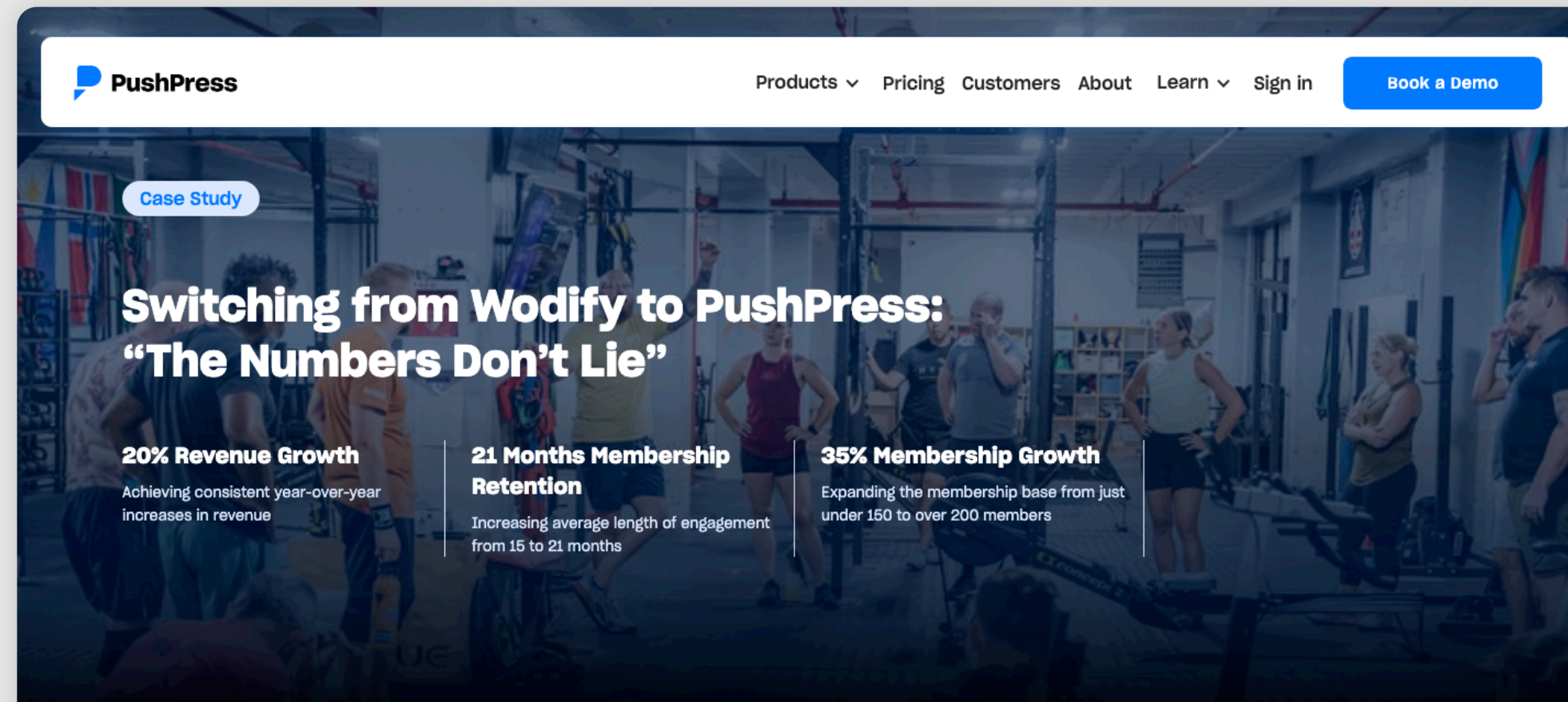
Each template balanced storytelling with product value—showcasing results, features used, and key takeaways. To drive traffic, supporting paid creative was produced in both static and video formats, strengthening the content funnel from awareness to consideration and increasing visibility of authentic customer success stories.

**CAPABILITIES**

- Web
- Creative Content

**COMPLETE**

November 2025



Before he discovered PushPress, Greg Buck needed more hours in the day. He was overwhelmed by trying to manage everything from lead acquisition to client retention. And his Wodify gym management software just wasn't helping.

Buck is the owner of [CrossFit Arloch in Elgin, IL](#). Two and a half years ago, life was throwing a lot at him. He and his wife had a baby on the way, and he was coaching more than 25 classes per week. He needed to buy back some time or free himself up to grow the gym.

That's when he started shopping around. He found PushPress gym management software and it was a game-changer.

Now, Buck coaches just three hours per week and his business is flourishing. In fact, he's happy to report that after a decade of affiliate ownership, the time since switching to PushPress has been the best he's ever had.

**The Statistics from Switching to PushPress**

When asked about his success since switching from Wodify to PushPress, Buck simply said, "The numbers don't lie."

First, the membership base at CrossFit Arloch has increased from just under 150 members to more than 200. Second, the average LEG (length of engagement) in his community has risen from 15 months to 21. And finally, Buck's overall business revenue has jumped by 20 percent each year that he's been with PushPress.

**Five Ways PushPress Grow is Changing the Game**

**COMPANY NAME**

CrossFit Arloch

**ABOUT THE COMPANY**

CrossFit Arloch is a 24/7 functional fitness gym in Elgin, IL, offering expert coaching, scalable programming, 24/7 access, and a supportive community for athletes of all levels.

**INDUSTRY**

CrossFit

**PRODUCTS USED**

**20% Revenue Growth**

Achieving consistent year-over-year increases in revenue

**21 Months Membership Retention**

Increasing average length of engagement from 15 to 21 months

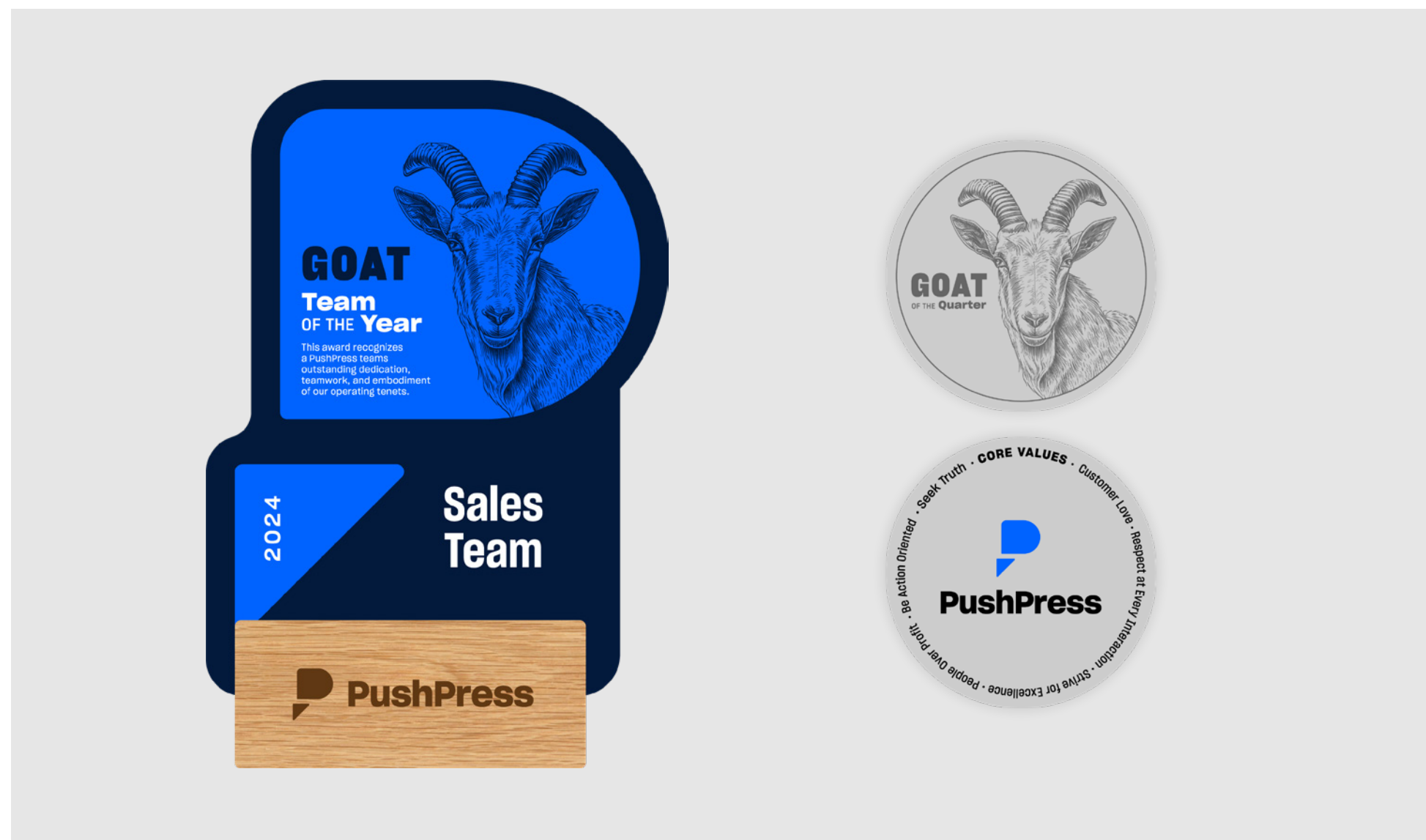
**35% Membership Growth**

Expanding the membership base from just under 150 to over 200 members



Beginning in 2024, PushPress introduced annual all-staff off-site summits, each requiring a unique visual identity connected to the event's host location. For the 2025 summit in New Mexico, a Southwestern-inspired design system was created in-house, incorporating stylized desert landscapes and the region's iconic hot air balloons to establish a cohesive event look and reinforce the sense of place.

Event-specific collateral—including name tags and lanyards—was designed in this localized style to unify the on-site experience. Swag and awards, such as the annual GOAT (Greatest of All Time) trophy and the quarterly GOAT recognition coins, were designed using the standard PushPress brand to ensure consistency across ongoing internal recognition programs. The combined system elevated the overall event experience while strengthening company culture and brand cohesion.



**CAPABILITIES**  
 Identity  
 Collateral  
 Project Management

**COMPLETE**  
 November 2025



As PushPress ramped up event attendance beginning in 2022, the company needed a more cohesive and professional event presence to match the broader rebrand. To support this, the full event booth system was redesigned in-house, with all creative, print production coordination, and vendor management handled internally.

The booth design featured a large branded backdrop with side banners showcasing key products and promotions, creating a clear visual narrative for attendees. Tables were outfitted with curated branded swag—such as YETIs, Moleskine notebooks, and coozies—to increase engagement and reinforce brand recognition. A rotating slide deck displayed on a TV highlighted client testimonials, product benefits, and social proof, offering sales reps stronger conversation starters and reinforcing PushPress’s value.

The updated booth system created a more unified and trustworthy presence at events, helping PushPress stand out in crowded expo halls and driving higher-quality interactions with prospective customers.

To enhance event outreach and give prospects a clear, streamlined understanding of the PushPress ecosystem, this project involved designing a comprehensive product flyer highlighting the company’s three core products. This included developing and managing the complete code pathway, directing clients to a dedicated demo booking page, and reinforcing credibility and drive conversion. COMPLETE

November 2025  
 The new landing webpage was fully designed and built in Webflow, including the integration of a HubSpot form for seamless lead capture. In addition to the creative execution,

The image displays a collection of marketing assets for PushPress. At the center is a large backdrop featuring a man in a white t-shirt and shorts performing a kettlebell exercise, with the PushPress logo and tagline 'Unlock the power of your fitness business.' flanking him. To the left and right are three vertical banners, each highlighting a core product: 'PushPress CORE' (gym management), 'PushPress GROW' (lead generation), and 'PushPress TRAIN' (workout programming). Below these are three smaller banners, each with a headline and key benefits, such as 'Grow your gym. Boost your bottom line.' and 'Turn leads into members'. On the right side, there is a landing page layout with a headline 'We're thrilled to keep the conversation going.', a testimonial from PRVN, and a 'Book your free demo' form. At the bottom right, a testimonial graphic features a quote from Shane Orr, owner of PRVN, stating 'PushPress makes it easier for me to run the gym. As opposed to having to do all the behind the scenes things, I can see where we need to apply our focus so the gym can continue to grow.'

In 2025, PushPress delivered its most elevated presence yet at the annual CrossFit Games. The booth was fully designed in-house and produced in partnership with an external vendor, resulting in a custom 20' x 10' installation that showcased bold, high-visibility branding, prominent social proof from well-known gyms, dedicated shelving for curated swag, and a front counter optimized for relaxed, high-quality conversations with attendees.

To deepen engagement, PushPress partnered with a local coffee shop to create an on-site activation. Visitors received a branded punch card redeemable for two free cups of coffee, adding a memorable, value-driven experience to their interaction with the brand. Each card featured a QR code linking to a streamlined demo-booking page, creating a clear and immediate path for interested prospects to take the next step.

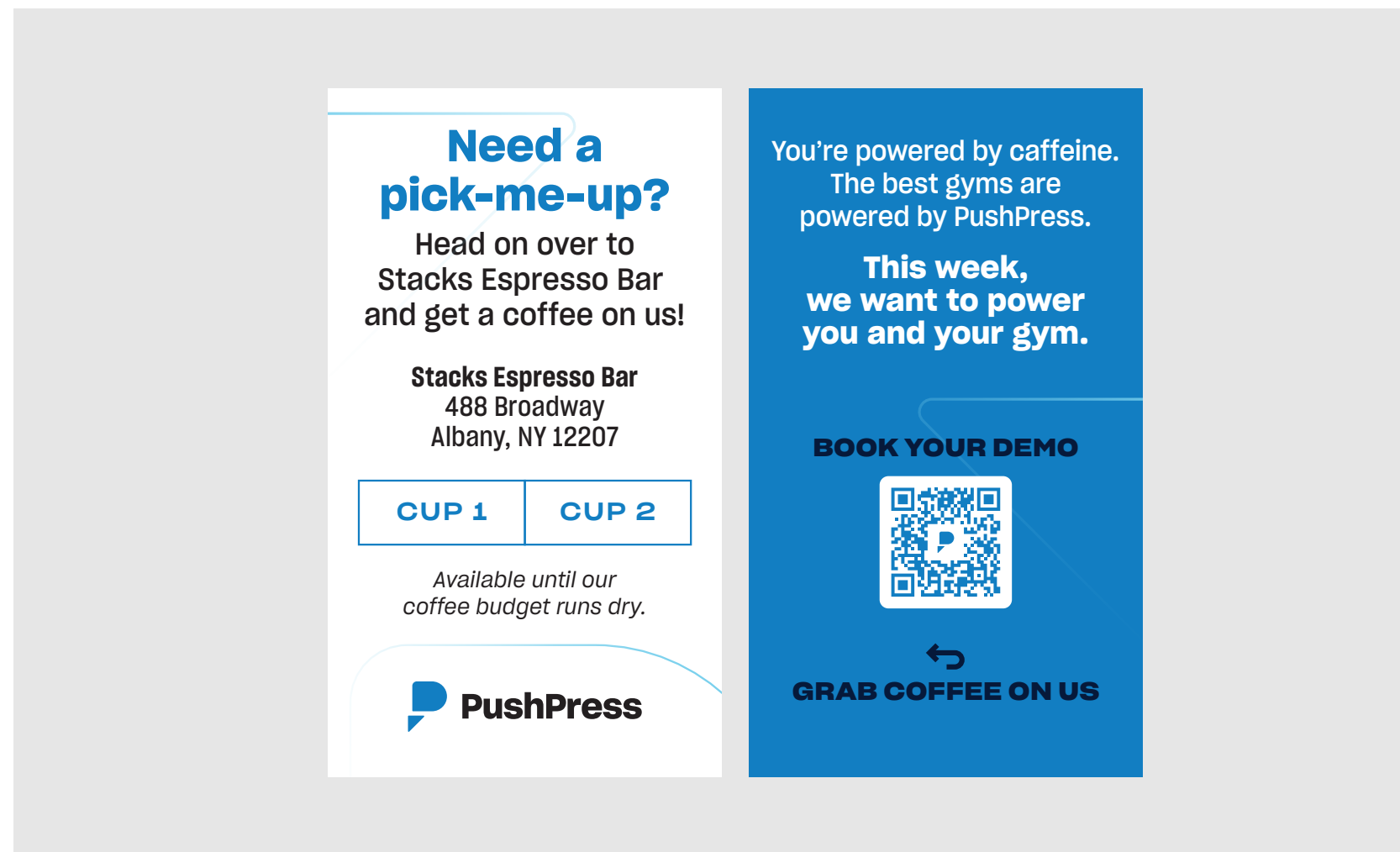


**CAPABILITIES**

Signage  
Print

**COMPLETE**

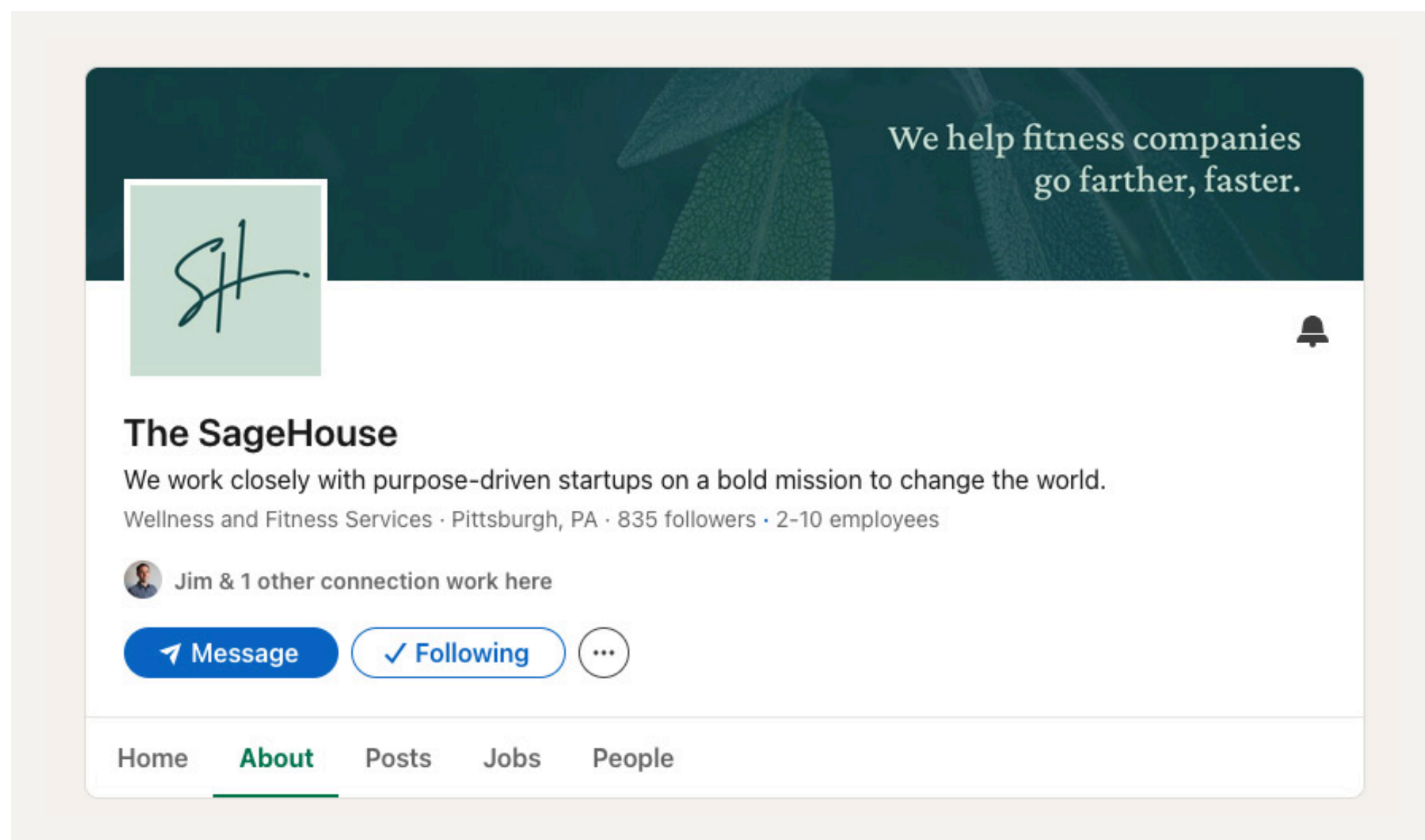
August 2025



The SageHouse is a hybrid investing and consulting firm that supports fitness and wellness companies from pre-seed through Series A, as well as more established businesses. Known for its hands-on, partnership-driven approach, the firm blends deep expertise across strategy, finance, sales, partnerships, and marketing to help founders accelerate growth.

The branding objective was to create an identity that felt grounded and approachable—reflecting a team that is down-to-earth, wise and generous with that wisdom, and genuinely invested in helping people succeed. At the start of the project, The SageHouse had an existing logo mark but no logotype or cohesive visual system.

In a contract role, a complete identity expansion was developed, including primary and secondary logo lockups and a full visual brand guide. The resulting system brought clarity, warmth, and consistency to the brand, supporting stronger representation across digital and print touchpoints.



CAPABILITIES

Identity

COMPLETE

June 2023



A series of social post styles were created to support The SageHouse's thought-leadership efforts, including case-study highlights and carousel posts offering actionable advice for growing fitness and wellness companies.

THE SAGEHOUSE

## Forging a unified organization

Case Study with Nick Reyes, CRO of PushPress

THE SAGEHOUSE

### See how PushPress partnered with The SageHouse to:

- Increase communication across people and teams.
- Improve planning and ship products faster.
- Receive ongoing executive coaching from industry experts.

READ THE CASE STUDY

“

The SageHouse team was able to offer guidance and help us avoid stepping on landmines along the way. As a leader in the organization, it's been incredibly impactful to have them as a sounding board.

Nick Reyes, CRO of PushPress

THE SAGEHOUSE

THE SAGEHOUSE

## Soul of a startup, body of a well-oiled machine:

### 3 Key Pillars to Scale Without Losing Startup Energy

SWIPE FOR MORE

01

## Be Resilient

Resiliency is an essential element in the startup phase. As you grow, it's critical to maintain the ability to recover from difficult situations.

THE SAGEHOUSE

## Let me tell you about The Crazy 8

SWIPE FOR MORE

We've assembled a group of 15 industry executives (it started as 8 but continues to grow) from FitTech, equipment manufacturers, education companies, club chains, corporate wellness, and thought leaders from around the globe. Every week I meet with at least two members of the Crazy 8 to talk about trends, insights, and ideas from each person's perspective within the fitness and wellness industries.

The result of these conversations fuels our thinking.

It helps us understand the industry's direction and what levers influence its trajectory and speed. This enables us to more effectively service our clients and make better-informed investment decisions.

CAPABILITIES  
Creative Content

COMPLETE  
June 2023

Through contract work with The SageHouse, a visual brand refresh was completed for Volt. While the company's core logo remained intact, its dominant bright orange posed challenges when applied a cross supporting brand elements. The updated system introduced an expanded, more balanced color palette, refreshed typeface combinations, and a cohesive visual language designed for flexibility and consistency.

These refinements were carried into newly developed collateral, including event signage, resulting in a clearer, more contemporary brand expression that maintained Volt's energetic identity.

Building on the refreshed visual system, a polished and easy-to-use sales deck template was created for Volt's internal teams. The template incorporated the updated palette, typography, and graphic elements, offering a consistent framework for sales conversations, partner outreach, and investor presentations. The result was a unified presentation tool that communicated Volt's brand with clarity and impact.

**VOLT**

**Introducing Our AI-Enabled Tablet Training Mode**

Ditch the phones, dominate the workouts! Autoregulation for multiple athletes on a single device.

- Effortless Setup.** Train smarter, not harder. Training Mode makes group sessions a breeze. Complete workouts and log sets with just a tap.
- Performance Focused.** Ditch distractions. Training Mode prioritizes clarity, showing one user's workout at a time with detailed movement data and high-definition technique videos.
- AI-Powered Progress.** Training Mode leverages Cortex® AI to personalize workouts in real-time. Smart Sets™ adjust training loads based on athlete feedback, optimizing results.

**14K ★★★★★ REVIEWS. 2M+ USERS.**

**ZAMA**  
a VOLT company

**A Wellbeing & Recovery Hub for Athletes**

LEARN MORE  
ZAMAHEALTH.COM

- Self-guided Education
- Anonymous Peer Connection
- Resource Recommendations

**THE VOLT ECOSYSTEM**

**ZAMA**  
Mental Health Support for Athletes

**VOLT**  
Performance Strength Training for Athletes

**VOLT**

**The Tools to Build Your Best Athletes**

**MEET VOLT**

**The Solution Every Sports Team Needs**

- HELPING YOU PLAN FOR A YEAR IN MINUTES**  
Save time by generating full-year training programs using Volt's base programs—or build your own from scratch.
- PROVIDING INDIVIDUALIZED ATTENTION WITH AI**  
With Cortex® AI, workouts are analyzed and adjusted in real time—giving each athlete a safe, optimized, personalized coaching experience.
- CREATING CULTURE AND ACCOUNTABILITY**  
Strengthen the bond among your team both on and off the field with Features that keep you connected.

**VOLT**

**The Coach Dashboard**

Coaches can maximize their athletes' training with insights from the Coach Dashboard. See metrics on athlete and group engagement to stay on top of accountability!

**FEATURES SPORTS TEAMS LOVE**

**Engaging, Remote Experience for Every Athlete**

Volt's mobile app creates an intuitive, engaging experience that athletes love, blending ease of use with motivational elements to keep them on track.

**VOLT**

**Real Results with Volt**

Sports Teams and organizations like yours have achieved outstanding outcomes with Volt. From better engagement to increased safety and efficient scaling, our clients see tangible results.

- 10 Conference Championships**  
Grove City College—top athletic program in the Presidents Athletic Conference—implemented individualized training for athletes across multiple sports with Volt, securing 10 conference championships. READ GROVE CITY'S CASE STUDY
- 44% Increase in Athlete Strength**  
Utilizing cortex AI to maximize program, VAMC's Strength Training provided an average strength increase of 44% across key assessments. READ VAMC'S STRENGTH'S CASE STUDY
- 900% Increase in Athlete Adoption**  
A Volt customer recently achieved a full adoption of their program, increasing from 50% to 100%, after implementing Tablet Training Mode on iPads at each weight station!

**VOLT**

**Average Go-Live Timeline**

Transitioning to Volt is simple and efficient, taking just a few weeks to go from setup to success.

- TODAY**  
Coach/Coaches start their Free Trial
- WEEK 1**  
Explore Volt  
• Create Programs  
• Customize Programs
- WEEK 2**  
Get Buy-In  
• Invite other coaches to Coach Platform  
• Invite a few key athletes to the training app
- WEEK 3**  
Transition  
• Customize plan with your account manager  
• Set up onboarding call with Success Team
- WEEK 4**  
Full Launch!

**CAPABILITIES**  
Signage  
Vendor Management

**COMPLETE**  
December 2024

Through contract work with TSG's US Boutique vertical in 2020, a series of high-value lead magnet downloads was developed for the boutique fitness software brand Mariana Tek. Each piece was designed to deliver actionable industry insights while aligning with the brand's visual identity. These assets were paired with corresponding landing pages where prospects could submit a form to access the downloadable PDFs, supporting both demand generation and lead nurturing efforts.

This work strengthened Mariana Tek's demand-generation efforts, improved content-driven acquisition, and provided the sales team with more qualified, insight-ready leads.

**MARIANA TEK.**  
by xplor

## Income Treasure Hunt: How Boutique Fitness Studios Can Find Hidden Revenue in Key Customer Moments

Identifying Instances in Member Journeys That Can Generate Revenue (With Less Effort for You and Your Staff)

**This playbook includes:**

- COVID-safe revenue opportunities you might not have considered
- How implementing a guest framework can add a solid passive revenue stream
- Easy additions to your booking flow that enhance the member experience & drive cash flow
- Which instances and milestone in the member journey can be earning moments for you
- How a mobile-friendly experience can make registering & purchasing decisions even easier

First Name

Last Name

Email

Company

Current Studio Management Software

[Download the Whitepaper](#)

**Ready To Earn Passive Income? We Thought So.**  
Don't miss the chance to get some actionable advice on how you can turn key member moments into potential cash opportunities. Download the playbook now.

**MARIANA TEK.**  
by xplor

## How Boutique Fitness Studios Can Find Hidden Revenue in Key Customer Moments

Identifying Instances in Member Journeys That Can Generate Revenue (With Less Effort for You And Your Staff)

**OPPORTUNITY #1**  
**Driving Revenue During COVID-19**

Since COVID-19 hit, some studios have gone remote, while others remained open with safety precautions in place. No matter what choice you've made, there are still ways to keep your members safe and keep your revenue flowing—whether you've gone completely remote or offer a hybrid model.

**CONTACTLESS REVENUE OPPORTUNITIES**  
Is your studio still open? Leveraging unique contactless options ensures the safety of your members and makes checking in hassle-free.

- **Go Mobile For Seamless Transactions**  
Members may be deterred from coming to class because of contact with the front-desk or using the locker rooms. With a mobile app, you can handle check-ins and add-on purchases remotely, so members can continue to book and buy without visiting the front desk.
- **Use Native Pick-A-Spot**  
With Mariana Tek's pick-a-spot function, you're not only communicating to members that you're maintaining social distancing—you're also generating earlier bookings, as customers tend to sign-up earlier when they can see spots.

**REMOTE EXERCISE REVENUE OPPORTUNITIES**  
Adjusting your offerings to include remote workouts can help maintain memberships and continue to grow your community.

- **Create Videos On Demand**  
Create workout videos via tools like [InstaVideo](#) and [Facts](#) that integrate seamlessly with Mariana Tek, and stream them exclusively to your members. You can also develop an easy monetizable web and mobile app experience with [Streamify](#), which will be fully integrated with the Mariana Tek platform in early 2021.
- **Go Live With Workouts**  
With BrandBot's [LiveStream Manager](#), you can automate registrations via email, and send reminder emails or SMS messages with custom time intervals.

**Want to add these tools to your studio?**

[SET UP A DEMO](#)

and see how Mariana Tek can help you adapt your business while still focusing on the bottom line.

**OPPORTUNITY #4**  
**Rewarding Milestones**

Your fitness studio is a community, and there are simple ways to use your booking software to make customers feel valued—leading to more engagement and even more passive income.

**CLASS ACHIEVEMENTS**  
Let customers know how many classes they've taken, their start date, studios visited, and more—and display it right on their dashboard. This will have them itching to hit their next milestone.

**CLASS BUNDLES**  
You can create custom bundles or packages that work better for your business. Build a bundle that caters perfectly to your ideal customers so you can get them hooked and keep them coming back for more.

**CONDITIONAL PROMOTIONS**  
Give members a discount for buying bundles, or send them offers on special days or when they meet certain milestones. Your community is the heart of your studio—find ways to show them the love they deserve.

**PLUS, integrate Mariana Tek with BrandBot and do even more:**

- Send two-way texting & automated email flows. Faster communication = quicker way to make a sale.
- Create email onboarding flows, lapsed reactivation emails, and more.
- Build forms, waivers, and landing pages with direct purchasing power.

**Reward your members while making passive income.**

[GET IN TOUCH](#)

with Mariana Tek to set up a demo today—and be sure to ask about BrandBot's integrations.

**Get the branded mobile experience you've always wanted, so members can book with ease—and unlock access to tools that guarantee quick revenue.**

[BOOK A DEMO TODAY](#)

to learn more about Mariana Tek.

**MARIANA TEK.**  
by xplor

**CAPABILITIES**  
Web  
Creative Content

**COMPLETE**  
December 2020

As part of the TSG Boutique vertical contract work, a comprehensive “State of the Industry” report was created for CrossFit software brand TRIIB at the end of 2020. Rich in data visualizations, the report delivered timely insights into the state of in-person fitness during the COVID-19 pandemic, distilling complex data into clear and accessible graphics. The piece also included prominent calls to action encouraging readers to book a demo with TRIIB, supporting the brand’s broader lead-generation efforts.

TRIIB | TRUECOACH

# THE STATE OF THE CROSSFIT MARKET

A 2020 SURVEY REPORT

Brought to you by Triib + TrueCoach

SECTION 1: ONLINE CLASSES ARE HERE TO STAY

## A SHIFT TO AT-HOME WORKOUTS

Both safety concerns and government mandates have had people turning to new, solo methods for keeping up with their fitness routine and goals, including participating online.

**THE STATE OF HOME WORKOUTS**

- 50%** of all survey respondents continue to workout from home in some capacity.
- Of those gym owners and members who have shifted to at-home training, **79%** expressed they are very likely to continue to do so for the foreseeable future.
- Those training at home aren't just doing sporadic workouts here and there, **46%** of them reported working out five to seven times per week, indicating they've found their "new normal" groove.
- Among the gyms whose physical locations are still shut, nearly half of members reported they will return to the gym when the time comes; however **94%** said they also plan to continue to train at home at least some of the time.

**THE BIG QUESTION**  
How can we accommodate the new normal that will include at least some online/remote offerings, and how can we keep people from feeling stale about their at-home workouts? Turns out you have a few options.

**DISCOVER HOW TRIIB CAN HELP**  
Did you know that Triib has a workout library with more than 300 plus home workout options, as well as a mobile app for both owners and members which can be used to set up remote classes for up to 500 people? Triib also provides the ability to run a customized one month challenge, helping people stay engaged throughout a particular timespan.

CROSSFIT AFFILIATION IS STILL RELEVANT

In addition, among those surveyed who were asked, "What's the most important thing CrossFit could do to enhance your perception of the organization/being an affiliate?" around **25% of responses involved improving inclusivity of some kind**. Themes spanned several categories:

- promoting diversity at each gym and within CrossFit leadership
- making CrossFit more affordable, to attract representation across the socioeconomic spectrum
- reducing the athletic barrier to entry with more classes geared toward intro-level workouts, health education, and programming or older members, as well as revising the Open level structure
- and, most popularly, investing in local communities to introduce CrossFit to younger prospects.

**AFFILIATE SUPPORT**  
A number of open-ended respondents noted a contrast between the cost of affiliation and the degree of support they felt is received from the organization. There was also a significant amount of feedback by owners and members who seek not only better communication from all levels, but more involvement and standardization across the board, including:

- **Improved standards for coaches and affiliates**, as well as exclusive resources and increased education opportunities for owners and coaches
- **Alignment of regulations** (e.g. social distancing policies) across all affiliates
- **Strengthened Level 1 coaching requirements** to ensure quality and consistency across gyms
- **CrossFit leadership involvement with affiliates at a local level**, including visits to local gyms

**A CALL TO ACTION**  
Owners of affiliated gyms made it clear that, while affiliation with CrossFit has definitely increased in importance, the associated fees are high, and CrossFit leadership needs to begin offering innovative benefits and incentives to add value beyond just the use of the name.

SECTION 2: SANITIZED AND CLEANER CONDITIONS ARE A MUST

## PERCEPTION IS EVERYTHING

Considering CrossFit started out as a garage gym model, cleanliness wasn't necessarily top-of-mind in the design. While most CrossFit gyms have become more fastidious in recent years, it took 2020's pandemic to jolt the community to a whole new level of clean.

**48%** Nearly half of members surveyed—48%—said they would leave their gym if it didn't feel clean or COVID-safe enough.

**THE MASK DEBATE**

- **42%** of members said they would continue to come to the gym if they were required to wear a mask, and **37%** said they would not.
- Gym owners and members have different perceptions on mask effectiveness in a gym setting: while **41%** of members reported they believe mask wearing will help prevent COVID at the gym, only **24%** of owners agreed.

**THE PROBLEM**  
Data shows a gap between how gym owners think they're doing, and how members feel they're doing. Members care about hygiene and cleanliness now more than ever, and this doesn't seem to be changing.

<b>87%</b> of gym owners surveyed said their gym is doing a very good job with cleanliness, health and safety, but only	<b>88%</b> of owners said they would feel safe returning to the gym, while this number was only	<b>29%</b> of owners said they would feel more comfortable if everyone was wearing a mask; however,
<b>61%</b> of members agree.	<b>61%</b> among members.	<b>49%</b> of members said mask wearing would add to their comfort.

**THE BOTTOM LINE**  
COVID has changed our perception of what we consider clean. Prior to COVID, people were generally less concerned about whether equipment was wiped down after every use. Today, this is now expected behavior, with **84%** of respondents saying it has become common. And, for nearly half of the community, their gyms' mask requirements appear to be a personal dealbreaker.

SECTION 2: SANITIZED AND CLEANER CONDITIONS ARE A MUST

**TAKEAWAYS**

1. **There's no such thing as too clean:** Remember, half of the members surveyed said they will leave if cleanliness isn't up to snuff. From an owner perspective, this means it's time to create a cleaning and sanitization plan, and communicate it to your members. Consider building a landing page on your website that clearly states your COVID safety precautions. In addition, send regular email checkins about cleaning procedures, and put printed signage at the front desk explaining the new safety measures.
2. **Prioritize your members' needs:** Allowing users to set their own levels of comfort is crucial. Perspectives on safety and hygiene vary widely, and each gym likely has its own balance or consensus among the community. Owners should make every effort
3. **Keep the dialogue open:** Understanding your members' viewpoints is crucial. Owners can, and should, survey members in order to gather their sentiments and provide opportunities for anonymous feedback. Host events where members can connect outside of a WOD and share their perspectives, or use Triib's email or SMS features to gauge individual feedback. Make it clear you're listening and prioritize making sure users feel safe — because even if you think you're doing a great job, remember that only 61% of members might agree.

to meet participants where they are most comfortable, embracing differentiated membership or class types as needed, so as to not put long-term retention at risk.

Triib gives you the tools to communicate with your community and keep them up-to-date on your gym safety.

[SET UP A FREE DEMO](#)

SECTION 3: CROSSFIT AFFILIATION IS STILL RELEVANT

## SHIFTING BRAND SENTIMENT

After the Greg Glassman scandal in early 2020, it felt as though the community was more ready than ever to distance itself from the CrossFit brand, with more than 1,400 affiliated gyms publicly announcing their intention to disaffiliate. But, now that the dust has settled, it has become apparent that **more gyms are staying than going**, as Morning Chalk Up explains.

Much of the reason most gyms have remained affiliated with CrossFit is because they're happy and hopeful about recent changes, and they have a positive view of new CrossFit LLC owner and CEO Eric Roza.

**Prioritizing Inclusivity**  
**83%** of owners and **80%** of members said they believe CrossFit will be more inclusive in the future, as evidenced by initiatives such as CrossFit's Diversify Program.

**Affiliate Support**  
Other initiatives have included CrossFit's new **scholarship program**, as well as the affiliate representative initiative (each region in North America will have an affiliate representative to tackle local issues including expanding diversity).

**Roza's Plans**  
Roza has also **made promises** to support the community from the top down, including a plan to help affiliates be more financially successful.

**85%** of respondents said they had a favorable view of Roza, 61% of them a "strongly favorable" view.

**BY AGE**

Age Group	Strongly Favorable	Favorable
18-34	66.4%	26.5%
35-44	59.7%	24.2%
45-64	58.6%	23.5%
65+	63%	32.8%

**92%** of respondents, including owners and members, have a positive view of the future of crossfit, with 63% of them reporting a "strongly positive" view.

**OWNERS/MEMBERS**

Group	Strongly Favorable	Favorable
Owners	66.3%	28.6%
Members	62.8%	28.8%

**CAPABILITIES**

- Creative Content
- Data Visualization

**COMPLETE**

November 2020

After joining TSG full-time in January 2021, ongoing creative and web support was provided across the eight brands in the Boutique vertical. For TrueCoach, this included designing updated pages for the company's website and managing a web developer through the implementation process. During this period, TrueCoach introduced a new pricing structure featuring a free tier for personal trainers—a significant differentiator within the market. To promote this offering, a targeted ad campaign was developed highlighting the new free tier and its value to prospective users.

The screenshot shows the TrueCoach website homepage with the headline "Invest In Your Personal Training Business". The navigation bar includes "FEATURES", "PRICING", "CASE STUDIES", "ABOUT", "BLOG", "Log In", and "Sign Up". The main content area features four pricing plans:

- The Xplorer Plan:** \$0, 1 Active Client, Free Forever. Button: GET XPLORER FREE
- The Starter Plan:** \$19/month (24% SAVINGS), Up to 5 active clients, TrueCoach Payments, Coach Profiles, Built on Fitness School. Button: TRY STARTER FREE
- The Standard Plan:** \$45/month (18% SAVINGS), Up to 20 active clients, TrueCoach Payments, Coach Profiles, Built on Fitness School. Button: TRY STANDARD FREE
- The Pro Plan:** \$89/month (19% SAVINGS), Up to 50 active clients, TrueCoach Payments, Coach Profiles, Built on Fitness School. Button: TRY PRO FREE

Additional text includes: "Save up to 24%", "Monthly", "Annually", "ALL annual plans are backed by our TrueCoach Guarantee", and "More than 50 clients? We've got special pricing for you. Email support@truecoach.co to learn more."

### Frequently Asked Questions

- What is the TrueCoach Guarantee?**  
We are confident that TrueCoach will save you time and deliver a better experience to your clients while growing your training businesses. So confident, we have introduced the TrueCoach Guarantee.  
This unconditional 90-day money-back guarantee is for first-time subscribers signed up for an annual plan. If you are not satisfied with TrueCoach for any reason within the first 90 days, we will issue a refund. [Restrictions Apply.](#)
- What if I have more than 250 clients?**  
That's awesome. Contact us to discuss custom pricing options.
- What is Built On Fitness School?**  
Get exclusive free access to Built On Fitness School with your yearly TrueCoach subscription and start learning how to kickstart building your personal training business with TrueCoach + Built On Fitness School.
- What happens if I want to upgrade/downgrade after purchasing?**  
Any plan can be upgraded/downgraded at any time and we'll automatically pro-rate the difference so you only pay for the actual time spent on any plan.
- Is there an Annual Contract?**  
Our default agreements are month to month and you can cancel at any time. For additional savings, we have annual plans backed by our TrueCoach Guarantee!
- Are there any extra fees?**  
Nope, what you see is what you get.
- What are TrueCoach Profiles?**  
With Coach Profiles, you can easily create a beautiful customer-facing profile page. Point-and-click to add sections and details about your business, communicate with prospects, and capture leads that go directly into your TrueCoach account.
- What does this cost for my clients?**  
Nothing! TrueCoach is 100% free for your clients. Anything else is just insanity.
- How do I get started?**  
Easy! Select which plan works for your business above and try it free during our 14-day trial. We'll see you on the other side!



- Home
- Features
- Pricing
- Case Studies
- About Us
- Blog
- Support
- Careers
- Status
- iOS App for Clients
- Android App for Clients(Early)

TrueCoach is now **FREE FOREVER** for coaches with 1 active client.

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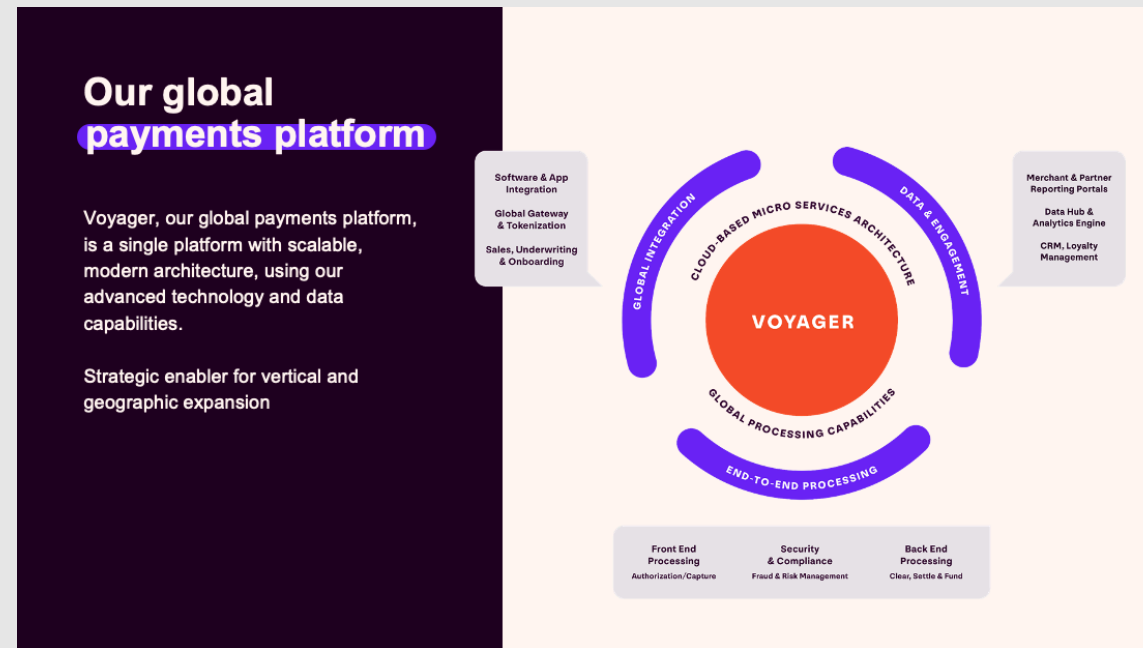
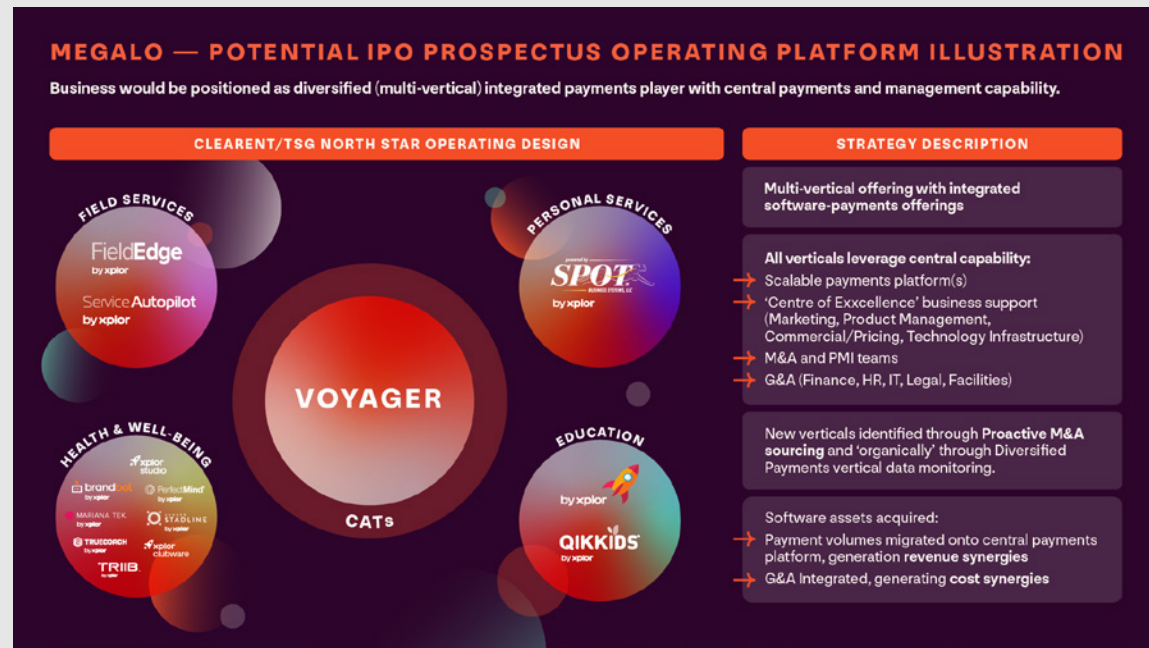
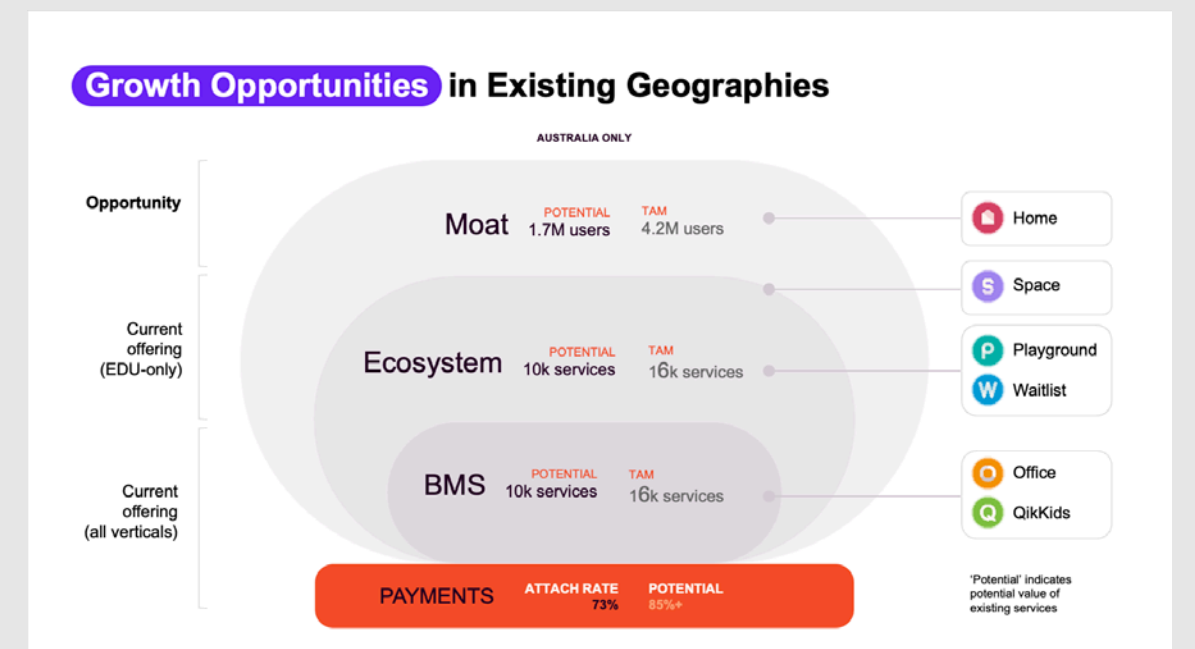
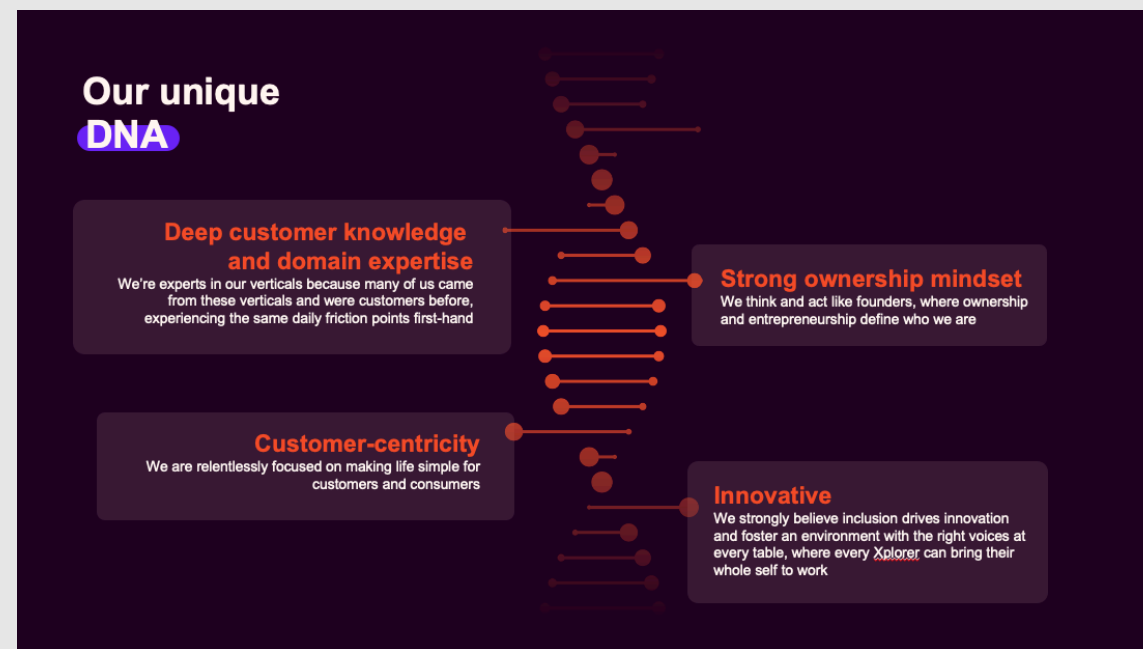
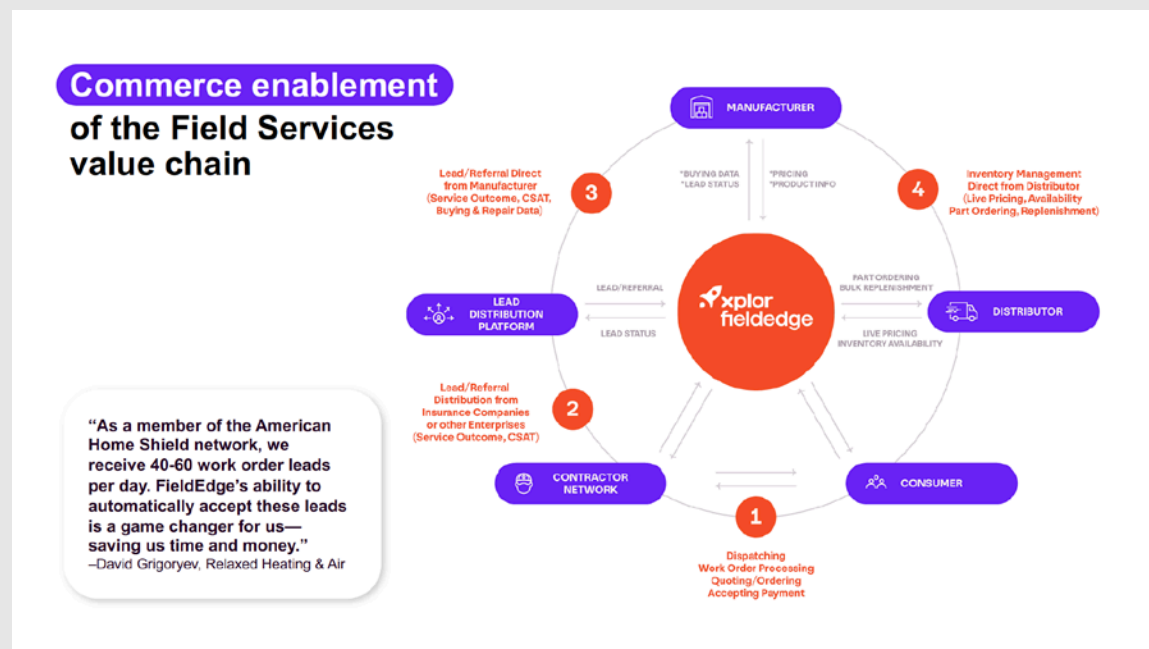
### CAPABILITIES

Web  
Paid Social

### COMPLETE

March 2022

In March 2021, TSG merged with payment company Clearent to form Xplor, accompanied by a full rebrand developed by an external agency. The North American TSG Boutique vertical became Xplor Fitness & Wellbeing, launching a new product offering called Xplor Studio as part of the transition. In this phase, work shifted to adopting the new Xplor brand system and integrating its updated visuals and messaging across the existing portfolio of boutique fitness brands, ensuring coherence, clarity, and a unified brand experience.

**CAPABILITIES**  
Organic Social

**COMPLETE**  
February 2022

While the Xplor parent company website was built externally, the Fitness & Wellbeing product sites were developed and maintained by the North American marketing team. As part of this work, targeted landing pages were created for the newly launched Xplor Studio product, each tailored to specific fitness modalities and competitive segments. These pages aligned with the updated Xplor brand system and were designed to clearly articulate product value, address audience-specific needs, and support acquisition across a diverse fitness market.

**FITNESS STUDIO SOFTWARE COMPARISON**

ADVANTAGES	Xplor Studio	Mindbody	WellnessLiving	Zen Planner
Virtual & In-Person Booking	✓	✓	✓	✓
Variety of Built-In Reporting	✓	✓	✓	✓
Put Your Brand First with Branded Mobile App	✓	✓	✓	✗
Reach Clients Anytime with Unlimited SMS included	✓	✗	✗	✗
Connect to Every Tool with Zapier Integration	✓	✗	✗	✗
Scale 11 Offerings with Custom Workout Programs	✓	✗	✗	✗
Nutrition Tracking & Planning	✓	✗	✗	✗
Best-In-Class Customer Support	✓	✗	✗	✗
Try Before You Buy with No Obligation Free Trial	✓	✗	✗	✗

**Core Yoga Software Features**

- Class & Appointment Booking**
  - Streamlined Scheduling Tool
  - Pre-Built Class Templates
  - Virtual Classes via Zoom
- Membership Management**
  - Digital Waivers and Forms
  - Comprehensive Member Profiles
  - Member Tagging and Segmentation
- Staff Management**
  - Staff Profiles and Permissions
  - Payroll Management
  - Task Management
- Payments & Services**
  - Class & Appointment Packages and Memberships
  - Integrated Payment Processing
  - Discount Codes/Promotions
- Onboarding Tools**
  - Self-Onboarding Flow
  - Comprehensive Setup Checklist
  - Bulk Member Import Tool
- Reporting**
  - Attendance, Utilization, Retention, and Churn Reports
  - Payment, Expenses, and Invoice Reports
  - Financial Reconciliation Reports
- Retail & Inventory**
  - Online and In-App Membership, Package, and Product Purchasing
- Mobile Apps**
  - Member Mobile App for iOS and Android
  - Admin Mobile App for iOS and Android

**ELEGANT YOGA SOFTWARE WITH FLEXIBLE FEATURES**

**The yoga software experience that's fun, flexible, and 100% yours.**

Every community is unique. That's why we built a platform that can flex with your business. Create easy end-to-end experiences with class & personal training bookings, secure billing, seamless sign-ins, and messaging to keep everyone connected.

**Plans tailored to your needs**

We have small, medium and large scale plans depending on your business.

- Starter**
  - Get everything you need, when you need it.
  - \$149** per month
  - Save \$360 Annually
  - Core Studio Features including: Class & appointment booking, membership management, payments & services, staff management, marketing, reporting, retail, onboarding tools and powerful integrations.
- Grow** (Most Popular)
  - Get the full package, plus your own dedicated app.
  - \$249** per month
  - Save \$360 Annually
  - Core Studio Features including: Class & appointment booking, membership management, payments & services, staff management, marketing, reporting, retail, onboarding tools and powerful integrations.
  - Custom Branded App with your logo and colors and a dedicated listing in the App & Play stores
- Expand**
  - For the savviest of fitness businesses.
  - \$349** per month
  - Save \$600 Annually
  - Includes all Grow features PLUS:
    - Marketing automation: The all-in-one marketing communication tool for your boutique fitness brand.
    - Performance add-on included
  - Available Soon

**Get a Tour**

Need a guide? Book a meeting with a real human — we'll take you on a walk-through and show you how to leverage Studio for your unique business needs, with solutions starting at \$149/mo.

First Name\*

Last Name\*

Business Size\*

Please Select

Company\*

CAPABILITIES  
Web

COMPLETE  
December 2021

As part of the regular cadence of multi-channel marketing initiatives, a holiday campaign was developed for Xplor Studio centered around a strategic playbook offering guidance on promoting fitness businesses during the busy holiday season. The campaign included paid ads, a dedicated landing page with a lead form, and a PDF playbook featuring actionable insights and clear calls to action. A whimsical visual direction was introduced using “holiday lights” inspired by existing brand assets, adding seasonal warmth while remaining aligned with the Xplor brand system.



**Ready to stand out?**

We've packed our fitness business management expertise into a playbook covering four topics that'll help you boost your marketing efforts and learn how to:

Create a compelling discount offer

- Build a social media following
- Get eyes and opens on your email campaigns
- Boost engagement during the slower time of year for fitness businesses and have a strong presence leading into the new year.

Plus, get a FREE ready-to-go holiday posting schedule as well as tips on social media best practices!

Download the Playbook!

**How to Promote Your Brand During the Holiday Rush**

First Name

Last Name

Email

Studio or Business Type

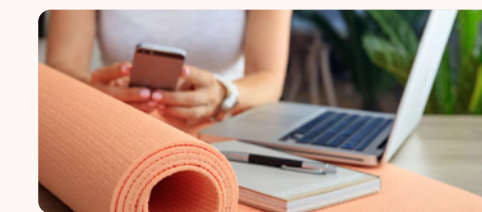
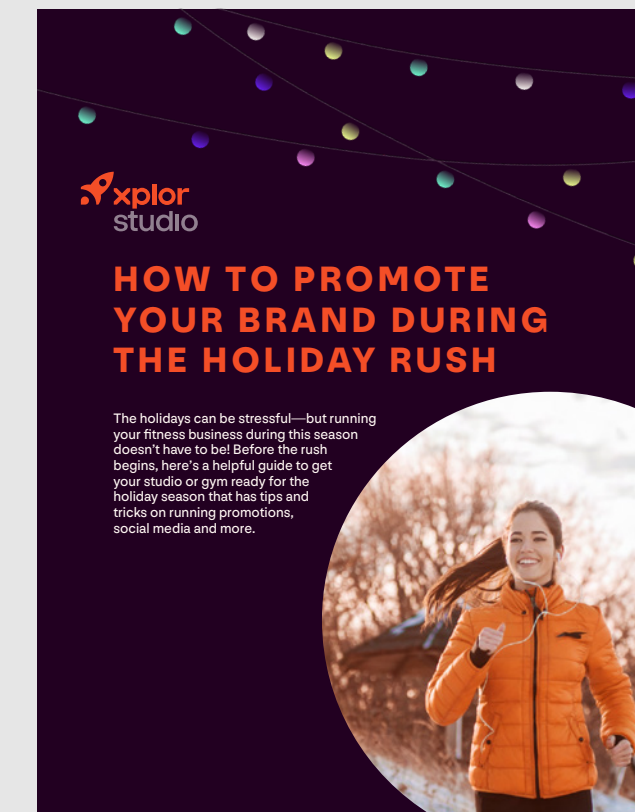
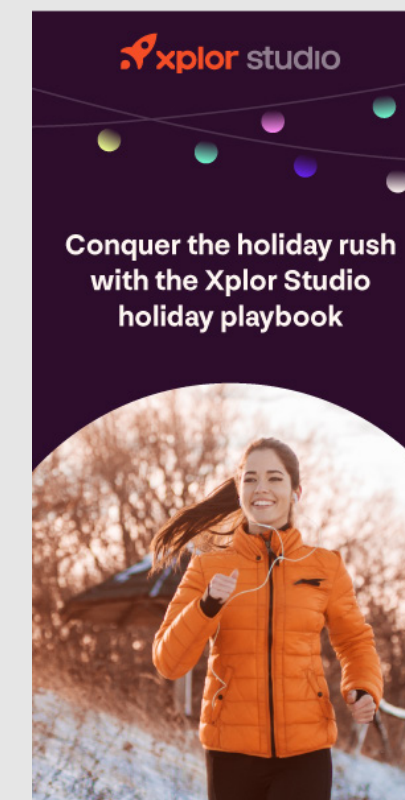
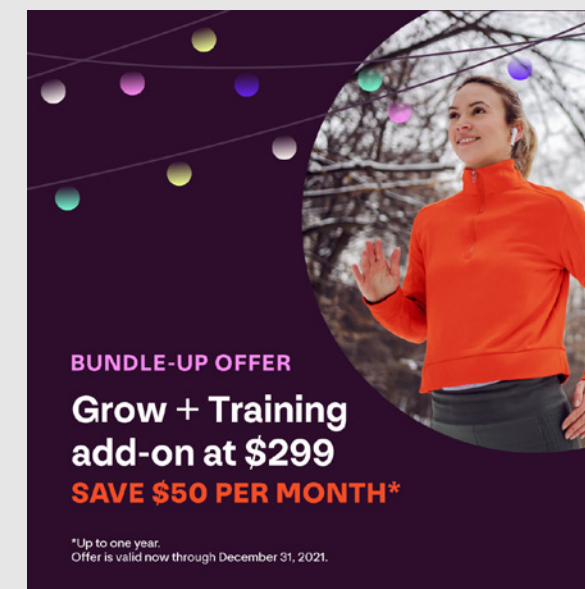
Download the Playbook & Social Media Assets

**A Playbook For Every Area of Marketing**

We've broken down our tips and tricks based on what you're looking for — whether that's crafting an email or creating the perfect social media post. Here's what you'll get:



- **How to Create a Compelling Holiday Offer**  
You see them everywhere: holiday deals, offers and ads. Learn how you can beat the competition and stand out with an offer that cuts through the clutter.
- **How to Build a Social Media Following**  
Gaining an audience on social media isn't easy—but we have gathered our best tips to help you step up your social game and grow your audience.
- **How to Land in an Email Inbox**  
Emails can be an incredible tool for revenue—but only if your audience opens them. Here's how to craft emails for more clicks and opens.



**GETTING PEOPLE TO OPEN**

You have your content and are ready to push to your holiday audience—but how do you actually get people to open?

- Start sending now**  
The best way to catch member attention during the holiday rush is to hit the inbox early, or before your local regional competitors. Right now, your members are probably already thinking about holiday deals for family & friends.
- The sooner, the better**  
More than 92% of consumers begin their holiday shopping well before Black Friday rolls around. 62% start before November 1 and 28% start before October. (Source: RetailMeUp)
- Time it out**  
No matter when you reach out, do it at the right time of day when your members are most likely to be checking their inbox. Some helpful stats:  
• 53% of American adults check their email first thing in the morning. (Source: Customer Intelligence)  
• Millennials are most likely to check their email from bed (70%) from the bathroom (57%) or while driving (27%). (Source: Adobe)
- For the holidays, if you choose to send on a peak volume day, you're most likely to generate the highest revenue per email by sending around 10am on Thanksgiving, 8am on Black Friday, and 8:30am on Cyber Monday. (Source: Experian)**
- Subject line hacks**  
Open rates are driven by subject lines, which are your one opportunity to give recipients a preview of what's in it for them. Some helpful insights:  
• **Include emojis** This is a proven method for grabbing people's attention, especially if your brand allows emojis.  
• **Get personal** Replace first name synonymously in the subject line to show members they're not just a generic audience. Even if you're sending their name in the body of the email can help distinguish your email from others and instantly yield a personal touch even if your message is generic.  
• **Make recipients feel special** Testers such as "Hi members only," "You're invited," and "Early access" will instantly spike interest and make members more likely to engage.  
• **Keep it brief** Try packing a punch in as few words as possible so your email is visually distinct from the subject lines stacked above and below your email in the inbox.  
• **Test, test, test!** 5/5 split your recipient list into two test subject lines at every opportunity to learn what works for your specific audience.

**STEP 2**

**OUTSMART THE ALGORITHM**

The algorithms on social media are always subject to change, but here are some ways you can currently use it to your advantage and stand out.

**Cater the Content to the Platform**  
Social media platforms have different strengths. Plus, people use them differently. That's why it's crucial to post unique content to each channel, or at least modify it to fit the audience. For example, LinkedIn should be used for informational posts while video is great for Instagram. For more on the best content for platforms, check out this breakdown: [Eli Finkel](#).

**(Video) Content is King**  
In the fitness vertical, video content is a great way to introduce yourself, your studio and your workouts. In fact, the Instagram algorithm prioritizes Reels, which is a great place to start—send any one who has fun with 'Ta Ta, Video not your thing? Ask a trainer or staff member to take over. Employees who are at your studio or gym usually have a great eye for capturing fun things that happen during class.

**Work Your Instagram**  
Video is a great way to reach your viewers. By posting to Instagram Stories more often, you have a better chance of reaching viewers as they browse their daily stories. The more views, the higher your ranking on Instagram will be!

**Be Strategic about Hashtags**  
Hashtags are a thing, but are effective when you use them correctly. Rather than listing dozens of words, stick to specific and relevant words. When you find the right ones, it can help people find your brand and grow your audience. Beyond using hashtags in posts, you can also use hashtags for campaigns—see more on that in this [Hashtagging 101](#). But be sure not to use a banned hashtag, as it could de-prioritize your account.



**BONUS**

**HOW TO STAND OUT WITH GMAIL**  
Why pay special attention to Gmail? First of all, Gmail accounts for 27% of all email opens. (Source: Mailchimp for Beyond Mail, 2021). Gmail accounts for 16% of the top-ranking email clients with a market share of 27.2%, including 88% of 18- to 29-year-olds—so it's crucial to know how to take advantage of the platform to best serve your clients. (Source: Gmail)

**GMAIL AT A GLANCE**

Gmail's inbox (above) experience offers a Primary, Social, Promotions, and a whole promotional offers and marketing emails are generally there.

**The Promotions Section**  
Many users configure their settings to show their on Unsubscribe section, which holds emails that look like account updates and are personalized to you. The primary of email in the inbox tab is significantly less than the Promotions tab. Is it your email is categorized into your most likely to distinguish your message and earn your recipient's attention.

**Use emojis in the subject line and in the body of the email**  
Emojis are a great way to grab attention, especially if your brand allows emojis. Even if you're sending their name in the body of the email can help distinguish your email from others and instantly yield a personal touch even if your message is generic.

**Make recipients feel special**  
Testers such as "Hi members only," "You're invited," and "Early access" will instantly spike interest and make members more likely to engage.

**Keep it brief**  
Try packing a punch in as few words as possible so your email is visually distinct from the subject lines stacked above and below your email in the inbox.

**Test, test, test!**  
5/5 split your recipient list into two test subject lines at every opportunity to learn what works for your specific audience.

**IN CLOSING, JUST REMEMBER**  
The most effective email efforts start with designing a customer-centric experience centered on members' behavior. Craft a compelling subject line, send at the right time, give them timely, compelling content inside the email that meets with a message offer tailored just to them.

To create a list, but when your list grows, you'll be sending emails and seeing great results.

**CAPABILITIES**  
Web  
Creative Content  
Paid Social

**COMPLETE**  
December 2021

Leading up to the 100th year anniversary of the Houston Zoo, the Development team has been fundraising for an ambitious campaign to revitalize four sections of the Zoo grounds. As they met with donors, they requested to have a succinct document they could leave behind with them.

The booklet set features an overview of the Centennial Campaign, from the Zoo's founding history to its current mission. In the back, there is a pocket that can hold up to four additional inserts, one for each project slated for Phase 1 of the Centennial Campaign. These inserts are selected based on the interest of the donor and feature more detailed information about those regions of the Zoo.

This project was coordinated with the Houston Zoo CEO, the Development Vice President, and writing staff. It is a living document that continues to grow and change with the campaign.



CAPABILITIES

- Print
- Coordination with Executives

COMPLETE

2018

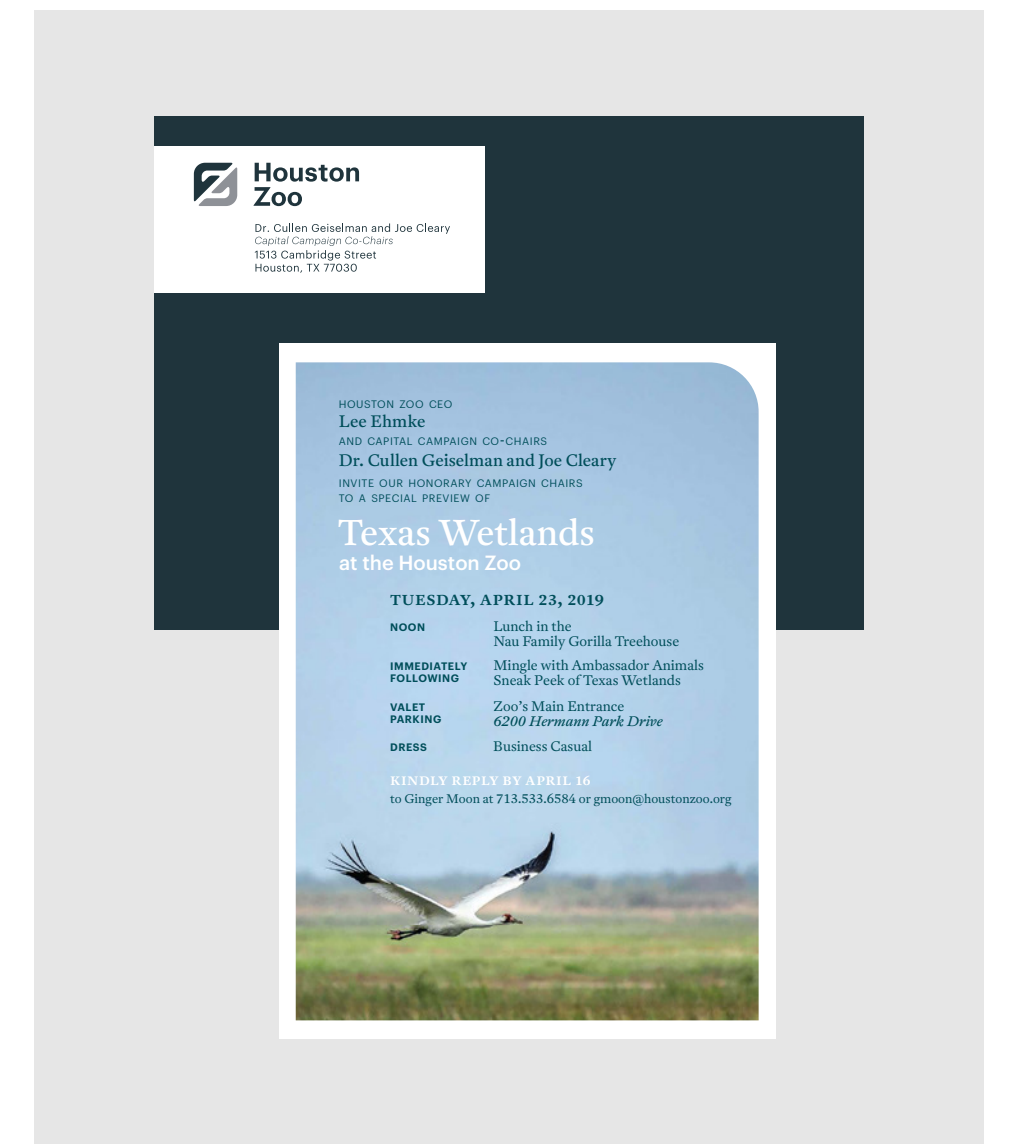
The Kathrine G. McGovern Texas Wetlands was the first exhibit completed as part of the Houston Zoo's Centennial Campaign. In preparation for the 2019 Memorial Day weekend opening, there were billboards placed throughout Houston.

Houston Mayor Sylvester Turner joined Houston Zoo CEO Lee Ehmke for the grand opening, which was covered widely by local media.

Donors of the Houston Zoo Centennial Fundraising Campaign were invited to an exclusive preview lunch hosted in the habitat before it opened to the public.

Adjacent to the new Texas Wetlands habitat is a large outdoor event space that can seat up to 200 people. The Houston Zoo Special Events team requested a canvas tote bag and postcard to promote the new exhibit and generate interest in the Lone Star Pavilion.

These pieces feature animals guests will see in the Texas Wetlands habitat, with a more refined design treatment that can live comfortably alongside the exhibit branding.



**CAPABILITIES**

- Print
- Signage
- Merchandising

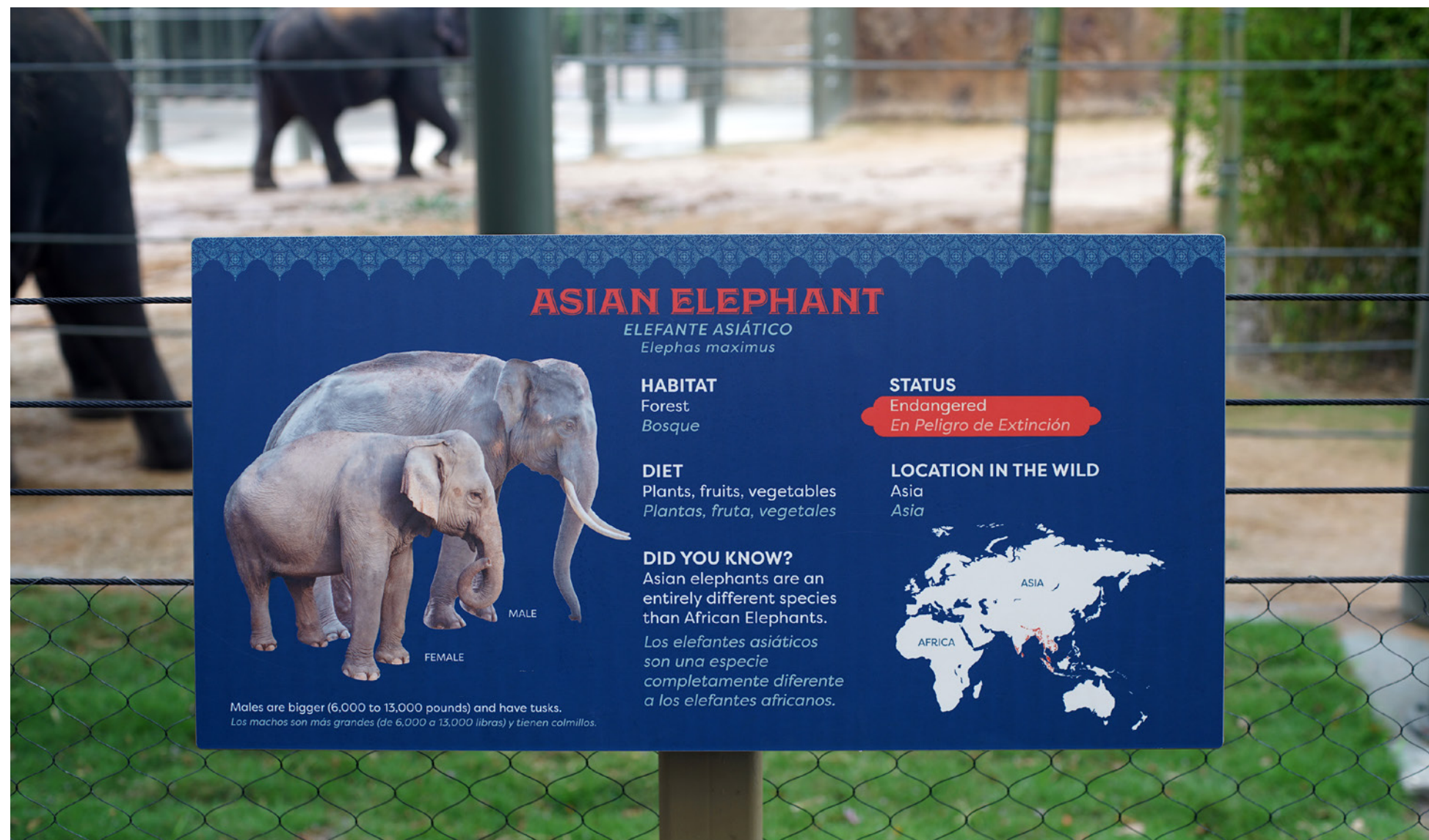
**COMPLETE**

May 2019

The McNair Asian Elephant Habitat was completed in 2017, doubling the size of the elephant complex at the Houston Zoo. This renovation made room for the growing elephant herd and added a massive 16,000 gallon pool where guests can see elephants swimming from a boardwalk with an unobstructed view.

Signage was themed to the native culture of the region these elephants originate, featuring intricate patterning and pointed arch shapes.

This was the first exhibit to feature digestible, fully bilingual information for guests. Design was coordinated with a contract content developer, on-staff photographer, and animal teams. This was the first Houston Zoo signage project to be installed with no visible hardware. Exterior grade, durable 1/2" CHPL was used to allow for blind rail mounting, providing a better viewing experience for guests.



**CAPABILITIES**  
Theming  
Signage  
Project Management

**COMPLETE**  
May 2017