


# Sasha Ichoonsigy

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## 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 milestones 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.



## 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

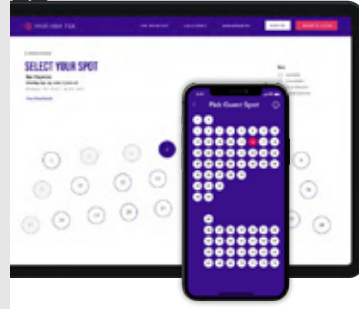
Is your studio still open? Leveraging unique contactless options ensures the safety of your members and makes checking in hassle-free.

- **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 [Intellivideo](#) and [Farte](#) that integrate seamlessly with Mariana Tek, and stream them exclusively to your members. You can also develop an easily monetizable web and mobile app experience with [Vimeo OTT](#), 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

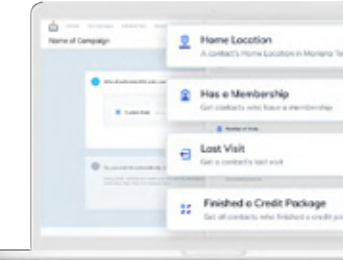
Let customers know how many classes they've taken, their start date, studios visited, and more—and display it right on their dashboard. This will have them itching to hit their next milestone.

#### 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.



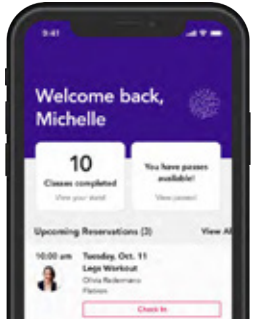
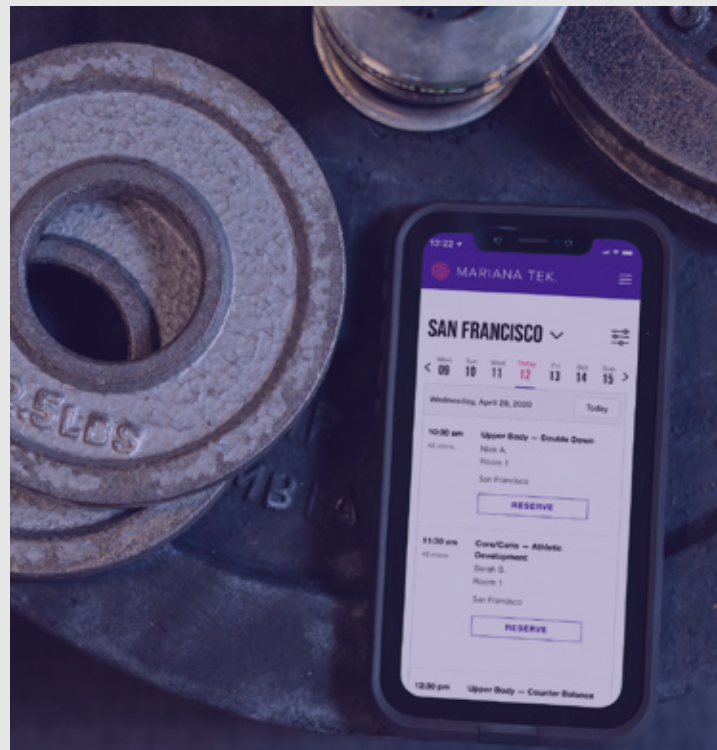
**PLUS,** integrate Mariana Tek with [BrandBot](#) and do even more:

- 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.

CASE STUDY

# Yoga Lab

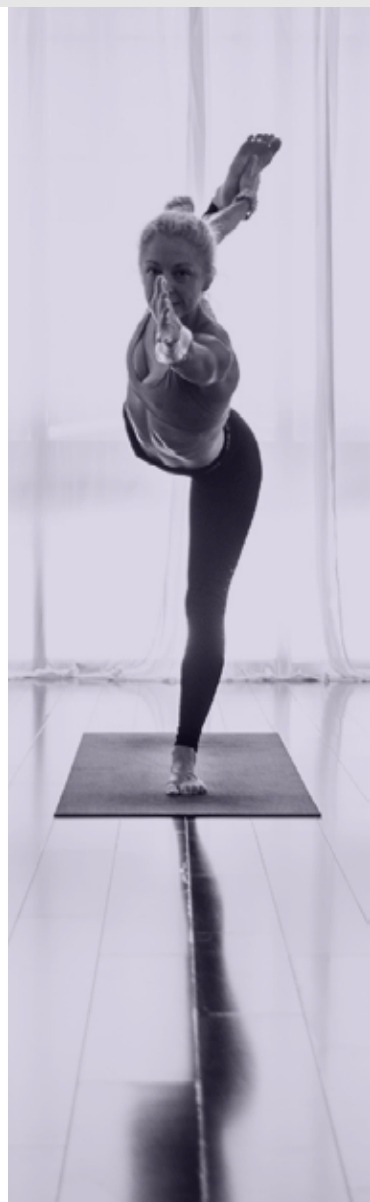
How this boutique yoga studio CEO switched from Mindbody to Mariana Tek for an upcoming expansion and found the enterprise software he was looking for.

*Keep reading to learn how Mariana Tek helped Yoga Lab.*

02. THE PROBLEM

**Some of Yoga Lab's issues with Mindbody included:**

- There was nobody at Mindbody that **understood enterprise software**. Their staff wasn't able to advise Yoga Lab on best practices of expanding and/or running several locations.
- Mindbody's cross-regional software was **very expensive**, with little payoff to show for Yoga Lab's significant costs.
- Yoga Lab constantly felt like **they were being upsold** on new software that Mindbody acquired, such as FitMetrix, that wasn't a good fit for their growing needs.
- With Mindbody there was **too much manual work required**. For example, Yoga Lab's regional managers had to go into the app every day to add instructor names to the schedules.
- When there was an issue and Yoga Lab had to call Mindbody, they were placed on hold for hours. Furthermore, the Mindbody account representative for Yoga Lab **never once reached out to them**.



03. THE SOLUTION

**Yoga Lab knew they needed a new platform and service team that could help them elevate their brand to the next level.**

After hearing rave reviews about Mariana Tek's functionality, the CEO decided to try the platform out. He immediately realized that they had found a better fit for their growing business needs:

- Systematic **weekly conference calls** with a dedicated staff that was invested in their transitional success.
- A solutions team with **deep experience** in enterprise software and brands with more than just one location.
- An app that requires **minimal manual effort** and is designed to handle the demands of brands with multiple locations.
- An **unbelievably detailed onboarding process** that took away all of Yoga Lab's worry and stress.
- A launch day with **zero hiccups**. The entire Yoga Lab staff was able to use the Mariana Tek platform after only 10 minutes of instruction.

“For anyone coming from MINDBODY to Mariana, it will feel foreign at first to have a team that's so incredibly invested in your business, not to mention the training, support and weekly conference calls. The whole process of switching to Mariana was so unbelievably detailed that when we got to migration day, there were zero hiccups.”

—Michael Schaeffer, CEO at Yoga Lab



04. THE RESULTS

**Yoga Lab decided to switch from Mindbody to Mariana Tek five days before Miami-Dade went on lockdown due to COVID-19.**

Even with the studios migrating to a new platform in the middle of the pandemic, they had a seamless transition:

- The Mariana Tek team **handled everything for the platform migration**. All Yoga Lab had to do was send out a couple emails to inform their customer base about the new app they'd be using.
- Yoga Lab had full control of their branding on the app. Mariana Tek **didn't push anything in-house**. Instead, Yoga Lab was given a few recommendations of web developers so they could have full control over the aesthetics of the final product.
- Instead of struggling to get in contact with a representative when there was a problem, Yoga Lab now had a **standing weekly meeting** with Mariana Tek to go over any questions or concerns.

**KEY DATA POINT**

**“We've seen a 30% reduction in front desk staffing hours!”**

—Michael Schaeffer, CEO at Yoga Lab

05. THE CONCLUSION

Studios with more than one location need a platform and solutions team that understand the unique demands of expanding brands. Mariana Tek was able to provide knowledgeable advice, a detailed onboarding process, standing weekly calls, and the ability for Yoga Lab to brand their new app according to their unique aesthetic.

In conclusion, this case study illustrates how Mariana Tek's advanced technology and extraordinary customer service help expanding brands achieve new heights.

[SCHEDULE A DEMO](#) and find out how Mariana Tek can help your brand today.

MARIANA TEK.

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### 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?**  
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### CUSTOM METRICS AND GOALS

100m last completed January 4, 2022

January 2022

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### CUSTOM THEMING

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### NUTRITION TRACKING

Macronutrient	Goal	Actual
Carbs (g)	100	80
Protein (g)	90	85
Fat (g)	80	95
Fiber (g)	70	65
Calories	2300	1620

ADD PHOTO OR VIDEO

Chicken & Broccoli

UPDATE NUTRITION

### PROGRESS TRACKING

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**EASY CLIENT WORKOUTS**

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# THE STATE OF THE CROSSFIT MARKET

A 2020 SURVEY REPORT

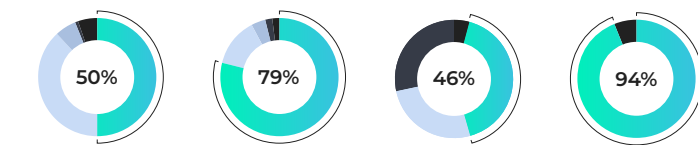
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## SECTION 1: ONLINE CLASSES ARE HERE TO STAY

### 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. Considered separately, 18% of gym owners and 44% of non-owners say they're still working out at home.

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

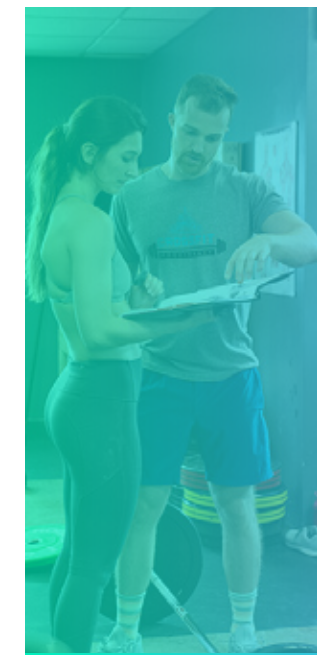
In addition, among those surveyed who were asked, "What's the most important thing CrossFit could do to enhance your perception of the organization/being an affiliate?" around 25% of responses involved improving inclusivity of some kind. Themes spanned several categories:

- 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 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

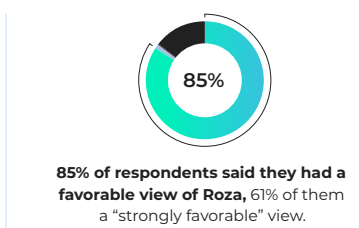
83% of owners and 80% of members said they believe CrossFit will be more inclusive in the future, as evidenced by initiatives such as CrossFit's Diversify Program.

#### Affiliate Support

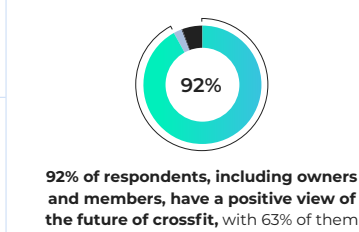
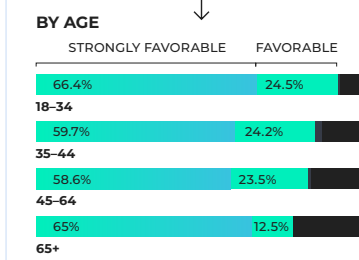
Other initiatives have included CrossFit's new **scholarship program**, as well as the affiliate representative initiative (each region in North America will have an affiliate representative to tackle local issues including expanding diversity).

#### Roza's Plans

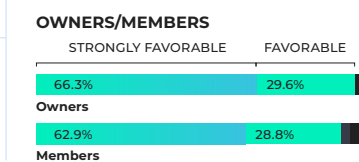
Roza has also **made promises** to support the community from the top down, including a plan to help affiliates be more financially successful.



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



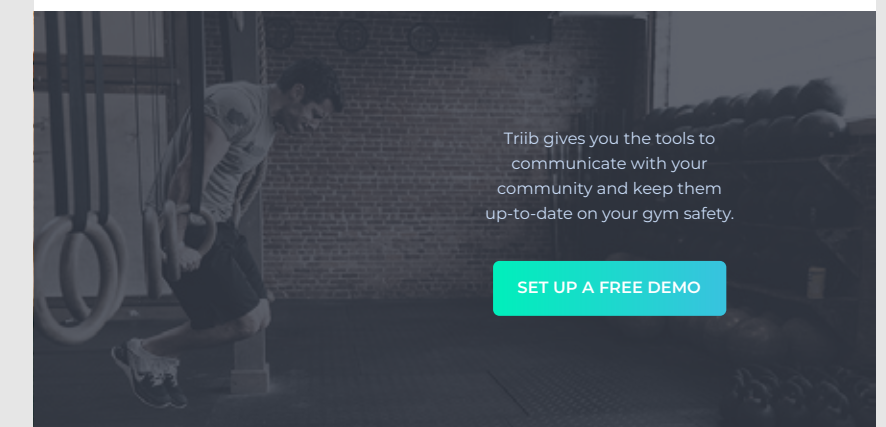
92% of respondents, including owners and members, have a positive view of the future of crossfit, with 63% of them reporting a "strongly positive" view.



## 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 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.
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.



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

**xplor studio**

## WANT TO GROW YOUR FITNESS BUSINESS THIS HOLIDAY SEASON?

At Xplor, we know the holidays are both wonderful and stressful for studio owners and managers — but you CAN thrive with a strong game plan. Learn how to cut through the noise and grow your member base (yes, even in a slow season!) with our latest playbook, *How to Promote Your Brand During the Holiday Rush*.

**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:

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 click-throughs and opens.

**How is This Playbook Helpful?**

As you may have already experienced, the fitness industry slows down during the holiday season as current and potential clients are busy with celebrations and holiday prep. But with these guides, you can brace yourself with new strategies and tactics to keep them engaged.

Now more than ever, you want to make sure potential members have a compelling reason to engage with your services for their fitness needs. With the help of our playbook, you'll not only keep up with your competition, but out-pace them, too. Happy reading!

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**Conquer the holiday rush with the Xplor Studio holiday playbook**

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**HOW TO PROMOTE YOUR BRAND DURING THE HOLIDAY RUSH**

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**Conquer the holiday rush with the Xplor Studio holiday playbook**



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# HOW TO PROMOTE YOUR BRAND DURING THE HOLIDAY RUSH

The holidays can be stressful—but running your fitness business during this season doesn't have to be! Before the rush begins, here's a helpful guide to get your studio or gym ready for the holiday season that has tips and tricks on running promotions, social media and more.

**STEP 2**

## OUTSMART THE ALGORITHM


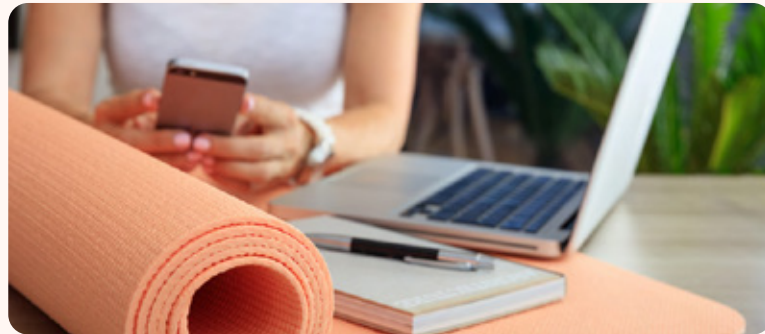
The algorithms on social media are always subject to change, but here are some ways you can currently use it to your advantage and stand out.

**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 from Forbes](#).

**(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—and you can also have fun with TikTok. 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, your sweet retail offerings, a stocked fridge with new juices, etc.

**Work Your Instagram**  
Utilize story posts and story highlights on Instagram as a 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 tricky, 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 [Hootsuite blog](#). But be sure not to use a banned hashtag, as it could de-prioritize your account.

## 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?

Consider a few strategies before hitting send:

**Start sending now**  
The best way to catch members' attention during the holiday rush is to hit the inbox early, or before your local/regional competition. Right now, your members are probably already thinking about holiday deals for family & friends.

**Too soon? No such thing**  
More than 50% of consumers begin their holiday shopping well before Black Friday rolls around: 45% start before November 1 and 25% start before October. (Source: RetailMeNot)

**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:

- 58%+ 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 (67%), 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 12pm on Thanksgiving, 4-8am on Black Friday, and 9-10am on Cyber Monday. (Source: Experian)

**Subject line hacks**  
Open rates are driven by subject lines, which is your one opportunity to give recipients a preview of what they'll see. Some helpful insights:

- Include emojis** This is a proven method for catching people's attention especially if your base skews younger.
- Get personal** Populate first name dynamically in the subject line to show members they're not just a generic audience. Even simply including their name in the body of the email can help distinguish your email from others and instantly add a personal touch even if your message is generic.
- Make recipients feel special** Teasers such as "For members only," "For you," "You're invited," and "Early access" will instantly pique 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** 50/50 split your recipient list and test subject lines at every opportunity to learn what works for your specific audience.

**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: TechJury.net) But beyond that, in 2021, Gmail overtook Apple to become the top-ranking email client with a market share of 27.8%, including 61% of 18-to-29-year-olds—so it's crucial to know how to take advantage of the platform to best serve your content. (Source: Litmus)

**GMAIL AT A GLANCE**

**Three Tabs**  
Gmail's tabbed inbox experience offers a Primary inbox, a Promotions section, and a Social section. The Promotions section is where promotional offers and marketing emails are generally filtered.

**The Optional Updates Tab**  
Many users configure their settings to also have an Updates section, which holds emails that look like account updates and are personalized in some way. The volume of emails in the Updates tab is significantly less than the Promotions tab, i.e. if your email is categorized this way, you're more likely to distinguish your message and earn your readers' attention.

**To avoid the Promotions tab and aim for the Updates tab**  
Include account info in a sidebar at the top, in the corner, or in the footer of the email. For example, include a small section that simply prints the member's ID or account number, their "home base" location (if applicable), the date of their last visit to your studio or any other account info that's unique to them. If your email/CRM platform permits, you could even list the next few classes they're signed up for, or embed a local map or street view of their preferred location.

**It's not just the holidays**  
Consistently including these elements in your emails will make Google more likely to recognize them as updates, which is critical during the holidays to distinguish yourself from the melee of retail emails in the Promotions tab, and can also lead to higher long-term email engagement.

**MORE GMAIL TIPS**

- Go easy on the promo/offer look-and-feel**  
Use fewer images and don't include too many external links—1 image and 1 CTA is just fine—and steer clear of obvious promotion language when possible (e.g. "Get a discount!" can be swapped with "get more out of your membership!")
- Bundle a promotion with a general studio update**  
In addition to a holiday discount or offer, make sure to include relevant details about upcoming events, celebrations, class cancellations, etc. as if you're writing a newsletter. The offer can be the focal point and main CTA, but giving members a relevant studio update alongside an offer makes for a value-packed email that rewards them for being an ongoing part of your community.

**IN CLOSING, JUST REMEMBER**

The most effective email efforts start with designing a customer-centric experience for your members. Lean into segmentation and create distinct experiences or versions based on members' behavior. Craft a compelling subject line. Send at the right time. Give them visibly compelling content inside the email that rewards with a message/offer tailored just to them. It sounds like a lot, but when put into practice, you'll be sending emails and receiving great results.

[BOOK AN XPLOR STUDIO DEMO](#)



## FITNESS STUDIO SOFTWARE COMPARISON

See for yourself how Studio's suite outshines its competitors—plus, get a FREE 7-day trial, no credit card required.

[Start your free trial](#)

ADVANTAGES	xplor studio	Modbury	Wellness Living	Zen Planner
Virtual & In-Person Booking	✓	✓	✓	✓
Variety of Built-In Reporting	✓	✓	✓	✓
Put Your Brand First with Branded Mobile App	✓	✗	✗	✗
Book Class anytime with Unlimited SMS Included	✓	✗	✗	✗
Connect to Every Tool with Zapier Integration	✓	✗	✗	✗
Scale 1:1 Offerings with Custom Workout Programs	✓	✗	✗	✗
Nutrition Tracking & Planning	✓	✗	✗	✗
Best-In-Class Customer Support	✓	✗	✗	✗
Try Before You Buy with No Obligation Free Trial	✓	✗	✗	✗

**One comprehensive plan. Zero price confusion.**

Rather than hickel-and-dine you every time you want to add a feature to your monthly plan, our comprehensive core plan includes all the versatile tools you'll need to grow and scale your business.

**Want to see how we outshine the competition?**

**START YOUR FREE TRIAL, NO CREDIT CARD REQUIRED.**

We uniquely offer a free 7-day trial with no contracts, credit cards or payments necessary. Go at your own pace, try out the features, even report member data—and we'll be here if you need us.

[Start your free trial](#)

**Discover the features that make Studio unique**

**Drag and drop to set your schedule**

Get a quick, holistic view of class and instructor schedules, plus a range of custom viewing options so you can see who's working when, and how much they're utilized. The best part? Just drag and drop to create or move an appointment.

**Drag and drop to set your schedule**

Get a quick, holistic view of class and instructor schedules, plus a range of custom viewing options so you can see who's working when, and how much they're utilized. The best part? Just drag and drop to create or move an appointment.

**Manage everything from one simple dashboard**

Track membership growth, attendance, churn and KPIs in your reporting dashboard—so you can identify all club members and send personalized follow-ups via email & SMS all in one place.

**Virtual & in-person booking made simple**

Our scheduling tools allow your members to easily book classes and sessions both virtually and in-person—plus, your staff can also choose whether or not they want to accept a requested appointment.

**One app to manage it all**

Your members can interact with your studio through one beautiful, intuitive Xplor Studio mobile app that lets them sign up for classes, book (or request to book) 1:1 appointments, shop your merch, rest gear and more.

**A better experience for you, your staff, and your clients**

**Onboard quickly and easily**

With Studio's self onboarding flow, you can explore the platform with or without the help of our team, who's ready to answer any questions. Get a full view of the software from a staff team and member perspective—no matter how you want to tailor the experience to your studio.

**An easier, more intuitive experience**

We're fierce defenders of your time—that's why we provide a world class platform that makes the books easy. And if you need help at any point, our team is available 24/7.

**Discover the Studio difference today.**

[Start your free trial](#)

xplor Fitness & Wellbeing © Xplor 2021 Terms of Service Privacy/Cookie Policy

## ELEGANT YOGA SOFTWARE WITH FLEXIBLE FEATURES

Meet the yoga software with all the tools to make life easier, discover new revenue streams, and build unique fitness experiences from anywhere.

[Book a Demo](#)

**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.

**Designed simple. Engineered powerful.**

Manage your daily grind of payments, memberships, and admin work faster than ever before. Use comprehensive processing & reporting tools so you can stay informed without drowning in the details.

**Flex to your strengths.**

Unleash the power of Studio's toolbox to launch, grow, or redefine your business. Test new classes, 1:1 programs, and promotions while tracking the metrics that matter. Use Studio insights to find your niche & lean into your strengths.

**Put your community first.**

Build an easy & engaging studio experience in-person & online. Studio makes it easy to automate, with intuitive communication tools that keep you & your clients informed and 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 \$240 Annually

- Core Studio Features including Class & appointment booking, membership management, payments & services, staff management, marketing, reporting, retail, onboarding tools and powerful integrations.

**MOST POPULAR**

**Grow**

Get the full package, plus your own dedicated app

**\$249** per month

Save \$390 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 distributed listing in the App & Play stores

[Book a Demo](#)

**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

## 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
- Integrations**
  - Google Calendar, Mailchimp, and Zapier
- Marketing Tools**
  - Custom Sign-Up Forms for Lead Generation
  - 1:1 SMS and Email Communications
- 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, Expense, 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

**Custom Branded App**

Included with Grow and Expand Packages

- Custom Mobile App with Your Logo and Colors
- Dedicated Listing in App Store & Play Store

**Include Performance Add-On**

Workout and nutrition tracking system for your clients

**\$50 per month**

- Training Performance Tracking
- Workout Planner and Programming
- Built-in Workout Video Library
- Nutrition Planner with Macro Targets
- Body Composition Calculators

**Get a Tour**

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

First Name\* Last Name\*  
 Phone\* Business Size\*  
 Email\* Please Select  
 Website\* Company\*

[Submit](#)


xplor Fitness & Wellbeing © Xplor 2021 Terms of Service Privacy/Cookie Policy [Book a Demo](#)

Client **Case Studies**

# WORLD GYM CASE STUDY

How Xplor Clubware has them spending less time on admin and more time on their passion.

[Read Now](#)



**New Feature** Announcement

# Covid-19 Vaccine Verification

Enable vaccination status to member profiles

- My Profile
- Payment Method
- Communication Preferences
- Member Form
- Enable Covid-19 Vaccine Verification
- Vaccine Verification
- Shared
- Sign out

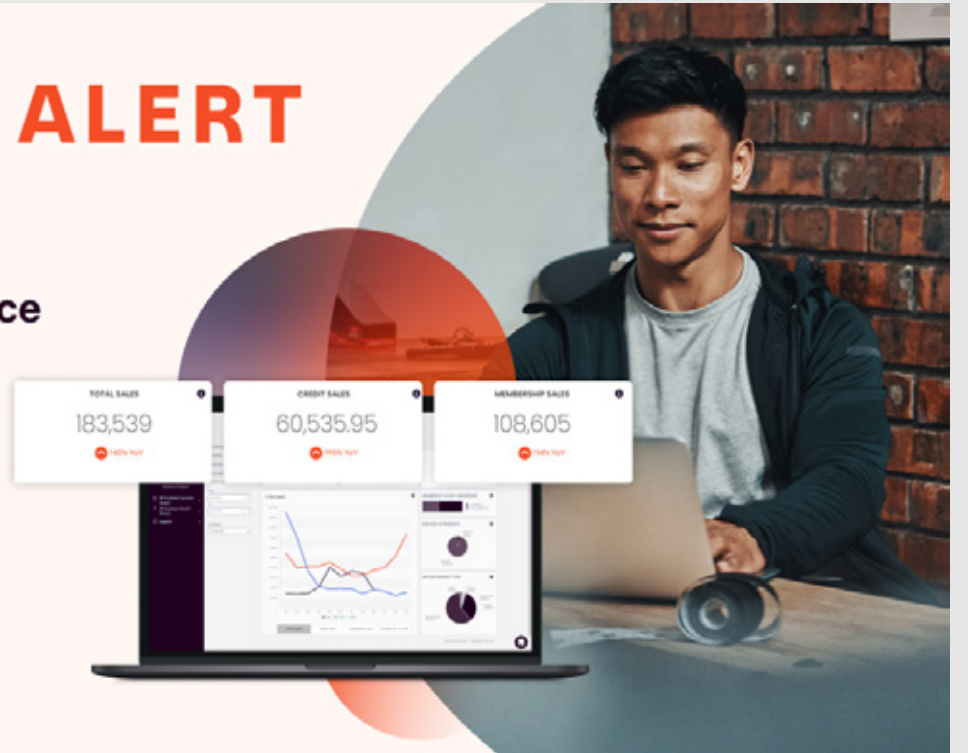
Chez Michelle



xplor studio

# LAUNCH ALERT

Insights to **optimize** performance, **fuel** growth and reduce customer **churn**.



xplor

Thought **Leadership**

# APPROACHING A NEW NORMAL

An Update on the Current Fitness Landscape and Consumer Expectations in a Post-COVID-19 World



xplor

Upcoming **Webinar**

# PERSONAL TRAINERS: HOW TO ACQUIRE AND RETAIN NEW CLIENTS

[SIGN UP NOW](#)




xplor

**New Feature** Announcement

# Go virtual with our Zoom integration

Livestream your Classes and Appointments

- Quick and easy integration
- Connect a livestream to any calendar event (both classes and appointment)
- Customize who can access livestream



xplor studio

## FEAST WITH THE BEASTS REBRAND

On the 14th year of this annual food, drink, and music event, Feast With the Beasts was due for an updated look to better align with the new master brand of the Houston Zoo.

This event is marketed to 21+ foodies and music lovers, and is the priciest of Houston Zoo's paid events. As such, the branding was developed to feel sophisticated and indicative of its evening setting.

Each of the several thousand attendees are sent a digital ticket, map, and list of restaurants and bars on Zoo grounds. This guide also features a schedule of animal experiences and concert start time.

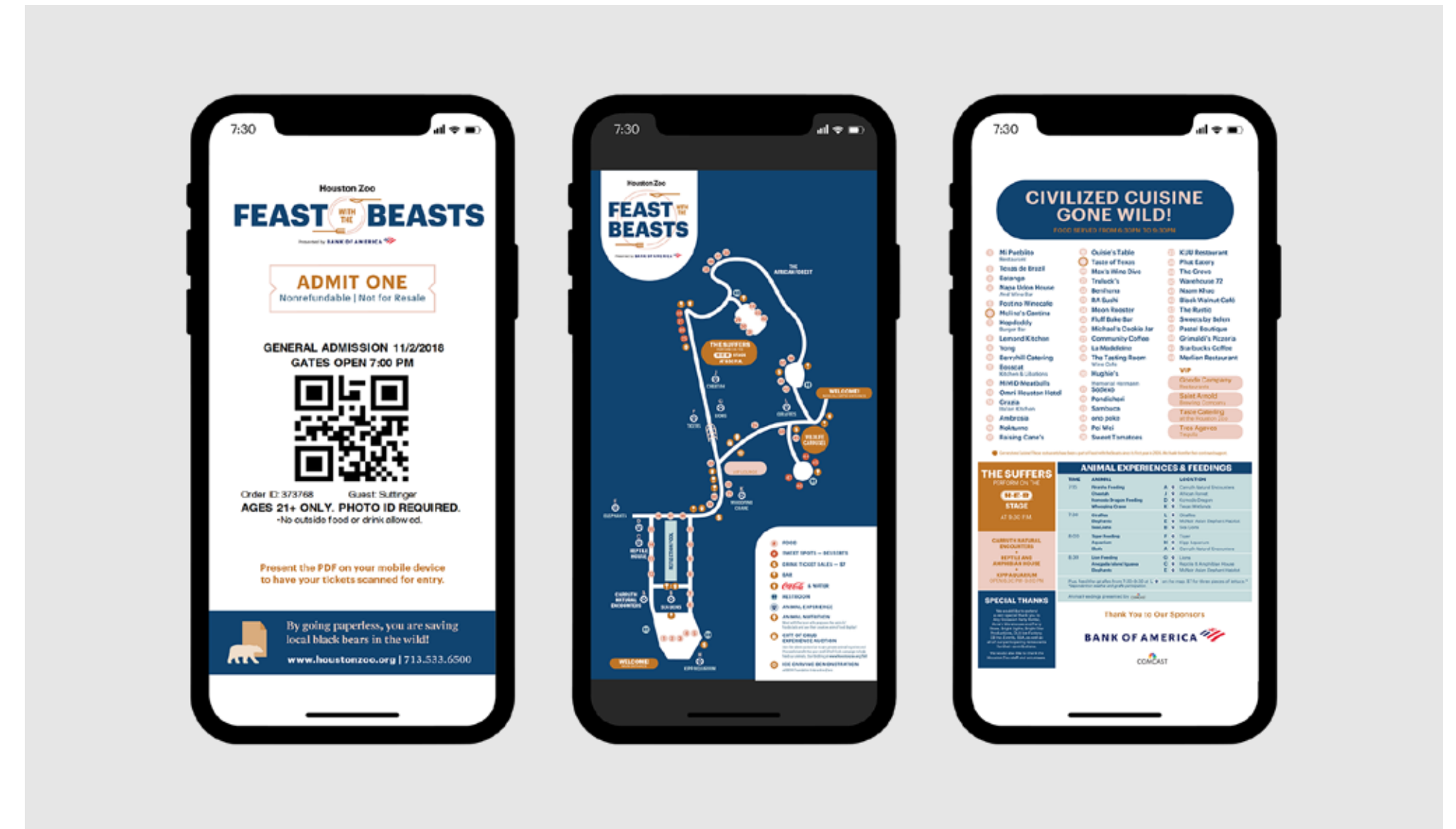


**CAPABILITIES**

- Branding
- Digital
- Signage
- Merchandising

**COMPLETE**

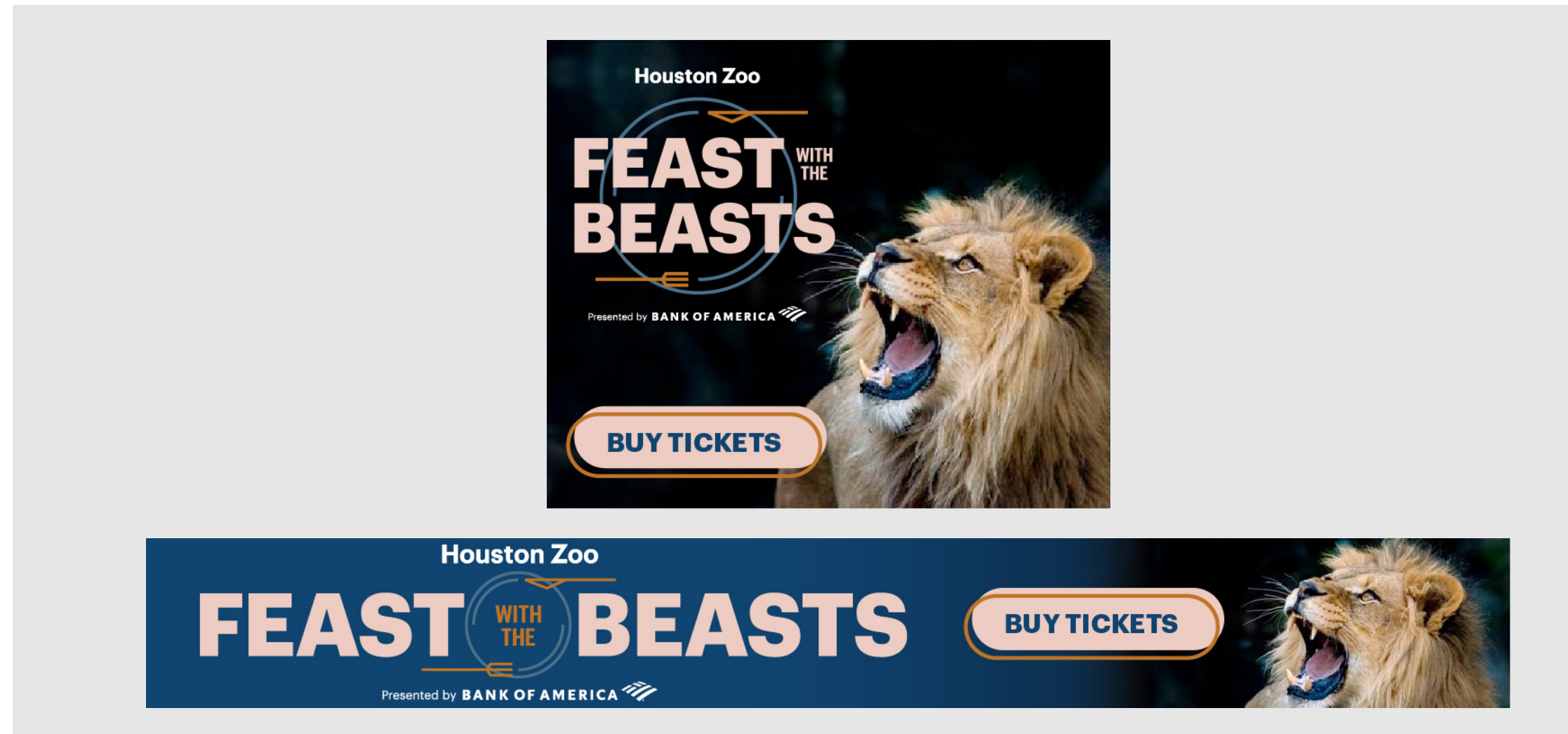
November 2019



### FEAST WITH THE BEASTS REBRAND

Marketing leading up to the event featured printed posters on Zoo grounds, as well as digital ads on a variety of platforms.

The night of the event, guests could participate in silkscreening their own souvenir tote bags in the color of their choice, at a two-station setup with a local screenprinting company.



**CAPABILITIES**

- Branding
- Digital
- Signage
- Merchandising

**COMPLETE**

November 2019

Houston Zoo

# FEAST WITH THE BEASTS

Presented by **BANK OF AMERICA**

**FRIDAY, NOVEMBER 1 • 7-11 P.M.**

Get a taste of Houston's best cuisine as you watch animals dine, enjoy beer and wine, and live concert performance by

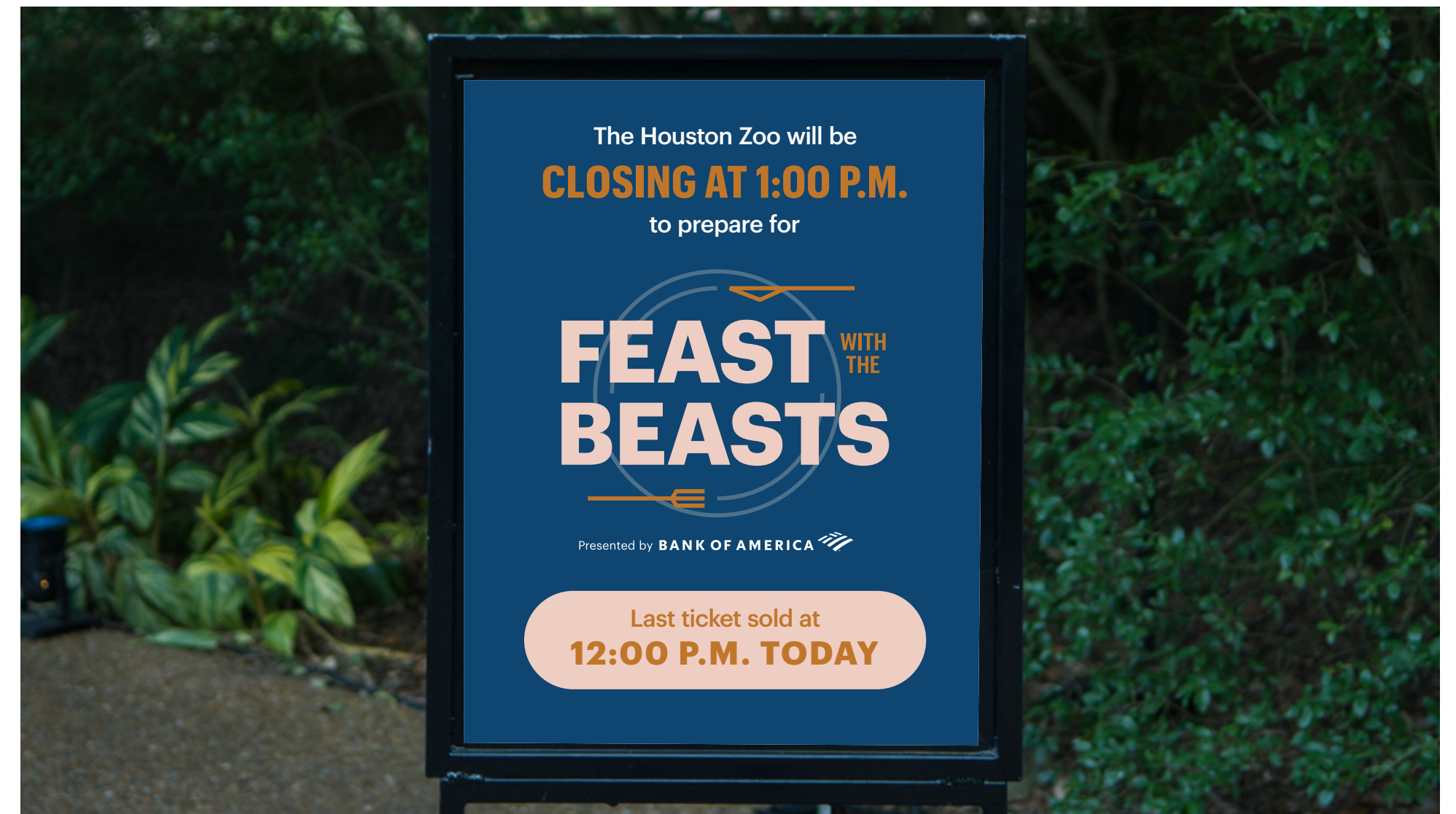
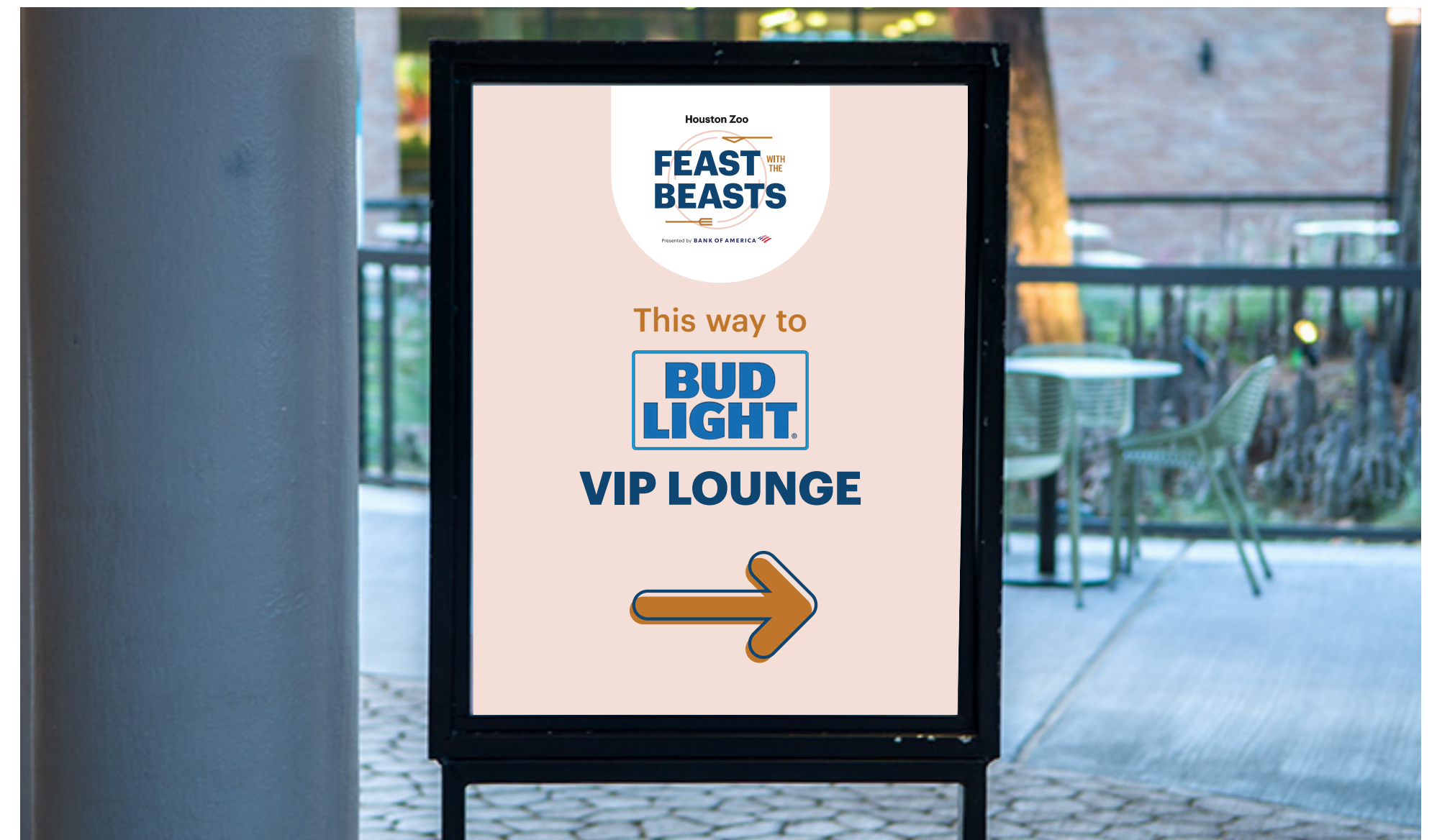
**THE SUFFERS!**

**Tickets going fast!**  
GET YOUR TICKETS AT [HOUSTONZOO.ORG](http://HOUSTONZOO.ORG)

## FEAST WITH THE BEASTS REBRAND

The Houston Zoo is situated on 55 acres of property and providing ample wayfinding signage is a priority. The overall map was divided into three sections — each featuring a list of restaurants and animal experiences in the area. These were found at the entrance and exit to each section.

Additionally, a variety of signage was placed throughout to help guests locate drinks, animal experiences, restrooms, and the concert.



### CAPABILITIES

- Branding
- Digital
- Signage
- Merchandising

### COMPLETE

November 2019

# CENTENNIAL CAMPAIGN DONOR BOOKLET AND INSERTS

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.



**CAPABILITIES**  
Print  
Coordination with Executives  
**COMPLETE**  
2018



# HOUSTON ZOO NEW BRAND IMPLEMENTATION

In 2018, the Houston Zoo unveiled a new logo, developed by an outside firm. The Houston Zoo Graphics team was given outlined logo files, a set of fonts, a preliminary color palette and the free rein to implement visuals across all departments and projects.

This rebrand included general marketing materials such as printed postcards, email correspondence with general guests and Zoo members, and countless other printed and digital pieces.

**Your visit saves animals in the wild.**

**Save 25% on your next visit!**  
*See other side for details.*

**See them. Save them.**  
Houston Zoo

**ZOO LIGHTS**  
Houston Zoo  
November 23- January 12  
Buy early for the best price!  
houstonzoo.org/zoolights

NEW for 2019: Stroll through a spectacular 30-foot-long light tunnel, see "snow" in Texas, experience the 4-D Enchanted Forest, and much more!

Don't miss any of Houston's best loved holiday traditions.

**Houston Zoo**  
1513 Cambridge Street  
Houston, TX 77030  
WWW.HOUSTONZOO.ORG

Non-profit Org.  
U.S. Postage  
PAID  
Houston, TX  
Permit No. 6953

The Houston Zoo is a favorite spot for families to spend time together, for kids to explore nature, and to learn about your favorite animals. Home to more than 600 species and engaging educational opportunities, the zoo has something for everyone.

- Celebrate fall festivities with your little ghouls or goblins during **Zoo Boo** Presented by Lyondellbasell Friday-Sunday October 11-27
- Visit the newest Zoo exhibit, Kathrine G. McGovern **Texas Wetlands**, featuring alligators, bald eagles, and whooping cranes in a lush wetland habitat.
- Discover our playful elephant herd—including baby Tilly, feed giraffes in the African Forest, get eye-to-eye with curious gorillas, and so much more!

When you visit the Houston Zoo, you're doing more than seeing your favorite animals—you're also helping save them in the wild.

**Save 25% on your next visit!**  
*That's like buying 3 tickets and getting a 4th FREE!*

**Buy your tickets today at houstonzoo.org.**  
*Hurry—offer expires December 31. Use code XXXXX when ordering online.\**

\*Online only. Limit 8 tickets per purchase. Offer valid for daytime general admission only. Not valid on prior purchases or special events (including Zoo Lights) and cannot be combined with other offers. Offer expires December 31, 2019.

### CAPABILITIES

- Print
- Digital
- Email
- Signage

### COMPLETE

Ongoing

**Houston Zoo** Member News  
Membership Program Presented by PNC BANK

**We're Still Bringing the Zoo to You!**  
Starting today, we're continuing to bring the Zoo to you every Wednesday at 11:00 a.m. with a weekly **Facebook Live series** featuring some of your favorites, including elephants, lions, monkeys, and more. Set your reminders as we take you live from the Children's Zoo with one of our Ambassador Animals today!

**Member spots now open!**  
The Houston Zoo is now open, and we can't wait to have our members back again this summer! All members must make a reservation online before visiting. Additional spots were added and reservations are now available through June 30. **Make your reservation today!**

[Reserve Your Spot](#)

**Camp Zoofari TV**  
We're bringing Camp Zoofari to you this summer. Tune in to My20 on Wednesdays at 11:30 a.m. through the end of July! You'll get to explore the Zoo with Camp Supervisor Nick to learn all about our animals.  
[Learn More](#)

**Texas Wetlands Turns 1**  
While we were closed to the public, our Texas Wetlands exhibit turned ONE! Check out a few of the beautiful flowering wetland plants that have bloomed during our closure.  
[Read More](#)

**Support our Zoo Fund**  
[Donate Now](#)

**Houston Zoo** Membership Program Presented by PNC BANK

[f](#) [@](#) [t](#) [v](#)

**Thank you for your recent visit!**

**Houston Zoo Store Online**  
Missed the giftshop during your visit? Don't worry, your favorite merch is now online! Get your elephant plush and Houston Zoo shirt from the comfort of your couch.  
[Shop Online](#)

**Become a Houston Zoo Member**  
A Zoo membership pays for itself in two visits per year—you're halfway there! For a limited time apply the price of your admission to a membership. To take advantage of this exclusive offer, contact our member services team at [membership@houstonzoo.org](mailto:membership@houstonzoo.org) or (713)533-6535. *Hurry, this offer expires Friday, June 19 at 5pm CST.*  
[Learn More About Membership](#)

**We Value Your Feedback**  
Tell us what you think — for a chance to win! Please take a moment to participate in a brief survey about your experience. It should take under five minutes to complete and your feedback will help us serve you better during this time.  
[BEGIN SURVEY](#)

**Houston Zoo**

[f](#) [@](#) [t](#) [v](#)



# HOUSTON ZOO NEW BRAND IMPLEMENTATION

Rebranding also involved pieces that guests might never see. Working closely with other departments, documents were developed for outside partners, Zoo staff, and everything in between. To unify the Zoo's brand and ensure a clear, concise message, photography, illustration, and typography were heavily considered and standardized.

### Houston Zoo Corporate Partnerships

Align your brand with an iconic Houston institution

**BY THE NUMBERS**

- 2.1+ million ANNUAL VISITORS IN 2018
- 55,000+ MEMBER HOUSEHOLDS
- OVER \$100 million ECONOMIC IMPACT
- 55 acres IN THE HEART OF HOUSTON
- OPENED IN 1922

**BENEFITS OF PARTNERSHIP**

- Highlight community image and cultivate brand loyalty
- Showcase products and services in front of the Zoo's diverse consumer base of buyers and influencers
- Connect with visitors who care about conservation and sustainability
- Support the Zoo's animal care, conservation and education programs
- Exclusive ticket and membership discounts for Corporate Partners
- Provide community involvement and volunteer opportunities for employees
- Reach your target audience through program and event underwriting, including exposure to our dedicated membership base

**DEMOGRAPHICS**

Visitors reflect the broad diversity of our community — among all age ranges, socioeconomic strata, and ethnic groups.

**HOUSTON ZOO VISITORS**

- 36% Hispanic or Latino
- 2% Other
- 40% White
- 16% African American
- 6% Asian

**HOUSTON DMA\***

- 44% Hispanic or Latino
- 2% Other
- 25% White
- 23% African American
- 6% Asian

**MISSION**  
Connect communities with animals, inspiring action to save wildlife

**VISION**  
Be a leader in the global movement to save wildlife

**Second-most attended zoo in the country** (among zoos with admissions fees)

**Largest Conservation Education Organization in Texas**

The Houston Zoo is a 501(c)(3) non-profit organization.

\*Source: U.S. Bureau of the Census, 2013 American Community Survey, 5 Year Estimates

**GET INVOLVED**  
Event Sponsorships | Guest Engagement & Sampling Opportunities  
Asset Naming Rights | Program Underwriting | Cause Marketing

**BREW AT THE ZOO** - April  
A celebration promoting care for the natural world while encouraging environmentally sound practices.

**BREW AT THE ZOO** - April  
Samples craft beers from iconic Texas brands and breweries across the country in the beautiful surroundings of the Houston Zoo.

**ZOOBILES** - May  
The exclusive appreciation event for the 55,000+ member households that actively support the Houston Zoo.

**WORLD OCEANS DAY** - June  
A global event to honor, protect and conserve the world's oceans.

**ZOO BOO** - October  
Houston's largest family-friendly Halloween celebration over three weekends with pumpkins and tons of treat!

**FEAST WITH THE BEASTS** - November  
An adults-only, strolling & dining event featuring 60+ of Houston's top restaurants, plus a live concert.

**ZOO LIGHTS** - November-January  
Celebrating the magic of the season with an extravaganza of lights, music, entertainment, food, and holiday family fun.

**A ZOO FOR ALL**

- Free Field Trips For City of Houston and Texas Title I Schools
- 133,228 Field Trip Guests (September - May)
- Free First Tuesday Afternoons (September - May)
- Military Discounts
- Lone Star Access Program

**470+ volunteers donated over 67,000 hours in support of Zoo-wide projects in animal areas, conservation and education.**

**See them. Save them.**

**CONTACT US**  
For more information and to become a corporate partner, contact Hunter Halbert hhalbert@houstonzoo.org | 713-533-6754 or visit www.houstonzoo.org/partners

### Houston Zoo Photo & Video Request Form

Submitted by (Name) \_\_\_\_\_ Department \_\_\_\_\_

**PROJECT CRITERIA**  
Projects must align with one of the following criteria (Please select all that apply)

Zoo Promotion/Marketing

- Events
- Gate Attendance
- Membership
- Programs
- Publications

Zoo Revenue Building

- Membership
- Ticketed Events

Donor Cultivation

- Zoo Partnership
- Ticketed Traveling Exhibits
- Special Events/Venue Rentals

**DESCRIPTION/SHOT LIST** \_\_\_\_\_

**NOTES** \_\_\_\_\_

**HOW WILL THE END PRODUCT BE USED?**

External  
Please explain, include intended audience \_\_\_\_\_

Internal  
Please explain \_\_\_\_\_

Note: If intent for photos and video is for promotional use, do not submit work order. Please work with Marketing to create a plan, and they will issue a request if necessary.

Note: Internal photo and video requests will be approved sparingly.

**PHOTOS**  
Date of Photoshoot \_\_\_\_\_  
Date Needed in Hand \_\_\_\_\_  
How many photos are needed? \_\_\_\_\_

**VIDEO**  
Date of Video Shoot \_\_\_\_\_  
Date Needed in Hand \_\_\_\_\_  
Length of Final Video \_\_\_\_\_  
Script or Outline \_\_\_\_\_

**VP APPROVAL**  
After VP approval, send to Jackie Wallace, Sr. Director of Public Relations.

Lisa Marie Avendano  Nick Espinosa  Kristin Finney  Sheryl Kolasinski  
 Peter Riger  Trazama Moreno  John S. Trahan

### Houston Zoo Animal ID Request Form

Please complete this PDF form. Email to your animal section curator and General Curator for approvals. The General Curator will send to Manager of Interpretive Planning.

Submitted by (Name) \_\_\_\_\_ Date Submitted \_\_\_\_\_

Section (e.g. Primates) \_\_\_\_\_ Exhibit Location (e.g. WWP) \_\_\_\_\_

Quantity Needed \_\_\_\_\_ Size \_\_\_\_\_  Digital  Permanent (Permanent) \_\_\_\_\_

Date Needed (Permanent signs take 4-5 weeks to be fabricated AFTER the design has been completed and approved by all parties.) \_\_\_\_\_

Animal Common Name \_\_\_\_\_

Animal Scientific Name \_\_\_\_\_

**STATUS IN THE WILD**

Stable  Threatened  Endangered  Extinct in the Wild

**HABITAT**  
Choices should be as generic as possible. Select a maximum of 2. If it needs to be more specific (e.g. tropical forest, coastal wetland, etc.) please indicate.

Forests  Prairies  Deserts  Wetlands  Aquatic

**DIET**  
Choices should be as generic as possible. Select a maximum of 4.

Vegetables  Animals  Birds  Spiders  Fish

Plants  Small Animals  Bird Eggs  Crustaceans

Aquatic Plants  Mammals  Insects  Wetlands

Algae  Small Mammals  Aquatic Insects  Wetlands

Grass  Dead Animals  Spiders  Wetlands

Fruit  Crustaceans  Wetlands

Nectar  Amphibians  Small Crustaceans  Aquatic

Seeds  Aquatic Animals  Mollusks  Aquatic

Nuts  Fish  Snails

**RANGE**  
Please provide a photocopy of a Range Map with this request.

If we need to be more specific (e.g. eucalyptus, etc) please indicate here: \_\_\_\_\_

**FUN FACT**  
Provide a few "fun facts" that are unique about this animal/species that our visitors might like to know.

Animal Section Curator Approval  General Curator Approval

Date \_\_\_\_\_ Date \_\_\_\_\_

**PRIORITY**  1st  2nd  3rd



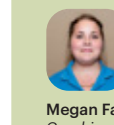
## 2019 Conservation Action Talking Points

These talking points can be used in conversations with Zoo guests on grounds, and during Zoo events/programs/activities to encourage our guests to take action to save wildlife!



### PAPER REDUCTION AND RECYCLING

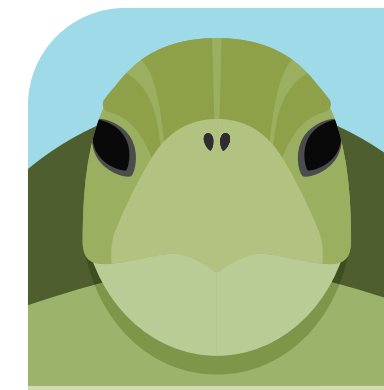
Purchase recycled content toilet paper to save animals like black bears!



Megan Farias  
Graphics

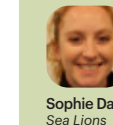


Kathy Watkins  
Carnivores



### PLASTICS REDUCTION AND RECYCLING

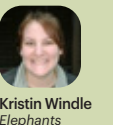
The Zoo is now single-use plastic bag, bottle, AND straw free... and our guests can be too! Make sure to ask your waiter or waitress to skip the straw to help save ocean animals like sea turtles.



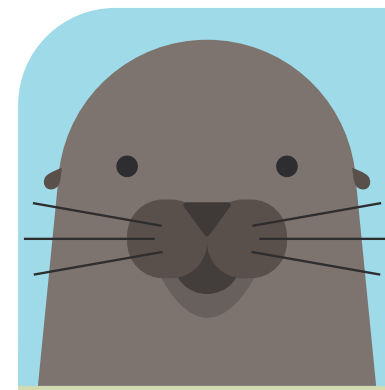
Sophie Darling  
Sea Lions



Nathalie Jolicoeur  
Membership

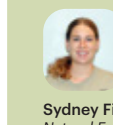


Kristin Windle  
Elephants

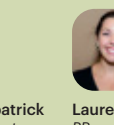


### SUSTAINABLE SEAFOOD

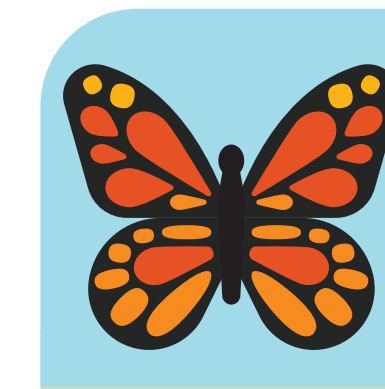
Download the Seafood Watch App! (Help guests by showing them how to navigate through the options by selecting their favorite seafood. Highlight salmon, tuna, shrimp and what logos they should look for when buying these products.)



Sydney Fitzpatrick  
Natural Encounters

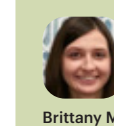


Lauren Wappler  
PR

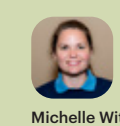


### POLLINATOR AWARENESS

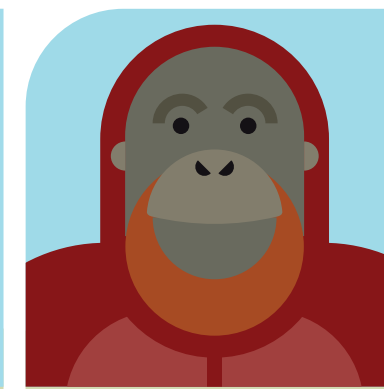
Plant native plants to restore pollinator habitat for animals like the monarch butterfly.



Brittany Mead  
Development



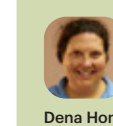
Michelle Witek  
Children's Zoo



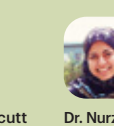
### SUSTAINABLE PALM OIL

Write letters to companies using the Zoo's online platform and encourage/thank them for using sustainable palm oil.

Write your letter today, [houstonzoo.org/palmoil](http://houstonzoo.org/palmoil)



Dena Honeycutt  
Primates

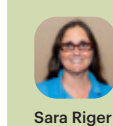


Dr. Nurzhafarina Othman  
Borneo Houston Zoo Conservation Associate

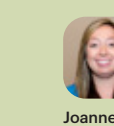


### ELECTRONICS RECYCLING

Recycle your unused handheld electronic devices and cell phones to help save animals, like gorillas, in the wild! Recycling reduces the demand for new materials to be mined in gorilla habitats in Africa.



Sara Riger  
Children's Zoo



Joanne Baptista  
Conservation Education

The Zoo's strategic plan aims to see a 25% increase of Zoo guest's awareness of one conservation action message as a result of their Zoo visit. You can use this resource to include conservation action talking points in interactions with all zoo guests to support the Zoo's mission.

### CAPABILITIES

- Print
- Digital
- Email
- Signage

### COMPLETE

Ongoing

# KATHRINE G. MCGOVERN TEXAS WETLANDS CAMPAIGN

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.



**CAPABILITIES**  
Print  
Signage  
Merchandising

**COMPLETE**  
May 2019

# KATHRINE G. MCGOVERN TEXAS WETLANDS CAMPAIGN

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.

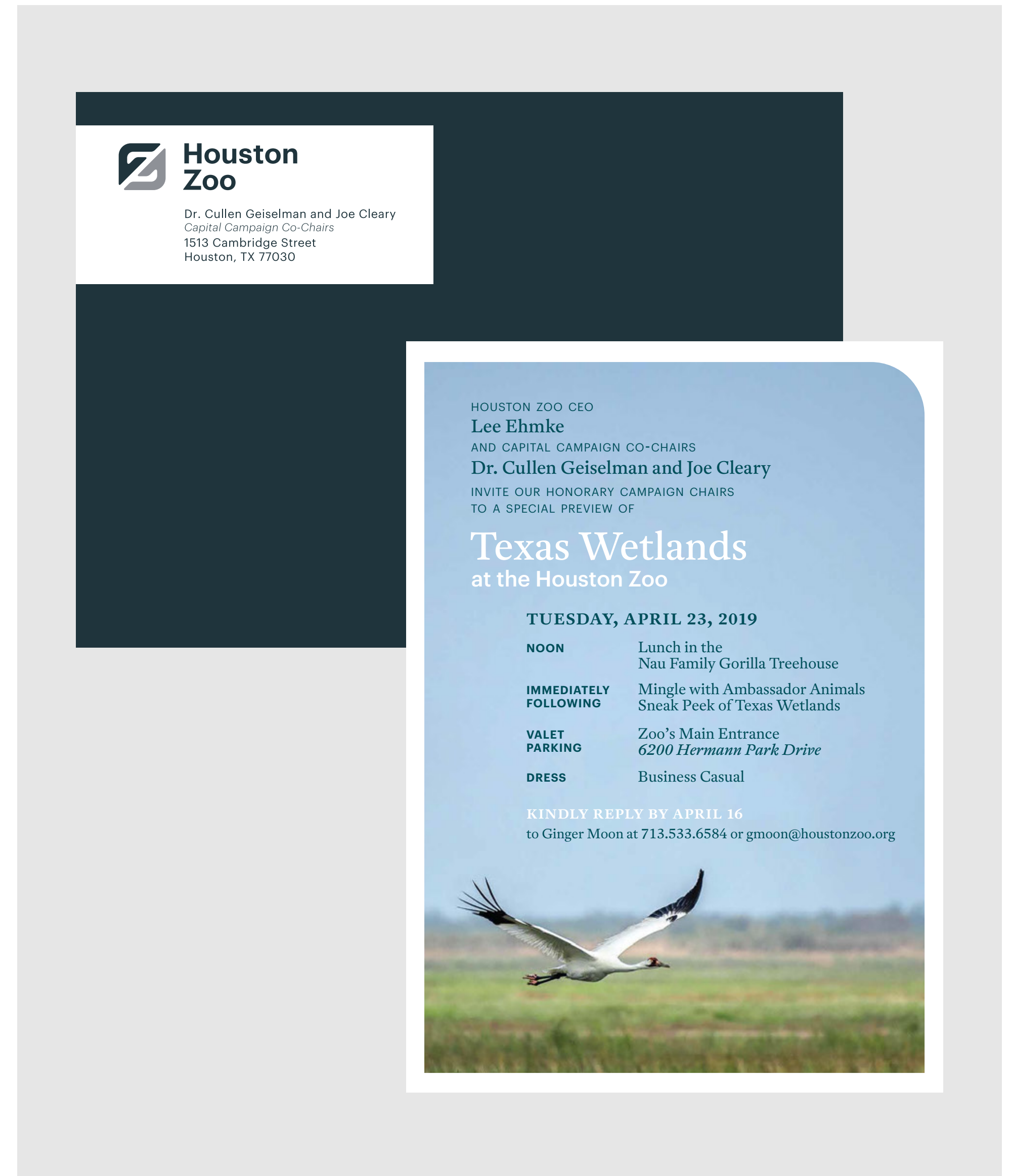


**CAPABILITIES**

- Print
- Signage
- Merchandising

**COMPLETE**

May 2019



# KATHRINE G. MCGOVERN TEXAS WETLANDS CAMPAIGN

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