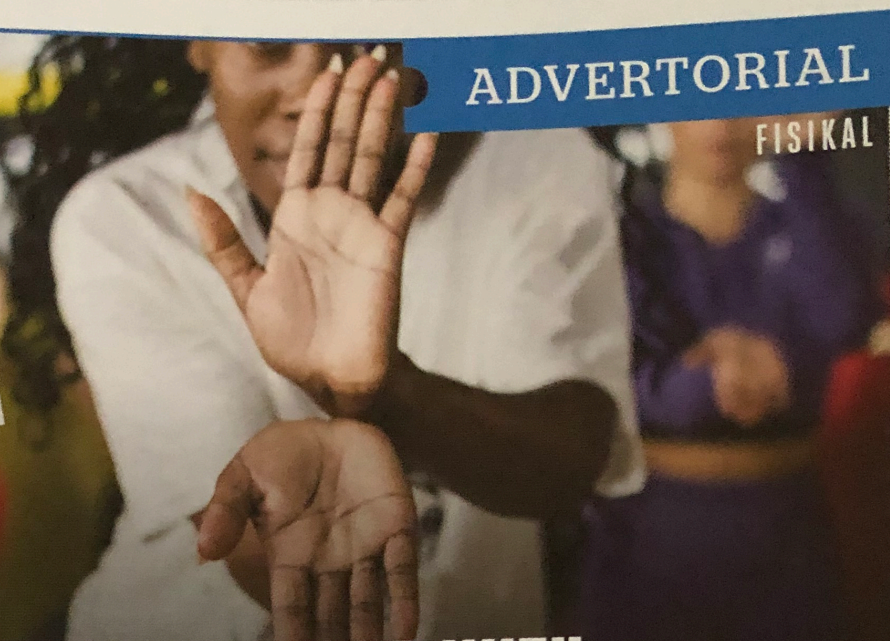
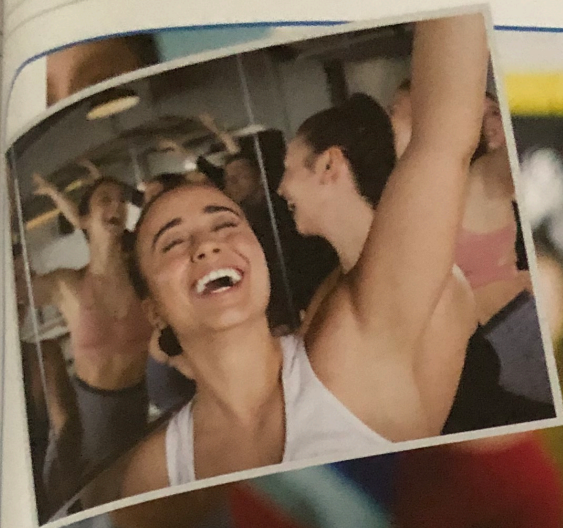


ADVERTORIAL

FISIKAL



FRAME FITNESS STUDIOS PARTNER WITH FISIKAL TO GROW A GLOBAL FRAME COMMUNITY

When the government closed facilities back in March 2020, innovative fitness brand Frame Fitness Studios set to work remodelling their offer. The result has been a growing, global community of 'Framers' and a new, digitally driven revenue stream that future-proofs the business and drives a more sustainable future.

"Closing our doors was horrible," explains Frame co-founder, Pip Black. "We immediately started to explore ways we could continue to service our extremely loyal community and looked to Fisikal to help us develop a premium digital platform."

When facing lockdown restrictions, Frame successfully extended its high energy in-club experience to an online offering. This included integrating with Fisikal, experts in digital business solutions, to ensure a seamless digitalisation of the business and a website to cater for studio, on-demand and live-stream classes.

Frame co-founder Joan Murphy adds: "Our technology had evolved into a 'filo pastry' of multiple layers and needed to

be simplified and restructured. Thanks to Fisikal, Framers can now find schedules for studio, on-demand and live-stream classes all in one place.

"Fisikal is a one-stop shop, with an impressive offering which I haven't seen elsewhere. It integrates everything into one system, allowing us to provide a very personalised, efficient front and back-end to the business. We have also streamlined our payments and bookings through Fisikal's single solution, which has already saved thousands in monthly software and professional fees."

By integrating with Fisikal, Frame can now offer a whole suite of workout options to Framers. Through the online studio, Frame already has 6,000 Framers on on-demand subscriptions and thousands more booking onto livestream classes.

This project also involved Fisikal developing bespoke functionalities for Frame including: dynamic pricing of the 'Frame Card', a pre-paid member top-up option via the member portal; an

interactive option for Framers to tag classes by their moods; and a waterfall filtration system so specific classes can be easily found through the application of Frame filters.

"Fisikal has future-proofed our business," Frame co-founder Pip Black adds. "Our online studio is essentially an entirely new studio with no property costs. We can engage Framers not just in the UK, but across the globe. Digitalisation is a long-term strategy for us and our online studio fits with our core values and vision of getting more people, more active, more often."

Rob Lander (pictured), Fisikal CEO, says: "The Frame community has really embraced the digital offer. This project has resulted in a simplified and seamless digital offering and the great thing is, we can always add more functionality as their digital offering, and the needs of their community, continues to evolve."

To learn more visit
www.moveyourframe.com or
www.fisikal.com

