



YMCA

Fatpants Drive

The Situation

The 24 YMCA's of Minneapolis/St. Paul and Western Wisconsin were facing increased competition from slick, spandex and lip-gloss franchises like LA Fitness, Lifetime and Bally's. The Y was being outspent in paid media literally 20:1.

The Opportunity

We helped the Y increase awareness of their fitness programs by organizing The YMCA Fatpants Drive. Donation boxes were placed in Y lobbies and as members lost weight they were encouraged to donate their fatpants.

The campaign launched with radio, outdoor boards and a microsite: fatpants.org.

Outdoor Boards

As the number of donated pants grew, the outdoor boards visibly demonstrated the success of the Y's weight loss programs, eventually getting covered with fatpants.

LOSE THE WEIGHT. DONATE THE PANTS.

fatpants.org



YMCA

CLEAR CHANNEL

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fatpants.org



YMCA

CLEARCHANNEL

no. 1



Radio: the backbone of the campaign

Early on it was decided that radio would be the campaign core. Drive time was perfect to reach lapsed or uninspired exercisers. It let us reach them when they should have been working out! Plus, radio was the perfect medium to bring out the humor and humanity of people saying goodbye to their fatpants—a great 1-2 punch with Outdoor.



Radio: Dear John

The Dear John spot was so well received that radio listeners contacted the Y asking for a place to hear it again.

fatpants.org

The microsite gave prospective clients a place to hear and read real life success stories, find out about the Y's programs, and, due to popular demand, share a radio spot with a friend.



Become a Twin cities YMCA member by May 31st and get a **FREE Get Fit Package!** Includes a 10-week weight loss program (guided by a nationally certified personal trainer), Online Nutrition Coach program and a personal fitness consultation and assessment. That's a \$254 value! ➔



JOIN NOW **THE YMCA**
fatpants drive

Lose the weight.
Donate the pants.

22 Twin Cities metro locations

All pants received at any of the 22 Twin Cities metro and western Wisconsin YMCA's will be donated to Goodwill Industries International, Inc. and Arc Greater Twin Cities.



PANTS DONATED SO FAR... 501

Tell us how to say "We did it!" ➔

Free fitness classes

How others lost the pants

Nutrition advice from Jamie Oliver

Post your fatpants on Flickr. **UPLOAD YOUR PHOTO NOW** ➔



Head to your local YMCA branch t...
Onwards and upwards to a healthi...
Ever wondered how to exercise mo...



Make sure to tell your friends! 2 ...
We are still waiting for our firs ...
@brett_knutson glad you joined Br ...



YMCA SPOTLIGHT ...
YMCA of Metropolitan Minneapolis ...
YMCA Day Camp Guy Robinson ...

Find out how the YMCA supports you and your family in Healthy Living ➔



Radio: Romantic Fatpants

After hearing this second spot, Old Navy, Macy's and Gap got in on the act offering coupons for "more flattering pants" to those who joined the drive.



Radio: Eulogy

And we needed to get guys into the act as well.

The Results

▲ 11% over new membership goals. Previous efforts without radio fell short by 22% and 36% in the difficult economy.

▼ Thousands of “fat” pants were donated to the local Salvation Army. Radio enabled us to maximize a XS budget and deliver XXL results.