

## RizkMcCay launch exciting new brand for Kick-start Boot Camp – a new fitness concept for women

The chocolate biscuits were abandoned as the RizkMcCay team sweated over their latest project, the launch of Kick-start Boot Camp. The intensive four day or week-long, women-only, shape-changing camp is a new concept in fitness. It is designed to kick-start a healthy-eating and fitness routine on residential courses at the newly refurbished Stanford Hall, Leics.

Working closely with co-founders Siobhan Hargreaves and Steve Whittle, who share a passion for their message, and with the feedback from focus groups, our creative team created a brand and proposition message that worked across the website, press ads, flyers, exhibition panels and window graphics.

The perception of boot camps as being harsh and military is something the creative team wished to dispel. Using clean and considered graphics, colours and imagery that focused on the fun and the benefits, without shying away from the determination and effort required of the boot campers, established a brand that stands out from the competition.

Initial results are excellent with the first two courses already fully booked. A number of bespoke corporate courses are also planned with regional businesses to build leadership skills, teamwork, communication, trust and fitness within their teams. Click through to the website... [www.kick-startbootcamp.com](http://www.kick-startbootcamp.com)



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Should you wish further information on this news item or would like to discuss how RizkMcCay could help your business, it would be great to talk.

DESIGN ADVERTISING BRANDING

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