



CASE STUDY: YOGA/DANCE ON THE TERRACE

Objective:

Drive awareness for local dance/yoga/exercise studio by hosting a class in the common area. Classes can be mornings before center opens, or evenings for a “wine + yoga” type experience.

Campaign Elements:

- One hour class instruction
- Branded signage for business during class
- Event promotion on social media accounts

Term:

Flexible. Can be a one-time event or a regular series.

