

A full-page photograph of three athletes in mid-air, performing a dynamic movement against a large, light-colored concrete wall. On the left, a Black male athlete in a black t-shirt and shorts is captured mid-jump. In the center, a female athlete in a white tank top and grey shorts is in a high, athletic pose. On the right, a Black male athlete in a black tank top with 'LES MILLS' printed on it and grey shorts is also in mid-air. The scene is brightly lit, casting sharp shadows of the athletes onto the ground. The overall aesthetic is clean and modern, emphasizing movement and fitness.

LES MILLS — BE MOVED

Instructor assets toolkit

The MOVE campaign has two phases:

We are now talking about the second. Phase Q2 – BE MOVED within this guide.

This also runs in conjunction with our activity for Workout for Water with UNICEF.

CURRENT PHASE

BE MOVED (Q2)

The Power of the Collective

In this phase we focus on movement as a collective. Togetherness. It's about athletes unified by their passion and effort. We focus on the inspiration participants receive from being part of group fitness. Sharing positive energy and celebrating success. This phase will run alongside the Les Mills/UNICEF activity for Workout for Water.

Date in market, 06 May – 04 August

#BEMOVED

PREVIOUS PHASE

MAKE YOUR MOVE (Q1)

Physical Movement

This speaks to making every move matter to achieve incredible results. It's a challenge to the doubters. Don't wait another day. Be fearless. Make every movement count. Our language is short, sharp and confident. Have conviction in every move. Leave it all out there.

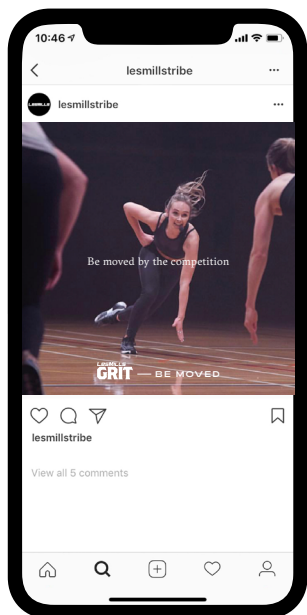
Date in market, 11 Feb – 05 May

#MAKEYOURMOVE

BE MOVED

Social assets

*We have a great range of new social media assets available for all your Les Mills programs.
These are assets for you to use on your social media channels to talk to your followers.*



1. SOCIAL FILTERS – PROGRAM SPECIFIC



2. SOCIAL STORIES

Program specific for customization



3. SOCIAL GIPHY

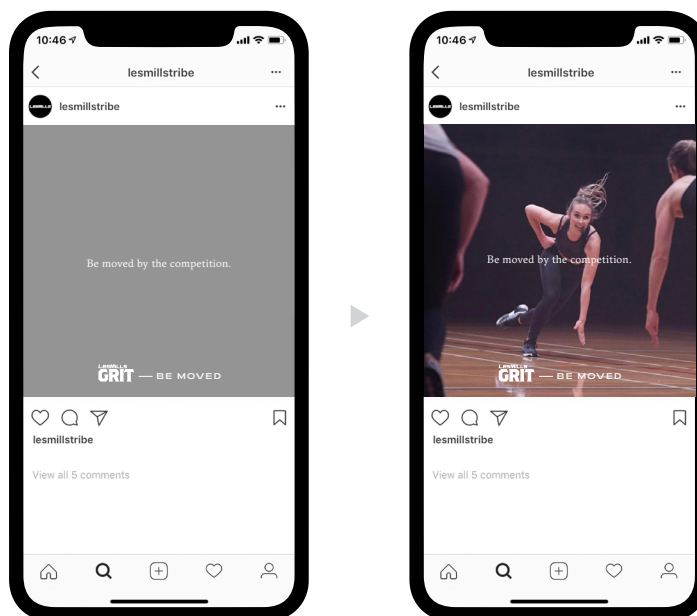
Program specific to promote class
and timetables

DOWNLOAD FILTER

BE MOVED

Social filter – program specific

We know you love our image filters, so we're giving you more of what you want! Jazz up your images with these filters. We encourage you to use these filters over the top of your own imagery to help promote our BE MOVED theme as well as the programs you teach, similar to that of the example provided.

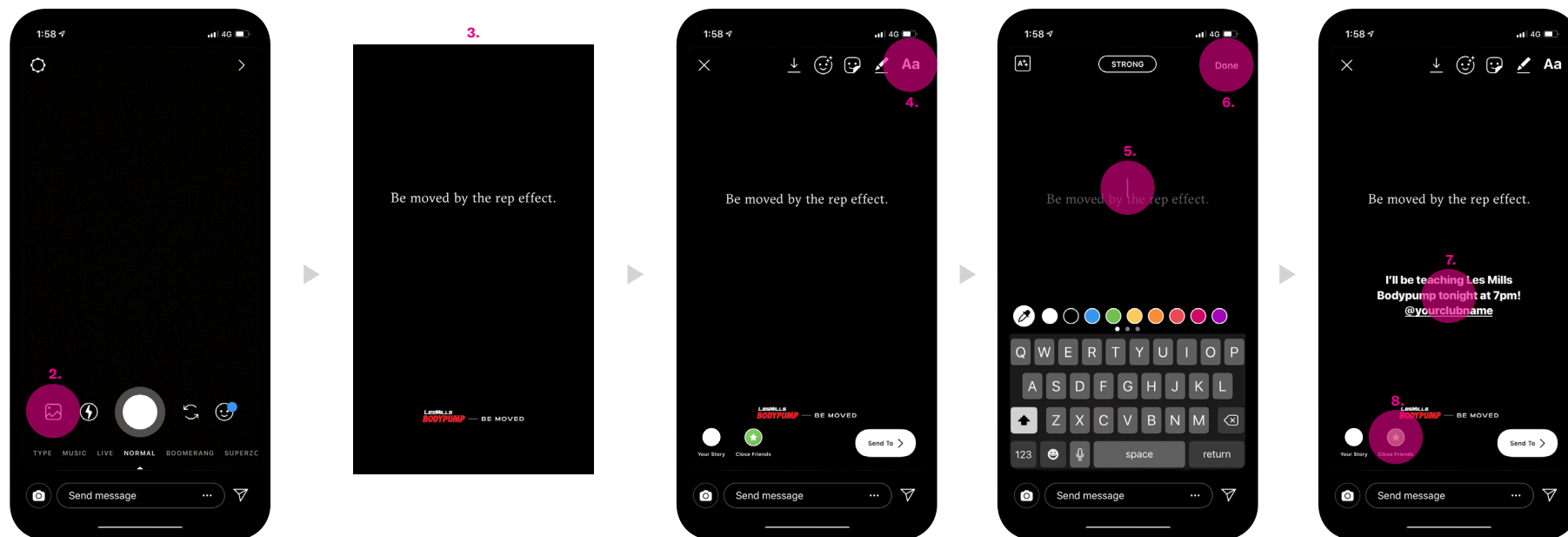


DOWNLOAD FILTER

BE MOVED

Social Story programs tiles

Instagram stories are a great way to engage your followers and encourage them to attend your class! We have some great resources for you to use to help you make the most of this social channel. These stories are customizable so you can add details about your class and make it personal, just follow our how-to guide below:



1. Tap your story icon to add a new story

2. Access your camera roll

3. Select the Instagram Story from your camera roll

4. Tap the type tool to add text

5. Add details about your new release launch class

6. Tap 'Done'

7. Position the type

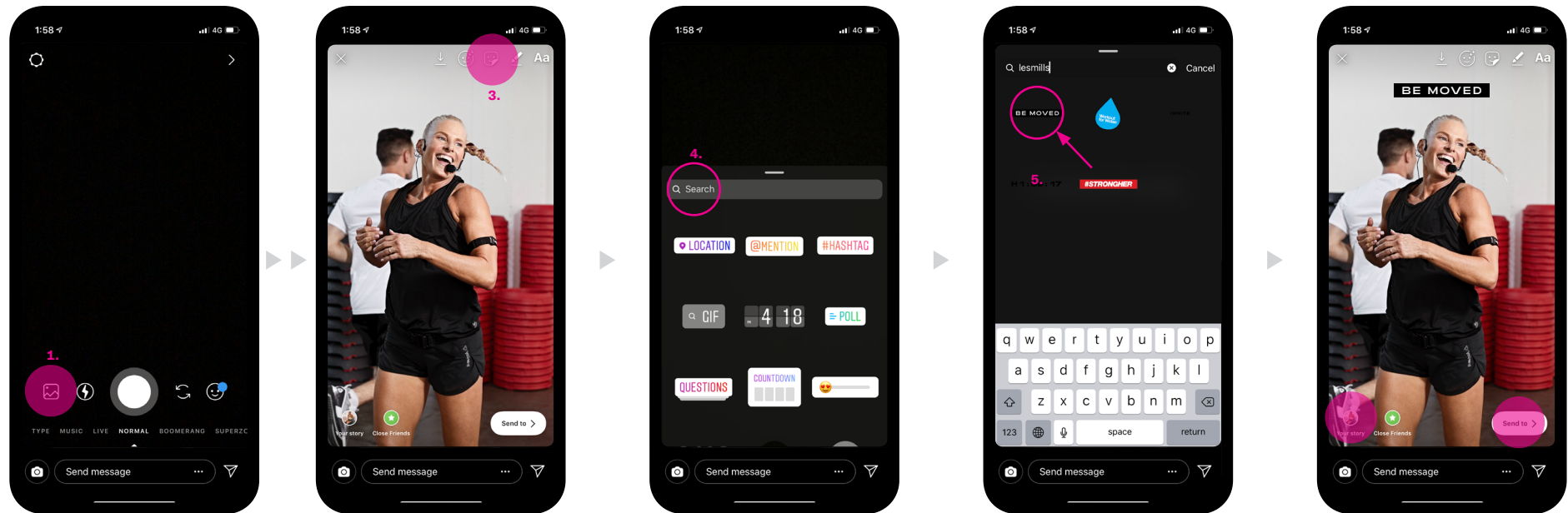
8. Publish to your story

DOWNLOAD FILTER

BE MOVED

GIPHY

We've also created an Instagram GIPHY for you to have fun with too. GIPHY's are super easy to use and will make your story posts even more engaging. Use to personalize any of your posts and promote classes.



1. Tap your story icon to add a new story.
2. Take a photo by tapping the record button or take a video by holding down the record button.

3. To add a GIPHY to your Instagram story, select the sticker button at the top of the screen.

4. Type 'lesmills' into the search bar.

5. Select the Les Mills GIPHY you want to add to your story.

6. Position the GIPHY.
7. Post your story by selecting the "your story" icon or selecting "send to" and manually selecting who you want to send your story to.