

**Agency**  
Kolle Rebbe GmbH

**Client**  
Kingdom of Sports

**Product**  
Fitness Program

**Title**  
The Power Paper

**Country**  
Germany

#### Background

According to a study from the German Ministry of Health, 58% of Germans are overweight. Kingdom of Sports, one of Germany's biggest gyms, saw there was a great opportunity for growth. But they needed to find a way to motivate their target audience to start exercising.

#### Idea

The mailing was printed on paper made from a special paper-polyester mix, which is impossible to rip or tear. The letter turned out to be stronger than the reader and in itself provided an incentive to start going to the gym.

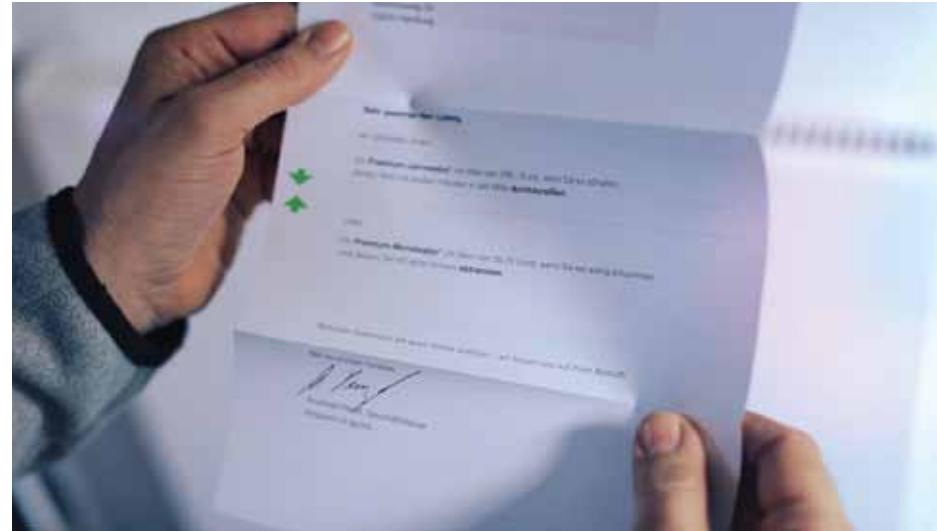
The copy challenged the recipients to tear the letter in half and win free membership to the gym for a year. If they couldn't tear the letter (and they couldn't) they were offered free membership for a month.



The letter was printed on a special paper-polyester weave.

#### Results

There was a 23% increase in new members at Kingdom of Sports compared to the same time the previous year.



It looked and felt like every other letter. But the reader was challenged to try ripping it in half.



It was impossible to tear. In order to become stronger, recipients were offered a year's or a month's free membership at the gym.

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