

## David Lloyd Clubs and FRAMEN Announce Digital Advertising Partnership in Seven European Countries

- David Lloyd Clubs and FRAMEN join forces to bring a new advertising experience to PREMIUM health clubs in the Netherlands, Spain, Switzerland, France, Belgium, Italy, and Ireland
- 50 screens will be added to FRAMEN's global network of screens
- Immediate bookings are available to reach audiences such as fitness enthusiasts and health-conscious individuals

**London, 22 February,** David Lloyd Clubs, Europe's leading premium health, fitness and wellness operator and global content distribution platform FRAMEN join forces to bring a new digital advertising experience and boost member experience in health clubs in the Netherlands, Spain, Switzerland, France, Belgium, Italy, and Ireland.

FRAMEN's network of screens reaches a wide audience of 200 million people every month, entertaining and engaging communities in the locations their screens are found.

Dimitri Gärtner, CEO and founder of FRAMEN comments: "It's an exciting opportunity to be at the helm of this partnership. We are really looking forward to bringing our approach to digital advertising to these seven European countries."

In an exclusive two-year partnership, the collaboration between David Lloyd Clubs and FRAMEN promises to bring innovative changes to the digital advertising landscape by enhancing how health clubs connect to members. Leveraging strategic planning to create impactful content and advertising experiences, the combination of content and ads that are set to run on 50 screens in David Lloyd Clubs are the latest addition to those found in 1,208 other health and fitness clubs already present in FRAMEN's global network.

**Shiv Patel, Director of European Operations comments:** *"We are really excited to be partnering with FRAMEN in our European territories, as we evolve and expand our partnership capabilities across the international David Lloyd Clubs estate. The FRAMEN's team passion and knowledge around the OOH media landscape in Europe has been unrivalled, and the partnership was a strategic no brainer as we launch into this space IN NEW MARKETS. We look forward to welcoming a roster of new brand partners who seek to engage with our influential and affluent member base, in a premium, contextually relevant and brand safe environment."*

The screens for this impactful digital advertising approach are available for marketers and ready for immediate booking. As the partnership moves forward, FRAMEN is excited to see what the future holds and anticipates connecting with many more countries.

## **About David Lloyd Leisure Group**

David Lloyd Leisure helps members to live life better with a focus on physical and mental wellbeing and a sense of belonging. We are Europe's leading health and wellness group operating 133 clubs - 103 clubs in the UK and a further 30 clubs across mainland Europe, comprising three brands David Lloyd Clubs, Harbour Clubs and David Lloyd Meridian Spa and Fitness in Germany.

We continually innovate to offer the best products and services for families and individuals in welcoming surroundings including state-of-the-art gyms, heated indoor and outdoor pools, top-class racquet facilities, well-equipped group exercise studios, luxurious spas, kids club facilities and crèches. Our Clubrooms offer a place to spend time with friends and family or enjoy a bite to eat, our clubs also feature large and inviting spaces to work, relax and socialise.

Our 730,000+ members and over 10,000 team members make a positive impact on the communities and environment in which we operate. We have an expert health and fitness team of over 2000 and more than 680 tennis professionals work with us. David Lloyd Clubs' racquet facilities are unparalleled with over 1080 tennis courts as well as over 400 badminton and squash courts. <https://www.davidlloyd.co.uk/>

## **About FRAMEN**

FRAMEN is a content streaming platform for screens in semi-public spaces. This media tech scale-up enables content playback on all standard screens in commercially utilised areas. Through FRAMEN, advertisers and location providers can connect and share relevant content with their target audiences and create memorable brand experiences across the globe with cross-country campaigns.

With the [FRAMEN Ads Manager](#), advertisers can programmatically book and launch campaigns within minutes, as well as manage and evaluate their performance in real time.

At the same time, location providers can monetize screens through content offers using the [FRAMEN Screen Manager](#). FRAMEN is headquartered in Berlin and was founded in 2018 by Magdalena Pusch, Dimitri Gärtner, Alexander Gärtner and Sveatoslav Podobischi. Currently, FRAMEN operates in 10 countries with over 100 employees. For more information, visit [www.framen.com](http://www.framen.com).

### **Press contact**

Carrie Slayton - Marketing Manager France, UK and US at FRAMEN

[carrie@framem.com](mailto:carrie@framem.com)

