

Switch & Save - Promotion Campaign Design

You're probably wondering why I chose to design an Instagram carousel? Well, let me talk you through my thought process! I chose to design an Instagram carousel (*in the new standard size 1080px x 1350px*), opposed to a post, as it's great for storytelling and interactive engagement. Unlike a single post, ad or reel, a carousel lets me...

- Breakdown complex information
- Create a visual journey and let people stop and swipe!
- Drives more interaction with time spent on the post
- Ability to create a clear CTA or takeaway by the final slide.

On the second page of this document you can see the A4 poster I created. I approached this poster design with the goal of creating something vibrant, engaging, and immediately clear for existing gym members. I focused on communicating the message using visual hierarchy, colour, and tone. The brand colours are already bright and energetic so that solved problem number 1! I strategically used the typography to establish clear hierarchy with the core messages, of the campaign name '**Switch & Save**' and '**3 months free**' messaging set in a bold, oversized type to catch the eye first, followed by concise supporting copy and a clear call to action at the bottom. I included playful graphic elements such as the people celebrating and the calendar to guide the eye through the layout and reinforce the upbeat, reward-focused message.

The overall tone and visual style were designed to feel personal and celebratory, a way of saying "thank you" to loyal members while encouraging commitment in a way that feels like a win.

I hope you like what I've come up with!



brío leisure

Hey there
member!

**switch
& save**

3 months
free

12 for 9!

Lock in for 12 months
- just pay for 9!

If you're a current
direct debit member,
we have a deal for you!
Switch to an **annual**
membership and get
3 months free!

All you need to do is pay
9 months upfront!
Gain more by for less!

January
PAID

February
PAID

March
PAID

April
PAID

May
PAID

June
PAID

July
PAID

August
PAID

September
PAID

October
FREE

November
FREE

December
FREE

Limited time offer

scan me
to find out
more info!



ASK IN CENTRE

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