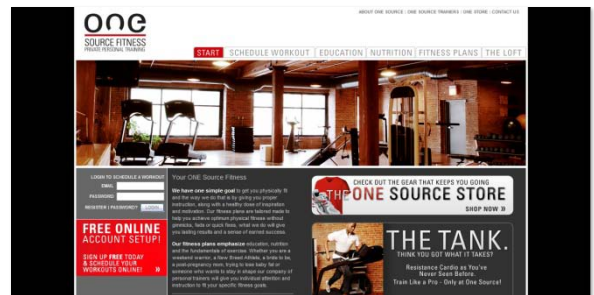


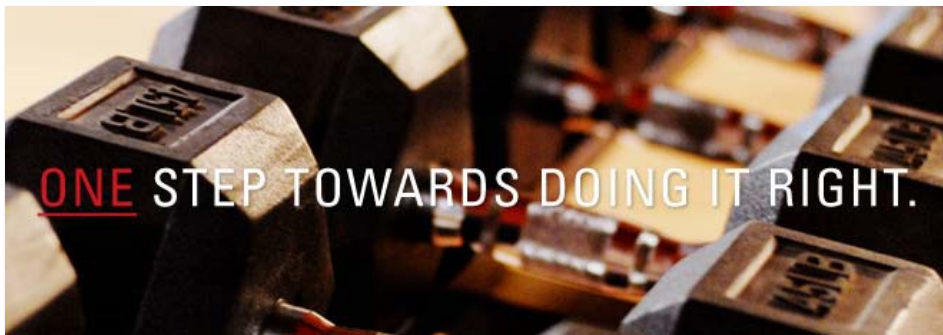


One Source Fitness is driven by the simple goal of helping their clients become physically fit by providing proper instruction, along with a healthy dose of inspiration and motivation. Their fitness plans are uniquely tailored to achieve optimum physical fitness without gimmicks, fads or quick fixes. In this regard, we consider AdEasel as a top training partner in the growth of One Source's business. Our goals have been to help create strong, lean, and flexible business strategies in addition to a razor sharp focus that has driven One Source ahead of their competition.



YourOneSourceFitness.com

A Private Personal Training Experience Offering Instruction, Motivation & Real Results



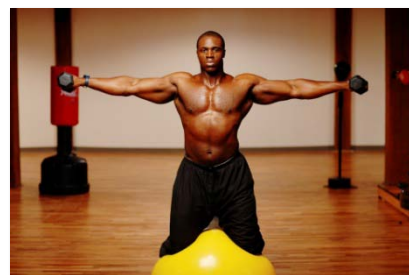
One Source Fitness is located in the West Loop neighborhood of Chicago. It has a wonderful open loft space called the Training Loft where clients of all backgrounds can come to experience a workout unlike any other. It's an amazing place that we felt needed to be visually integrated into the online user experience to help familiarize potential clients with the space and to drive online conversions.

Branded Programs



One Source has developed a number of individual workout programs including New Breed Athletes which is designed to help turn successful young athletes into top collegiate level competitors. To market this program AdEasel developed an identity and marketing collateral consistent with the program's goals.

Photo Shoot



The Training Loft is an incredible place. To visually convey this to potential clients AdEasel art directed a photo shoot with One Source's owner and several personal trainers. The results were a number of high quality photos which have been used to create consistency across the entire marketing mix including web & print.

Management Apps



With so much time spent in the gym working with clients it became difficult for the trainers to book their client scheduled workouts. AdEasel developed a simple solution which allowed clients to login through the site and select open training times. Trainers can now sign in and check their schedules at leisure.

Download additional case studies and learn more about our agency online at AdEasel.com.