

**This document outlines everything you need to know about this Fitness First Campaign, both 'Fit' and 'Non-fit' cast need to read everything before they commit to an audition.

Fitness First Brief & Notes:

We're looking for three interesting people (NON-ACTORS) who are not particularly fit to be a part of a documentary style campaign for Fitness First. They need to be interesting, engaging and have some good stories to tell. They will embark on a journey to get fit and will be filmed over three months from the start of their journey to the end. We are not looking for actors, we're looking for real people who are interested in getting fit and changing their lifestyle. They will need to follow a 12-week fitness program at Fitness First for approx 4 days a week over the 3 months (12 weeks) + they will be required for 4 x 10 hour shoot days spread over 3 months (Saturday 18th June, Saturday 16th July, Saturday 13th August & Saturday 10th September)

Secondly we will need to cast a fit male or female who is willing not to go to the gym or embark on physical activity for 3 months and be filmed during this time to watch how it affects him/her mentally & physically. He/She will also be required for 4 x shoot days (as above)

The 3 x un-fit people and the 1 x fit person will each receive a 5-year free membership at Fitness First as payment.

IMPORTANT NOTE ABOUT THE SHOOT:

*Everyone (fit and non-fit cast) will be shot from the shoulders up in the shower, they will of course be able to wear bathers but please be aware of this as everyone who gets the job will need to be willing and comfortable to be shot in the shower from the shoulders up. So we will never see anyone's body below the shoulders. The idea of the campaign is that we track how getting fit and un-fit affects people's mind as much as it does their body.

Release details:

3 years. All Internet including but not limited to Social, YouTube, client website, EDM, Instagram, pre rolls. Press and Magazines including Fitness First Magazine. Instore in Fitness First Gyms, PR. Unlimited and includes 4 x episodes, 3x15" & 1x30" pre rolls, cinemagraphs, gifs & Stills.

NOTES FOR CAST GETTING FIT (FITNESS CAST)

The 'fitness' cast will have a program tailored to them. They are required to stick to the program which could be anything from 4-7 days a week depending on their fitness level. Fitness First will put together something for them based on their condition and goals to get them to the "fit feels good" place. Fitness First will design it for them and progress it as they progress. There is no personal trainer on a continual basis, and they won't be doing any "biggest loser" type training. We want them to achieve results, but enjoy it too. Once casting is done Fitness First will work on the individual needs.

Each person will wear a fitbit every day.

Cast to answer questions on a bi weekly basis for use in things like posts for FF blog. This could be in bullet point form or written from a conversation with someone who will write it for them.

Participant will have a Fitness First person to speak to during the 3 months. Like a buddy if they need to talk or ask for guidance.

NOTES FOR CAST LOSING FITNESS (FITLESS CAST)

The "fitless" cast will not do any exercise for 12 weeks from the first shoot date. This means no sport, gym workout, running, walking. This could also mean using the lift instead of stairs.

Each person will wear a fitbit every day.

Cast to write content on a bi weekly basis for use in things like posts for FF blog. This could be in bullet point form or written from a conversation with someone who will write it for them.

SPECIAL CONDITIONS

It is agreed that the performance/work/material/production/stills from final TV commercials may be used by the Advertiser or its Agency for PR purposes provided that there is no promotion directly to the public. For the sake of clarification, such usage would include, but is not limited to, appearance on the Agency's showreel and website, to accompany media releases, or to enter industry awards and appear in award books or showreels. The Agency will use reasonable endeavours to prevent the making of copies, or unauthorized digital distribution, of the performance. However the Agency does not warrant that the technical means used by the Agency will not be able to be circumvented. The Agency will not be liable for any loss or damage occurring in the event that a person is able to circumvent the technical means used by the Agency.

The Artist has right to work in Australia as per the Migration Act 1958 & agrees to provide the required documentation.

The Artist will not knowingly bring the Brand into disrepute, or make any statement that will cause detriment to the Advertiser or its brands.

The Artist acknowledges and agrees that all information relating to the Advertising Material, the production, the Products, the parties and the terms of this contract including remuneration and any other conditions of work, and any other matter which may come into his or her possession as a result of this agreement shall remain strictly confidential, and shall not be disclosed to any person or used in any way, unless and until it lawfully comes into the public domain.