



ProSports Club, a long-time client, developed a fully supported program for members to lose weight and achieve fitness. Unlike competing products that promote simply diet or exercise, the 20/20 Lifestyles program incorporates medical, psychological and nutritional counseling, as well as fitness coaching and regular follow-ups to ensure success.

The program proved so successful that ProSports needed to become its own independent brand. With a media campaign already in motion, ProSports Club collaborated with GIRVIN to design a new website for 20/20 Lifestyles, expanding the design of existing packaging and print materials to the web dimension for the imminent media response.