



More
Morrow.

TITA STUDIO / INDEPENDENT CONCEPT

MORROW

PILATES

Less someday. More
showing up.

A human-first social campaign and booking journey
inspired by an independent Pilates studio in Victoria
that we admire.

Morrow is fictional. All people, scenes and commercial figures are
illustrative.

MORROW
PILATES

2. THE OPPORTUNITY

From saving to showing up.

Build desire through personality and place, then offer useful guidance at the moment someone is ready to begin.

DESIRE

A place you can picture yourself joining.

CONNECTION

People, laughter and a neighbourhood routine.

ACTION

A clear, appropriate first-class booking.



3. OUR INSPIRATION

Victoria, but make it Morrow.

We were inspired by an independent Pilates studio in Victoria whose close-knit approach we admire. This is a fictional creative exploration, not a critique of that business.



PLACE

Fairfield and Cook Street Village

Neighbourhood walks, cafés and familiar daily routines are a natural setting for a movement habit.

PRODUCT IDEA

Small classes. Real attention.

For our fictional studio, Reformer groups have four people, friendly teachers and a beginner-friendly introduction.

4. THE INVENTED BRIEF

A good offering. A more inviting world.

1. EXPERIENCE

Show the feeling

Make the warmth and activity of the studio visible.



2. PEOPLE

Make it personal

Introduce instructors, members and moments with character.

3. FIRST CLASS

Make beginning simple

Help a newcomer identify an appropriate first step.

4. CONVERSION

Keep the promise

Connect social curiosity with a clear mobile booking route.

5. BEFORE AND AFTER

What Tita would transform.

Both sides describe a fictional brand scenario and creative proposal. No before-and-after results are claimed.

BEFORE: IMAGINED MORROW

Occasional updates about classes

Value explained rather than felt

Little visible lifestyle context

A starting choice that needs explanation

AFTER: THE TITA CONCEPT

A feed that invites participation

Real people and small wins first

Neighbourhood rhythm and identity

A friendly path from interest to booking

6. POSITIONING

Movement that meets you where you are.

Morrow is personal, encouraging and social. Not perfect, not performative.

1.

DESIRE

2.

CONFIDENCE

3.

ACTION

Offer a suitable beginner next step, without pressure.



7. CREATIVE IDENTITY

Recognizable. Never rehearsed.

Candid people and natural moments do most of the work. Brand colours and typography provide continuity without dominating the imagery.



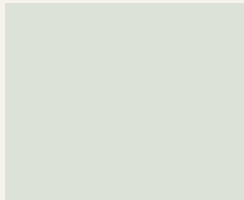
Forest



Ivory



Clay



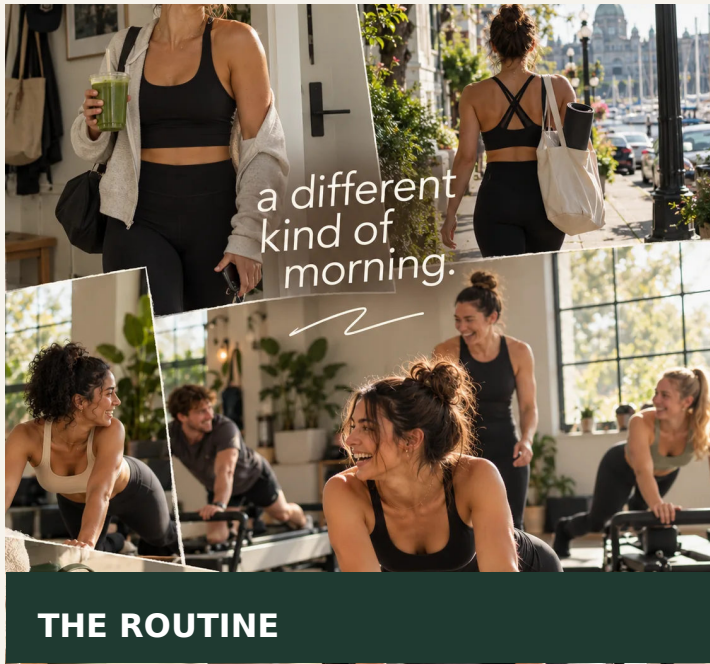
Sage



8. CAMPAIGN EXPRESSION

This is what you want to be part of.

Playful effort, real attention, instructor personality and small local routines. We let the images do the inviting.



9. THE SOCIAL GRID

A feed worth opening.

Nine concept posts, intentionally mixed between lifestyle, community, instructor stories, Reel covers and an occasional practical piece.

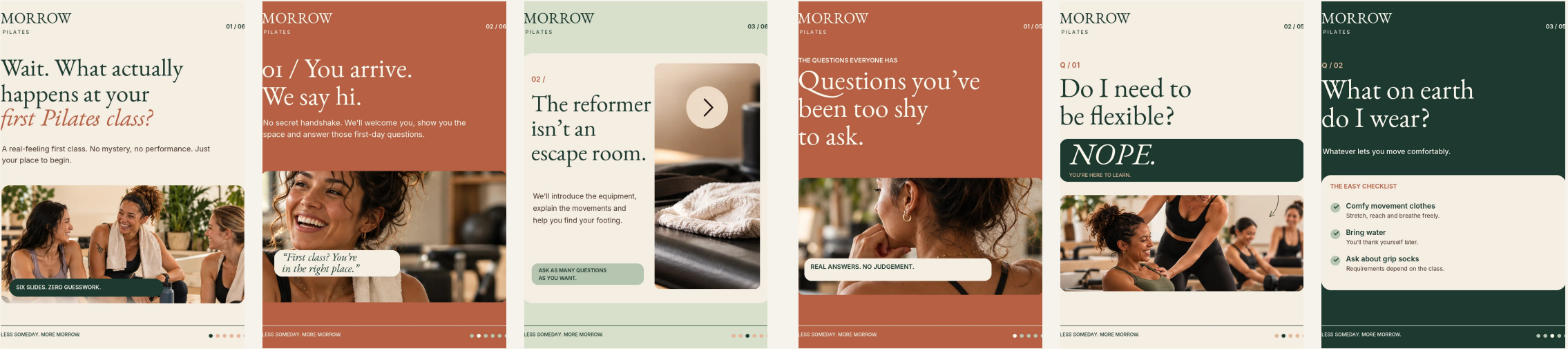


The sequence creates desire, makes the studio feel real and keeps the next step discoverable.

10. SWIPEABLE CONTENT

Helpful once they are curious.

Two complete carousel concepts answer questions after the social content has created a reason to care.



1. FIRST CLASS EXPERIENCE

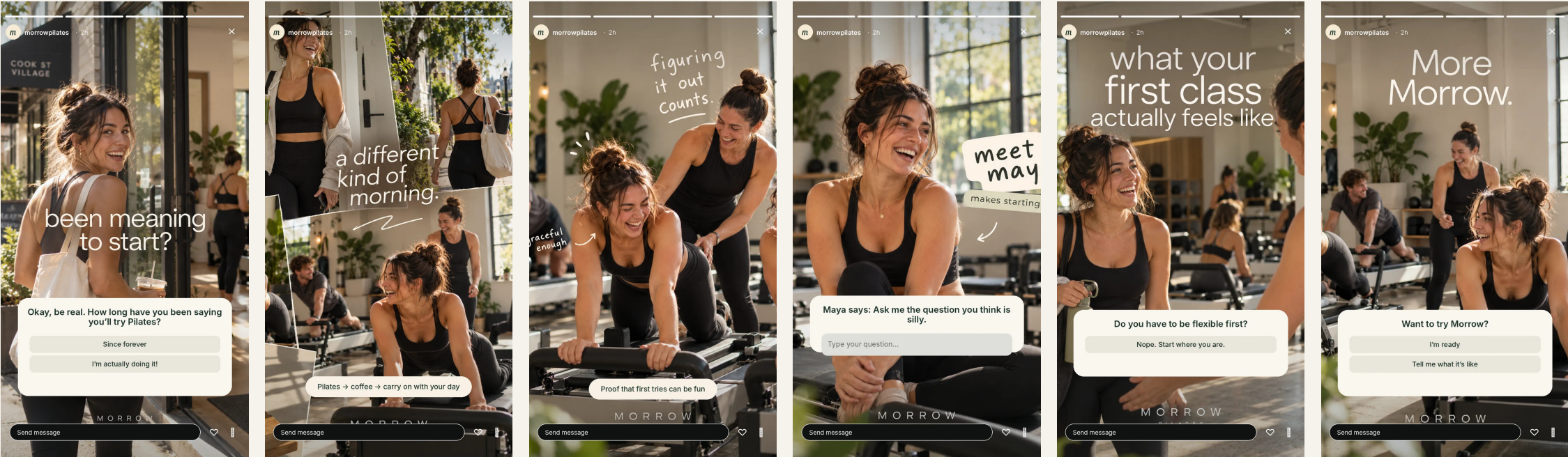
All 11 slides are available inside the live HTML case study.

2. QUESTIONS PEOPLE ASK

11. INSTAGRAM STORIES

The real days between posts.

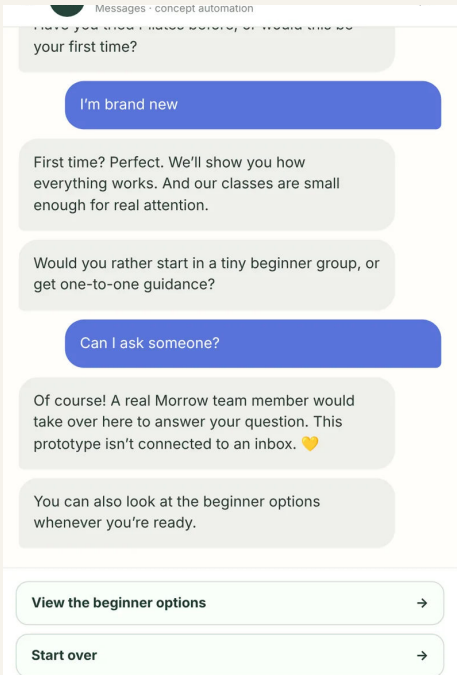
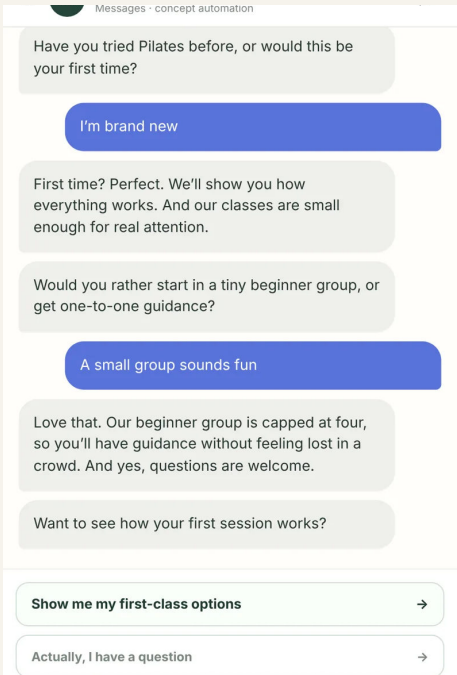
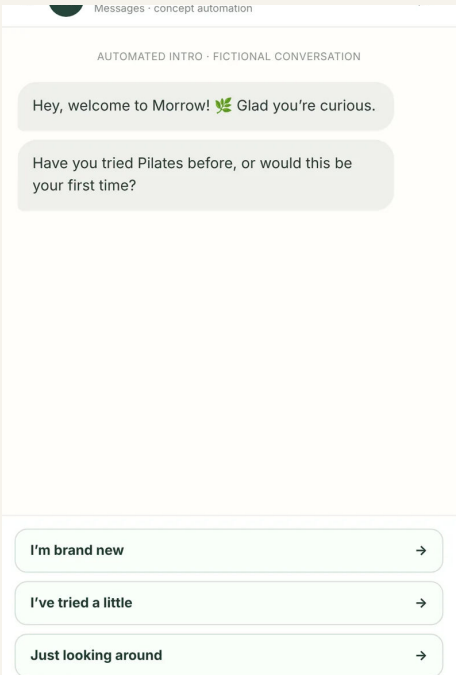
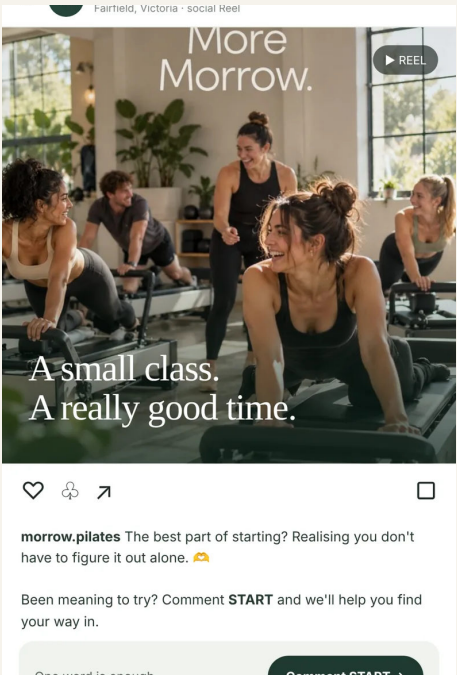
A morning, a quick question, a low-pressure invitation. Designed to feel like Stories, not miniature flyers.



12. CONVERSATION

Let the DM sound like the studio.

A friendly, branching concept experience. Ask what someone needs, offer the appropriate route, and hand off to a person when needed.

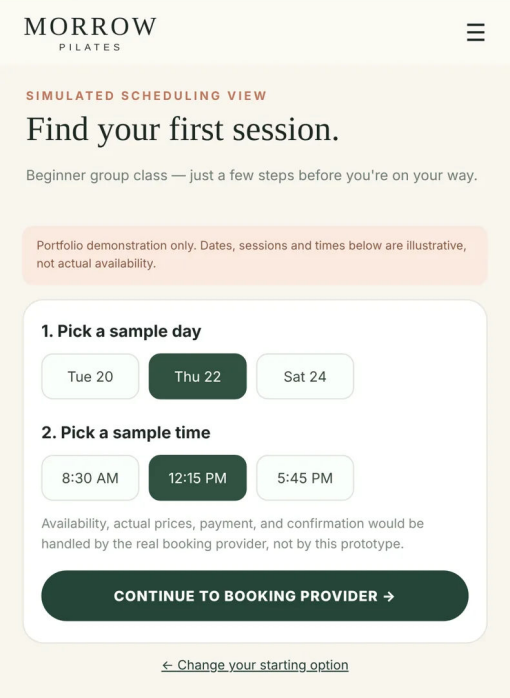
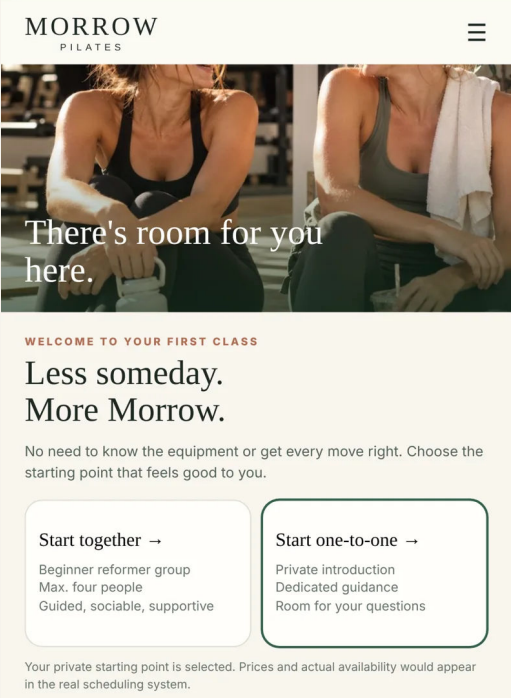
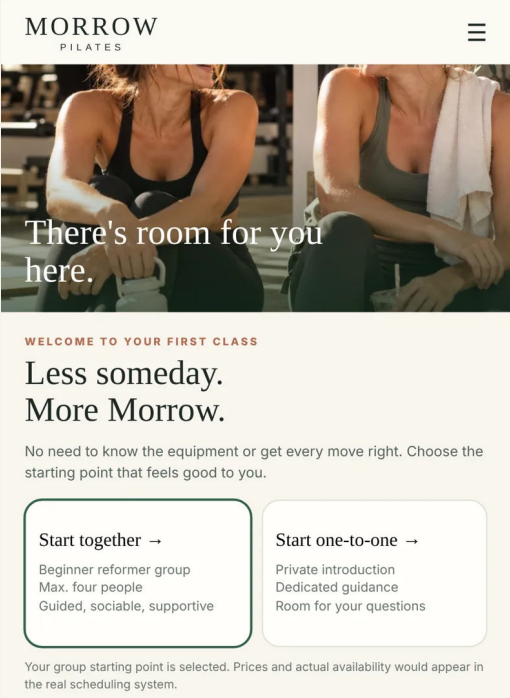


Comment START > Friendly welcome > Group or private option > Booking link or human help

13. BOOKING JOURNEY

One clear place to begin.

The landing-page concept carries the tone of the social invitation into a useful next step, without claiming any live scheduling integration.

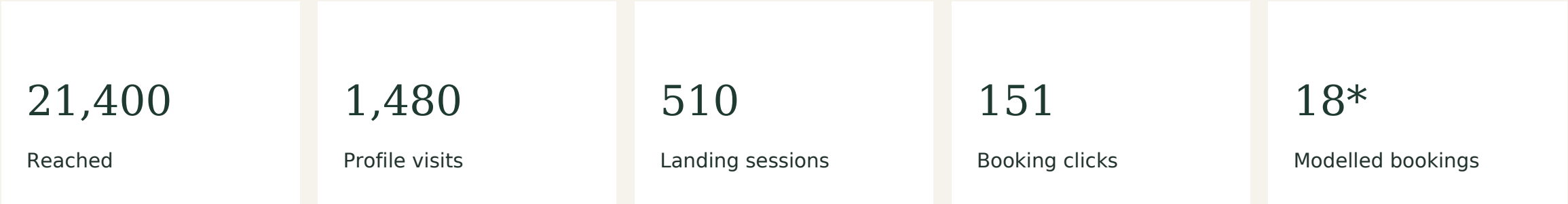


Make introductory choices understandable. Track link clicks. Verify actual bookings from the studio’s own records.

14. ILLUSTRATIVE REPORTING

The metric is showing up.

Numbers below are entirely invented for this demonstration and do not represent any client outcome.



* The 18 bookings are illustrative only. Confirmed purchases require scheduling data or another supported client-side reconciliation method.

Next month: identify the content behind qualified visits, test the beginner-choice handoff, and remove unnecessary steps on mobile.

15. THE ONGOING SERVICE

Not a reveal. A rhythm.

A six-month, ongoing social-led acquisition approach creates, engages, measures, and improves over time.

1. CREATE DESIRE

Capture and create

Monthly on-site filming, posts, Reel concepts and community moments.

2. SHOW UP

Publish and connect

Stories, posting, comments, selected DMs and agreed response windows.

3. IMPROVE

Connect and refine

Make booking links clear and learn from qualified actions, not vanity metrics.

Optional conversion setup: one existing editable website page and basic tracking can be quoted separately. This is not a complete website rebuild.

16. METHOD AND TRANSPARENCY

Good work. Honest proof.

An imaginative campaign inspired by the experience of independent Pilates in Victoria.

INSPIRED BY

A studio we admire

An independent Pilates studio in Victoria, BC, and the everyday culture of Fairfield and Cook Street Village.

DESIGNED BY TITA

A complete fictional brand

Morrow’s name, people, imagery, posts, Stories, conversion experience and reporting concept were independently developed.

NOT CLAIMED

No real client results

No studio commissioned this work. The before scenario is fictional; the marketing, bookings, and financial metrics are illustrative.