

Infusing Brand into Recruiting Innovation



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Equinox

OUR BRANDED PORTFOLIO

A Global Lifestyle Company with a Portfolio of Iconic Brands.

EQUINOX

EQUINOX
HOTEL

FURTHERMORE
FROM EQUINOX

blink

SOULCYCLE

PURE
YOGA

OUR MISSION

IN EVERYTHING WE DO,

WE CREATE THE

possibility

FOR

PEOPLE

TO

maximize

THE

potential

WITHIN

THEMSELVES.

OUR CORE VALUES

diversity CELEBRATED

OPEN, HONEST AND CONSIDERATE
communication

110% EFFORT =

extraordinary RESULTS

challenge THE STATUS QUO

PERSONAL *accountability*

FUN AND *love* EVERY DAY

supportive APPROACH TO
COMMON GOALS

MUTUAL *respect*

success RECOGNIZED

PERSONAL *growth* AND
FULFILLMENT FOR ALL

empathy AND RESPONSIVENESS

integrity WITH
MEMBERS, EMPLOYEES AND PARTNERS

OUR BRAND IDEA

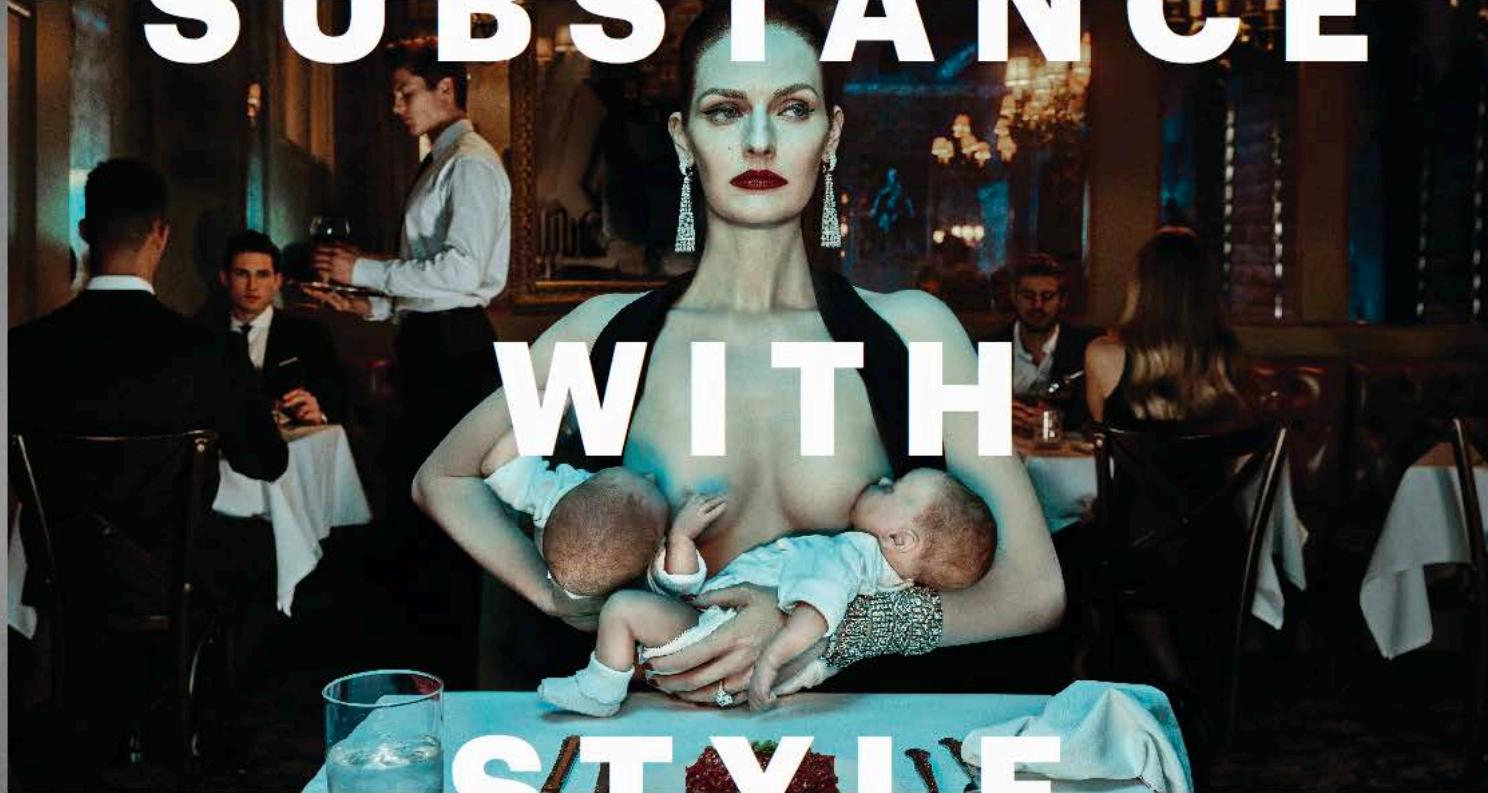
**THE SCIENCE
OF FITNESS
MEETS
THE ART
OF LIVING**

OUR PROMISE

SUBSTANCE

WITH

STYLE



A shirtless male runner is captured in motion on a treadmill. He is wearing dark athletic shorts and a watch on his left wrist. The background is a blurred, vibrant city skyline at night, with numerous lights from buildings creating a bokeh effect. The overall color palette is dominated by blues and greens from the city lights, contrasting with the runner's skin tones.

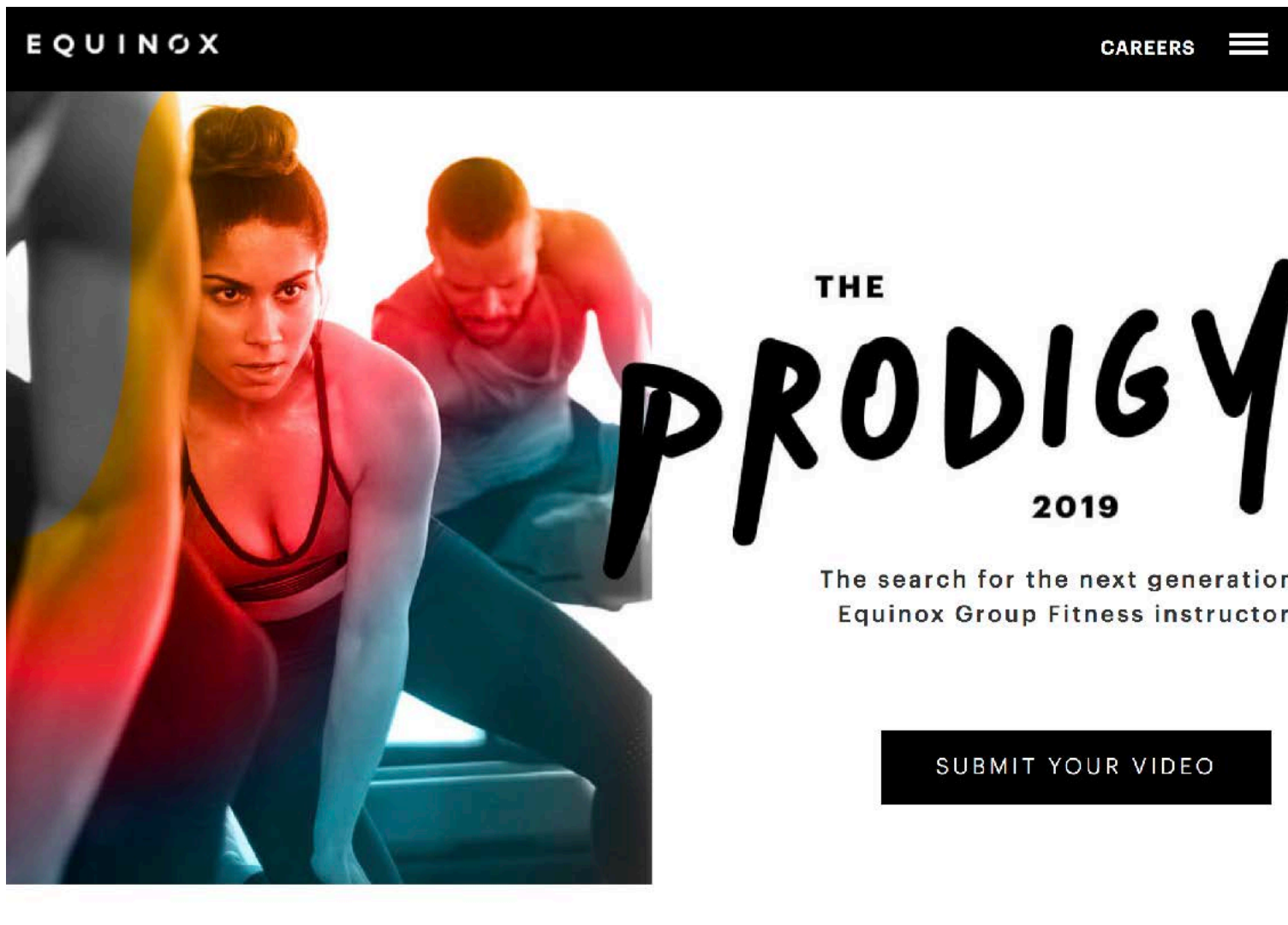
DIFFERENTIATORS

The Prodigy

YEAR ONE
115 Applicants


YEAR TWO
137 Applicants

YEAR THREE
289 Applicants




The screenshot shows the Equinox website for the 'The Prodigy 2019' recruitment campaign. The top navigation bar includes the 'EQUINOX' logo on the left and 'CAREERS' with a hamburger menu icon on the right. The main content area features a large, vibrant photograph of a woman in a red sports bra and black leggings in a starting crouch, with a man in a red tank top and blue leggings in a similar pose behind her. The text 'THE PRODIGY 2019' is prominently displayed in a large, bold, black font. Below this, a subtitle reads 'The search for the next generation Equinox Group Fitness instructors'. At the bottom right, there is a black button with the white text 'SUBMIT YOUR VIDEO'.





**Challenge the
Status Quo**
referral program

A minimalist room with a white mat on a wooden floor, a hammock, and candles. The room features a large window with a dark frame and a white wall. A white mat is placed on the wooden floor, with a long black and white striped pillow and two white pillows. Several small, lit candles are scattered on the floor around the mat. A hammock is suspended from the ceiling, and a white cloth is draped over it. The text "The Foundation" is written in large white letters, and "redefine innovation" is written in smaller white letters below it.

The Foundation

redefine innovation

A man with a muscular physique is seated in a wooden chair, wearing a futuristic, cyberpunk-themed outfit. He is wearing VR goggles with a glowing screen and holding a VR controller in his right hand. He has a metallic, armored gauntlet on his right arm and a gold chain around his neck. The background is a dimly lit room with a window and a fish tank.

**WHAT WOULD YOU ATTEMPT
TO DO?**

EQUINOX

LIT A FIRE LIT A FIRE LIT A FIRE LIT A FIRE
A LIFESTYLE CREATED A LIFESTYLE CREATED A L
T OUR WAY DID IT OUR WAY DID IT OUR W
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MOVEMENT STARTED A MOVEMENT STARTED A M

IT'S NOT FITNESS, IT'S LIFE.

THE STANDARD SET THE STANDARD SET THE STAN
THE CEILING SHATTERED THE CEILING SHATTERED T
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LIT A FIRE LIT A FIRE LIT A FIRE LIT A FIRE
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Questions?

Choose Your Adventure Bingo Number

Attract

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