REAL Business English

# Equinox: A Proposal Worth a Closer Look



Business English Listening Practice

*Equinox* is a luxury fitness club chain in the U.S. Listen to how its decision to reject new members on New Year's Day sparked controversy.

*Listen to the text here and complete the gaps.*

## The Gym That Turned Customers Away

What kind of gym refuses to accept new members on New Year's Day?

Well, in (1)_____, that's exactly what the American gym chain *Equinox* did. And it wasn't a mistake. It was part of an advertising campaign.

*Equinox* wanted to make a (2)_____: getting fit shouldn't be something people try for a few weeks in January and then give up.

And the campaign certainly got some (3)_____.

According to COLLINS, the advertising agency behind the campaign, traffic to the Equinox website was (4)_____ above its benchmark during the first week of January.

Not bad for a gym that told people they couldn't join on January 1!

### What do you think?

- Was this a clever marketing idea or a risky one?
- Would this campaign make you more interested in joining Equinox?

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# Answer Key

1. 2023
2. point
3. attention
4. 52%

**Sources:**

1. Equinox Campaign Case Study — COLLINS:
https://wearecollins.com/case-studies/equinox/
2. Equinox Heralds New Manifesto — The Drum, Audrey Kemp, January 1, 2023:
https://www.thedrum.com/news/equinox-heralds-new-manifesto-we-don-t-speak-january-0
3. Equinox's New Year's Ban — Fast Company, Rob Walker, January 6, 2023:
https://www.fastcompany.com/90821120/equinox-weird-new-years-ban-marketing

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