

amsterdam

# go with indi

personal training +  
coaching for women



MEDIA KIT

GO WITH INDI / WELCOME

amsterdam

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coaching for women

GO WITH INDI IS AN AMSTERDAM-BASED COLLECTIVE FOR WOMXN AND WELL-BEING.

IT IS A COMMUNITY BASED ON THE CORE TENETS OF TRUE PROSPERITY; ENACTED BY A WELL-ROUNDED VISION OF HEALTH CENTRIC AROUND MOVEMENT, NOURISHMENT, AND THE MIND-BODY CONNECTION.

GO WITH INDI FOSTERS CUSTOM-TAILORED AND PRIVATE PERSONAL TRAINING AND COACHING EXCLUSIVE TO WOMXN AS WELL AS AN ACCESSIBLE ONLINE COMMUNITY - BOTH CURATED WITH AN APPROACH AIMING TO INSPIRE AND UNLOCK YOUR OWN GREATEST POWER AND POTENTIAL.

GO. WITH. INDI.

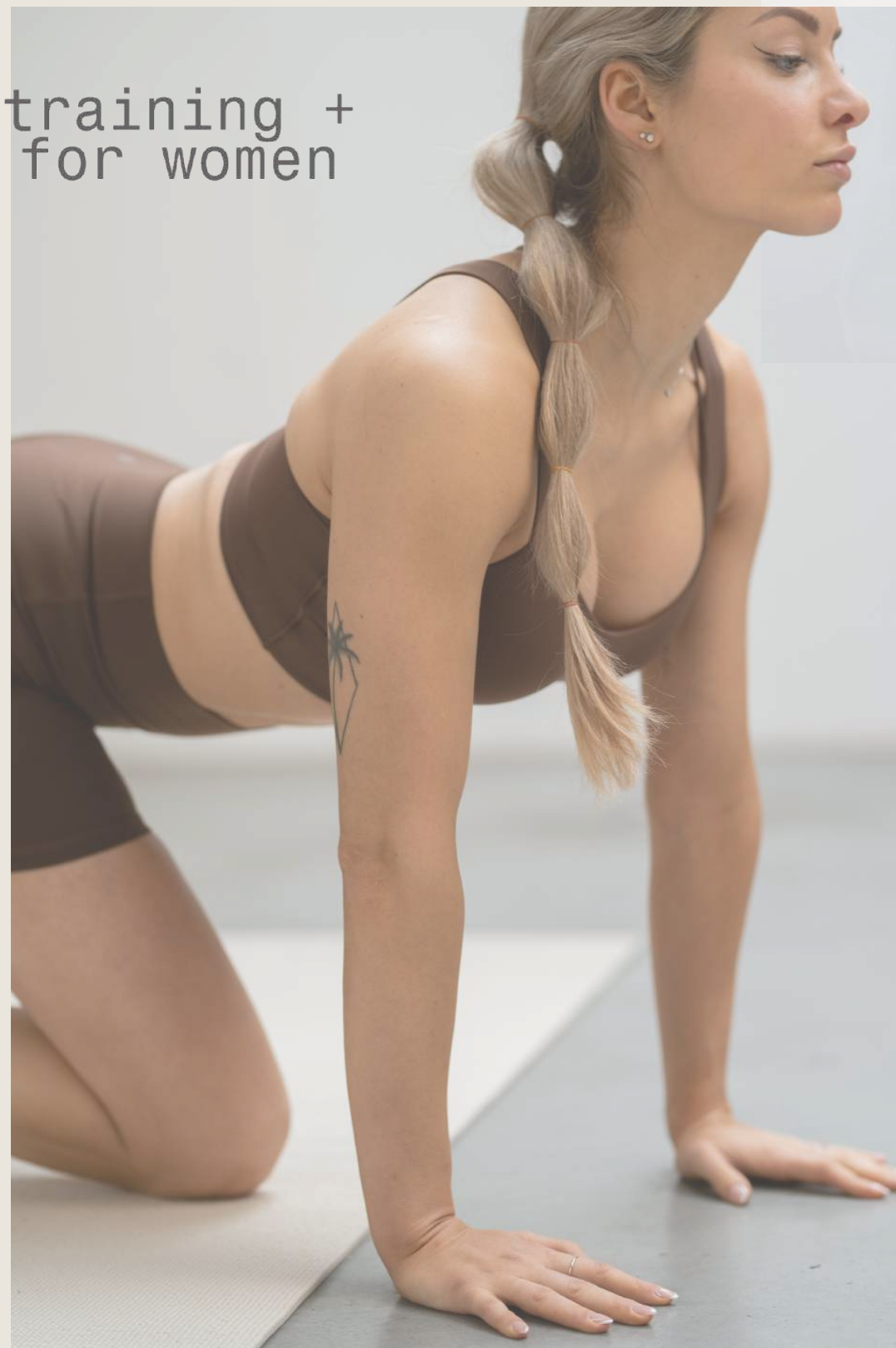
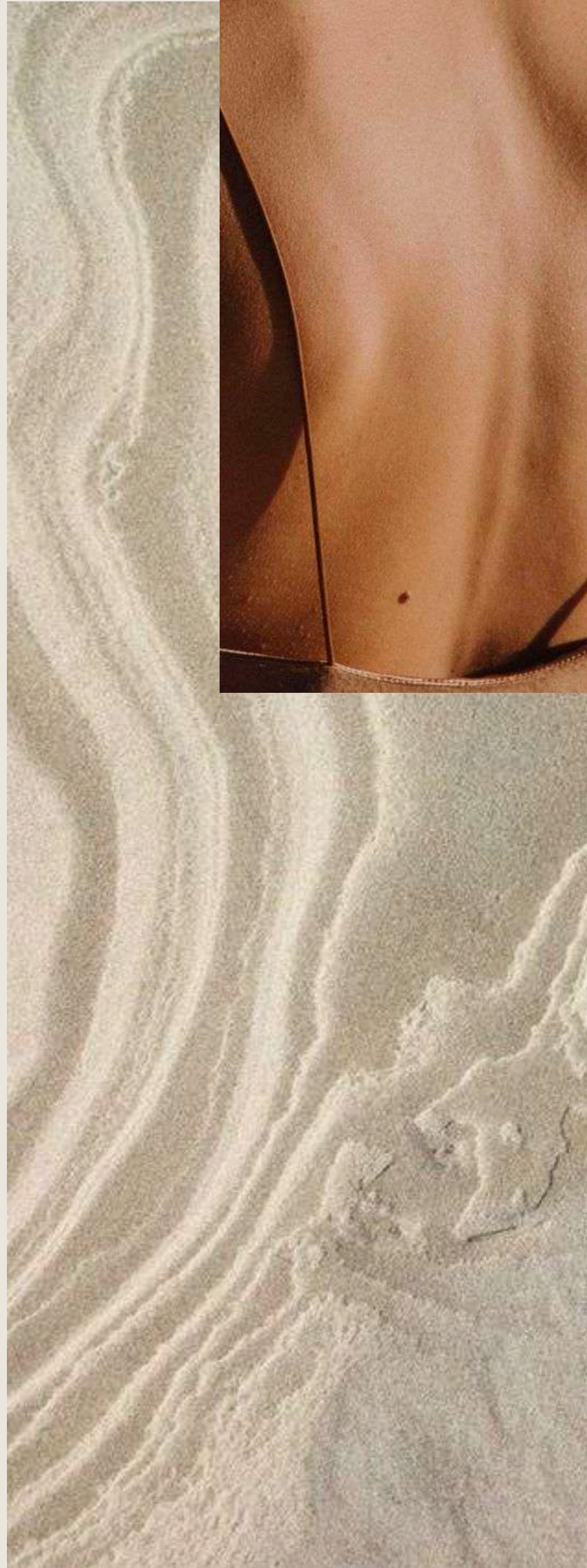
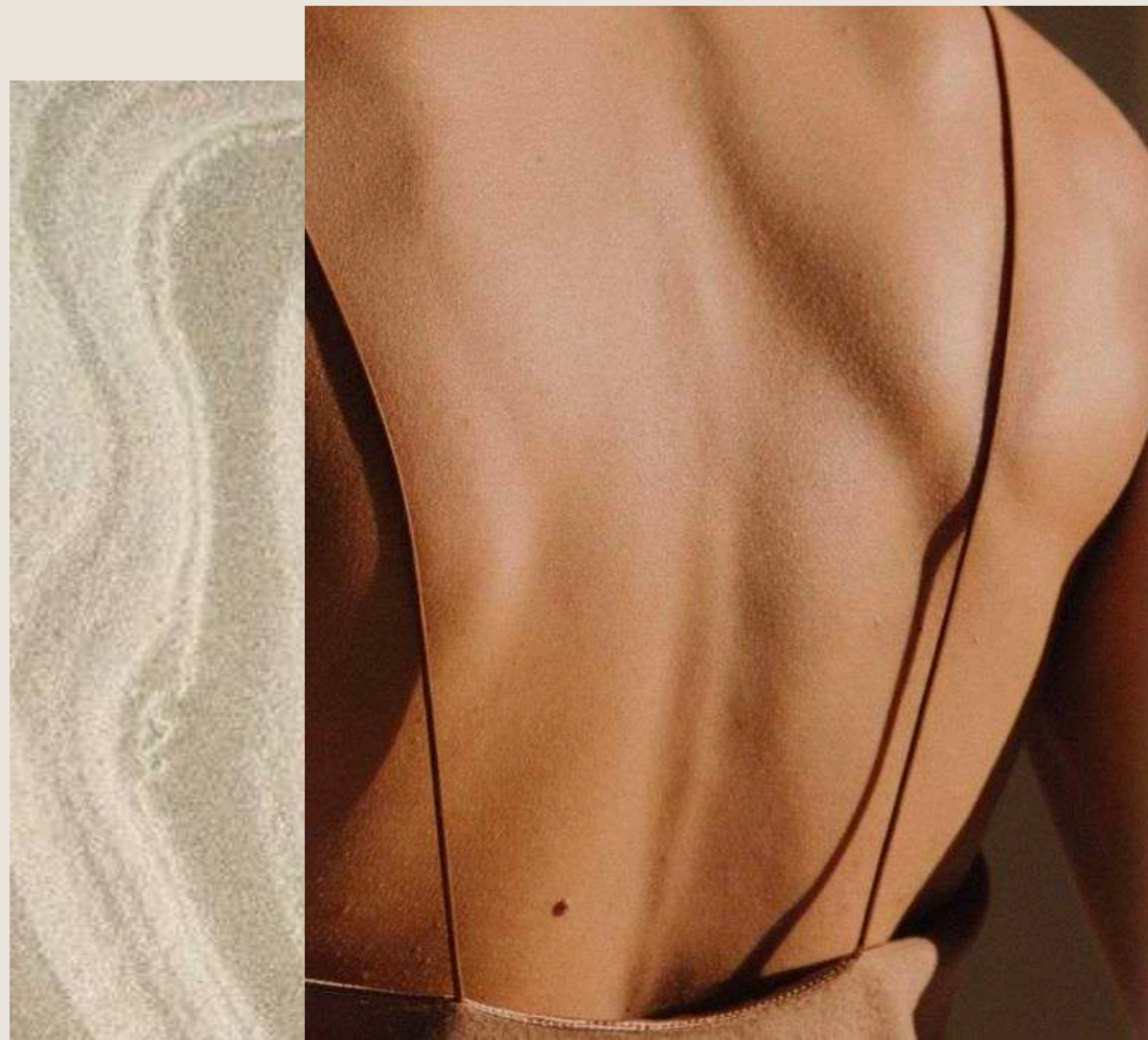


GO WITH INDI / BRAND AESTHETIC

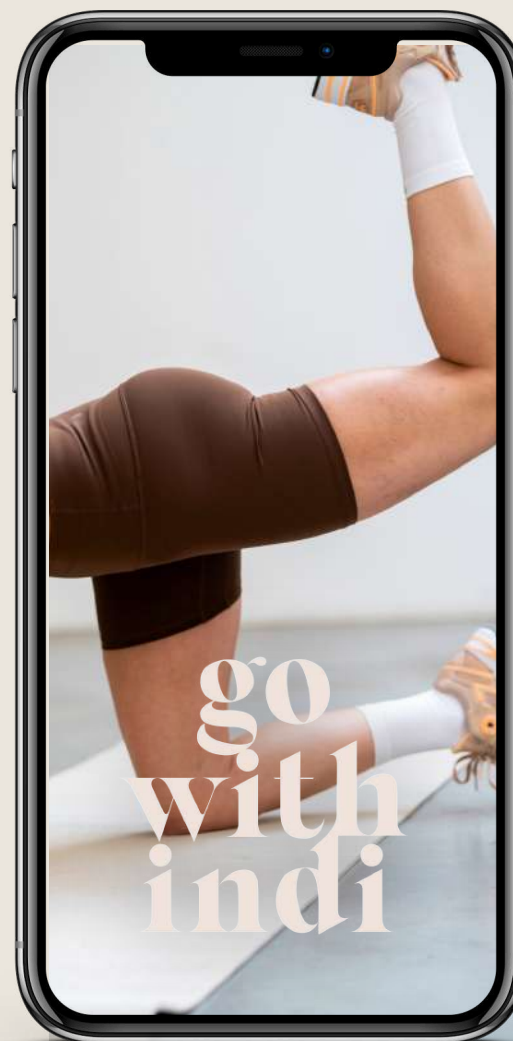
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IT IS ALL  
A PART  
OF THE  
PROCESS



## GO WITH INDI / KEY SOCIAL METRICS

A HIGHLY ENGAGED AND SUBSTANTIAL REACH ACROSS A PRIMARILY FEMALE DEMOGRAPHIC WITH MORE 2/3 OF THE AUDIENCE IN THE KEY TARGET MILLENNIAL AND GEN-Z AGES (25 - 44) ACROSS THE TOP METROPOLITAN CITIES IN THE NETHERLANDS.



METRIC + OBJECTIVE (* = 90 day tracking / ** = lifetime)	CURRENT IG / AUDIENCE TOUCHED	METRIC TYPE + BENCHMARK
ENGAGEMENT **	2,12% OVER 3,5X THE INDUSTRY BENCHMARK	Qualitative Industry Bench = 0.60%
FOLLOWERS **	6,8K	Quantitative Industry Bench = not applicable
MALE / FEMALE AUDIENCE SPLIT *	Female = 71,8% Male = 28,1%	Qualitative Industry Bench = 48% female / 52% male
TOP LOCATIONS *	Amsterdam = 12,3% Rotterdam = 4,5% Den Haag = 4,3% Utrecht = 2,8%	Qualitative
AGE RANGES TOTAL AUDIENCE **	25-24 = 43,4% 35-44 = 22,7% 18-24 = 14,6% 45-54 = 10,8%	Qualitative
REACH *	59,6K PEOPLE REACHED	Quantitative

CORE CONTENT OF THE BRAND

EVERYDAY "EDITIONS" /  
CONNECTED TO EDITORIAL  
3 TYPOLOGIES

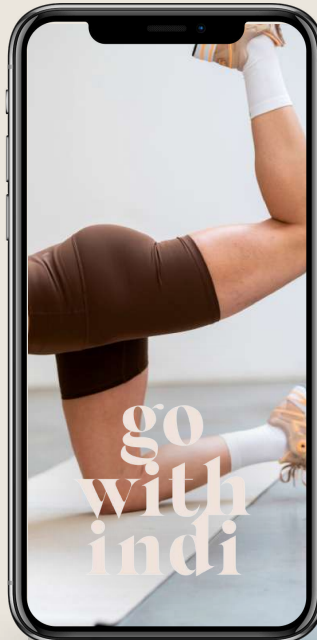
CONTENT  
EXAMPLE  
EXECUTIONS

EVERYDAY DISH



- Recipes
- Going out to eat / restaurant guides
- What I eat in a day
- Nutritional education / well-being / lifestyle tips

EVERYDAY MOVE

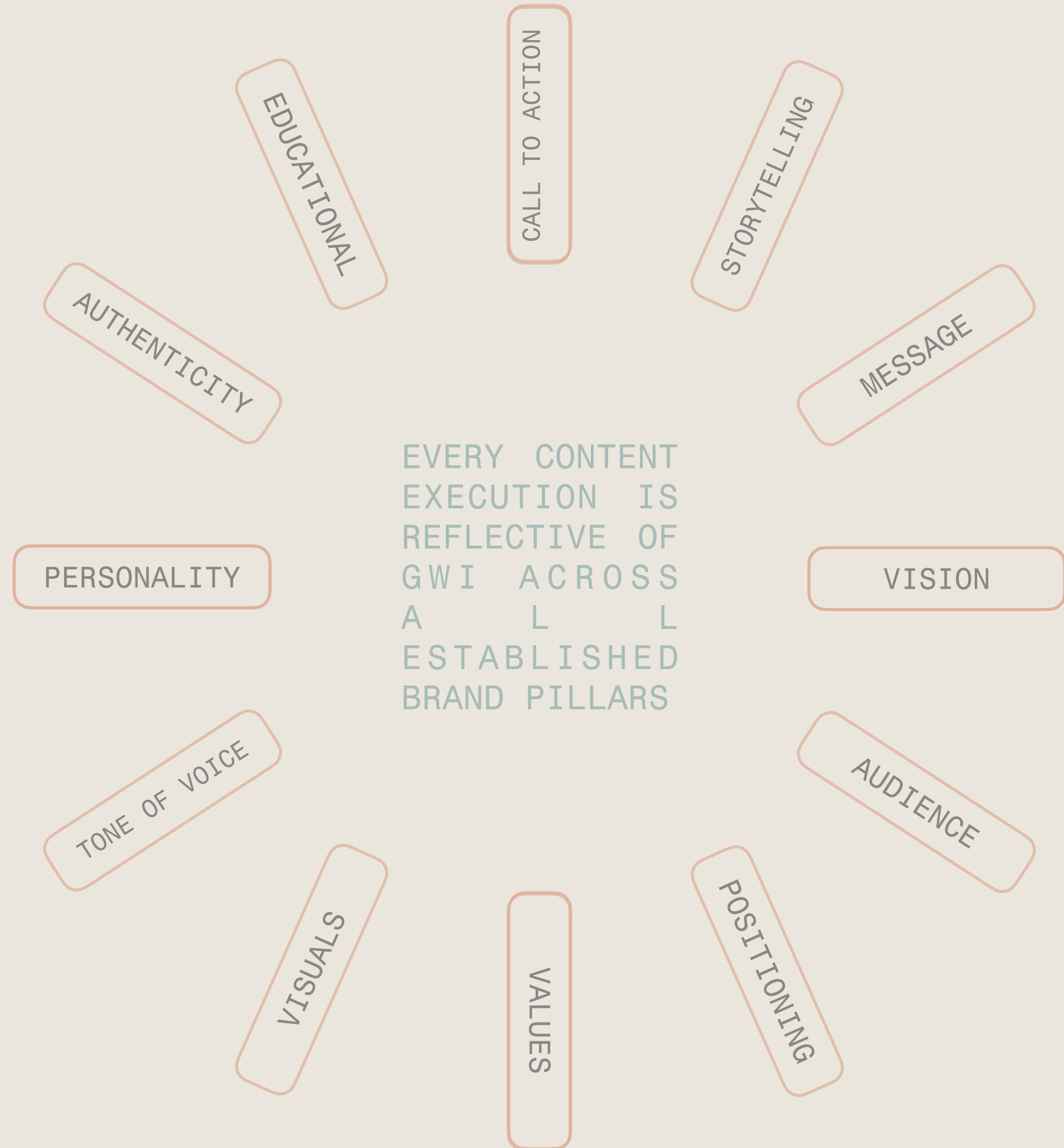


- Workouts
- Stretch ideas
- Livestream sessions / online lessons
- Content of training other women / influencer training
- Other ways to move + train
- Events / group classes

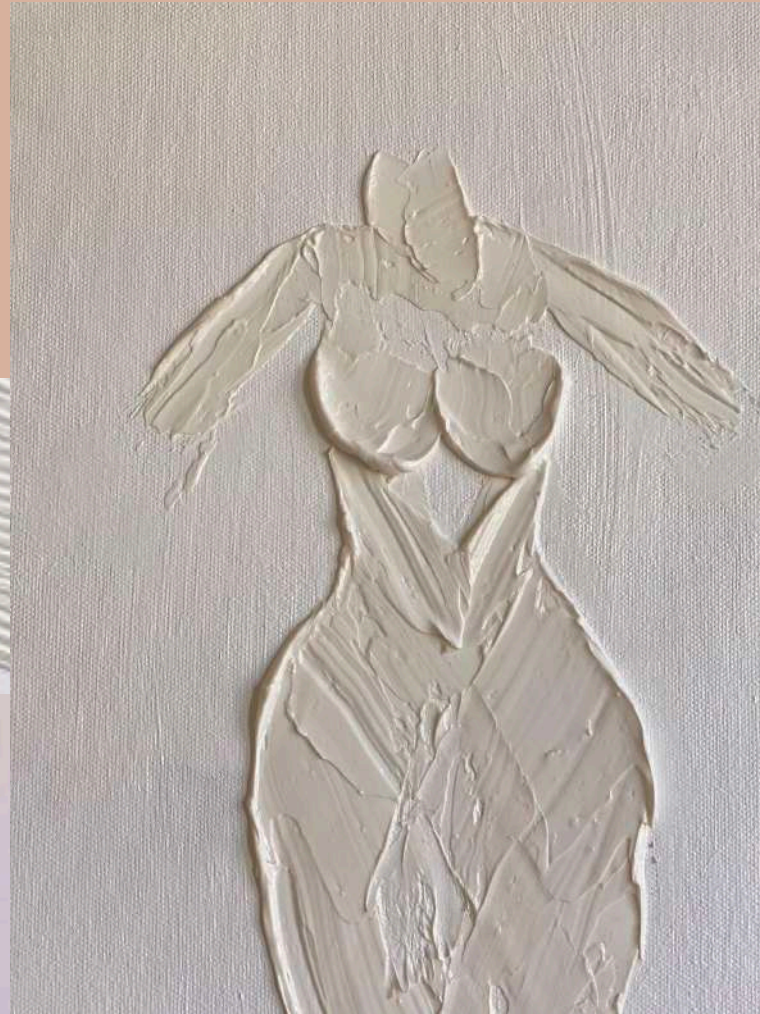
EVERYDAY LIFE



- Lifestyle related content / but branded to new GWI aesthetic
- Travel
- "About Me" / day in the life of Indi, keep it authentic
- "Self-care" activities
- + Indi influencer content (selective)



# AN EXCLUSIVE WELL-BEING CONCEPT COMING SOON TO AMSTERDAM



The Women AMS is a concept curated by Indi Van Casteren, the founder of Go With Indi and is a dedicated community for all those who identify as a woman - It is a wellness club, conceptual in its well-rounded approach to health.

Through the power of a shared ethos in the art of wellbeing, the club is a meeting point where the radiance of the human body is refined, and the experience of life is celebrated; we come together through the collective tenets that true health runs deep; mind, body, and soul - The Women AMS is

**a way of living, not just fitness**

and a meeting place with a masterful philosophy that inspires growth of one's self-love and a cultivated and committed lifestyle in the heart of Amsterdam; transcending contemporary well-being today.



JUST  
AS  
SHE  
IS



## **Transcending the boundaries of health toward the future of well-being and the art of living**

The Women AMS is meeting place of well-being and the art of living. By transcending the traditional pillars of health into an unparalleled, hyper-personalised service, The Women AMS emerges.

The Women movement is more than a “gym”; it is an experience, and a gathering place for curated well-being for women.

The TWA experience unlocks the opportunity for the community of women to elevate the potential within themselves through two key channels:

- our flagship location in Amsterdam, The Netherlands
- our cultivated community and online offerings



GO WITH INDI x THE WOMEN GYM: AN OPPORTUNITY TO COLLABORATE



COLLABORATE WITH  
CURATED WELL-BEING  
CONCEPTS PAVING THE  
WAY FOR INNOVATIVE  
THOUGHT LEADERSHIP.

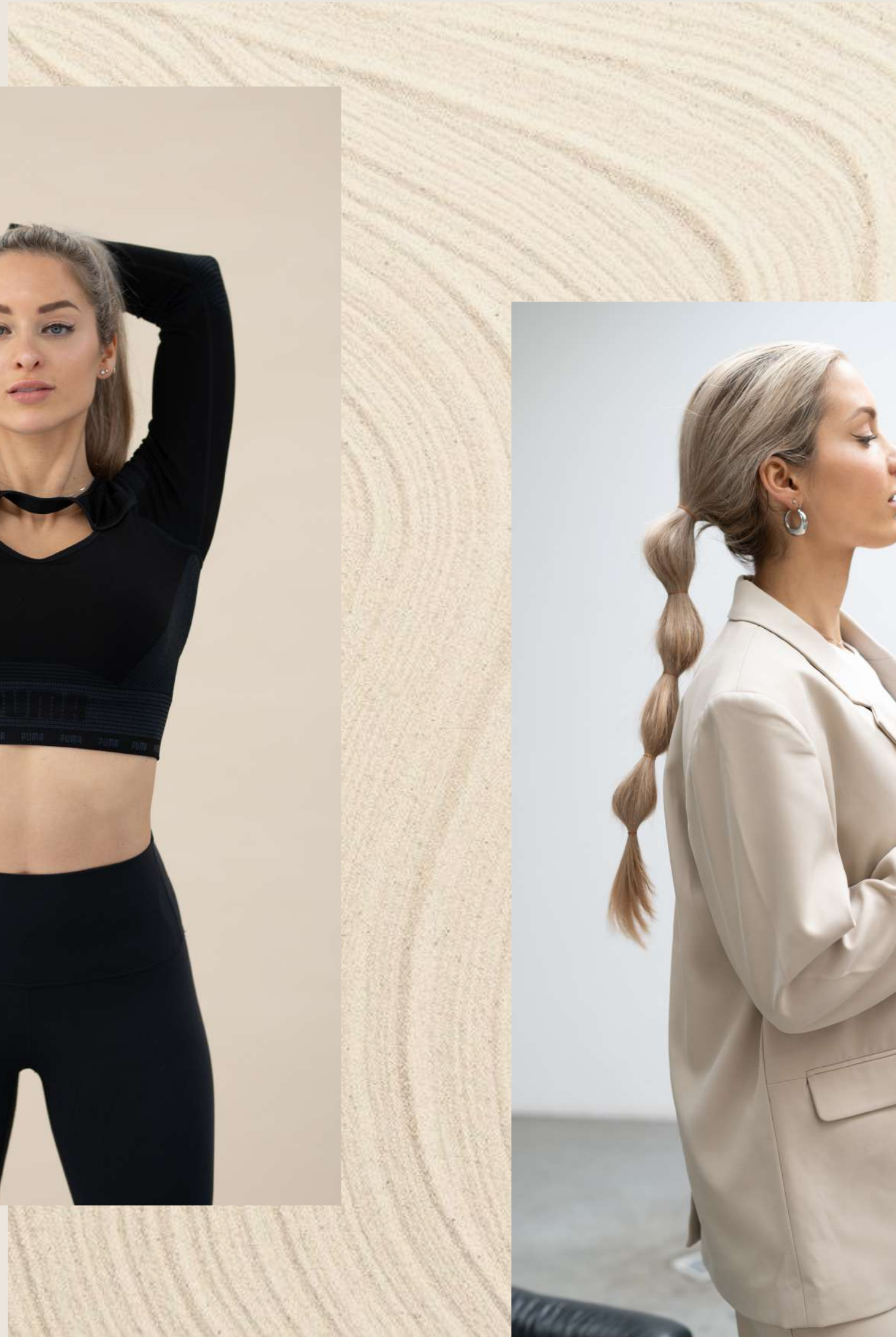
go  
with  
indi

THE  
WOMEN  
AMS



COMING SOON: GO WITH INDI IS REVEALING  
THE LUXURY WELL-BEING CONCEPT CLUB  
“THE WOMEN” IN AMSTERDAM.

GO WITH INDI / CONTACT



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GET IN TOUCH.

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BRANDING + CREATIVE DIRECTION  
BY SIELU STUDIO [@SIELUSTUDIO](#)

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studio