

| Content Type | Platform | Campaign Week | Day | Date | Post Time | Post Topic | Caption | Media |
|--------------|-----------|---------------|-----------|-----------------|-----------|----------------|---|---|
| Picture | Facebook | one | Tuesday | August 16, 2022 | 1 p.m. | campaign intro | <p>You are committed. You are capable. You are strong!</p> <p>This is the time to surpass your excuses and go ALL in! Ignite your own change and join us for 4 weeks for</p> |  |
| Picture | Facebook | one | Tuesday | August 16, 2022 | 7 p.m. | campaign intro | <p>Turn excuses into empowerment!</p> <p>Give our challenging 45-minute workouts a try and feel empowered with us!</p> |  |
| Picture | Instagram | one | Tuesday | August 16, 2022 | 12 p.m. | campaign intro | <p>You are committed. You are capable. You are strong!</p> <p>This is the time to surpass your excuses and go ALL in! Ignite your own change and join us for 4 weeks for \$99.</p> |  |
| Picture | Instagram | one | Tuesday | August 16, 2022 | 6 p.m. | campaign intro | <p>Sweat or regret. Choose your hard!</p> <p>Join our empowering community for 4 weeks.</p> | *picture of someone working hard on the floor* |
| Video | Instagram | one | Wednesday | August 17, 2022 | 12 p.m. | campaign intro | <p>Do you know how powerful you are? Let's find out together!</p> <p>4 weeks \$99</p> <p>See your power for yourself!</p> | *pan of individuals working on the floor* |
| Picture | Instagram | one | Wednesday | August 17, 2022 | 6 p.m. | campaign intro | <p>Hard work works!</p> <p>Are you trying to master those double unders? Or maybe you want to land that first box jump. Heck, maybe even walking through that door is the hardest part for you.</p> <p>Come hit that PR with us! 4 weeks for \$99 starts now!</p> |  |

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| Picture | Facebook | one | Thursday | August 18, 2022 | 1 p.m. | campaign intro | GRIT or QUIT. If you're tired of underestimating yourself and ready to live empowered, claim our best offer today! 4 weeks of unlimited camps will change your life. Are you ready? | *picture of someone working hard on the floor* |
| Video | Facebook | one | Thursday | August 18, 2022 | 7 p.m. | campaign intro | 4 weeks \$99 See your power for yourself! | *pan of individuals working on the floor* |
| Video | Facebook | two | Tuesday | August 23, 2022 | 1 p.m. | campaign intro | At Burn Boot Camp, our mission is to transform lives through 45-minute cardio and strength workouts that will leave you feeling strong, confident, and empowered. Our 4-week #empower membership is your chance to access everything you could ever need to start your fitness journey! | *pan of individuals working on the floor* |
| Picture | Facebook | two | Tuesday | August 23, 2022 | 7 p.m. | PR highlights | Jess hit her first box jump with us today! Want to come feel empowered with women like Jess? Check us out today! |  |
| Video | Instagram | two | Tuesday | August 23, 2022 | 12 p.m. | PR highlights | THIS is Burn! Jess did her FIRST box jump today and the entire camp cheered her on. Our entire community is here to #empower you! Come try us for 4 weeks and feel the empowerment on the floor for yourself! |  |
| Picture | Instagram | two | Tuesday | August 23, 2022 | 6 p.m. | campaign intro | Here's to STRONG women. May we sweat with them. May we grow with them. May we #empower them. If you are ready to exchange your excuses for empowerment, join our community of strong women. |  |
| Picture | Instagram | two | Wednesday | August 24, 2022 | 12 p.m. | campaign intro | If you want it badly enough, it's ALL right here! This is your time! What empowers you to rise above your obstacles and prioritize yourself. | *picture of someone working hard on the floor* |
| Picture | Instagram | two | Wednesday | August 24, 2022 | 6 p.m. | PR highlights | It's time to embrace the hard work! Mastering a push up on your toes might seem hard, but we're here to #empower you and prove to you that you can when you put in the work. Nicole did. Now look at her! |  |

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| Video | Facebook | two | Thursday | August 25, 2022 | 1 p.m. | campaign intro | Looking for a place to workout, make friends, have fun, and feel empowered? There are a few spots left of our #empower promotion! | *pan of individuals working on the floor* |
| Picture | Facebook | two | Thursday | August 25, 2022 | 7 p.m. | PR highlights | Nicole mastered push-ups on her toes! Want to master that too? |  |
| Video | Facebook | three | Tuesday | August 30, 2022 | 1 p.m. | campaign intro | Invest in yourself! Do something today that your future self will thank you for! Invest in 4 weeks with our empowering community today! | *pan of individuals working on the floor* |
| Picture | Facebook | three | Tuesday | August 30, 2022 | 7 p.m. | PR highlights | This is Leah. Leah likes to jump really high. Do you like to jump really high? Come jump high with Leah! |  |
| Video | Instagram | three | Tuesday | August 30, 2022 | 12 p.m. | PR highlights | It's time to stop wishing and start working! John stopped wishing and now he's crushing those bicep curls. Look at him go! | *video of John doing bicep curls* |
| Video | Instagram | three | Tuesday | August 30, 2022 | 6 p.m. | PR highlights | Check her out! Kathie is taking camp before she trains the next three. She's preparing to help you crush your goals by crushing hers. Come see what Kathie can do for you! | *video of Kathie working out and then training camp with the mic on* |
| Video | Instagram | three | Wednesday | August 31, 2022 | 12 p.m. | PR highlights | Empower: Having the knowledge, confidence, means, or ability to do things or make decisions for oneself. Alicia empowers herself each day by showing up to Burn. Want to join her? | *Reel of Alicia working hard at multiple exercises* |
| Picture | Instagram | three | Wednesday | August 31, 2022 | 6 p.m. | PR highlights | This is Leah. Leah likes to jump really high. Do you like to jump really high? Come jump high with Leah! |  |
| Video | Facebook | three | Thursday | September 1, 2022 | 1 p.m. | PR highlights | Empower: Having the knowledge, confidence, means, or ability to do things or make decisions for oneself. Alicia empowers herself each day by showing up to Burn. Want to join her? | *Reel of Alicia working hard at multiple exercises* |
| Video | Facebook | three | Thursday | September 1, 2022 | 7 p.m. | PR highlights | Check her out! Kathie is taking camp before she trains the next three. She's preparing to help you crush your goals by crushing hers. Come see what Kathie can do for you! | *video of Kathie working out and then training camp with the mic on* |