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The Rally Co., one of Milwaukee's fastest growing agency, scores Bronze Telly Award

The Rally Company is thrilled to announce a Bronze Telly Award for their work producing "Sweat It, Don't Sweat It," a TV commercial for Madison-based fitness equipment retailer, Johnson Fitness & Wellness. This accolade celebrates The Rally Company's commitment to excellence in video production. They are honored to be recognized alongside industry giants like Adobe, Calvin Klein, ESPN, LinkedIn, and Nasa, who also won awards.

The Telly Awards, known for honoring outstanding video and television content across all screen formats, is judged by a panel of leaders from an industry body of over 250 leading experts including advertising agencies, production companies, and major television networks.

Winning Bronze in the Fitness, Health & Wellness category for Regional TV, The Rally Co. aimed to showcase that a complete fitness regimen is more than just cardio or strength training, it's muscle recovery and relaxation as well. As the massage and muscle recovery category of fitness continues to grow for Johnson Fitness & Wellness, the goal was to highlight a wide range of equipment in use that consumers could seek out, test and purchase from Johnson Fitness & Wellness, the premier destination for creating your ideal home gym.

"We are thrilled with the TV commercial and the Telly Award. The effectiveness of this TV spot helps shed light on exercise performance, muscle recovery, and that range of equipment within our stores" says Sr. Director of Marketing Julia Haas. "Ultimately, we were able to convey the full confidence that you're getting what you need right from the experts."

The Telly Awards recognizes work that has been created on behalf of a client. Receiving over 12,000 entries globally from 6 continents and all 50 states, Telly Award winners represent work from some of the most respected advertising agencies, television stations, production companies and publishers from around the world.

"We are incredibly proud of this award, and more importantly our team's dedication and pursuit of crafting impactful creative in support of our client partners" says Jon Wolf, Partner/Account Director. "This was a phenomenal project - great team, great vision, great execution - and we're fortunate to be in this situation, creating great videos that our peers also thoroughly enjoy" added Jeff Jasinowski, Partner/Creative Director. This is the second Telly Award in three years for The Rally Company.

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About Johnson Fitness & Wellness

Johnson Fitness & Wellness (JFW) is the retail division of Johnson Health Tech Retail, Inc. JFW is the world's largest specialty fitness retailer with more than 475 stores worldwide and counting. Each JFW retail outlet offers the strongest assortment of fitness products and brands, including Matrix Fitness, Vision Fitness, and Horizon Fitness. The stores are staffed by experienced fitness consultants who help customers find the perfect product to achieve their fitness goals. Customers have access to a wide assortment of personal fitness and wellness equipment, including treadmills, ellipticals, stationary bikes, home gyms, and accessories. To learn more, visit johnsonfitness.com.

About The Rally Co

We're one of Milwaukee's fastest growing ad agencies, supporting clients across multiple industries, both locally and nationally since 2017. We're a brand ally. When organizations need their marketing to inspire action we meet them with organization, creativity, and above all else, agility. We dive in to create powerful ideas & execute them across all media all to help you grow, gain, and win. Need an ally? Let's rally.

About The Telly Awards

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 13,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multiscreen industry The Telly Awards celebrates. Partners of The Telly Awards include the Gotham Institute, NAB, Stash, NYWIFT, LAPPG, Production Hub, Green the Bid, Video Consortium, and Series Fest. New Partners include FWD- Doc, AI Film Festival, Reel Abilities Film Festival, and Film Fatales.