

# TLC Marketing's healthy partnership with Fitbit

TLC Marketing Worldwide has signed wearable tech brand, Fitbit, as part of their global partnership portfolio.

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Fitbit, who are market leaders in wearable fitness technology, have joined forces with the leading creative rewards agency to offer TLC clients the opportunity to reward their customers with a *free* Fitbit product.

TLC Marketing's Chairman, Nick True commented: "There's an enormous opportunity in connected health and fitness, so we are thrilled to add Fitbit to our global partnership portfolio. More and more customers are taking a proactive approach and responsibility for their own health and fitness, and wearable tech, smartphones and apps are rapidly becoming key user platforms. We've got a couple of our clients eager to use the products in their marketing campaigns already - so watch this space."

TLC has a portfolio of over 40,000 partners and a global partnership portfolio that includes brands such as Universal Music and Wuaki TV.

Simon Rogers at Fitbit said: "We're delighted to formalise this global partnership with TLC Worldwide - giving us access to TLC's existing brand relationships with over 50 of the top global brands\* and getting our products in the hands of even more consumers."

TLC Marketing is the world's leading promotional marketing agency, delivering as over 20 years' worth of successful campaigns ranging from loyalty platforms to consumer incentives by using intelligence from 13 international offices as part of the TLC Marketing Worldwide Group.

For more information, please visit [www.tlcmarketing.com](http://www.tlcmarketing.com).

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