

Reading 6.2: The Rise of Gymshark – From Startup to Billion-Dollar Brand

Question Worksheet (No Answers)

Part 1: True / False Questions

1. Gymshark was founded by Ben Francis when he was 25 years old.
2. Gymshark started as a small screen-printing project in a garage.
3. The company relied heavily on paid advertisements in its early stage.
4. Gymshark sent free clothes to fitness influencers to promote their brand.
5. The Gymshark World Tour was first launched in 2016.
6. Gymshark runs several big discount campaigns every month.
7. Gymshark's marketing emphasizes long-term customer loyalty instead of short-term sales.
8. The brand often posts educational and motivational workout videos on its social media.
9. Gymshark Women focuses on male athletes and bodybuilders.
10. The Black Friday teaser campaign helped Gymshark gain over 10,000 new followers in one day.

Part 2: Open-Ended Questions

1. Who founded Gymshark?

Answer: _____

2. Where did Gymshark first start?

Answer: _____

3. How old was Ben Francis when he founded Gymshark?

Answer: _____

4. What platform helped Gymshark grow its audience early on?

Answer: _____

5. What did Gymshark send to influencers?

Answer: _____

6. When did the Gymshark World Tour take place?

Answer: _____

7. How many major sales does Gymshark have yearly?

Answer: _____

8. What emotion does Gymshark create before sales?

Answer: _____

9. What type of content does Gymshark focus on?

Answer: _____

10. Name one Gymshark social media account.

Answer: _____