THE RIGHT TALENT.
THE RIGHT AUDIENCE.
THE RIGHT CAMPAIGN.

Specialized fitness talent, athlete partnerships, creator-led content, and commercial casting for brands and advertising agencies.

2026 / DOC N.I.L. COMPANY GROUP

Fitness specialization. Commercial purpose.

DNwide, formerly Fit & Talented, is the fitness talent company within DOC N.I.L. We connect brands, agencies and producers with female fitness models, athletes and creators for campaigns, branded content and partnerships.

A focused talent search

Identify professionals whose athletic specialization, presentation, market and capabilities fit the campaign. Fitness models, athletes, bodybuilders and personal trainers bring different strengths to a brief.

An agency relationship

Talent discovery and selection connect to availability inquiries, booking administration and campaign coordination. Clients work toward an agreed scope with identified talent, deliverables and usage.

Our focus helps businesses match talent to creative objectives, audience and production requirements.

Four ways to work with DNwide.

A commercial scope can combine services when the campaign requires them.

01 / TALENT CASTING

Source and coordinate fitness models, athletes, bodybuilders, trainers and specialized athletic talent for commercial projects.

02 / UGC & CREATOR CONTENT

Commission product demonstrations, vertical video, branded content, lifestyle imagery and advertising assets.

03 / NIL & BRAND PARTNERSHIPS

Develop endorsements, ambassador relationships, sponsorships and approved name, image and likeness usage.

04 / CAMPAIGN TALENT SERVICES

Support selection, coordination, availability, booking administration and associated usage discussions.

Built for brands with an active audience.

Target sectors for tailored commercial engagements. These categories do not imply existing client relationships.

SPORT + FITNESS

Sportswear and athletic apparel
Fitness equipment
Sporting goods
Corporate wellness campaigns

CONSUMER + COMMERCE

Consumer products
Wellness and lifestyle brands
Retail and e-commerce
Sports nutrition

AGENCIES + PRODUCTION

Advertising agencies
Entertainment production
Commercial producers
Internal brand marketing teams

Sports nutrition and wellness content requires appropriate advertising review and supported claims.

AUTHENTIC FITNESS CONTENT. PRODUCED FOR YOUR BRAND.

Defined creative deliverables, with distribution and licensing agreed separately.

CONTENT CREATION ONLY

Talent creates agreed video, product demonstrations or imagery for the client’s licensed use. Personal-account publication is not automatically included.

CREATOR DISTRIBUTION

Talent creates and publishes approved content on agreed channels. Scope includes schedule, disclosures, reporting expectations and publication requirements.

UGC ADVERTISING CREATIVE

Creator-led assets support brand-controlled advertising. Agree hooks, speaking segments, aspect ratios, editing variations and paid usage rights.

Reach, conversions and sales are not guaranteed. Testimonials must reflect genuine experience and claims must be supported.

Relationships beyond a single campaign.

Coordinate commercial opportunities between relevant athletes and brands.

CAMPAIGN PARTNERSHIPS

Athlete endorsements, product integrations, sponsored content and commercial appearances can support a defined launch or seasonal campaign.

ONGOING RELATIONSHIPS

Long-term ambassadors and multi-campaign partnerships can combine recurring content with agreed promotional participation.

LICENSED LIKENESS

Define approved uses of the athlete’s name, image and likeness, including media, territory, term, exclusivity and approval responsibilities.

Sponsorship terms, talent compensation, content licenses and usage rights are negotiated per engagement.

A brief becomes a considered shortlist.

BRIEF > TALENT SEARCH > SHORTLIST > SELECTION > BOOKING > CAMPAIGN

YOUR BRIEF

Campaign objectives
Desired talent profile and athletic specialization
Location and dates
Usage requirements
Budget parameters and deliverables

OUR COORDINATION

Review requirements, identify potential matches, discuss availability and present talent for consideration. Confirm the selected scope before moving into booking and campaign coordination.

Final availability, compensation and commercial terms require confirmation. A shortlist is not a confirmed booking.

Commercial possibilities.

Illustrative scopes, not completed client campaigns or performance claims.

ATHLETIC APPAREL CAMPAIGN

Fitness talent for seasonal apparel photography and motion assets, with markets and usage defined in the brief.

FITNESS EQUIPMENT LAUNCH

Athletes demonstrate product use across short-form video assets, with a reviewed demonstration plan and supported claims.

BRAND AMBASSADOR PROGRAM

Recurring athlete content and approved promotional participation under an agreed schedule and license.

UGC ADVERTISING CAMPAIGN

Creator-led videos with agreed variations and licensed brand advertising use.

FROM TALENT SELECTION TO CAMPAIGN EXECUTION.

DOC N.I.L. is the parent company connecting six specialist business units. Add the capabilities your project needs under an agreed scope.

DNWIDE / TALENT	Representation, model development, casting and bookings. Agree talent participation, compensation and usage. Formerly Fit & Talented.
CREATIVE + LOGOS & BRAND IDENTITY	DN Creative: strategy, messaging and creative direction. Logos & Brand Identity: logo design, visual systems and guidelines. logos.docnil.com
DN MEDIA / ADVERTISING	Advertising strategy, campaign creative, media planning and buying, tracking and optimization.
DN PRODUCTION / VIDEO + FILM	Pre-production, video and film production, and post-production. Formerly Opulence Images.
DN WEBSITES / DIGITAL EXPERIENCE	Website strategy, design, development and ongoing maintenance.

Production is optional and separately scoped unless expressly included in an approved proposal. Each company retains its own service and contracting responsibilities.

Specialized support for a specific brief.

A focused agency offering for fitness talent and creator campaigns.

FITNESS-TALENT FOCUS

Professional selection across fitness models, athletes, bodybuilders and trainers, matched to the work requested.

FLEXIBLE CONTENT ENGAGEMENTS

UGC creation, creator distribution, commercial content and NIL partnerships can be scoped independently.

CUSTOM CASTING + PRODUCTION ACCESS

Casting assistance connects to Logos & Brand Identity, DN Creative, DN Media, DN Production and DN Websites within DOC N.I.L. Additional strategy, media and production are separately scoped.

A clear path from inquiry to delivery.

Agree objectives, scope and responsibilities before execution.

01 / DISCOVERY	Understand the business objective and the intended audience.
02 / SCOPE	Identify talent requirements, deliverables, dates and campaign usage.
03 / PROPOSAL	Prepare a tailored talent or creator recommendation and commercial proposal.
04 / EXECUTION	Coordinate approved bookings and agreed deliverables.
05 / COMPLETION	Close out the project, relevant documentation and agreed reporting.

LET’S BUILD YOUR NEXT CAMPAIGN.

Request talent or discuss a campaign with DNwide.

START THE CONVERSATION

Share the company, campaign objective, desired talent, dates, market, deliverables and budget parameters.

VENDOR EVALUATION

Include NDA or vendor-documentation requests. The proposal identifies the contracting business, scope, fees, rights and responsibilities for review.

dnwide.com / REQUEST TALENT / DISCUSS A CAMPAIGN