

**BizBuzz**

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# BearyFit



*On Demand App for Personal Trainers*

*Experienced Gym goers connected with beginners or intermediates seeking effective and friendly workouts and workout plans*

*USP: The most enjoyable and effective work out, cheaply, and whenever you want*

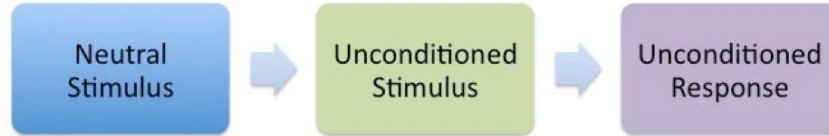
# Why benjamino the bear?

## Classical Conditioning

Before Conditioning



During Conditioning



After Conditioning



Comfort and Companionship



Strong and Powerful



# Who are our target users?



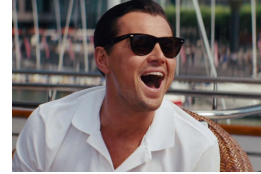
## Demographics

Both genders  
Age 18-39  
( Tech Savvy)  
(Most active)



## Income (NRS)

Working adults  
(Two, three)  
Young adults  
(Five, Six)  
Students  
(Seven)



## VALs

Fulfilled  
Actualizers  
Achievers  
Strivers  
Experiencers



## Purchases

Workout gear  
Protein Powders  
Healthy Food  
Wearables  
Online fitness  
programmms  
Gym memberships

# Who are our target employees?



## Demographics

Both genders  
Age 18-39  
( Tech Savvy)  
(Most active)



## Income (NRS)

Students  
(Seven)  
Part-time  
workers  
(Six)  
Amateur and  
professional  
athletes that  
lack income  
(Six)



## VALs

Strugglers  
Achievers  
Strivers



## Purchases

Professional gear  
Protein Powders  
Healthy Food  
Health supplements  
Gym memberships

# Cognitive paradigm of purchase

## The Consumer Buying Process

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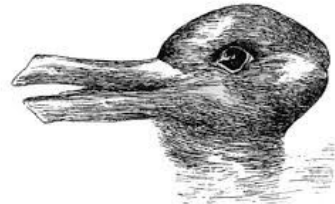
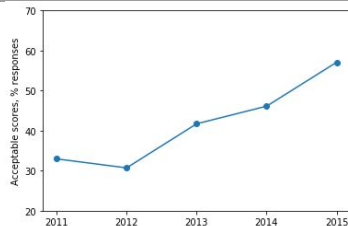


[www.shanepatrickjones.com](http://www.shanepatrickjones.com)

1. Desire health, attractiveness, passion for sport: at a reasonable cost, lack motivation
2. Best and most effective way to workout
3. Unguided Workouts, Online programs, Youtube, Personal trainer
4. Considerate thinking they decide to purchase BearyFit
5. Return workouts

# Behavioural Paradigm of purchase

<b>Attitudes</b>	<b>Perceptions</b>	<b>Motivations</b>
<p>Health Conscious trends</p> <p>Trends towards on demand products</p>	<p>Wants to be more fit</p> <p>Past workouts haven't shown desired progress</p>	<p>Esteem needs, Self actualization (Maslow)</p> <p>Emotive: Feel unattractive, unfit, lack motivation</p>







# How will our target market impact our approach to market research?

## Employees ( Personal trainers)

- Judgement sampling
- Online survey and social media relevant
- Primary research
- Qualitative data to find early adopters
- Might find them in gyms
- Might find them on online fitness channels (youtube, blogs, instagram)
- Find them at universities

## Users

- More random sampling
- Online surveys and social media
- Primary research
- Secondary data
- Qualitative data to find early adopters
- Might find them through google searches, online blogs
- Find them at universities

# The Approaches which fit our Target Market.

## Secondary research.

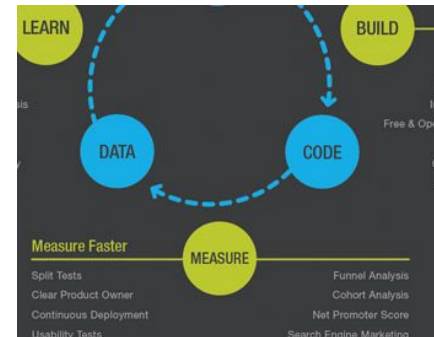
- In order to find out what our competitors are implementing we will use secondary data, such as company reports.
- Online reviews from existing services similar to ours to find out what does and what does not satisfy our potential consumers needs.
- Online reviews it will allow us to change and modify the application to suit their preferences.

## Primary Research.

- Along with secondary data we will use primary research to accumulate the information needed.
- Online questionnaires to find out how much customers are willing to spend on the service and how often and when they will use it etc.
- Along with indirect questionnaires, we will be in direct contact with focus groups, interviewees e.t.c.

## Causal Research.

- With implying the use of a lean startup with an MVP, it will give our consumers a platform to evaluate our service and we can then go on to tailor it to fit.
- Qualitative data is an approach which fits our target market giving us a richer source of ideas for marketing.



# Our Core Message

## What makes our product different from the rest (USP)

- Unlike videos one could watch for free, BearyFit allows for **personalized** workouts
- Unlike traditional personal trainers, BearyFit is a **cheaper** alternative
- Unlike traditional trainers, BearyFit allows you to workout when **YOU** want.
- Unlike traditional trainers, BearyFit is an app that is **easy to use**
- For potential trainers, it is **cheaper** and **less time** consuming

*BearyFit allows people to get inspired and fit, without their wallets taking a hit*



# Marketing communications planning



*How well did we do?*

*Implementation*

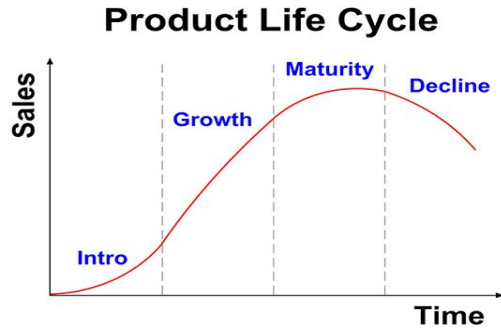
*How in further detail?*

*Where are we?*

*Where do we want to go?*

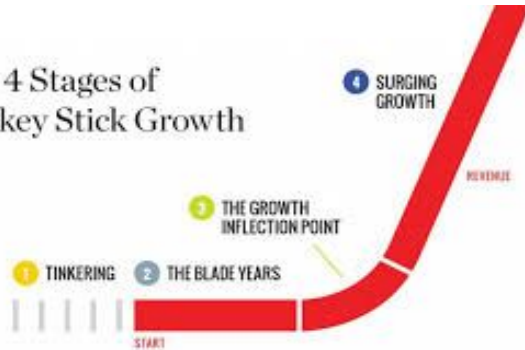
*How can we get there?*

# Marcom objectives & strategies



- Stage in product life cycle: Creating awareness and *hockey stick* growth
- Pulling strategies to encourage growth:
  - Brand building
  - PR
  - Cause related promotion

The 4 Stages of Hockey Stick Growth



# Marcom objectives & strategies

## Hierarchy of effects




Creating and spreading awareness through:

**joint advertising campaign** with complementing/partner business

**Social media** campaign

Initiating positive feelings related to brand through:  
**sponsorship** of sports teams and events

**Youtube video advert campaign** where humour is induced



Motivating purchase through  
**buying allowances**, 50% discount when introducing friend to application (1st year)  
1st session for free (50 first users)

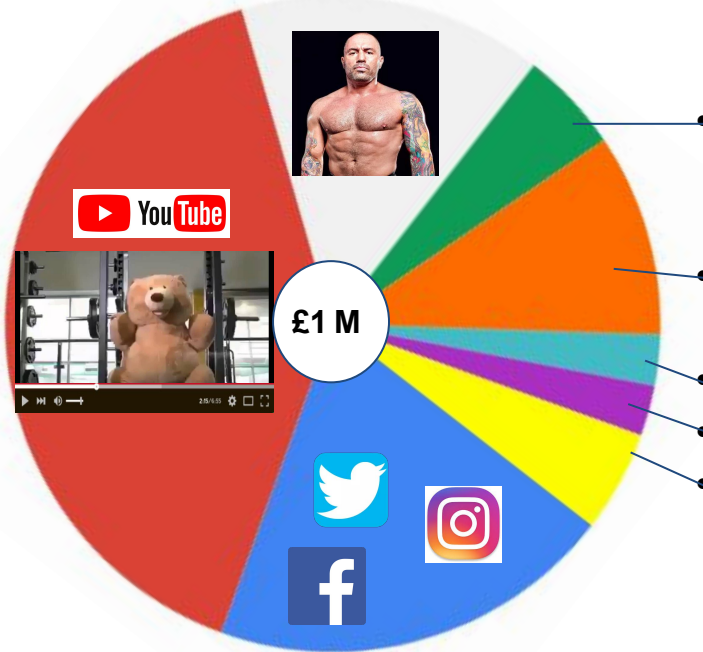
# Budget

*Search Engine Marketing  
and Social Media Ads (20%)*

*Influencer Marketing (15%)*

*Video Ad (40%)*

*Youtube, Facebook &  
Instagram*



*Sponsoring University  
Sports events and teams  
(5%)*

*Partnership with Gyms  
(10%)*

*Website (2.5%)*

*Email Marketing (2.5%)*

*Traditional Marketing (5%)*  
– Billboards, Flyers





Wowah, I think I gotta hang of this now! What isa next??

Are YOU ready to get fit without your wallet taking a hit?

Join *BearyFit* today: [www.bearyfit.now](http://www.bearyfit.now)  
Click here to download on IOS or Android



# Marketing communications planning



*How well did we do?*

*Implementation*

*How in further detail?*

*Where are we?*

*Where do we want to go?*

*How can we get there?*

# Channel characteristics

## Traditional

- Publications – newspapers, magazines and journals
- Radio and television
- Billboards and outdoor media
- Telephones
- Face to Face
- Post
- Leaflets
- Influencers
- Merchandise

## Marketing strategies

### Advertising

Direct marketing

### Word of mouth

### Sponsor Events

### Public relations

## New

- Websites / Blogs  
(50% x 4x= 200 GRPs)
- Social media  
(95% x 7x= 665 GRPs)
- E-mail
- Digital billboards  
(30% x 8x= 240 GRPs)
- Mobile
- Search engine optimisation  
(70% x 5x= 350 GRPs)

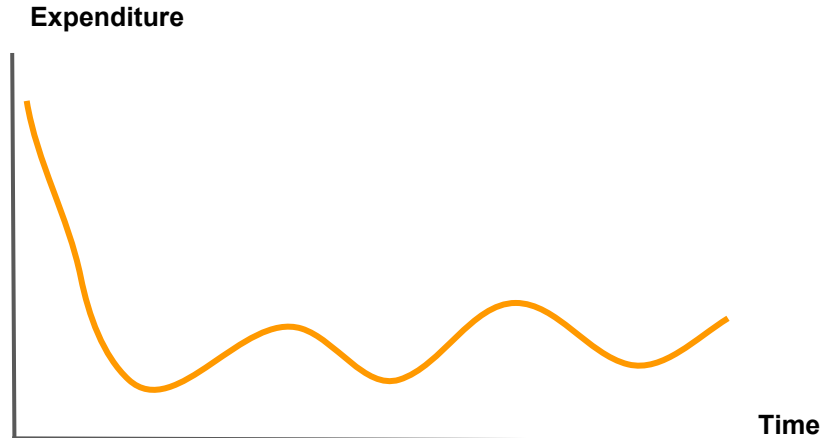
# Media Management

## *Video advert*

- Reach (90%)
- Frequency (5x)
- → Gross rating points = 450 GRP
- What? Why buy? Reminders.

## *Campaign:*

- Initial burst
- Slows down
- Increases from time to time



# Tactics

- Mixture of **direct** and **indirect** strategies
- **Pre-emptive strategies** (superiority to competitors)
- **Emotional Strategies** (appeal to emotions of target market)



- **Video Ad** that uses humour (emotional strategy)

- **Pictures** of success stories on instagram, twitter, facebook, and the app

- **Tagline** that explains why we are better than our competitors (pre-emptive strategy)



- “**BearyFit trainers help you get fit, without your wallet taking a hit**”

- **Search Optimization**

# Tactics continued

- **Sponsoring** Sports Events
- **Flyer/Leaflet advertisements** in gyms that describe the ease of joining BearyFit and becoming a trainer
- **Free towels** given out at gyms with BearyFit logo on them (emotional appeal)
- **Influencer** that people look up to who endorses our brand
  - Joe Rogan
- **New Years theme** in advertisements
- Trainers wearing **BearyFit shirts**



# Who are our competitors?



**TruBe**



HANDSTAND

# What is their strategy?

- Websites
- Word of Mouth
- Online Press
- Deals ( Reebok)
- 1 million in funding
- Personal trainers earn more

# What do they do badly?

- Pricing
- Neglect the student market
- Focus on 1 on 1 sessions
- Lack of promotion
- Lack of viral campaigns



# Control and Evaluation



The ways in which the communication plan will be monitored, controlled and measured will be subjected to ‘**what if**’ interrogation.

For example, ‘What if the launch of the application falls behind schedule?’

- minimises the severity of setbacks with devising a **plan**
- Thoroughly **analyses changes in the market** and strengthens our position in marketplace

**Rolling Research:** This method consists of research that takes place on a regular basis, asking the same questions to allow response comparisons to be constructed

- **Online Questionnaires**
- evaluating the marketing communication plan much simpler and **cost-effective**.
- short **turnaround** time with questionnaires

*Thank you!*



# References

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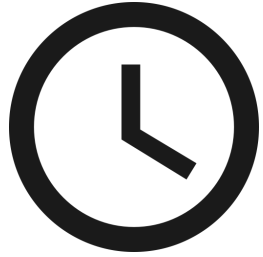
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# How does it work?



Users	Employees
Download App	Download App
Choose: Time, Location, Type of Workout	Make a profile- vetted
Choose from a list of vetted trainer profiles	Enter times you want to offer workouts
Attend Session	Get matched with clients
Re-book or book a different trainer	Conduct Session
Group function	Get repeat business or new clients
First session is free	Make money

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### Strengths

- Cost advantages
- Big target market
- New and innovative concept
- Online
- No binding contract

### Weaknesses

- New brand to market
- Unknown concept
- 'Unqualified' staff
- Potential legal issues
- Rapid change in market environment

### Opportunities

- Word getting spread through innovators
- No direct competitors
- Diversification
- Geographic expansion
- Easy to develop

### Threats

- Emerging substitutes
- Existing substitutes
- Complements decreasing in popularity

# ❖ Situation Analysis

(Where we are now)

- Competitor analysis

