

## Brand Positioning Statement

### **Target Market:**

Fit Self-Improving Males, 25-65, who want to enjoy the physical benefits of yoga without the esoteric atmosphere of the traditional studio.

### **Category Frame of Reference:**

Yoga for men.

### **Rational or Emotion Benefit/Promise:**

Addresses the request of men for classes that are more fitness oriented and more practical while still honoring the many benefits of yoga and meditation.

### **Reasons to Believe:**

1. We have a state-of-the-art modern gym and top yoga trainers.
2. We offer 3 different levels of yoga: basic, intermediate, and advanced.
3. FLX features 5 different strength training classes: Menyasa © Flow, Core Power, Hatha Strength, Yoga Sculpt, and Buff Balance.

# Creative Brief

## *Client contact information*

FLX Director of Communications: Kelsey Poise

Phone: (310) 359-4636, Email: kpoise@flx.com

## *Project name and description*

FLX: A campaign to launch a new yoga service.

## *Prepared by*

Julia Rubien, (310) 248-0199, juliarubien@gmail.com

## **Background / Overview:**

FLX is opening a new and alternative fitness studio to address the lack of yoga classes on the market tailored specifically for men. Existing yoga studios have a predominantly female customer base and often feature a strong spiritual element along with the physical practice. As a result, men are gravitating towards fitness memberships at studios like CrossFit or UFC, that emphasize rigorous workouts without the frills. Our goal is to offer men all the benefits of yoga without the esoteric atmosphere of the traditional studio that currently deters them from practicing.

## **What is the objective of the project?**

The primary objective is to persuade our target male audience to purchase a membership and continuously use FLX yoga services, as well as to create a new fitness movement.

## **Target audience: Who are we talking to?**

We are looking primarily at urban men, 25-65, with incomes over 70K per year.

The Athlete: The athlete dedicates every day to winning and pushing himself further. In the free time that he has, he searches the Internet for new insights into what his sports idols and competitors are doing to enhance their performance, and meticulously picks apart their best plays. His worst fear is hurting himself during practice and not being able to sufficiently recover—he needs a way to strengthen his body, restore his aching muscles, and build focus, but physical therapy is too expensive.

The Suit: The suit works all week in a stressful and fast paced corporate environment. He is progressive and open to alternative ways of completing day-to-day tasks. An attractive physical appearance motivates him to workout when he gets off of work in the evening. Since he is one of many in his firm, he prefers a more individualized experience in the gym and has the disposable income to buy a pricier membership. Stress relief attracts him to yoga, but he wants to be assured that he will still get a rigorous workout.

The Dad: The dad is beginning to notice that his peers are aging. He does not have any major health issues at the moment, but is generally concerned with maintaining his wellness and reaping the benefits of consistent exercise. He knows that yoga can help him achieve this and wants to practice, but he feels intimidated by the experienced women and difficult poses in the average yoga class since he is not very flexible himself. He thinks chakras and energies are silly, and therefore feels out of place in the traditional studio.

### **What's the single most important thing we want to say?**

FLX is a yoga studio exclusively for males that eliminates the stereotypically feminine and spiritual elements of the traditional studio to provide a cutting-edge, modern environment in which men can build strength, flexibility, and mindfulness.

### **What are the supporting rationale and emotional 'reasons to act or believe'?**

1. Athletic enhancer. Guided stretching tailored to male abilities helps improve athletic performance and aids in injury recovery.
2. Strength builder. Rigorous one hour workouts build up muscle in the arms, legs, and core while increasing endurance.
3. Stress eliminator. Each class incorporates relaxation techniques to promote focus and clarity.
4. Skill accommodator: FLX offers 3 different levels of yoga: basic, intermediate, and advanced.
5. Yoga modernizer. FLX has a new state-of-the-art modern gym and employs top trainers registered with the Yoga Alliance to provide athletic and nutritional instruction so that members can reach their fitness goals.

### **Are there any other mandatory elements, helpful information, and insights that may help the creative team?**

- *Consumer insight:* Target audience trusts the testimony of famous athletes across a range of sports. They believe that if something works for the athlete's performance, then it must work for them as well. Notable athletes that practice yoga include Andy Murray (top ranking tennis player), Ray Lewis (linebacker for the Baltimore Ravens), LeBron James (forward for the Miami Heat), and Evan Longoria (third baseman for the Tampa Bay Rays).
- *Athlete quotes:* "Yoga isn't just about the body, it's also about the mind, and it's a technique that has really helped me. I had some lower-back problems a few years ago and once I started to do the yoga, it has helped them go away for now." LeBron James, forward for the Miami Heat.
- *Promotional offer:* New members can purchase a package of unlimited yoga during their first 30 days for \$30.
- *Client request:* Studies done by British psychologists Russell Hill and Robert Barton at the University of Durham show that the color red is linked to success, power, and energy so the client would like to incorporate red into the campaign's branding.
- *More info:* Call Nicolle Leohard in research for the complete psychographic profile, which includes a few personas that represent this audience. Allan Fischer in sales can also provide more information about the promotional offer for new members.

### **A client services checklist.**

[ ] Do we have sufficient reference sources: previous ads, brochures, competitor ads, videos or websites? See Lululemon campaign for men "Strength to Be."

[ ] Do we have further research or resources, to aid the creative team in solidifying a brand image that embodies our client's wishes?

[ ] Do we need a supplement to the brief with a content outline for the FLX website?

[ ] Do we represent FLX accurately and meet the client's requirements?

## Press Release

### FLX Celebrates International Yoga Day with 24 Hour Yoga Livestream

**Los Angeles, CA – March 5, 2019** – FLX, a yoga studio exclusively for men, is launching its new campaign, “Real Men, Real Strength,” on International Yoga Day by hosting a 24-hour yoga livestream at its West Hollywood location on June 21st, in collaboration with top male yogis across the nation. The campaign aims to create a new fitness movement for men that promotes yoga as a way to build strength, flexibility, and mindfulness. The event is sponsored by Alo Yoga, a clothing retailer headquartered in Los Angeles that specializes in yoga apparel.

“The campaign speaks to the desires of our male customers today who are looking to enjoy the benefits of yoga without the esoteric atmosphere of the traditional studio,” said Mark Tanner, founder of FLX. “We’re thrilled to be partnering with professional male yogis who embody the power, agility, and versatility that the FLX yoga experience offers to its clients.”

The campaign will be featured on the official FLX Instagram account (@FLX\_yogaformen) and aims to reach the large following of prominent male yogis, such as Octavio Salvado, Mark Robberds, Michael James Wong, Gerald Saluti, Dylan Wener and Michael Eley. Clients can watch and take part in yoga sessions led by their favorite male yogis by purchasing a limited amount of live in-studio passes or by visiting the free Instagram livestream. During the 24-hour campaign, FLX is offering exclusive promotions to those followers who post with the hashtag #realmenrealstrength. These include a free one month trial with any six month membership purchase, a 25% discount on a one-year membership, or 5 guest passes with a purchase of 10 yoga classes at FLX.

FLX is invested in training with men who care about their well-being and believe that “Real Men, Real Strength” is found in enjoying the many benefits that yoga has to offer.