

FLX IMC Plan

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Executive Summary

- A. SITUATIONAL ANALYSIS: Workouts are moving away from the traditional gym routine, while the new generation of fitness enthusiasts are responsive to specialized studios. Yoga in particular is on the rise, but the market is largely ignoring males.
- B. SWOT ANALYSIS: FLX is designed with men in mind, but stereotypes of yoga as overly spiritual and feminine threaten consumer interest. FLX must reposition the concept of yoga as a sport and gym alternative.
- C. OBJECTIVES: Increase annual sales by 10% and build customer traffic by 20% annually.
- D. TARGET MARKET: Urban men, aged 25-65, with incomes over 70K per year. The Athlete, the Suit, the Dad.
- E. MARKETING STRATEGIES
Messages reflect strength, power, and energy to emphasize the mind-body connection.
- F. MARKETING TACTICS: Promotional tactics include local print and radio ads, events, merchandise, collaborations, and an active online presence.
- G. IMPLEMENTATION: A majority of the budget will be spent on print advertisements, with bus stop advertisements coming in second and radio advertisements coming in third.
- H. EVALUATION OF PERFORMANCE: Message evaluation techniques will assess the efficiency of radio advertisements, online evaluation metrics will assess the efficiency of online/social media advertisements, and respondent behavior evaluations will assess the actual purchase and use of FLX services.

Situational Analysis

Today's definition of 'modern' embodies a new trend towards health, wellness, and self-care. Take, for example, the urbanized marketplace of health and fitness. Market demand has made room for the growth of a number of boutique fitness studios including: CorePower, Knockout, Orangetheory, CrossFit and Pilates, that have disrupted the mainstream identity of the health club industry. The market has generated a desire for "athleisure"—where improving wellness is accompanied by lavish personal attention, community, and luxury. The number of consumers invested in their well-being and youth-preservation is consistently increasing, and even more so, they demand augmentation to redefine the ordinary conception of 'working out' away from the traditional gym routine of treadmills and weight room machines. The new generation of fitness enthusiasts are eagerly responsive to specialized studios and classes that revamp the boring and overdone exercise scene. Yoga, more specifically, has benefitted largely with the rise of this so-called 'fancy fitness' phenomenon.

Lifetime Fitness reports that the number of boutique studios in the U.S. has grown by more than 400% from 2010 to 2014 and according to the Association of Fitness Studios, over 100,000 industry businesses have emerged in the U.S.—31% of which are yoga or Pilates studios (O'Rourke). A survey conducted by the National Center for Complementary and Integrative Health found that in 2015, over 20 million Americans practiced yoga, and of those who did not, 44% were interested in trying (YJ Editors). Consequently, a 2012 study also notes that, "consumers spent \$10.3 billion a year on yoga classes and products," and aggregated research estimates that high-end studios make up 35% of the \$25.8 billion dollar fitness market,

as of 2016 (Henderson). Yoga studios have gained access to the market like never before, and popularity in the product has achieved a steady and continuous incline.

Another occurring trend that must be identified, however, is the organic pull towards desiring variability. As new options emerge to spice up the repetitive workout routine, consumers are constantly awaiting the next big thing. This explains the success of middlemen apps in the marketplace such as ClassPass that offers members promotional access to a wide variety of specialized classes from yoga to spin, kickboxing to weightlifting, and so on (White). With 8,000 partners globally, it's no surprise that competing studios are joining a base to circulate brand awareness and provide accessibility for consumers to become familiar with the options available to them. When Payal Kadakia created ClassPass in conjunction with this noticeable trend, she uncovered the value in offering two exceptionally priceless virtues to her members: the option to choose, and the fulfillment of an experience.

Providing an experience over a routine is what allows the ambitious fitness movement room to continue expanding, because research shows that now more than ever, individuals are able and willing to invest in themselves. Today's urban professionals will pay the price to be delivered a fitness experience that offers the social benefit of community, the promise of improved health, the satisfaction of enhancing their physical appearance, and the chance to escape from the burden of everyday reality. Individual classes from boutique fitness studios run from \$20-40 on average with monthly fees totaling approximately \$2/300 for those attending a few classes a week (Henderson). Even a membership with ClassPass, which lowers the per class fee at a variety of studios, starts at \$99/month. However, according to the International Health, Racquet & Sportsclub Association, "more than 40 percent of the 54 million Americans who

belong to health clubs work out in these boutique programs,” despite the heightened price compared to a traditional gym membership.

Domains where progressive thought and startups flourish make the ideal setting for catalyzing revolutionary fitness influence. Inevitably therefore, big cities make up the landscape for opportunities to enter the industry’s modern take. Movements are rooted in metropolitan areas like Los Angeles, New York, Miami, Austin, San Francisco, and Boston. Here, the cultures and demographics mirror that of new business' targets. Big cities see a disproportionate concentration of fitness studios arising, where clusters of similar studios throughout the major urbanized area succeed, and not surprisingly, the majority of professionally titled trainers and instructors are also concentrated at the city level (Boone & Florida). CityLab studies report that urbanized growth “is bound up with the relentless trends of the knowledge economy, which creates a lifestyle of continuous improvement,” where big cities beg for the creation of jobs and goods to keep up with demanding economic markets of fast-paced city standards and metropolitan mantras.

SWOT Analysis

STRENGTHS

- FLX has defined loyalty to its male clientele and can focus on directly catering to its members' desires to ensure satisfaction.
- FLX studios embody a state-of-the art, masculine simplicity and tranquility.
- FLX employs world-class trainers.
- FLX combines the benefits of traditional yoga with vigorous exercise programs.
- FLX offers competitive class prices and membership fees for the expected consumer demographic of urban professionals bound by salaries starting around 70k/year. The studio represents an achievable essence of status.
- FLX's "Designed with Men in Mind" mantra leaves room to expand in multiple directions while remaining true to the mindful strength that is at the core of the company's promise. Alternative necessities, such as nutritional guidance, spa services, and a juice bar can be tactfully woven into the FLX dynamic.

WEAKNESSES

- FLX encounters limitations regarding organization of studio space, trainers, and programs/classes. Fitness studios often lack the freedom and convenience of a customizable and flexible gym workout.
- Yoga specifically tailored to men is a fairly new concept. Therefore, FLX can expect trial periods to fluctuate consumer's interest until the studio can more readily assess direction of growth from demand and favorability in brand equity.
- Construction of studios requires high upfront corporate investment.

- Investment in advertising is necessary to create brand awareness.

OPPORTUNITIES

- Modern and changing expectations of the health club industry have paved way for new movements influencing the traditional workout scene. FLX has the ability to act and influence as the new trend takes off.
- Statistics suggest that the seasonal time of the year between late winter and early spring presents an opportunity to market symbiotically with the surge of consumer desirability to appear physically fit in preparation for summer.
- FLX appeals to diverse markets and consumer needs, such as a rigorous workout, therapeutic recovery, stress relief, supplemental training, or alternative health resource.
- Social media platforms dramatically increase product reach. Social media's influence on fitness movements is apparent and easily accessible. FLX has the ability to partner with famous athletes and celebrities that double as yoga-enthusiasts to initiate brand awareness and source a loyal following.

THREATS

- While FLX aims to spark a revolution, the initial selling points may limit the appeal of FLX to urbanized cities that offer progressive encouragement and interested consumers.
- Stereotypes of yoga as overly spiritual and feminine threaten consumer interest. FLX must reposition the concept of yoga as a sport and gym alternative.
- Industry competition is rising rapidly. FLX must compete with companies such as CrossFit, SoulCycle, YogaWorks, CorePower, and other boutique studios arising with the market's demand.

Objectives

FLX has several business and communication objectives that are suited to its position in the market as a relatively new business with an innovative concept aimed at a specific demographic. Our business objectives aim to improve our level of profitability, customer service and overall growth in order to effectively establish ourselves as a prominent fitness studio in the market. In order to increase our profitability, we aim to achieve an increase of 10% in annual sales by December 2018. Additionally, we will evaluate and adjust prices of offered services, such as specific classes and consultations, based on popular demand by the end of each quarter, thus maximizing profit. We will ensure that each FLX studio receives an energy audit to increase energy efficiency so that appropriate adjustments can be made to reduce monthly utility costs by 10% each month in 2018.

Customer service is an integral part of FLX's mission to create a fulfilling and rigorous workout for every customer, while ensuring an increase in repeat customers, thus enhancing profits. We aim to develop a perception of FLX as a business committed to providing an exceptional customer experience, while offering easy and accessible methods for communication between FLX and its customer base. We plan to increase the number of customer service staff from two to three workers at the front desk of the FLX studio by June 2018, in order to deal with customer complaints, comments, or questions. This time frame is relevant as summer is a peak season for FLX. Beginning in June, customers are motivated to improve their health and fitness for the coming months. In addition, FLX will implement a new policy by June 2018 in which a suggestion box is placed outside each yoga studio to increase customer feedback. Through these changes, we aim for customer satisfaction to reach 90% in customer service ratings.

Furthermore, FLX is emerging in the market and we therefore aim achieve growth by opening two new FLX yoga studios around the country before 2020. FLX also plans to align itself with male sportswear companies that feature products tailored for yoga, such as Alo Yoga and Ohmme. Through these collaborations we have the opportunity to attract new customers and further increase profit.

FLX has a number of communication objectives that we wish to achieve through our communications campaign. First, we aim to establish FLX's presence and develop brand awareness. We plan to create a consistent brand image across all locations with the slogan: "Real Men, Real Strength." FLX will host at least one customer engagement event per quarter, such as the "#realmenrealstrength" live stream campaign.

The objective is to have male customers switch their memberships with traditional yoga studios over to FLX. We will therefore implement advertisements that highlight FLX's focus on the physical elements of yoga by December 2018. Additionally, as an emerging business, FLX aims to enhance purchase actions and build customer traffic. We aim to increase customer traffic 20% annually by implementing promotional offers and by rewarding existing customers for bringing in new clients. We will also develop our media mix to promote classes and customer engagement events through social media and the FLX website.

Once we have established a customer base through our communications campaign, we will focus on encouraging repeat purchases. Based on the 20/80 principle, it becomes clear that customer loyalty and customer retention rates are crucial to efficiently developing a strong customer base, while minimizing financial expenditures needed to gain new clients. We will therefore remain engaged at all brand touchpoints in order to improve customer loyalty.

Target Market

Our target demographic is primarily urban men, aged 25-65, with incomes over 70K per year. FLX's target market is viable, as it is homogenous and distinct from the general population as we are targeting only men, who share similar interests – yoga without the esoteric atmosphere of traditional yoga studios. The demographic is also financially viable since we are targeting males with incomes over 70K per year, who would therefore have the resources to afford our classes. Moreover, our desired customers would be reachable through a number of different media outlets such as radio, magazines, newspapers and social media.

THE ATHLETE

The Athlete is an “achiever” and a “winner” – dedicated every day to pushing himself further. He is goal-oriented and committed to his self-improvement, and therefore will do whatever it takes to stay fit. The Athlete is career-oriented, upwardly mobile, financially prioritizes his fitness, and favors products and services that demonstrate his success to his peers. His worst fear is facing an injury during practice and not being able to fully recover. The Athlete needs a way to strengthen his body, restore his aching muscles, and build focus. In the little free time he has, he browses the web to find what his sports idols and competitors are doing to enhance their performance, and meticulously picks apart their best plays. FLX offers him a way to achieve the body he strives for, without the frills of a traditional studio. Our survey results demonstrate that 22.2% of our prospective clients are deterred from taking part due to the spiritual elements and 12.2% because they do not feel it is physically rigorous enough. FLX is therefore the ideal yoga studio for The Athlete as it highlights the physical components of yoga.

THE SUIT

The Suit is an "innovator" – successful and responsive to new technology. The Suit spends more on luxury products and services to improve his quality of life. An attractive physical appearance motivates him to workout when he gets off of work in the evening. He is progressive and open to alternative ways of completing day-to-day tasks. 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. As shown in our survey, 27.5% of respondents state that a decrease in stress and anxiety is an influential component that would motivate them to purchase a yoga membership. Since the suit works all week in a stressful and fast paced corporate environment, stress relief is a major element that attracts him to yoga, but he wants to be assured that he will still get a rigorous workout that will enhance his physical appearance.

THE DAD

The Dad focuses his time and energy on his family, with his purchases reflecting effectiveness and value. He 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 – which is reflected in our survey results that show spiritual elements as a prominent component deterring 22.2% of our prospective clients from taking part in yoga.

Marketing Strategies

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

FLX IS THE: Yoga studio for men.

THAT: 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.

THAT'S BECAUSE:

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.
4. More than 80 percent of yogis in a 2012 study reported reduced stress as a result of practicing yoga.

MESSAGE STRATEGIES

We will be using cognitive, affective, and conative message strategies. For the cognitive message strategy, we will take a preemptive approach by having our advertisements include “FLX, Yoga for Men.” We want our target market to think of FLX when they hear yoga, effectively positioning ourselves as the primary and favoured yoga studio among men. Our affective message strategy will employ resonance in order to build stronger ties with our potential clients. The advertisement should be inspirational and connect with the consumer’s previous positive experiences related to fitness and health. We understand the effectiveness of a

conative message and therefore aim to implement a coupon code displayed on social media advertisements. This will contribute to our goal of presenting FLX as reasonably priced.

The appeal we will be focusing on is humor, in order to create a lighthearted and fun element to complement the intensity and strength that FLX embodies. We also want to employ the color red to signal strength, power, and energy. However, we want to stay away from colors or images that are too spiritual or feminine. We want the spokespeople representing FLX to be physically attractive, to suggest that men who do yoga are attractive. The spokespeople and models representing FLX should resemble role models for the target demographic, in both mental and physical health. We plan on avoiding sex appeals in this advertisement, so we will therefore not depict any women in our campaigns. We also do not want to create confusion as to who our target audience is. We want the advertisements to remain clear and sophisticated.

Additional appeals that should be considered are masculinity, skill, strength, precision, honor, and willpower. Our executional framework should be demonstrational; yoga is a visually impressive sport and this type of framework would therefore showcase the high level of strength and agility needed, effectively garnering potential customers' attention. Alternatively, we recommend an informative framework, to explain our state-of-the-art modern gym, top yoga trainers, and our classes of varying intensity to indicate that our membership is worth the money and that it is for all skill levels. Overall, the advertisements should be conducted in a sophisticated and intelligent manner. Poses must reflect strength more than flexibility. Most importantly, the creative team must be mindful of any poses that could be conceivably ridiculed and should stay away from any negative imagery or body shaming.

Marketing Tactics

FLX will utilize numerous promotional tactics across a variety of categories to reach its male demographic. Since the FLX studio is located in West Hollywood, advertising will be focused locally in order to attract members who live in Los Angeles and the surrounding beach cities.

I. ADVERTISEMENTS

Advertisements will include a 10” by 6” print ad to run in the LA Times and a 10” by 12.5” print ad to run in the Santa Monica Daily Press. FLX will be advertised at two Los Angeles bus stops that experience heavy traffic— Wilshire Blvd near La Cienega Blvd, and Sunset Blvd near N Beverly Dr. In addition, a 30 second radio ad will run on 102.7 KIIS FM and 5,000 tri-fold brochures will be printed and placed in specialty athletic stores across Los Angeles where FLX can gain the most brand awareness with athletes belonging to a range of sports.

II. ONLINE

FLX’s online presence is broken up into two categories: the website and the social media. The website will feature a modern, image-based homepage and links titled Classes, Schedule, Membership, Staff, Philosophy, Contact, Social, and Blog. The blog will contain curated content pertaining to yoga, health, sports, and men’s fitness. Regarding social media, FLX will be active on Facebook, Instagram, and Twitter, since these platforms are used most often by the target demographic. The accounts will feature short video tutorials, photos of various yoga poses, information about upcoming promotions and events, introductions to guest teachers, models wearing FLX merchandise, and live

videos that engage with the account's followers. FLX will collaborate over these channels with male yoga influencers who have a following of 10k or above, preferably with those living in Southern California.

III. EVENTS

FLX will host seasonal events at its studio location, including a 24-hour yoga livestream in celebration of International Yoga Day on June 21st, sponsored by the Los Angeles based clothing retailer, Alo Yoga.

IV. SPONSORSHIPS AND COLLABORATIONS

A major source of brand exposure will come from a collaboration with the Los Angeles based athletic store, A Runner's Circle. FLX will advertise the store's products and services within the studio, in exchange for print advertisement and verbal recommendation within the store. ARC will encourage its injured runners to join FLX as a supplemental method for recovery and FLX will offer a special discount for referrals. Additionally, FLX will sponsor local races and marathons, and occasionally hold exclusive classes for college athletic teams at different campuses in the area. This will increase FLX's visibility among the athletic communities.

V. MERCHANDISE

FLX will sell merchandise in a retail space at the front of the studio, that will include men's t-shirts and tanks, compression shorts, water bottles, towels, blocks, and yoga mats. All merchandise will be branded with the FLX logo and will be available only in the specified brand colors.



FLX's brand image is modern and innovative. The advertisement reflects masculinity, strength, skill, and precision. At the same time, it also communicates a mind-body connection and a tranquil state of mind. The color red reflects energy and power. FLX celebrates challenge. The message delivered in the advertising is simple: yoga is a real sport for men. A variety of print and online platforms, such as social media and newspapers, will broadcast this message. Our findings suggest that many men shy away from yoga because of its spiritual and feminine elements. FLX aims to be the service that listens to men's concerns and preferences. The ad proposes a male-dominated arena—one where strength, agility, and a relaxing environment are emphasized. This advertisement is representative of the FLX culture. FLX values the individual customer and their accomplishments, as well as those who serve as the foundation for the FLX

operations: its staff and leadership who provide exceptional services that make the FLX experience memorable. FLX aims to revolutionize and reinvent yoga.

Implementation

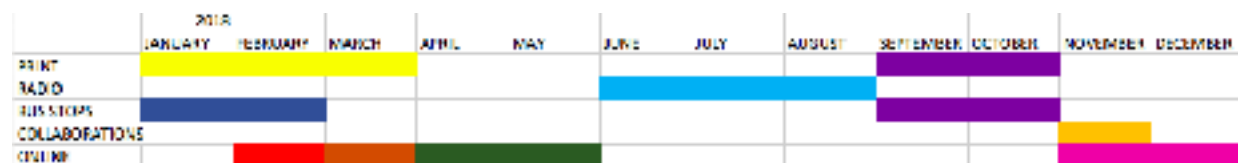
Prior to the actual release of the FLX campaign, we will be conducting a study that analyzes the behavior of our primary target: males 25 to 60 years old with an income of over \$70,000 per year. This will help us determine what choices these men make at particular times throughout the day, which will then help us determine how to design appealing messages. We will be using a combination of pulsating schedules and flying schedules so that certain ads will have more intensity at various times during the year. Additionally, several ads will be dedicated to specific events (i.e. Valentine's Day, the holiday season, our press event).

SCHEDULE OF ADVERTISEMENTS/PROMOTIONS

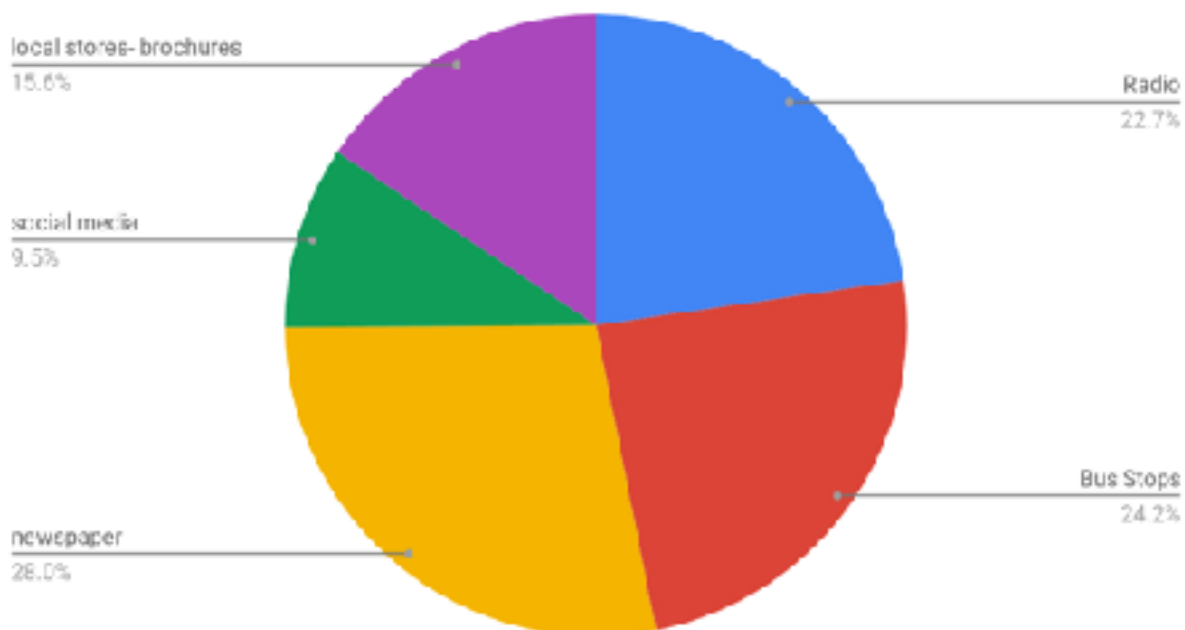
Month (s)	Promotional Element	Reason
January- March	Print an ad to run in the LA Times for promoting the studio overall.	AD will run for three editions in each week- M/W/F. It's geographically selective, gives us local market access. The newspaper outlet promotes sales, retail hours, and our yoga studio location.
January- February	Bus Stop advertising on Wilshire and Sunset Blvd promoting our International Yoga event.	AD will be placed on all bus stops. We expect heavy traffic during lunchtime/ leaving work, so advertisements will be for bus users and non-users!
February	Promotional offer on Feb. 14th: couples in-studio yoga, advertised mainly through social media handles for Valentines Day.	Social media is the best for this because it a shorter-term advertisement that is more cost-effective.
March	March 5th: International Yoga Day 24 hour Livestream Event - advertise with social media, bus stops, and brochures.	This event will be advertised through different avenues.
March	March 5th: For 24 hours, special offers will be: <ol style="list-style-type: none"> 1. One free month trial with any six-month membership purchase 2. 25% discount on a one-year membership 3. 5 guest passes on purchase of 10 yoga classes at FLX. 	Mainly advertised through Instagram, our website, and brochures in local stores.

April- May	<p>Special offers on merchandise- on social media (Facebook and Instagram)</p> <ul style="list-style-type: none"> - Buy one T-shirt, get the second 50% off - Mix n' match: buy one item, get the second 25% off - Buy 2 matts, get third for free! 	Will use social media because it can help us reach out to more people on an additional service/product we provide!
June- August	<p>Radio Advertisements on KIIS FM- specifically with a known spokesperson promoting our overall brand message, with details on where to find us: social media handles/website! Ad will run from 6am to 1pm.</p>	It will run in the summertime because we can get more customers. Expect to increase our brand recall. Will run from 5 am to noon, as we expect our demographic to be listening to the radio at these hours.
September- October	<p>Run more ads on bus stops and newspaper (LA Times)</p>	It will have general FLX ads throughout the LA times and bus stops because this can be a slow time for the business
November	<p><i>Month of November:</i> Advertise for the holidays: "Give thanks gift": A special one-time gift-card for FLX- bought in-store throughout the entire month of november-- valid for one year.</p> <ul style="list-style-type: none"> - Will be part of the exclusive brochure in the Holiday edition brochure for FLX 	This brochure will be part of our business-to-business/collaboration technique. We will be working alongside other companies to further promote FLX. November is the perfect month to start bringing in gift promotions.
November- December	<p>November and December Months: Holiday promotions. Rely heavily on Social media marketing and Radio advertising and print media.</p>	We can use emotional appeal to advertise through social media. Can use a famous spokesperson to persuade people to buy the holiday specials. And in print media, a visual can appeal to our older demographic that may not be on digital media.
December/January	<p>Collaborate with local college athletic tournaments</p> <ul style="list-style-type: none"> - Use Social media and a # to promote the event with ad - Create flyers/brochures - Focus on basketball and soccer sports to yoga needs with ad 	This social media would work because our audience here uses social media a lot. Can collaborate with the college teams/ clubs on their social medias and make flyers to distribute.
Year- round advertisements	<p><i>Postcards/brochures:</i> they will be printed on two side placed in small specialty athletic stores in the LA area throughout the year. The collaboration with other stores will be the way we carry out these ads.</p>	While the brochures will be year round, they will often be rotated for a special event, like our International Yoga Day 24 hour live-stream. It is good to offer tangible ads so that customers take them with
Year-round advertisements	<p>Merchandise: We will use social media to promote the merchandise.</p>	This is an additional element to our service, so the ads will only be on social media, since they will be for already joined/interested members.

MEDIA FLOWCHART



Budget distribution



Evaluation of Performance

In order to evaluate the campaign's success, we will use message evaluation techniques for radio advertisements, online evaluation metrics for our online/social media advertisements, and respondent behavior evaluations for the actual purchase/use of FLX services.

In order to track the message evaluation techniques for radio advertisements, we would implement qualitative measures, such as in-depth surveys to be able to understand if there was brand recall and brand recognition among our intended audience. For online/social media advertisements, we would use quantitative tools, such as measurement of click-throughs. Click-throughs would roughly measure how many people saw the ad, clicked on it, and went to our website. After the initial measurement, we will gather more data on the length of engagement with the ad or our website and the dwell time users spend on that ad. This helps us understand which ads are effective and which are not based on the time users spend on them, since they can be indicative of interest and engagement. Finally, we will use respondent behavior evaluations of the actual services. For instance, we will measure if our promotional deals are effective based off the amount of codes that are scanned for purchase and use on the variety of deals we offer.

Further, we anticipate that our social media advertisements will be the most effective followed by the radio advertisements because they are the most interactive and popular platforms that also use repetition as a tool to reach out and retain more people. In order to track real-time changes, we can keep an eye on the amount of people registering month by month to measure the increase, as we anticipate will happen, in new members and in returning members and thus the profits made. We will also measure different forms of advertisement responses. This will be done by measuring the popularity of our Instagram event for International Yoga Day based off of the

amount of views we have on our Instagram-live stream and the number of in-studio participants we have as well. If we are able to increase the number of people month by month, increase our market share, and thus have an overall 10% upward sales increase trend by the end of the year, the FLX campaign will be profiting and moving forward as a business.

Survey Questionnaire

1. Are you male or female?
 - a. Male
 - b. Female
2. In what age range do you you fall under?
 - a. Below 20
 - b. 20-35
 - c. 35-50
 - d. 50-60
 - e. 60+
3. On a scale of 1 to 5, how likely are you to do yoga?
4. What element would motivate you to pay for a yoga membership?
 - a. Increased physical health benefits
 - b. A change in workout routine
 - c. Injury recovery
 - d. Decreased stress and anxiety
 - e. Spiritual elements of yoga
5. If you are not likely to do yoga, what element is most likely to deter you from practicing yoga?
 - a. Too expensive
 - b. Spiritual element
 - c. Not physically rigorous enough
 - d. Stereotypically “feminine”
 - e. I am likely to do yoga
 - f. Other
6. FLX is a yoga studio just for men. How interested would you be in trying a class? 1 (Not interested) – 5 (Interested)
7. What is the maximum amount of money you are willing to pay for an unlimited monthly yoga membership?
 - a. \$75 per month
 - b. \$90 per month
 - c. \$110 per month
 - d. \$120 per month
 - e. \$134 per month

Survey Results

Question 1: 72.5% of respondents were male.

Question 2: 64% of respondents were between the ages of 20 and 35.

Question 3: 44% of respondents were likely to do yoga. 32% were neutral towards yoga.

Question 4: 32% of respondents cited increased health benefits as a motivating factor to practice.

Question 5: 24% of respondents cited spiritual elements and cost as deterring factors.

Question 6: 48% of respondents were interested in trying FLX.

Question 7: 72% of respondents would pay a maximum of \$75 for a monthly membership.

Survey Conclusions

1. Males below 20 mostly cited increased health benefits as a motivating factor to practice yoga, but said yoga was too expensive.
2. Males between the ages of 20 and 35 mostly cited decreased stress and anxiety as a motivating factor to practice yoga, but were deterred by the spiritual element of yoga.
3. Males over 35 were willing to pay up to \$135 for a monthly yoga membership.

Division of Labor

Part 1: Executive Summary (1 page) *Julia*

Part 2: Situational Analysis (Min. 2 pages) *Melanie*

Part 3: SWOT Analysis (1 page) *Melanie*

Part 4: Objectives (Min. 1 page) *Athena*

Part 5: Target Market (Min. 2 pages) *Athena*

Part 6: Marketing Strategies (Min. 2 pages) *Mariana*

Part 7: Marketing Tactics and Signature Creative Piece (Min. 2 pages) *Julia*

Part 8: Implementation (Min. 2 pages) *Gloria*

Part 9: Evaluation of Performance (Min. 1 page) *Gloria*

Part 10: Appendix (1 page Survey + 1 page Division of Labor) *Mariana*

ADDITIONAL TASKS:

Final Editor: *Julia*

Powerpoint Text: *Julia, Melanie, Gloria, Mariana, Athena*

Powerpoint Presentation Design: *Julia*

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