**Julia Rubien** 

**Gloria Villalobos** 

**Melanie Keltner** 

**Mariana Jimenez** 

**Athena Hellmann** 



## **Overview**

"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.

FLX is modern and innovative. FLX is masculine and celebrates challenge. The message is simple: yoga is a real sport for men. FLX aims to revolutionize and reinvent yoga.



## Situational Analysis — Melanie

## **PRODUCT**

- ☐ Health Club Industry
- Rise of Boutique Fitness Studios

#### **PRICE**

- □ \$20-40/class, monthly membership fees
- ClassPass

## PLACE

☐ Urbanized metropolitan cities



# **Objectives** — **Gloria**

## **Business objectives**

- Profitability
- Customer service
- Overall growth

## **Communication objectives**

- Develop brand awareness
- Encourage brand switching
- Enhance purchase actions
- Build customer traffic
- Encouraging repeat purchases



## **Target Market — Athena**

Urban men, aged 25-65, with incomes over 70K per year

The Athlete The Suit

The Dad



## **Marketing Strategies** — **Mariana**

**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

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



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

# **Marketing Strategies** — **Mariana**

**Message Strategy** 

Cognitive: Preemptive "FLX, Yoga for Men"

Affective: Resonance

Conative: Coupon

Codes

**Appeals** 

Humor

Color: red

Appearance

**Executional Framework** 

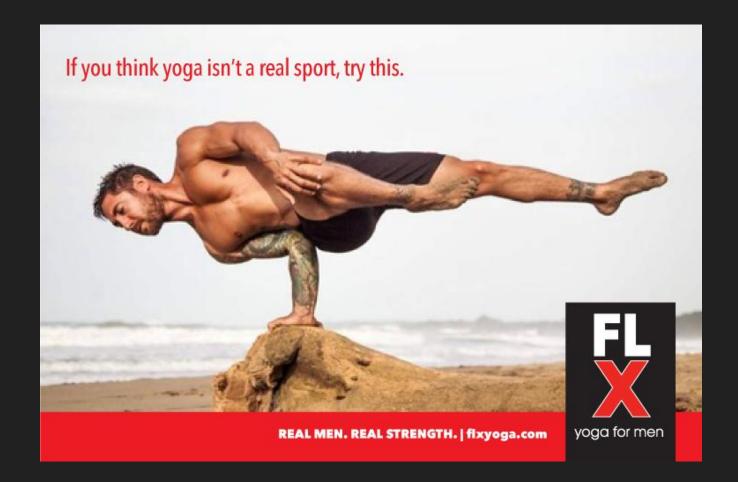
**Demonstrative** 

Informative



# **Marketing Tactics — Julia**

| ADVERTISEMENTS                        | ONLINE                   | EVENTS                               | MERCHANDISE      |
|---------------------------------------|--------------------------|--------------------------------------|------------------|
| Print ads in LA<br>Times and SM Daily | Modern<br>picture-based  | A 24-hour yoga<br>livestream on      | Branded t-shirts |
| Press                                 | website                  | International Yoga<br>Day, June 21st | Water bottles    |
| Bus stop ads on Wilshire & Sunset     | Instagram<br>Iivestreams | COLLABORATIONS                       | Towels           |
| Radio ad on 102.7                     | Facebook                 | ARC Collaboration                    | Blocks           |
| KIIS FM                               | promotions               |                                      | Mats             |



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