

**Julia Rubien**

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**Melanie Keltner**

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**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

Print ads in LA  
Times and SM Daily  
Press

Bus stop ads on  
Wilshire & Sunset

Radio ad on 102.7  
KIIS FM

## ONLINE

Modern  
picture-based  
website

Instagram  
livestreams

Facebook  
promotions

## EVENTS

A 24-hour yoga  
livestream on  
International Yoga  
Day, June 21st

## COLLABORATIONS

ARC Collaboration

## MERCHANDISE

Branded t-shirts

Water bottles

Towels

Blocks

Mats





If you think yoga isn't a real sport, try this.



REAL MEN. REAL STRENGTH. | [fixyoga.com](http://fixyoga.com)

**FL**  
**X**  
yoga for men

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