



FINAL PROJECT BY BRYAN SMITH

AUDIENCES



Baller Brad

Living w/ diabetes & high blood pressure is a rough life to adjust to. That's why Brad loves looking for new services in ads to make his life easier for him and his family. In his free time, Brad is a huge football fanatic. He regularly watches both NBC NFL Sunday Night Football and ESPN College Football Games.



Rockin' It Roxxy

Roxxy is an avid gym-goer that loves to find the joy in life through her entertainment. When Roxxy is not at the gym you can find her cozy at home enjoying her favorite Netflix movies and shows. Even though she has a Netflix account, she still does not mind watching regular TV as she finds TV ads amusing to watch.



Dedicated Dani

Dani has been dedicated to changing her life around after separating from her husband. To better herself, she has been interested in diets and starting a weight loss journey. Dani regularly uses Facebook for inspiration and sharing her progress. She is not a fan of the ads though, so she likes to use magazines for new products/services to help her on her journey.

Baller Brad



Key Features

- Living w/ Diabetes & High Blood Pressure
- Agree that mobile phone ads provide useful info on new products/services
- Viewed NBC NFL Sunday Night Football in past 12 months

Who We Are

Gender
Male

88.6% avg

Age
25-54

63.2% under avg

HH Income
50k-99.9k

61.1% avg

Relationship
Married

111.1% over avg

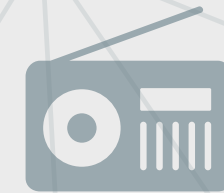
Race
White

150.2% avg

Education
High School Grad+

173.6% avg

Channel Preference



Light
90.1%



Light
103.5%



Heavy
86.4%



Heavy
90.8%



Light
91%



Heavy
121.9%

Rockin' It Roxxy



Key Features

- Heavy fitness user
- Regularly watches and subscribed to Netflix.
- Finds TV ads amusing.
- Avid Food Network watcher

Who We Are

Gender
Women
52.1% 101

Age
18-49
58.7% 107

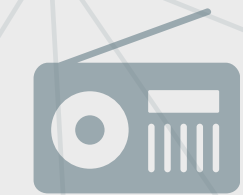
HH Income
50k-99.9k
32.2% 104

Relationship
Single
28.4% 99

Race
Black / African A.
10.4% 80

Education
Associate's Degree +
52.1% 124

Channel Preference



Heavy
41.6%



Heavy
42.3%



Heavy
42.2%



Light
40.1%



Heavy
43.5%



Light
44.3%

Dedicated Dani



Key Features

- Interested in Diets & Weight loss
- Find magazine ads provide useful info about new products/services
- Think Internet ads appear at inconvenient moments
- Regular Facebook user

Who We Are

Gender
Women
57.3% 111

Age
25-49
38.1% 89

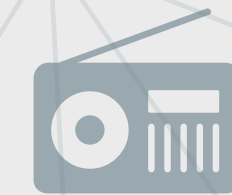
HH Income
100k-500k
36% 106

Relationship
Sep/Wid/Div
19.8% 107

Race
White
76.4% 102

Education
Bachelor's Degree +
35% 111

Channel Preference



Light
40.2%



Light
40.4%



Heavy
42.7%%



Heavy
42.7%



Heavy
40.2%



Heavy
43.2%



Client Goals & Objectives

In 2020 Tombras launched a national campaign that was ravaged by the Covid-19 virus. OTF studios were closed and the business suffered drastically. The ad campaign was shut off for 6 months and thus, lead volume and awareness plummeted. The 2019 national brand awareness campaign for OTF was designed to drive unaided, non-member awareness up 5 percent and be measured through a brand tracking study. We also increased lead volume by over 36% versus 2018. Our goal in 2020 was to continue that growth in awareness by another 5% unaided awareness. That did not happen. Now we must go backwards to go forward. For 2021, we need to drive leads again and regain the lost unaided awareness. Ignoring the down business trends from 2020, we are going to investment spend to full 2020 level to re-energize the business and return to profitability.

KEY KPIs

- Total lead volume lead increases over 2019 levels by 3%
- Unaided, non-member brand awareness up 10% over 2020 levels, measured by a brand metrics study
- New or unique website and device site visits up 10% over January 2020 numbers



- heart rate-based interval training
- group exercise classes for motivation
- 60 minute high-intensity workout
- coaches are very motivational



- Have beginner's classes
- group exercise classes
- start branching out to online workout classes
- AI usability for customizable routines

- scheduled only- no drop-in workouts
- too intense for beginners
- group workouts only
- brand is uncertain with what they stand for

- competition (the rise of CycleBar)
- rise of at-home workouts
- Regulations like [Senate Bill 5553](#)**
- people are still hesitant to return back to in-person studios

**Concerning safety and sanitation of fitness centers



- Judgement free zone
- Focused on positive customer experience
- Open 24/7
- 30 min, express circuit
- Free fitness training

- Provide specified classes for more experienced gym goers
- Collab with corporate businesses for memberships through their job
- Customizable gym memberships
- Digital videos / classes

- Limited amenities/services
- Not personalized
- Tend to be very overcrowded
- No resources for gym enthusiasts

- Rise of at-home workouts
- Regulations like [Senate Bill 5553](#)**
- Inconsistent between locations
- Many negative reviews over scandals in respective locations

**Concerning safety and sanitation of fitness centers

EQUINOX



- Both in-person & digital classes
- Provide highest value equipment
- Packages with hotel and spa
- Expert personal training
- Unlimited classes

- rely on niche high-end clientele
- inconsistent operating hours
- gyms have same equipment types alternatives
- can be hard to keep and obtain coaches of such high standards

- provide variety of membership types to increase target demog.
- start building smaller studios in more rural areas
- build a more connected community through Equinox Circle
- advertise towards older demographics

- Regulations like [Senate Bill 5553](#)**
- Seen as a luxury brand only to public- not for everyone
- High operating costs
- Competitors (rise of Life Time)

**Concerning safety and sanitation of fitness centers



EQUINOX

of locations: est. 1,500 worldwide

annual revenue: est. \$913,155,000

type of offers/marketing: free first class

imagery: slim and active
diverse in gender and races
modern and simplistic style

growing or contracting: growing

app usage: Book classes
Class counts
Keep track of membership
See class/coach ratings

of locations: 2,400+ worldwide

annual revenue: \$1.034 Billion

type of offers/marketing: \$10/month
free for seniors
free for high schoolers in summer

imagery: more active, but average
gym goers
more fun color/bright scheme

growing or contracting: growing

app usage: Shows how to use machines
Tracks busyness of location
Used to track your workout

of locations: 107 worldwide

annual revenue: \$144.2 Million

type of offers/marketing:
black friday deal: join today to get a
\$100 gift card to their shop

imagery: slim & fit models in a more
photoshoot setting
more abstract/artistic

growing or contracting: growing

app usage: Access to instructors and
immersive live and on-
demand classes 24/7

CONCLUSION SLIDE



Compared to Planet Fitness, OTF is a more viable option for more experienced gym goers and Planet Fitness is more for the casual or beginner gym goer. OTF is more adaptable to use as one's fitness journey changes. However, if you are looking for a quick drop-in workout or only workout at night, Planet Fitness is definitely more of a viable option for you as OTF does not provide 24/7 studio access and you can only be there via a class.



Compared to Equinox, OTF is a better way to go if you are looking or relying on group workouts to stay motivated. Equinox does have group workouts, but also has personal trainers to help. They both are only open at certain hours of the day, but members of Equinox can go at any time to workout by themselves during operating hours. As a luxury brand, Equinox is seen as untouchable, but OTF is more achievable for the average person.

Channel Strategy - Paid Search

OTF can use paid search to come as a top result in online search engines like Google. That way when users search for anything like “Quit Free guarantee” or “Knoxville gym” OTF will come across as credible and a useful option.

- Users of each persona find ads on the internet provide them with useful info on new products and services.
(Brad = 82.1%; Roxxy = 44.7%; Dani = 44.16%)
- Users of each persona find ads on the internet provide them with meaningful info on the product use of other consumers.
(Brad = 70.1%; Roxxy = 38.2%; Dani = 37.3%)
- Users of each persona generally agree that brands that are advertised are better in quality than brands that are not advertised.
(Brad = 49.2%; Roxxy = 23.2%; Dani = 23.7%)

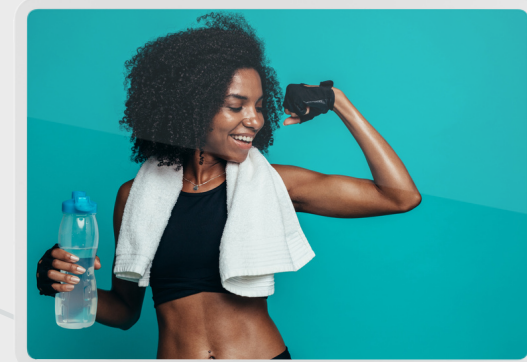


yahoo!

Internet Preference



Light
60.78%



Heavy
42.3%



Heavy
39.6%

Channel Strategy - Magazines

OTF having space within these magazines will help consumers become aware of the brand if they haven't been aware of OTF's services already.

- Over 35% of users in all 3 personas read and use general editorial magazines.
- 38% or more of users in all 3 personas find magazine ads provide useful info about new products/services.
- 42.83% of users like Baller Brad read health magazines.
- 29% of users like Rockin' It Roxxy read Women's magazines.
- 27.7% of users like Dedicated Dani read news magazines (Entertainment Weeklies.)



Mag. Preference



Heavy
86.4%



Heavy
42.2%%



Heavy
42.7%%

Channel Strategy - CTV

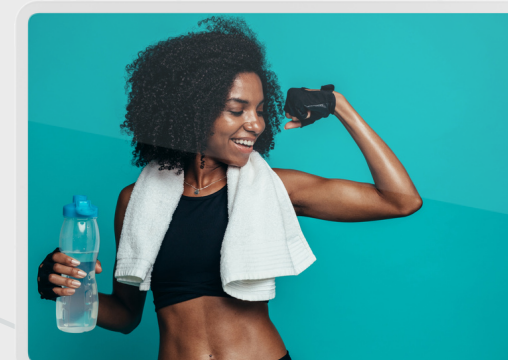
This strategy can be used for product placement, commercials, or digital ads on your screen in the brand's TV application to increase awareness.

- Users of each personas stream through Prime Video (Brad = 27.6%; Roxxy = 24.4%; Dani = 20.8%)
- Good percentage of each persona watched any programs/ events On-Demand (Brad = 41.92%; Roxxy = 24.8%; Dani = 23.4%)
- High percentage of each personas stream through Netflix (Brad = 76.99%; Roxxy = 59.33%; Dani = 51.5%)
- High percentage of each personas watch Animal Planet through cable, stream, satellite, or fiber optic. (Brad = 42.03%; Roxxy = 14.2%; Dani = 16.7%)
- High percentage of each personas watch ESPN through cable, stream, satellite, or fiber optic. (Brad = 50.2%; Roxxy = 28.1%; Dani = 25.1%)

TV Preference



Heavy
121.9%



Light
44.3%



Heavy
43.2%



Channel Strategy- Linear TV

This strategy can be used for product placement or commercials on consumer's favorite TV channels and shows to increase OTF's brand awareness.

- High percentage of each personas watch TV during weekdays 8pm-11pm.
(Brad = 145.7%; Roxxy = 60%; Dani = 64.1%)
- High percentage of each personas watch TV programs more often than they did 12 months ago
(Brad = 30.35%; Roxxy = 30.9%; Dani = 40.3%)
- High percentage of each personas have seen infomercials the past 30 days.
(Brad = 39.9%; Roxxy = 21.2%; Dani = 20.9%)
- High percentage of each personas watch HGTV any the past 7 days.
(Brad = 45.22%; Roxxy = 22.5%; Dani = 22.7%)
- High percentage of each personas watch History Channel any the past 7 days.
(Brad = 59.7%; Roxxy = 25.7%; Dani = 22.7%)
- High percentage of each personas watch Food Network any the past 7 days.
(Brad = 59.7%; Roxxy = 20.6%; Dani = 46.5%)



TV Preference



Heavy
121.9%



Light
44.3%



Heavy
43.2%

Channel Strategy- Internet/Social Media

OTF can use social media to increase awareness and build a community for the OTF brand by influencers, social posts, etc. in order to increase awareness, as well as possible conversions.

- High percentage of each personas regularly use Facebook.
(Brad = 111.6%; Roxxy = 68.5%; Dani = 64.7%)
- High percentage of each personas use YouTube regularly.
(Brad = 79%; Roxxy = 56.1%; Dani = 50.7%)
- High percentage of personas like Roxxy and Dani regularly use Instagram.
(Roxxy = 37.6%; Dani = 30.5%)
- Many users in all personas believe Internet ads provide useful information on bargains.
(Brad = 78.1%; Roxxy = 42.4%; Dani = 42.4%)



Internet Preference



Light
60.78%



Heavy
42.3%



Heavy
39.6%

Channel Strategy - Radio/Audio

OTF can use radio and audio channels to increase brand awareness within consumer's everyday music listening. A great percent of people listen to music while working out, having an ad spot in this channel is great for awareness to possible conversions.

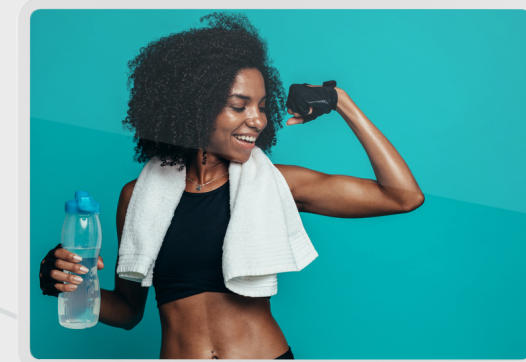
- Many users in each personas listen to any FM. (Brad = 133.72%; Roxxy = 71.2%; Dani = 69.7%)
- Users in each persona subscribes to SiriusXM Satellite (Brad = 42.5%; Roxxy = 23.2%; Dani = 21.9%)
- Many users like Baller Brad listen to Country music over radio (33%)
- Many users in each personas listen through Pandora. (Brad = 47.9%; Roxxy = 37.7%; Dani = 32.1%)
- 23.1% of users like Roxxy use Spotify in the last 30 days.



Preference



Heavy
73.2%



Heavy
41.6%



Heavy
39.7%

Budgeting Strategy

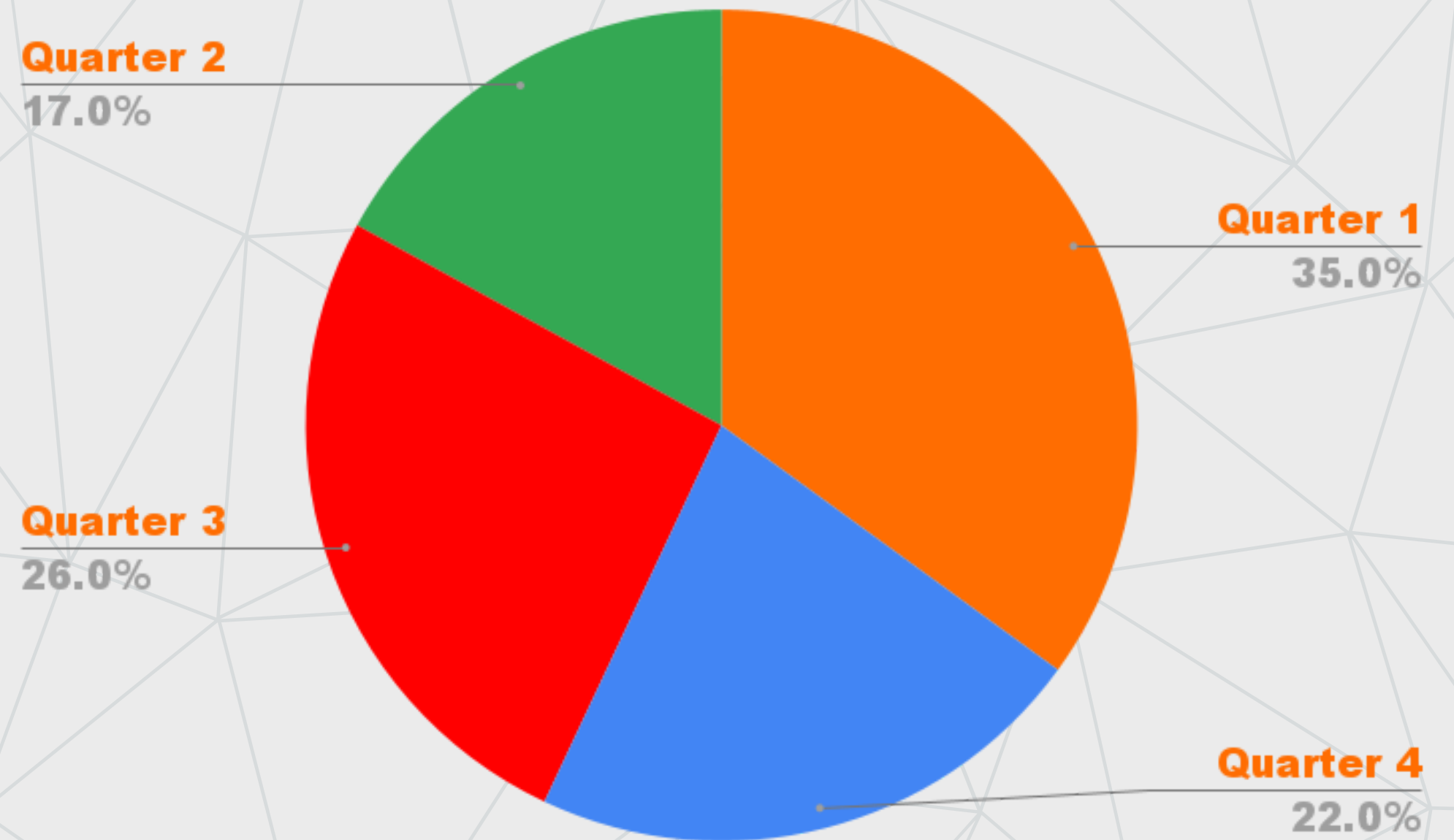
Total Yearly Budget: 19,500,000

Q1 Budget: \$6,817,335

Q2 Budget: \$4,371,127

Q3 Budget: \$4,986,934

Q4 Budget: \$3,324,604



Flowchart



Gross Budget
Remaining

\$62,665

Orangetheory Fitness National Plan Flowchart

														Quarterly Totals														Quarterly Totals													
		January				February				March				Impressions		Gross \$		April				May				June				Impressions		Gross \$									
														\$6,817,335												\$4,371,127															
Marketing / Promotional Calendar						Transformation Challenge				Spring Into Summer												Week Free of Workouts																			
Calendar						CPP/CPM		4	10	17	24	1	8	15	22	1	8	15	22	29					5	12	19	26	3	10	17	24	31	7	14	21	28				
Top Down																																									
National TV / Cable																																									
CTV						\$26										57,692,307		\$1,500,000														32,692,307				\$850,000					
Programmatic TV						\$20										45,454,545		\$2,500,000														45,000,000				\$900,000					
Streaming Audio						\$20										62,500,000		\$1,000,000														50,000,000				\$1,000,000					
magazine						\$44										12,893,977		\$567,335														11,818,181				\$520,000					
Totals																178,540,829		\$5,567,335														139,510,488		\$3,270,000							
Integrations / Events																																									
Totals																0		\$0														0		\$0							
Bottom Up																																									
paid search						\$6										125,000,000		\$750,000														125,000,000				\$750,000					
paid social						\$8										62,500,000		\$500,000														43,750,000				\$350,000					
Totals																187,500,000		\$1,250,000														168,750,000		\$1,100,000							
Media Totals																366,040,829		6,817,335														308,260,488		4,370,000							

Flowchart cont.

					Quarterly Totals							Quarterly Totals		Campaign Totals																			
July		August			September		Impressions	Gross \$		October		November		December		Impressions	Gross \$		Impressions	Gross \$													
							\$4,986,934									\$3,324,604																	
			Back to School										25th Hour	Holiday																			
5	12	19	25	2	9	16	23	30	6	13	20	27					4	11	18	25	1	8	15	22	29	6	13	20	27				

The background features a light gray geometric pattern of interconnected lines forming various polygons. A solid red triangle is located in the top-left corner, and a solid orange triangle is in the bottom-right corner.

THANK YOU

SOURCES

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