**NAME(S):………………………………………………………………………………………**

1. **MARKETING COMMUNICATION STRATEGY WITH THE USE OF ITS ALTERNATIVE FORMS**

*This activity is based on a chain of fitness centers. They want to increase their ongoing level of communication activity, but are unsure how best to promote themselves in the marketplace.*

**ACTIVITY/TASK**

Fitness ABC currently consists of eleven fitness centers across the city. Their goal is to expand to around 20 centers before expanding interstate. Currently, most of their fitness centers are operating at only 60% capacity. This means that they will greatly benefit from more customers (as most of their costs are fixed costs – in premises and equipment).

As a result, they have budgeted just over $1m (which is a substantial amount for them) for an upcoming marketing communication campaign. Their problem is that they are faced with too many choices and are unsure how to structure their campaign. That’s why they need your help/advice.

They have identified three different segments of people that are attracted to joining a fitness center. These segments are:

|  |  |  |
| --- | --- | --- |
| **Name of Segment** | **Needs** | **Profile** |
| **Looking Good** | This group is attracted to improve the physical look of their body. | On average, this group is aged 18 to 35 and tend to be fairly dedicated to fitness – but they also like to party too. |
| **Losing Weight** | As the name suggests, this group is attracted to a fitness center to help them with their weight loss goals. | This group is slightly older, around 30 to 45 years. Their fitness dedication seems to go in cycles (that is, up and down). |
| **Among Friends** | This group see fitness center as a great place to make friends and meet people. | This group mostly consists of females aged 25 to 40 years, who work part-time (due to children). They are reasonably committed to fitness, even though it is their secondary motivation. |

**QUESTIONS**

1. Which appeal/s, message/s, and source/s to use in the case of three identified segments (choose from the list below)?
2. Which media vehicles to use in the case of three identified segments (choose from the list below)?

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| --- | --- | --- |
| **Media** | **Appeal/s and Message** | **Message source** |
| * Radio advertising * Local paper advertising * Local cinema advertising * Internet ads * Shopping mall promotions * Letterbox drops * Billboards * Taxis and buses * Publicity * Customer referral incentives * YouTube videos * Social media marketing * Search engine marketing * Ambient media * Viral marketing * Product placement * Content marketing * Green marketing | * Rational – best equipment and staff * Sexual – ‘want to look like this’? * Fear – risks of being overweight * Emotional – ‘take care of yourself’ * Two-sided – ‘now that you’re older’ * Humor – ‘I used to hate to work out’ * Emotional – ‘where you belong’ * Humor – having fun * Rational – become fitter/faster * Fear – ‘your competitor trains here’ | * Fitness Instructor * Real customer * Expert/doctor * Actor (little overweight) * Real customer * Older celebrity * Actors (group of friends) * Staff and real customers * Spokesperson (face of firm) * Actors (fit looking people) |

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| --- | --- | --- | --- |
| **Segment** | **Media** | **Appeal/s and Message** | **Message source** |
| **Looking Good** |  |  |  |
| **Losing Weight** |  |  |  |
| **Among Friends** |  |  |  |