



Former collegiate athletes don't look or feel like they did when they were first apart of a college sports team, but Orangetheory Fitness makes them feel confident again. The high intensity routines at Orangetheory Fitness will push your body to limits until your inner athlete is revived. Once again, you'll see the athlete you've always been when you look in the mirror.

In this campaign, current Orangetheory members will be positioned in a "sporty" light to appeal to the target audience's competitive spirit. Executions will be bright and energetic, but also feature rough textures and strong men to give the campaign a very masculine vibe. Using short simple phrases makes our campaign sound direct and simple, but body copy will also feature encouraging messages challenging the target audience to try Orangetheory.

Group Members:

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My Role:

In this campaign, I played a big role in writing the target audience brief and conducting the research for the creative brief. I also designed our digital, billboard and print executions. In addition, I helped to write body copy and created mock ups as well.

Campaign Adjustments:

Throughout the campaign there were minor errors that we addressed. At the of the target audience brief, we added a persona. We also adjusted our creative strategy statement and key consumer benefit. We also improved our big idea

We made some major adjustments to our executions. We center the tagline under the brand's logo and rewrote the body copy for the billboard and magazine. We also re-wrote the billboard's headline and we made visual adjustments to all of our executions, excluding the TV spot. However, we did make the necessary changes to the script and storyboard so it could be read in the right format.

Key Insight

Former African American athletes have a renewed interest in their physique (Bäckmand, Kujala, Sarna, & Kaprio, 2010).

Advertising Problem

Former athletes think normal workout routines aren't personalized or high intensity enough to bother trying (Simon & Dochetary, 2017).

Advertising Objective

Convince former African American male athletes that Orangetheory Fitness will give them a personalized workout that will help them get back to their athletic physique.

Target Audience

The recommended target audience for Orangetheory Fitness are African American male ex-athletes. These men were very involved with sports growing up, and they pursued it through college (Beamon, 2012). However, once they graduated from college, they pursued a career in public service or business (Beamon, 2012). They're age ranges from mid 20s to early 30s and they may or may not be married and have children yet (Mintel, 2017a). The last few years has been the first time in their lives when they weren't playing a sport, and it's starting to show (Cohen, 2014). Naturally, they have a renewed interest in their physical health (Bäckmand, Kujala, Sarna, & Kaprio, 2010).

Surprisingly, former athletes are less healthy than former non-athletes (Cohen, 2014). But without their respected coach laying out routines for them or their supportive teammates to motivate them, former collegiate athletes' lifestyles take a unhealthy turn (Beamon, 2012). When compared to the competitive energy of a game, the idea of running on a treadmill or lifting weights bores them (Cohen, 2014). Ultimately, they begin to live a more sedentary life because they can't seem to find a stimulating replacement for their college sport (Simon & Dochetary, 2017). A study conducted by Gallup found that less than half of former athletes feel they have "good health and enough energy to get things done daily" (Stark, 2018).

African American men are less likely to engage in physical activity than any other ethnicity group (Friedman, Hooker, Wilcox, Burroughs, & Rheaume, 2012). Likewise, black millennials are less satisfied with their health than any other ethnicity and they are looking for ways to improve their wellbeing (Mintel, 2018). One third of the target audience work out at a facility, but the majority of the target audience most enjoy playing a sport with their friends to get in their exercise for the day (Mintel, 2016). However, the target audience is interested in joining a premium fitness center, such as Orangetheory Fitness (Mintel, 2017?).

Even though African American men have a more positive body image than any other ethnicity, they also are more conscious of their own body (Grogan, 2017). To the target audience, it's more important for fitness brands to be inclusive than premium (Mintel, 2018). They tend to view premium fitness brands as "too white" or too feminine and believe they would feel out of place if they attended the gym (Ramanathan, 2018). African American millennials want more to see diversity in health and fitness advertising (Mintel, 2018). Moreover, they can be intimidated by shirtless bodybuilder body types in advertising and they want more advertising to reflect a "real man's body" (KingKade, 2015).

Male African American former collegiate athletes agree that their athletic identity makes up the largest part of their self image (Beamon, 2012). They will always see themselves as an athlete even though the majority of the target audience now has a career in business or public service (Beamon, 2012). Naturally, they are big fans of professional and college sports (Bäckmand, Kujala, Sarna, & Kaprio, 2010). In fact, Mintel's sport fan segmentation defines them as avid fans rather than occasional or average sport fans (Mintel, 2017b). The target audience is very loyal to the sport they formerly played in college (Arntfield, 2018). In addition, they also enjoy recreationally playing and watching football and basketball, regardless of whether or not they played it in college (Mintel, 2017a).

The sport fan community is very passionate and the target audience loves engaging with it by being a part of different events like Fantasy Football (Procter, 2017). Naturally, player's and team's personal statistics are a very interesting information to them (Lobell, 2018). Hard core fans, like the target audience, almost feel a sense of ownership towards their favorite teams (Arntfield, 2018). Likewise, the target audience often travels to watch games in person at stadiums (Mintel, 2017a). They see sports as "a good way to invest their time and money" because it's an authentic experience (Lefton, 2015). Obviously, sports play a large role in the target audience's social life. Keeping up with the latest games stimulates talk among friends and co-workers on a daily basis, especially among other men (Beamon, 2012).

The target audience lives in the Millennial generation, a generation that represents a fourth of the entire population (Schawbel, 2015). They do not respond well to traditional methods of advertising, which is a reason why many companies have failed to connect with them (Schawel, 2015). Millennials are virtually connected to various social networks and they value the feelings of having an important role in these communities (Tredgold, 2016). When it comes to shopping habits, 68 percent of Millennials want an integrated and seamless experience, so they can transition effortlessly from smartphone to personal computers to in-store (Accenture, 2018). With this information, we can assume that they want a company that will fulfill their requests with ease whether it be in-person at the gym or signing up for a free workout after seeing an advertisement.

The target audience falls under the VAL's Believers type because they value friendly communities, constancy and stability (Strategic Business Insights, 2018). These men think advertising is a legitimate source of information (Strategic Business Insights, 2018), so the deliverables in this campaign need to be informational while still conveying the message accurately. The target audience doesn't make New Year's resolutions, they want to feel better, look good, and be strong (Mintel- Health and Fitness Clubs- 2017- Motivators to join).

These men like to watch shows that give them a competitive edge, when watching TV they usually watch live sports programming on ESPN and top-rated shows like Fox's *American Idol* and NBC's *America's Got Talent* along with other related competitive shows (Guthrie, 2011). These particularly enjoy watching basketball and football more than any other live sport (Mintel, 2017a).

Meet Jeremy, an African - American 28 year old man. He was a linebacker in high school and college, but after he graduated he gave up football and now works as a policeman (Beamon, 2012). However, he a hardcore sports fan and always talks about the latest game around the watercooler at work (Bäckmand, Kujala, Sarna, & Kaprio, 2010). He's a dedicated fan of both college and pro sports and he enjoys traveling to games and attending sport theme

events with friends (Mintel, 2017b). When he's not on the road, Jeremy also likes to fill his free time by participating in a Fantasy Football league (Proctor, 2017). As he begins to enter his early 30s, Jeremy has noticed that he just isn't as fit as he used to be (Beamon, 2012). He wants to get back into shape, but after training for football all his life, regular gyms and routines are boring to him (Simon & Dochetary, 2017). In addition, he perceives specialized, luxury fitness centers as too feminine (Ramanathan, 2018). Overall, he wishes health brands would put more diversity in their advertisements and feature more realistic and relatable images of men's bodies (KingKade, 2015).

Competition

Direct Competitor #1: CrossFit®

- CrossFit® is a fitness regimen with varied functional movements performed at high intensity. All CrossFit® workouts are based on functional movements that reflect the best aspects of gymnastics, weightlifting, running, rowing and more (CrossFit, 2018).
- CrossFit® can cost as much as \$200/month or more and has limited locations (TrueFitReview.com, 2018).
- The CrossFit® program is driven by data. It uses whiteboards as scoreboards, keeping accurate scores and records, running a clock and precisely defining the rules and standards for performance (CrossFit, 2018).
- CrossFit® aims to forge a broad, general and inclusive fitness supported by measurable, observable and repeatable results (CrossFit, 2018).
- CrossFit® offers high intensity workouts that allow consumers to lose nine times the fat of someone who did a moderate intensity workout for double the amount of time (Herz, 2014).
- CrossFit® Games allows people who regularly workout with *CrossFit*® can compete against each other and many of the elite *CrossFit*® competitors go on to become legitimate professional athletes (TrueFitReview.com, 2018).
- In 2012, CrossFit® came out with a new campaign, "The Sport of Fitness Has Arrived" where Reebok® highlights the brand to show the strength and conditioning program (Zmuda, 2012).

Direct Competitor #2: Zumba®

- Recognized as the largest brand dance-fitness company in the world and is spread across more than 180 countries (Zumba® PR, 2014).
- Zumba® offers a monthly membership program created to give the customer ongoing support and tools for instructor success (Zumba, 2018).
- Group Zumba® classes can cost from \$5-\$20 per class and private lessons can cost about \$85 per hour. The Zumba® exercise DVDs and video games cost about \$25-\$90 (CostHelper Fitness, 2018).
- Zumba® offers a unique workout so customers can stop counting the reps and start training to the beat with a music experience (Zumba, 2018).
- Zumba® offers a Zumba® at Sea experience where customers can enjoy a 5 day cruise to various locations during Spring Break time (Zumba, 2018).

- Zumba® offers a class called Zumbini® where parents can come in and sing, dance, play and create bonds with their babies (Zumba, 2018).
- A study in the American Journal of Health Behavior showed that when women with type 2 diabetes and obesity did Zumba three times a week for 16 weeks, they lost an average of 2.5 pounds and lowered their percentage of body fat by one percent (Hied, 2017).
- Evidence has shown that dancing can help seniors maintain balance and coordination, lowering their risks for falls (Heid, 2017).
- In 2014, Zumba® created its first multimedia advertising campaign to promote its brand including television, digital, social and PR (Zumba® PR, 2014).

Direct Competitor #1: Planet Fitness®

- Planet Fitness® prides themselves on being a judgement free zone with friendly staff that make for a better workout experience (Planet Fitness, 2018).
- No Commitment Membership costs \$10 per month and if customers want the PF Black Card®, the price increases to \$21.99 per month (Planet Fitness, 2018).
- The PF Black Card® members can make use of additional amenities like bringing a guest for free, use of any PF location, unlimited hydromassage and more (Planet Fitness, 2018).
- There are Planet Fitness® clubs in 50 U.S. states and 5 countries with over 1,500 Judgement Free locations (Planet Fitness, 2018).
- Planet Fitness® is open 24 hours and includes inexpensive fees and low rates. The facilities are clean and there are often no wait for machines (Anne, 2017).
- Some customers believe that Planet Fitness® encourages bad eating habits by providing a “pizza night” that includes an unlimited amount of free pizza. Some other cons are no group classes and no Wi-fi for customers when they are working out (Anne, 2017).
- Many of Planet Fitness® campaigns are creative and emphasize their passion for a judgement free zone. A campaign that debuted in 2016, “The World Judges, We Don’t. At Planet Fitness, Be Free.”. Planet Fitness® wants its consumers to feel casual, comfortable and welcome when going into the gym (Globe Newswire, 2016).

Indirect Competitors

- Yoga
- Exercising at home (Beach Body)
- Never exercising

Key Consumer Benefit

Gain the confidence you once felt when you were a part of an athletic sport.

Support

- Helps athletes and former athletes revamp their skills with trained coaches (Orangetheory Fitness, n.d).

- There is not another workout that combines personalization in an empowering group setting that gets you the results you want (Orangetheory Fitness, 2018).
- Customers are never bored and always excited to return for the next workout (Lowe, 2015).
- Customers have more self-esteem after working out at Orangetheory Fitness (Gobea, 2017).
- Stress levels and a feeling of overwhelming tasks have decreased after working out at Orangetheory Fitness (Gobea, 2017).

Tone

Orangetheory Fitness's tone should reflect a values important to the target audience and the gym itself. So, Orangetheory Fitness's tone will be personal, competitive and honest.

Orangetheory Fitness cares most about the clients that come in and building one-on-one relationships with them. This gym is unlike any other in that its goal is not solely based on weight loss, but to give a personalized experience for everybody.

Orangetheory Fitness keeps the consumer from trying to be better than others, but instead to be the best version of themselves. By creating advertisements that are challenging the consumer, it will bring in possible new clients to try a free class.

The gym monitors the consumer's personal progress and the trainers are candid with clients about how they can meet their personal needs best. Orangetheory Fitness is the best place to workout and achieve the consumer's fitness goals.

Mandatories and Limitations

Must include the Orangetheory Fitness logo in its current form. Campaign must sell the Orangetheory Fitness as a brand and a place to exercise. The campaign must mention the three plan levels, all with no annual contract. Advertisements should not have any price details, which vary from franchise to franchise. Campaigns must mention 30-day back guarantee and the call to action must be to sign up for a free workout. May not use any celebrity endorser and the target audience must be either African-Americans or Hispanics in the U.S. Need to create a new campaign that still keeps the brand's identity and personality. Do not want to repackage what the brand has done in the past.

Creative Strategy Statement

Convince former African American male athletes that Orangetheory Fitness gives him his confidence back because of the high-intensity workouts and personalized routines.

