Strategic Message Planner: **Shine** Performance Running Products for Women

* **Client and Product**

Shine performance running products are specialty shoes and apparel made specifically for women. The average price of the line of running shoes is $78. The apparel line includes shorts, long and short sleeve T-shirts, tanks, yoga style pants, sports bras and headbands. What sets our product line apart from our competitors is the ability to nearly feel naked because of the lightweight, sweat-proof material all of our products are focused on. Also, our workout app created for as a calorie counter, is unlike anything you’ve ever seen.

We have worked with athletic gear representatives to create products that are more affordable and high quality.

* **Target Audience**

Our products are made specifically for women ages 12 to 50. We focused on the typical size of women’s clothing and shoe size to create comfort performance gear that is so comfortable you’ll feel like you’re naked. The color scheme of these products includes vibrant eye-catching colors beside many shades of gray. Because our products are targeted toward females, many shades of pink and other girl-like colors are used across the product line.

* **Product Benefits**

Comfort and quality is our main goal. The stretchy yet firming materials included in almost all of these products have the ability to make you look up to 5 pounds thinner. Being comfortable while working out is a hard enough task. We strive to create products that will make this goal just that much easier. Our shoes are made with gel-like insoles, creating comfort with the right structure for your health needs. Have a problem with ankle pain or rolling while running? Our shoes are specifically made to reduce such a problem.

* **Current Brand Image**

Shine performance running gear is created with the consumer’s health, comfort and dollars in mind. We strive to create quality products that are eye-catching, comfortable and low price.

* Desired Brand Image

Our goal is to create a lasting image in consumer’s minds across the globe. When a consumer thinks comfort and running, we want our brand to be the first thing on their minds because not only is it good quality, but decent on your wallet.

* **Direct Competitors and Brand Images**

Our number one competitor is Nike Inc. because our products are in the same category. Nike is one of the leading athletic performance gear companies known across the globe. Their brand image and logo is one of the most well-known product lines in the world. Consumers trust Nike’s reliability and quality. What sets our products apart from theirs is a target audience of only women, color scheme and price.

* **Indirect Competitors and Brand Images**

Indirect competitors would include companies like Gap Body and Vans. Gap Body has an image brand of comfort and good-quality products priced pretty decently. They become a competitor as they begin to create more apparel advertised as work out clothing. Vans is also a big indirect competitor because their shoes are so well-known to be comfortable and reliable. What sets us apart from both of these companies is, once again specialty women’s products created for comfort and price.

* **Advertising Goal**

Our goal is to bring awareness to our product line’s specialties, putting emphasis in our brand loyalty, price, quality, comfort and most importantly for women only.

* **Strategic Message**

Women across the world should buy out products because we have created products that instill values of comfort, price, and quality. The color scheme we decided to use will be unlike anything else you’ve ever seen. If you enjoy running, you will enjoy the use of our entire product line.

* **Supporting Benefits**
* Low price
* Quality that will get your money’s worth
* Eye-catching style and colors unlike anything you’ve seen before
* Feel nearly naked in our clothing thanks to our innovative sweat-free
* Look thinner
* Feel the comfort of our shoe soles
* Calorie counter chip planted inside the shoe that counts your daily calories
* Variety of performance running gear
* Specifically made with women’s size in mind