

All Good Fitness

Corpus Christi's First Exclusive Downtown Fitness Facility

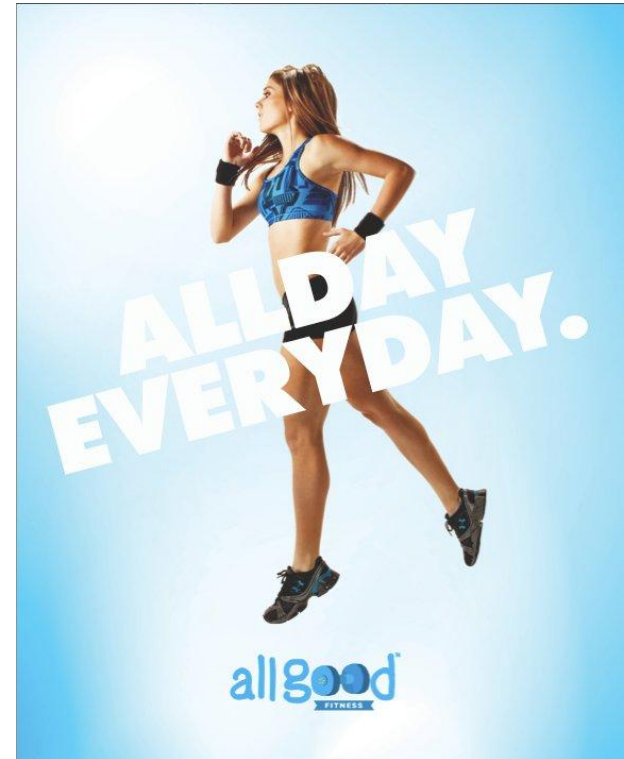


Presented to: Stephanie Torres and Dusty Olivera

Presented by: Sara Hinton

April 6, 2011

**Generating more
downtown
members in a
competitive
marketplace.**



All Good Fitness Current Situation

- ▶ Stephanie and Dusty opened the business in March as an ultra modern workout and fitness center open 24 hours a day in downtown. It currently has 156 members, 120 of whom signed up during the pre-opening period.
- ▶ Entry Point: “will cap membership at 700 members”
- ▶ Seasonality: 1st quarter and August-December should be peak times
- ▶ After work, 5p-7p is prime time for club
- ▶ Memberships are \$35/month with annual commitment, personal training is \$60 for 5 sessions
- ▶ Customer base: 65% Women, 20-50, who work in downtown
- ▶ Competition:
 - YMCA; 2500 members, close by, poor quality equipment and facility
 - Freedom Fitness; 16,000 members, Mall location, always too crowded
 - Gold’s Gym, CCAC; 3500 members
- ▶ Differentiation:
 - Quality of machines, “vibe”, lounge feel
- ▶ The opportunity for All Good Fitness is to attract more downtown female employees in a competitive marketplace.

To attract more downtown female clients in a competitive marketplace,

Three Things are Required:

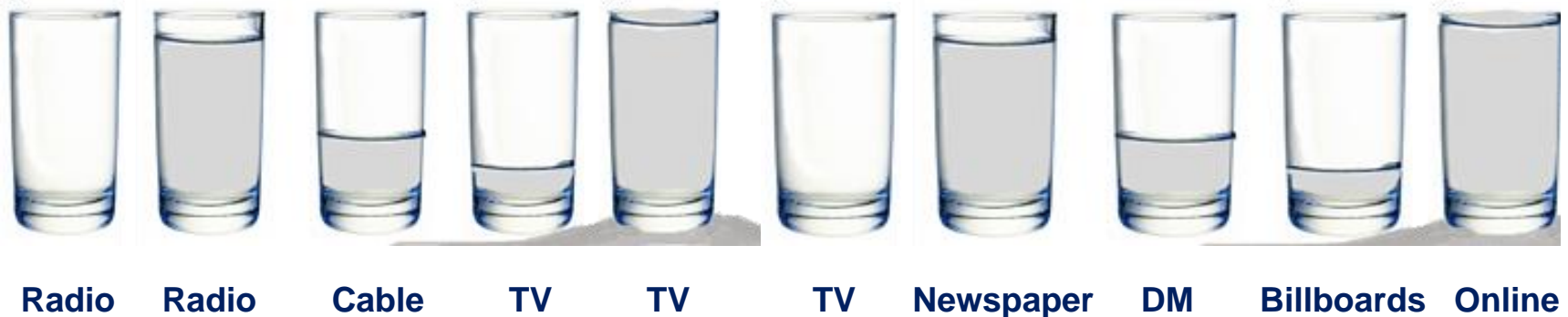
- ▶ **THE RIGHT AUDIENCE** - Target the core customers desired. We must narrow the core to get a specific result. ***Do not chase the extremes***



- Demographic
 - Psychographic
 - Geographic
- ▶ **THE RIGHT MESSAGE** - Message should convey a distinction and be ***consistent across all media.*** ***The message must be singular..***
 - See guidelines attached – “The 14 Rules of Commercial Messaging”
 - ▶ **HIGH HIGH FREQUENCY IN A FEW PLACES** - Dominate in electronic media outlets that afford you massive presence so your message is not diluted . Do not spread the money into a combination of media outlets and dilute the message.*as many as you can afford to fill..*
 - The Glass Theory – “*fill fewer more full*”
 - *Currently, All Good Fitness is investing approximately \$18,000 annually in advertising which is spread through 2 radio stations, 2 billboards and 3 direct mail pieces.*

The Glasses Theory

This is how MOST advertisers advertise...



This is what works!



Advertising Wisdom

**“CONCENTRATION IS
THE KEY TO ALL
ECONOMIC SUCCESS”**

Peter F. Drucker,
Harvard Business Review





- ▶ Tony's Westside Athletic Club is a fitness facility in Albany, GA
- ▶ Tony's has been around since 1982 and faces heavy competition
- ▶ Met with Doyle consultant in summer, 2006
- ▶ Spreading advertising across newspaper, radio, television, yellow pages, direct mail
 - Concentrated into fewer glasses by eliminating radio and newspaper
- ▶ Decided to use :15's to increase frequency
- ▶ New offer (or offer held over!) each month
- ▶ Results were DRAMATIC
- ▶ August 2006 was up 23% over August 2005
- ▶ Now averaging 125 new members per month



Fast Physical Therapy Uses Frequency & Concentration in a Highly Competitive Environment

- ▶ In December '05 Fast Physical Therapy renamed an existing practice in Traverse City, Michigan.
- ▶ During 2008, Fast invested in Television and WPBN-TV for the 1st time.
- ▶ A concentrated schedule primarily focused on morning news was the focus of the media schedule.
- ▶ Fast Physical Therapy used “double-spotting” to increase the frequency of message.
- ▶ During 2009 Fast Physical Therapy opened a second location in a competitive environment including a local hospital, therapy clinic and a group of local orthopedic surgeons.



Independent Pharmacist Goes “Head to Head” in Highly Competitive Market

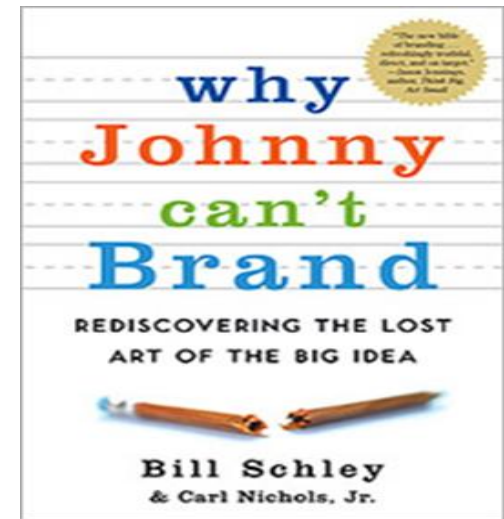
- ▶ Independent Pharmacist competes directly with:
 - Independent pharmacist “down the street”
 - Wal-Mart Pharmacy
 - HyVee Supermarket
- ▶ For 3rd Year in a row meets with Doyle consultant to fine-tune TV media plan & message
- ▶ Claims “Keeping the Assist in Pharmacist” with focus on customer service... “less than 5 minute wait”
- ▶ Average 350 prescriptions per day
- ▶ Market DMA Rank #200
- ▶ **Concentrated expenditure over 6 figures on single TV station.**
- ▶ **#2 in Market share....6 points from #1**



- ▶ Small one location repair and custom design shop in Cleveland.
- ▶ Made an annual commitment to do only morning news one week a month for a year.
- ▶ Increased sales and business from the previous year.

The Positioning Paradox

- ▶ The narrower your focus, the wider your message goes...
- ▶ In branding, the more features you show, the less you are seen. The more details you provide, the more vaguely you communicate. By capturing undisputed leadership in a single important benefit, you are most likely to be noticed, remembered, and associated with a series of other great benefits, made all the more credible because you have reached prominence in one meaningful specialty .



Recommended Strategy

- Position: Corpus Christi Downtown Workout Center
- All Good Fitness is in a unique marketing position. It has enjoyed a strong “pre-opening membership sign-up and is at almost 25% of its desired membership cap.
- It is also operating in a location which may not be perceived as the most desired about to potential members.
- It is also competing in a crowded marketplace with gyms who may be better known and have larger advertising budgets to market themselves with. With this background. We offer the following advertising suggestions:

- The scarcer your resources, the more narrow your focus must be.
- Narrow your focus and target the demographic most likely to make the workout facility joining decisions, Women, 25-54.
- By reducing the number of days and programs you advertise on, you add a more dominating presence to your advertising.
- We are huge proponents of Local News programming.

• **Fill Fewer Glasses!**

- As you market your brand consider the mediums that can deliver to the most people in your desired core demographic, also known as reach.
- You should also consider the mediums that reach your target most often, also know as frequency, and which mediums can deliver most of them the most cost efficiently.
- Using these guidelines, consider the value of redeploying your lower reach radio investments to reach more of the desired demographic more often. There are over 20 radio stations in the Corpus Christi market.

- Consider, too, redeploying your lower efficient direct mail investment. A successful campaign on average delivers less than 2% return on investment.
- We recommend using more of the media that Adults, Women in particular, spend more time with than other media, the media that has built virtually every brand we know of today, Broadcast TV!
- Develop a singular message that allows you to take ownership of this unique brand while building forward equity with potential new customers.
- Women make up the majority of your memberships. Make them the focus of your messaging and stress the convenience and safety of your location. Always have a strong call to action.

- In all of your marketing, always be driving traffic to your website. It is where nearly all consumer research takes place today.
- We're complete believers in the utter domination of a few select media outlets.
- Attached, you will find a schedule which reflects the reach and frequency which is attainable through the use of fewer media.

Creative suggestion

- ▶ The commercial will tell the story of a woman gym member working out on her lunch break, from the first step to the last. The commercial will be shot from the gym member's perspective, highlighting the fact that young business professionals can work out on their own time, in their own way.
- ▶ The commercial will follow the client from the swiping of her key to enter to gym, to grabbing a towel, running on a treadmill, lifting weights, throwing her towel in the towel bin, grabbing a Gatorade out of the vending machine, and leaving the workout facility.
- ▶ Club music can be playing in the background.
- ▶ “For a workout that fits your style and schedule, work out at Corpus Christi’s ultra modern fitness facility, All Good Fitness. All good, any time.” (or “All day. Every day.”)

Corpus Christi

Market #129 (DMA)

- 202,000 Households in DMA (12 Counties)
- 199,560 TV Households in DMA (12 Counties)
- 150,620 TV Households in Metro (3 Counties)
- 26th Largest Hispanic Market in U.S.
- 52.8% of TV Households are Hispanic
- 105,368 Hispanic TV Households
- 121,732 Cable TV Households in DMA; 61% Penetration
- 100,915 Cable TV Households in Metro; 67% Penetration
- 61,863 Satellite TV Households in DMA; 31% Penetration
- 39,161 Satellite TV Households in Metro; 26% Penetration
- Median Age 34.8; US 37.0
- Effective Buying Income \$35,268; US \$38,349
- Source: Nielsen Media Research – May 2010



*Broadcast TV I coupled with online is the only way to Reach
the Entire Corpus Christi Market!*

Competitive Facts

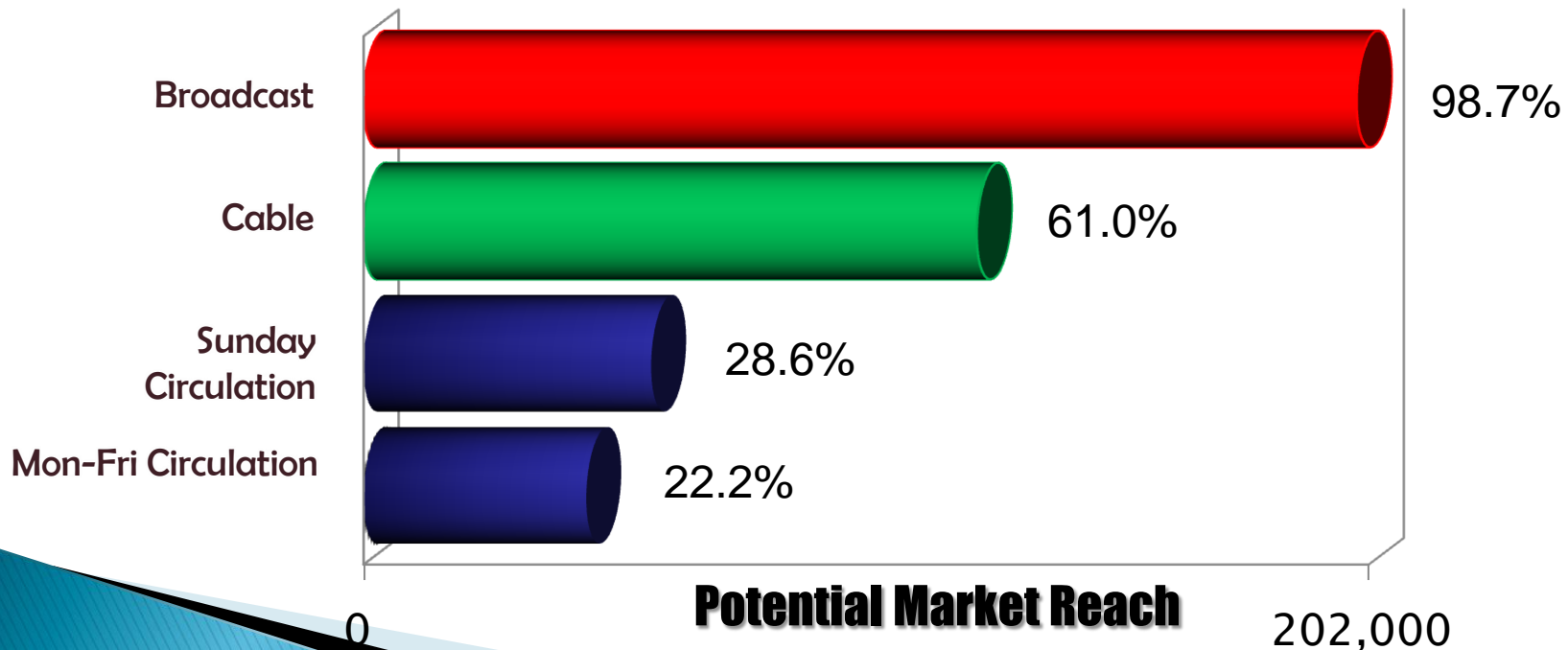
There are **202,000** total households in the Corpus Christi DMA.

Television Households...**199,560**

Cable Subscribers...**123,220** *(as of May 2010).*

Caller -Times Sunday Circulation...**57,784** *(as of March 2010).*

Caller -Times Mon-Fri Circulation...**44,743** *(as of March 2010).*



Source: Nielsen Survey Index (May10),

Audit Bureau of Circulation (as of March 2010)

Competition Sound Car Audio

Corpus Christi, Texas

Success Story

Local Car Audio Entrepreneur was using radio in Corpus Christi, TX. Ken Schuetze, KRIS Communications Marketing Representative met with Kyle Yousek, Owner . Through the “timeout” Ken identified Competition Sound as an ideal candidate for a Jim Doyle UpGrade Sales call. Kyle and Ken Met with a Jim Doyle Consultant and identified the strategy.

Position: The Car Audio Expert in Corpus Christi!

Strategy: Focus message on reaching higher income buyers!

Plan: Ken designed a media plan focusing on local news and then worked with production to create an effective message.

Expenditure: \$2,500 monthly local news; \$30K Yearly contract

Success: In the first week of running Competition Sounds GM Kyle Yousef calls, “We already have customers calling and coming by to purchase the GPS product we are advertising. One customer was waiting at the front door on Saturday morning!”. Awesome!!

ROI: First week 5 GPs systems sold!



KRIS COMMUNICATIONS



November 8, 2010

"Be Consistent"

- New Holland ranks third nationally behind John Deere and Kubota
- Was only advertising in the spring and fall during 2006
- Went from a seasonal advertiser to a consistent 12 month TV advertiser in 2007
- Sales in his initial year using television grew from \$5mil. to \$7.5 mil in 2007 as a result
- Today Market share has gone from 22% to 28% today

"Television very simply has done this for us here in Corpus Christi"

Darwin Baucum, President,
Coastal Plains Equipment
Corpus Christi, TX



KRIS COMMUNICATIONS

Corpus Christi Success Story

Highly Competitive Attorney Advertising Marketplace

Corpus Christi has been a well developed Legal Marketing marketplace with 19 attorneys advertising on television. Nicole Yaklin, AE approached Herrman and Herrman with a Doyle Senior consultant. They created the position ... "Call Herrman & Herrman First" and designed a 12 month program on KRIS-TV (NBC) & KZTV-TV (CBS) exceeding six figures.



HERRMAN & HERRMAN, L.L.P.

"We Settle The Score"
Se habla español



Interactive Schedule with KRISTV.com

728x90 Leaderboard

The screenshot shows the KRISTV.COM website header. A yellow oval highlights a 728x90 leaderboard advertisement space. The ad features a row of four images: three ballerinas in white tutus and one woman holding a child. Below the images is a navigation bar with links: Home, News, Weather, Sports, Community, YourSpace, Entertainment, On TV, KRIS Experts, and About Us. A red banner below the navigation bar reads "Breaking News Alerts: Downed Power Lines Close Crosstown Expressway". The main content area includes sections for "NATIONAL NEWS" (Corpus Christi native arrested for weapons trafficking), "ELECTION" (Not enough votes left to overcome Farenthold lead), and "BREAKING NEWS" (Downed Power Lines Close Crosstown Expressway). A "FIRST WARNING" weather section shows a 7-day forecast and current temperatures. A "VIDEO ON DEMAND" section is also visible.

728x90
Leaderboard
Run of Site

- ✓ Monthly Report
- ✓ Link to website





KRIS COMMUNICATIONS

Media Plan



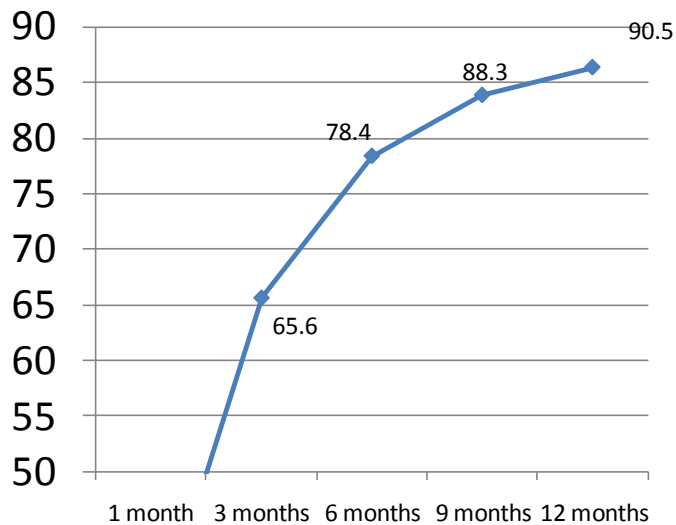
Monthly TV Campaign

(1st week of each month)

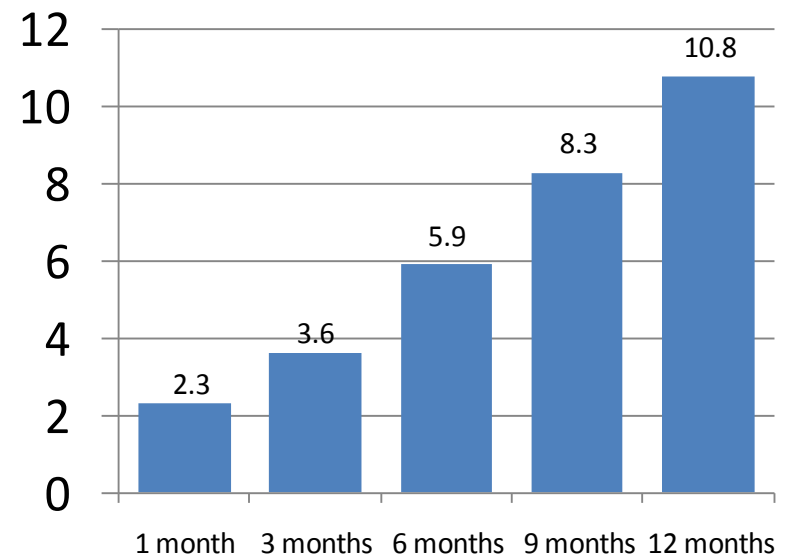
Program	Days	Time	:30 Commercials
	Monday-Friday	5am-6am	5
	Monday-Friday	6am-7am	6
	Monday-Friday	5am-6am	5
	Monday-Friday	6am-7am	5

Reach & Frequency Over Time

Reach



Frequency

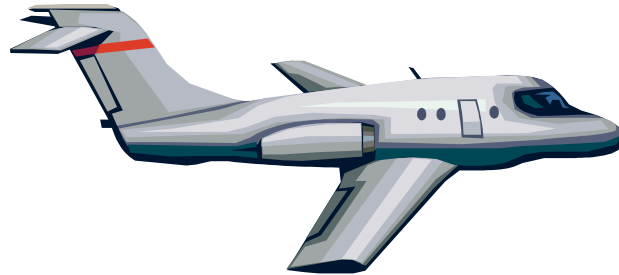


Summary of Schedule

Annual: May 2011 to April 2011

- ▶ **252 (:30) Commercial Messages**
- ▶ **Annual Reach of Plan~ 86.4% of Women 25-54**
- ▶ **Annual Frequency~ 10.8 Times**
- ▶ **Internet: Rotating leader board on KRISTV.com**
- ▶ **Annual Multi-Media Investment: \$24,900**

The *“Before Perry Gets on the Plane”* Incentive



Perry and I have presented the value of a long term, consistent advertising plan on KRIS Communications. If you agree on that value, we feel compelled to make a commitment to you in the spirit of making your advertising investment on KRIS Communications as successful as possible. With that goal in mind, we offer:

- **\$3,750 (15% value) in additional available commercial messages to run during the year on all five KRIS Communications' television stations.**
- **Four hours of Production time at no charge (including script writing, shooting and editing), an additional value of \$600.**

To be eligible for this bonus, we must receive your commitment in writing - before Perry leaves Friday evening.

All Good Fitness Action Plan...What's Next

- 1: Proceed**
- 2: Proceed with changes**
- 3: Stop the Process**

- Media campaign plan reviewed and scheduled: 4/8/11**
- Copy deadline: 4/15/11**
- Meet with Staff to Launch campaign: 4/18/11**
- Start of Television marketing campaign: 4/20/11**
- On-going review of success: 6/6/11**
- Make appropriate changes in media schedule if needed**

The 14 RULES of Commercial Messaging

- 1) SUCCESS OR FAILURE.** If it works, it is a great ad no matter how many rules are broken or how bad it may look smell or taste. If it is not working, it is a bad ad no matter how great the production or clever the creators.
- 2) ASK THE QUESTIONS.** Do your homework. Ask a lot of questions before you try to fix anything. It is the only way to focus the message and concentrate on one singular goal.
- 3) KISS.** Keep it simple stupid. Just one thought per ad. One, and only one. When you add more thoughts, the ad dilutes quickly.
- 4) KISS CONSISTENTLY.** Develop a standard look, feel, and style that repeats itself in every ad. Do not jump around with different styles or formats. It confuses people. As long as it is working run the same theme forever.
- 5) KISS WITHOUT CLICHÉS, BUT KISS WITH STRENGTH.** Whenever you see a cliché in the copy, purge it. (Friendly professionals serving the community.) Whenever your pictures are the same shots we have all seen a million times they are visual clichés. (Car dealer in row of cars). Purge them too. Promote strengths not weakness.
- 6) THE SOUND OF SILENCE.** Watch your ad with the sound muted. This will test the effect of the ad in a crowded room or when the volume is muted. If the video does not visually convey the message, you are diluting the raw power of TV.
- 7) THE “FATAL FLOWERS”.** Beauty is in the eyes of the customer and what they want. The eye doctor may think the Lasik D 77 machine is beautiful, but the customer is buying 20/20 eyesight. Why not show someone tossing their eyeglasses away instead of a blue laser slicing into their eyeball?
- 8) IDENTIFY THE POINT OF ENTRY.** To get a new customer in your door identify the reason they contact you for the first time and that is what you advertise. For example if a pet store wants to sell parrots the point of entry is usually a parakeet. Why. Because the typical parrot buyer is a man with kids and he first comes to a pet store to get his kids a parakeet. To get the parrot buyer we advertise parakeets as the point of entry.
- 9) THE “FOUR FIDDLERS” OF RETAIL.** This rule especially applies to auto dealers a) Have a consistent spokesperson or a theme with a twist. b) Stake a claim to some position, brand, niche, or forward equity. (Truck-King, used car superstore, etc.) c) Always display price and selection. d) Hook the viewer at the end with some offbeat catch phrase.
- 10) TAGS ARE FOR DOGS.** Avoid tags in co-op or after national footage. If it's a competitive category we want local identity instead.
- 11) TEST DRIVE THE SPOT.** Find someone in the building who represents the target audience, and show them the spot. Ask them what the message was. The message your guinea pig got should match perfectly with the message you are trying to convey.
- 12) THE COSMIC TIME TRAP.** If the targeted customer is a busy person, especially working moms, offer them a way to buy from you and save time. Example "Park at the door, Time is money today."
- 13) “CHEESE TO CHEESE - STEAK TO STEAK”.** If your targeted customer is cheesy, give them cheesy ads. If the customer is more upscale, the production now requires the sizzle of filet mignon.
- 14) USE LOCAL TALENT.** All across America, cities have local acting groups. The acting groups are loaded with talent, they love to do TV spots and they will cost you very little money



- *Jim Doyle & Associates work with businesses like yours that want to stand out from the competition and significantly increase their advertising results.*
- *In the past 12 years Doyle & Associates have worked in over 100 markets across the country serving over 50,000 marketers like you! Our nationwide experiences give us a “helicopter view” of probable future consumer and advertising trends”*
- *Jim has presented his marketing workshop for advertisers, “Prospering in Mega-Competitive Times”, in more than 400 cities across America sharing “real world” marketing strategies.*
- *JD&A has seven “Senior Consultants” that travel the country meeting with retailers, professionals and service businesses. Our consultants make over 5,000 annual marketing calls and have a real understanding of today’s business environment. We believe that our clients do not have to participate in sluggish market conditions and that “hope is not a business plan”.*
- *We create simple yet proven business strategies for our customers to succeed!*



Perry Kapiloff, Senior Marketing Consultant with Jim Doyle & Assoc.