The Zone

Health & Fitness Center

For the family

Campaign Proposal

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Overview

The Zone Health & Fitness Center has been in business for a short five years. In this short time, they have worked together to build a place where people can feel safe to exercise. A place where there is no judgment and only encouragement. The safety of each member is the highest priority on their list and their health comes in a close second. This fitness center offers a 24 hour opening for the most convenience, state of the art equipment and fitness classes that range from Tai Chi to Yoga to Hip Hop and Salsa. There is a big range of water activities in the pool where you can participate or swim laps. The Zone provides after school classes and activities for kids as well. Not only is it a sort of daycare but it’s a place for the kids to learn healthy habits as well as make friends outside of school. The Zone has it all.

**Situation**

The Zone’s members mainly consist of adults who use their facilities. This program plan is initiated to reinforce company reputation and to preserve customer loyalty. It is also initiated to encourage more kids and families to join the fitness center. Child obesity has become a serious problem in our society with its new technologies and fast food chains.

**Objectives**

To get kids ages 8-18 to participate in the after school activities held at the center. Also to promote healthy lifestyle choices and socializing with people outside of their schools. We want to encourage a practice of healthy living at a young age. Kids and teens that pick up healthy habits at a young age are more likely to keep this habit as they grow to adulthood. This kind of involvement keeps them active and productive. We also want to promote families spending more time together. In this hectic world where parents are working 50-60 hour weeks, that leaves very little time left for family quality time.

**Target Audience**

The campaign will focus on existing and potential members. We want to focus on families, the parents of these kids and the kids themselves. Parents can help achieve this objective by signing the kids up and giving them rides to the center where these after school activities are held. These people are middle to upper class families who can afford to take the time off from work to take their kids to these activities as well as pay for the classes. They are mainly white collar workers and domestic caretakers. The parents range from 35-55 years of age and the kids are ages 8-18 years old. The majority of these kids attend public schools.

**Strategies**

The audience wants to know how it is different than any other after school activity. It is similar in many ways but the benefit to the activities through The Zone is that they get to work out at the same place while the kids exercise. There are some classes that are for parents and children and they can spend quality time with their family. This provides healthy motivation and happiness in the home. The audience can be tailored to self interest by offering 2 weeks free trial of family classes and various kid activities. This also promotes socializing outside of the schools and a chance for parents and kids to meet others who have the same interests.

Providing a variety of classes for kids and adults of all ages separates The Zone from any other gym or health fitness center. By offering innovative, fun classes like Karate, Ballet, Yoga, Boxing and more can encourage the public to join and participate. Offering classes that families can enjoy together is a major benefit of the Zone. Setting up basketball games, volleyball games and family tournaments is a great way to get everyone interacting and participating. Another strategy is to offer one hour free assemblies to the grade school, middle school and high school in the area.

**Tactics**

Facebook and Twitter are great places to start for our entire audience. The Millenial Generation spends the majority of their time on social media sites like Facebook and Twitter. Creating a Facebook page and Twitter account will launch the campaign virally. Posting fliers and leaving handouts of the classes and times at the schools will be effective. Posting fliers and class schedules at grocery stores will be effective as well for parents. The Zone staff will organize game times and teams and provide referees and equipment. For the assemblies, The Zone health experts will discuss how important it is to stay healthy and be active. During the assemblies, The Zone fitness leaders will get the kids to participate in a fun 30 minute class. We will give each person a 2 week trial coupon.

**Calendar**

This campaign will be launched in May 2011 when spring comes around and summer right around the corner. Once there is warmer weather, people are more motivated to be active. This campaign is simple yet effective and therefore doesn’t need too much time. Five months is a perfect amount of time to provide all of the necessary materials for the launch of this campaign.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **Dec.** | **Jan.** | **Feb.** | **Mar.** | **Apr.** |
| **Organize class schedules** |   |   |   |   |   |
|  |  |  |   |   |   |   |   |
| **Organize games** |  |   |   |   |   |   |
|  |  |  |   |   |   |   |   |
| **Create Facebook page** |   |   |   |   |   |
|  |  |  |   |   |   |   |   |
| **Create Twitter Account** |   |   |   |   |   |
|  |  |  |   |   |   |   |   |
| **Create/print handouts** |   |   |   |   |   |
|  |  |  |   |   |   |  |   |
| **Create Assembly Show** |   |   |   |  |   |
|  |  |  |   |   |   |  |   |
| **Schedule Assemblies** |   |   |   |   |   |

**Budget**

$50,000

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **EXPENSES** |  |  |
|  |  |  |  |  |  |
| **Designing/printing handouts** |  | 15,000 |
|  |  |  |  |  |  |
| **Creating/Maintaing Facebook page** |  | 5,000 |
|  |  |  |  |  |  |
| **Creating/Maintaining Twitter Account** | 5,000 |
|  |  |  |  |  |  |
| **Organizing assemblies** |  |  | 10,000 |
|  |  |  |  |  |  |
| **Travel expenses for assemblies** |  | 12,000 |
|  |  |  |  |  |  |
| **OOP** |  |  |  |  | 8,000 |

**Evaluation**

The main focus of this campaign is to encourage young children to become active and participate in after school activities. Child obesity has become such a big problem that we need to do something to prevent future health complications like heart disease and diabetes. We want families to spend more time together enjoying a healthy lifestyle.

Methods to find membership increases are monthly counts of new members. We will also count 2 week trial coupons that are used. We will count participants in each class to see the increase of participation levels. We will also do benchmark surveys for all existing members and provide them 1 month of free use for completing the survey.