



Tone It Up

Table of Contents

01.

The Team

02.

Executive
Summary

03.

Company
Challenge

04.

Situational
Analysis

07.

Competitive
Analysis

16.

Target
Market

18.

Marketing Objectives
and Strategies

19.

Sponsors and
Partners

22.

Promotional
Strategies

28.

Advertising
Strategies

30.

Timeline

31.

Budget

32.

Conclusion

The Team

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Executive Summary

Tone it up was founded in 2009 by Karena Dawn and Katrina Scott. The two met in a gym on a Friday night in Manhattan Beach, California. They soon realized that they both had the same dream, to share their passion for fitness and create a community where women could connect in a positive way to reach their goals. The beginning of their journey started on the beach with a single camera. They filmed videos and posted them to toneitup.com, eventually gaining a following and establishing a community.

Today, Tone It Up consists of more than a million members with fitness plans for a monthly fee and nutrition plans for a flat rate. At a price of \$12.99 a month, the user has access to a plethora of fitness options and the nutrition plans are a one-time fee of \$150. An app is also included to help track their results and provide updates on classes.

As the Tone It Up advertising team, we plan to implement changes that will compliment the business as a whole while also continuing to support the core values they were founded on. Creating new partnerships, interactive content, and gaining more support on digital platforms are just a few methods we plan to utilize to achieve our goal.

Our research and campaign will focus on a demographic of female fitness enthusiasts between the ages of 18 and 35. Our secondary market will be men in relationships with women in our program.



Karena →

Company Challenge

The fitness industry over the past decade has seen massive growth, between 2008 and 2014 gym memberships have grown 18.6%. The industry has also seen a turn towards digitalization with devices such as the fitbit. Tone it up is a balance between traditional fitness with its memberships, and the nontraditional aspects that going digital offers.

Our challenge is to create a new and original campaign that can compete with big gym brands such as 24 hour fitness, as well as reaching our target audience and implementing our Fitmas program.

This program will consist of winter workout and nutrition programs, as well as partnerships during the holiday season. We also plan to change the brands inclusivity of men, event inclusiveness, and create long lasting consumer relationships. Along with our implementations we must strive to maintain our core brand values that resonate with women. All of these aspects if executed correctly will yield us a brand image that is focused on empowering women while also being gender inclusive to men. Inspiring couples to care for their fitness as a team and support each other's goals for a healthier lifestyle.



Katrina

Situational Analysis: Company Review



Company Description:

Tone It Up started on a \$3,000 investment. Since then Dawn and Scott have grown their community to over a million members. They leveraged social media to create traffic on their website where they offered a community, workout content, nutrition guidance, and recipes. Tone It Up currently gains revenue from its monthly fee of \$12.99, apparel sales, and other accessories.

History and Development:

Founded in 2009 by Karena Dawn and Katrina Scott, Tone It Up began as a small website where work out videos were posted by the owners. They soon grew and online community and charged a membership fee for coaching and access to more videos. In 2018 they are a company worth billions and continue to grow.

Vision Statement:

Karena and Katrina, the founders of the Tone It Up have brought a fresh approach to fitness with their fun, energetic, girlfriend-to-girlfriend method of getting fit. Since founding Tone It Up, they have built a brand of fitness products, community, retreats, nutrition plans and have graced the pages of Shape, SELF, In Style, Women's Health and featured in Forbes and People.

Situational Analysis: SWOT Analysis

Strengths:

01. Large recurring community base
02. Massive social media following
03. Positive Brand Image amongst women
04. Variety of Programs

Weaknesses:

01. Exclusive events
02. Mobile app dependence

Opportunities:

01. Entrance into the Men's fitness market space
02. Full lifestyle brand

Threats:

01. Large companies, such as LA Fitness or 24 hour fitness, entering into the online program market
02. Social fitness companies such as beachbody on-demand

Situational Analysis: #Fitmas Plan



The holidays are a time filled with family and food. For a fitness oriented individual, the food options during the holidays can completely derail your diet. Fitmas is Tone It Up's newest fitness and nutrition plan to help get the consumer through this tough period of time.

This new plan is going to consist of recipes and workouts for you and your significant other to learn and create together. Fitmas is going to be different from past campaigns by Tone It Up because it is not an individual plan. If holidays are spent with family, the consumer should be able to share their workouts and meals with them too. Our workout plan will be 12.99/ month and the Fitmas couples nutrition plan will be a one time fee of \$250.

Our Advertising and Promotional strategies will consist of work out events, influencer social media posts, a Tone It Up giveaway, and a charitable aspect. As well as, brand partnerships to help further the experience that Fitmas will offer, Such as a food subscription box to help make the nutrition plan more effective.

If executed properly, we expect our plan to create a lot of earned media and user generated content by couples. Further reinforcing our positive brand image with women and build a new brand relationship amongst men.

Competitive Analysis

Tone It Up has four unique business segments under their Tone It Up brand umbrella. Each of these segments represents a different industry for TIU, such as apparel, nutrition, education/training, and fitness apps. Each segment has a number of key competitors.

Tone It Up Boutique's Competitors:

01. Fabletics
02. Carbon38
03. Nike

Tone It Up Nutrition's Competitor

01. Weight Watchers

Tone It Up Protein's Competitor

01. LadyBoss Labs
02. IdealFit

Tone It Up App's Competitors

01. Asics Studio
02. Beachbody On Demand

Competitive Analysis: Fabletics



Fabletics is an American online subscription retailer that sells women's sportswear, footwear and accessories, commonly referred to as "athleisure." The company is best known for its e-commerce business approach and also has 22 brick-and-mortar stores. It offers its members personalized outfits chosen for them based on their lifestyle and fashion preferences and claims to be "all inclusive" with a range of sizing. It is a subsidiary of JustFab, which re-branded to TechStyle Fashion Group in August 2016.

Fabletics specializes in clothing subscription where as TIU does not, still Fabletics must be considered when viewing TIU's entry into athleisure via their boutique segment.

These images are some of Fabletics's products.

Competitive Analysis: Carbon38



Carbon38 is a high-fashion activewear and ready-to-wear retailer, considering itself a luxury active apparel company. The company was started with the vision that women should live their lives on their own terms, build careers on their own terms, raise families on their terms, run companies on their own terms and dress on their own terms.

With a single-minded focus on meeting the needs of the modern American woman, Carbon38 provides the wardrobe and platform for women to blaze their own trail. Carbon38 is a lifestyle brand dedicated to strong, beautiful women everywhere. With only 258,000 followers on Instagram and roughly 19,000 on Pinterest, they are far less of a giant in the clothing space than Fabletics, or even TIU, but still hold a cult appeal to a sliver of the market.

These images are some of Carbon38's products.

Competitive Analysis: Nike



Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area.

It is the world's largest supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of \$24.1 billion in its fiscal year 2012. As of 2012, it employed more than 44,000 people worldwide. In 2014 the brand alone was valued at \$19 billion, making it the most valuable brand among sports businesses. As of 2017, the Nike brand is valued at \$29.6 billion. Nike ranked No. 89 in the 2018 Fortune 500 list of the largest United States corporations by total revenue. With 82,331,526 followers on Instagram and a 0.84% engagement rate, Nike holds its own in stores and online.

As of the past few years Nike has begun to market to women internationally, most recently in Mexico with their Together Unstoppable campaign. Nike's movements in the women's sportswear and activewear categories has been growing internationally, and will need to be closely monitored if and when TIU begins to cater to more international markets.

These images are some of Nike's products.

Competitive Analysis: LadyBoss Labs



LadyBoss Labs is an overarching women’s fitness brand, handling fitness education, training and most importantly nutrition. LadyBoss Weight Loss was established in November 2014, with its sole focus to help women lose weight and love themselves again.

Headed by Kaelin Tuell Poulin, she is an amazon best seller in fitness, women’s health, weight loss, and has moved from books to other fitness related products and services. With a total follower count roughly 911,000 across all channels, LadyBoss Labs holds its own in the fitness nutrition space. With a similar influencer personality behind the brand, there is a sense of authenticity behind their campaigns.

These images are some of LadyBoss Labs’ products.

Competitive Analysis: IdealFit



IdealFit is a sport and fitness supplement brand, built for women. Recently, Idealfit has expanded into the fitness and athletic wear for women market, but their main focus is still on supplements, nutrition and weight loss focused products.

With a slim follower count on Instagram at a rough total of 98,600 IdealFit isn't quite as much of a heavyweight contender as other competitors, however it holds a special place in that it focuses heavily on weight loss rather than toning or general fitness.

These images are some of IdealFit's products.

Competitive Analysis: WW Inc. (WeightWatchers)



WW International, Inc., formerly Weight Watchers, is an American company that offers various products and services to assist weight loss and maintenance. Founded in 1963 by Queens, New York, homemaker Jean Nidetch, it now operates in about 30 countries around the world, generally under names that are local translations of “Weight Watchers.” The core philosophy behind the company’s programs is to use a science-driven approach to help participants lose weight by forming helpful habits, eating smarter, getting more exercise, and providing support.

With 2,640,821 followers on Facebook, 324,000 on Twitter, and 909,000 thousand on Instagram, WW has an immense presence in the weight loss industry. As of 2018, Weight Watchers is now be known as “WW.” The 55-year-old company has rebranded to focus more on overall health. Its new tagline: “Wellness that works.” Tone It Up is a much newer and nimbler company but still must grapple with the immense size of WW.

These images are some of WW’s recommended meals.

Competitive Analysis: ASICS Studio

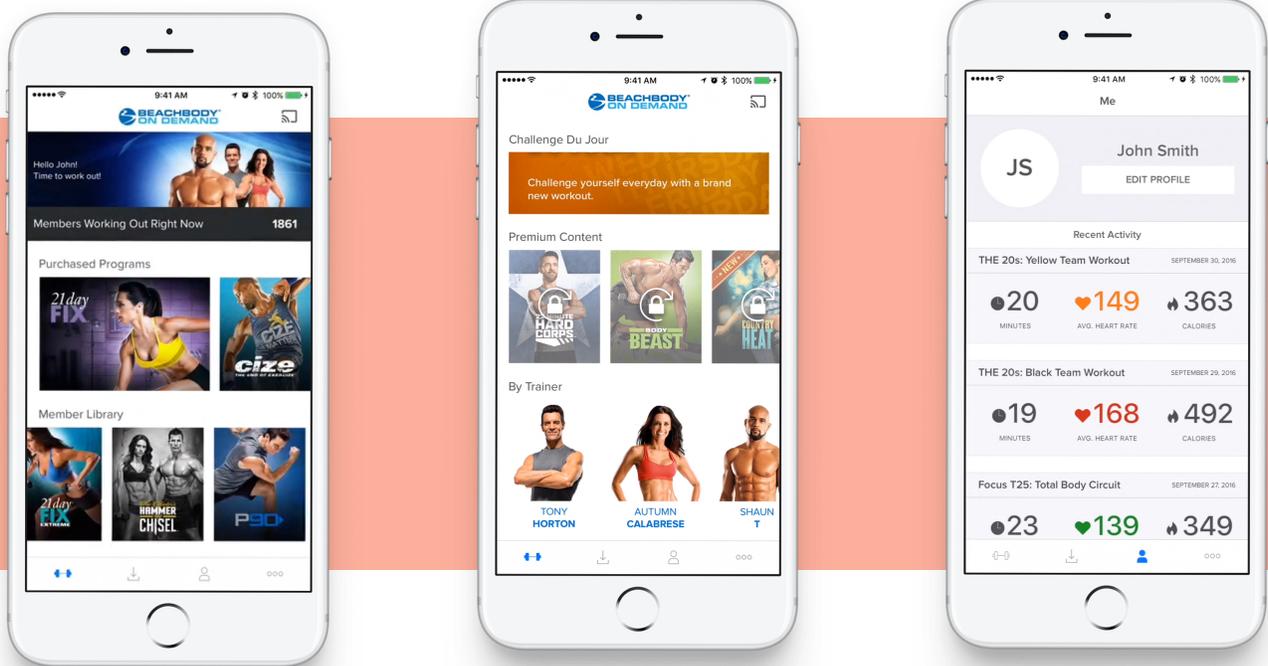


ASICS, the sport performance brand, has recently released ASICS Studio, a mobile fitness app that offers unlimited access to on-demand workouts. ASICS Studios features trainer-led audio, curated playlists, and visual cues to help users keep their bodies moving.

ASICS Studio's selling point is that fitness classes and gym memberships can be expensive and difficult to fit into busy schedules. It can also be very challenging to find the motivation for a great solo workout without instruction. Their subscription price is \$9.99 a month, and one can purchase multiple months for a lower cost total. ASICS Studio is not on Android, and their Instagram for the app only has 2,281 followers. However, the parent ASICS account has 731k followers. ASICS competes directly with the TIU fitness app, but does not hold nearly as much sway in the women's fitness space. However, if TIU were to move towards more male inclusiveness on their platforms, ASICS Studio is a good place to take notes from.

These images are from the Asics Studio app.

Competitive Analysis: BeachBody On Demand



BeachBody On Demand is a fitness weight loss streaming application, that can be accessed from Amazon fire, Roku, Apple TV, ChromeCast, computers, iPhone, Android, and iPads. BeachBody On Demand offers over 40+ workouts to choose from to better tailor what their consumer base needs per workout, while also providing meal plans that integrate with individual programs. It also offers calendar tracking, and statistics on your workout performance to better help their customers progress in their goals.

BeachBody On Demand has 714,000 followers on Instagram, 328,000 on Twitter and 1,650,474 on Facebook. With BeachBody offering so much of what Tone It Up does, and for men and women to boot, BeachBody On Demand is definitely a platform to watch out for within the subscription fitness space.

These images are from the BeachBody On Demand app.

Target Market

Demographics

Age: 18-35

Gender: Female + their significant other

Education: Undergraduate+

Household Income: Aspiring or maintaining \$75,000+

About 40 million women in the U.S. age 18-35

About 50% of Americans exercise 30 minutes/3x weekly

Psychographics:

Inspired by community and a healthy TIU lifestyle

Aspires or maintains an image of high quality and status.

Drawn to high quality products and brand name.

Live or aspire to live a healthy lifestyle

Drawn to fitness trends such as yoga, running, cycling, cross-fit, etc.

Busy in their work life and personal life who still strive to make time for fitness and a healthy living lifestyle.

Fluent in technology and social media

Spending Power:

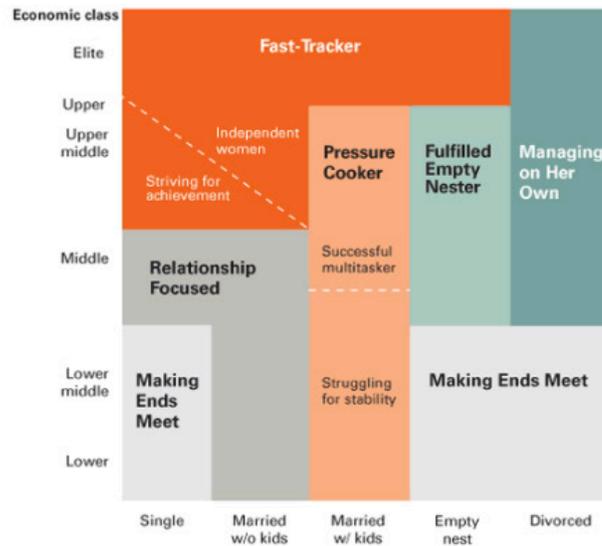
Women are becoming the driving force in spending in the world economy. Women represent a growth market bigger than China and India combined—more than twice as big.

“Women are responsible for the lion’s share of grocery shopping and meal preparation. Food is also one of consumers’ most important budget items, one that can be adjusted but never eliminated”

“The challenge for companies is to make fitness more accessible to women. For instance, most health clubs are expensive and designed for men. They can feel more like nightclubs than fitness centers and are geared to bodybuilders. Generally, women are less interested in pumping themselves up than in shedding a few pounds, improving their cardiovascular health, and getting toned. Bright lights, electronic music, sweaty men, and complicated equipment are often a turnoff.” -Harvard Business Review

Target Market: Female Consumer Segments

Six Key Female Consumer Segments



Fast-Tracker
24% of population
34% of earned income

- Economic and educational elite
- Seeks adventure and learning

Subsegments:

- Striving for achievement – 15% of population, 19% of earned income; job and recognition are priorities
- Independent women – 9% of population, 15% of earned income; works the most; prizes autonomy

Relationship Focused
16% of population
13% of earned income

- Content and optimistic
- Isn't pressed for time
- Has ample discretionary income
- Focuses on experiences, not products

Managing on Her Own
10% of population
9% of earned income

- Single again – divorced or widowed
- Seeks ways to form connections

Pressure Cooker
22% of population
23% of earned income

- Married with children
- Feels ignored and stereotyped

Subsegments:

- Successful multitasker – 10% of population, 14% of earned income; feels in control
- Struggling for stability – 12% of population, 9% of earned income; constantly battles chaos

Fulfilled Empty Nester
15% of population
16% of earned income

- Largely ignored by marketers
- Concerned about health and aging gracefully
- Focused on travel, exercise, and leisure

Making Ends Meet
12% of population
5% of earned income

- No money for beauty or exercise
- Majority lack college education
- Seeks credit, value, and small luxuries

Marketing Objectives and Strategies

Primary Objectives:

01. Create awareness for our new fitness plans
02. Gain more memberships through more inclusive events
03. Transition towards fitness brand that includes men
04. To make events more inclusive for people who are not in the area

Secondary Objectives:

01. Gain lasting partnerships to further our repositioning efforts
02. Capture data on consumer insights to shape new programs
03. Leverage social media for its interactive aspects to get customer feedback
04. Increase activation among the self made TIU teams around the country

Measurable Objectives & KPI:

01. Increase app downloads by 40% a month since last year
02. Increase social media followers by 20% per month
03. Increase couple users to 10% of total memberships
04. Increase product sales by 50% a month since last year with new product collaborations, promotion, and advertising strategies
05. Increase UGC by 50%
06. Sell 100% of exclusive Lululemon collaboration over campaign
07. Retail promotion can be tracked using app downloads and redeemable promotion code
08. Advent calender success can be tracked through UGC submissions through hashtags
09. Influencer success will be tracked by customer use of influencer's custom promotional discount code that is applied in-cart at checkout.
10. Couple subscription measurement can be tracked by male sign-ups

Sponsors and Partners: Whole Foods and Target



Strategy:

Target x Wholefoods: Endcap Aisle Display and Promotion. Leveraging our distribution channels already in place for both Target and Whole Foods, Tone It Up will create Endcap Aisle Displays that will include TIU nutrition plans, lifestyle kits, and supplements to implement into both Target and Whole Food stores.

Promotion:

Promotional Objective: Increase App downloads and product sales. TIU Endcap Aisle Displays will display a promotional message:

TIU First Time Customers: "Download the Tone It Up fitness app and receive a 20% coupon for Tone It Up Products to use in-store today!"

TIU Members: "Login to your TIU Fitness app and scan the QR Code for an exclusive membership only promotion!"

The idea is to increase customer acquisition and retention within one display. Given customer acquisition is often more expensive than retention, offering returning customers higher incentives will offer long-term profitability to TIU fitness and increase their return on investment into their promotion and Endcap Aisle Displays.

Why?

"Approximately 90% of all retail is still happening in the physical store"- WSJ. Recent examples of exclusive e-commerce to retail include: Amazon, Warby Parker, Untuckit, Harry's. Companies native to digital and e-commerce sales are moving to form retail strategies in order to increase their tangible presence in the world and create more possible points of purchase for consumers.



Sponsors and Partners: Lululemon Partnership



Recent News:

Lululemon needs more customers in order to become the \$4 billion business it plans to by 2020, and opening more stores and launching more innovative leggings isn't going to be enough to get them. So, on Wednesday afternoon, after reporting strong (but not meteoric) fourth-quarter and fiscal 2016 earnings results, the company's executives announced a few plans to ramp up that customer acquisition. The biggest news? For the first time, the brand will launch a full-fledged global ad campaign, and while they wouldn't reveal too many details, it sounds significant." - Fashionista

Strategy:

TIU and Lululemon will partner to create an exclusive clothing and workout gear collaboration. The collaboration will launch over the shopping season to implement our '25 days of Christmas.' There will be a new item launched everyday on both partners social media over the '25 days of Christmas' promotion.

Lululemon is a perfect partner for TIU because they offer products that will better our customers in their performance, and keep them feeling beautiful and confident. Given our overlapping target market, a partnership allows for our customers to mix without threat of competition.

Quid pro quo:

Utilizing our strong social media following, community, and customer alignment, TIU can leverage a partnership with Lululemon. Lululemon needs mores customers and is focusing on an influencer based marketing campaign. TIU can promote the collaboration on their channels and to their community of members. Unlike traditional influencers, TIU has community engagement that can further promote Lululemon and the collaboration through word-of-mouth.

Sponsors and Partners: Hello Fresh



History:

Founded in 2011, Hello Fresh was born from a dream that everyone should have access to the best ingredients and the knowledge to cook them. Founders Dominik and Thomas started packing up grocery bags and delivering them to their first ten customers, their family.

Strategy:

Hello Fresh allows its user to select plans that deliver a specific amount of meals per week. These meals align with Tone It Up's passion for being healthy and would contribute massively to any workout plan. They are currently delivering meals to almost two million households which would broaden our capabilities.

Quid-Pro Quo:

Hello Fresh would be offered in our Fitmas plan as a discounted product. Also, Hello Fresh could offer our Fitmas plan as a discounted service to households who use their product.

Promotional Strategies: The Tone It Up Fitmas Tour



History:

Tone It Up strives to bring their fitness plan to as many people as they can. In 2018 they launched their first ever Tone It Up tour. They traveled all over the United States to bring fitness, health advice and fun to as many of the TIU girls as they could. This tour brought a lot of new awareness to the company and has potential to target and attract even more people and brands to collaborate with.

Strategy:

Unlike their first tour, we plan to align the new Tone It Up tour with the Fitmas Plan. This is be a tour that goes for the whole month of December and ends right before Christmas, encouraging couples to stay fit and on the right track during the holiday season. We will have popular fitnall couples come workout and share tips with attendees as well as a Dj, playing music during all the live workouts.

Quid-Pro Quo:

Having a tour during one of the Tone It Up challenges with encourage followers to stay on track and allow more to achieve their goal alongside their significant other. There will be booths, giveaways and high intensity workouts, Tone It Up couples will be able to connect with other couples in their area, building more accountability partners.



Promotional Strategies: Fitmas Tour



History:

In the past, Tone It Up has hosted spontaneous events for their followers to come and sample TIU Protein snacks and exercise alongside Karena and Katrina. The trainers are always putting together new workouts and running through the audience encouraging the attendees. Last year they started the Tone It Up tour, where they made stops in different cities and made the events more fun and engaging.



Strategy:

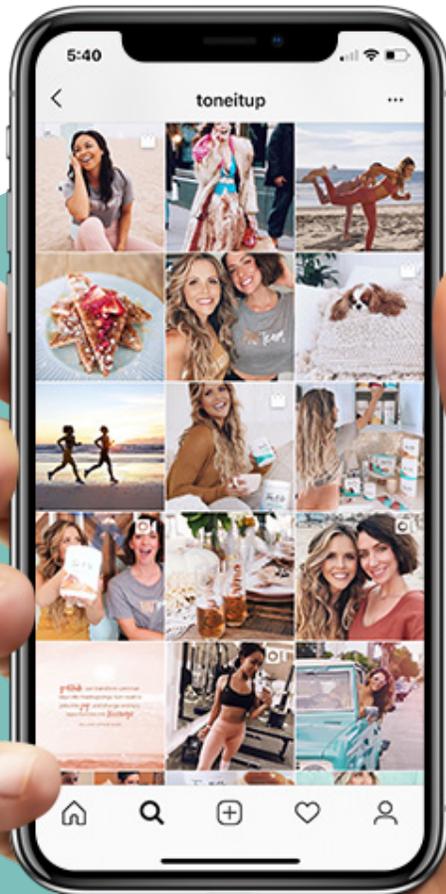
The Fitmas Tour will be during the workout and nutrition plan. People who paid to be a part of the nutrition plan will automatically get a ticket into the tour stop closest to them. Others who are not participating in the nutrition plan will be able to purchase tickets as well. We will also make this event more inclusive to others who may not be able to easily access and event location. On ToneItUp.com there are hundreds of groups created for followers to form accountability groups with other TIU enthusiast in their area. These groups will be advertised and encouraged to get together for a live viewing of the event and workout, so that they can participate in the moves along with the event attendees. They will also be sent and list of new recipes the correlate with the plan so the viewing party can be turned into a real party.

Promotional Strategies: Giveaway Advent Calendar

Strategy:

Inspiring user generated content and creating earned media are some of the most important aspects of a great marketing campaign. Our advent calendar for Fitmas is designed to do such. Starting on the first day of December, users of the Fitmas program will be eligible to win free prizes each day. To enter into our giveaway we will be require a Fitmas related post on the individual's social media page with our hashtag #TIUFitmas.

We chose to hold this contest on instagram because Instagram accounts which hold contests grow at a 70% faster rate than those that do not. Gaining a larger following base will allow us to reach more potential consumers and inspire more user generated content. The contest winners will be announced on our Twitter page to balance out our follower count on both platforms. The winners of the Items announced on Instagram from December 1st will be announced on Twitter on December 2nd.



Promotional Strategies: Couple Influencers



Who They Are:

Olympic athletes, Ashton and Brienne Eaton, and famous surf couple, Jack Freestone and Alana Blanchard, are two couples that are known for having an active lifestyle and eating right. The Olympic couple who recently retired have created their own Instagram page where they post meals they eat and workouts they do. Alana and Jack are known for their surf skills and often post the colorful, healthy foods they eat.

What They'll Do:

The couples will split the tour, Ashton and Brienne will be on the first three stops of our tour and we will close out the last three stops with Jack and Alana. The couples will announce on all social platforms their participation the first day the Fitmas challenge kicks off. Along with being at the tour, they will also be following the Fitmas Nutrition Guide. Their role within the tour stops will be workout with the audience and help them with moves. There will also be time for couples to talk with them.

Seeing these couples and being able to follow them during the Fitmas Challenge will encourage couples to stay on the plan in order to achieve their goals and build healthy habits. These couples will also be able to give advice on how to support each other in keeping their healthy habits after the challenge is over.

Promotional Strategies: #GoalsForGrants Donation Drive



Strategy:

TIU will seek to go beyond spreading awareness and helping others find ways to donate monetarily like they have in the past with the #GoalsforGrants charity drive. To further incentivise user generated content, TIU will ask its followers to post what organization they want to receive a donation from TIU, what goal they have to reach, and a photo related to the current status of their goal.

Once they reach that goal, they post an after photo with the same hashtag to have their charity of choice receive a donation. In the event of a charity not being listed, TIU will donate to the Red Cross. This event will run from January 1st until February 1st, with the first week of February being used to showcase some of the most inspiring entries. At the end of the week, TIU will make an announcement of the amount of money raised through this method for all the charities involved, with each goal completed equating to \$50 dollars for the cause of choice.

Promotional Strategies:

Event Booth Partnerships

Health Aid Kombucha:

Health Aid and Tone it up recently did a collaboration to release the new Bubbly Ro e flavored kombucha. At the Fitmas event this kombucha will be on tap and be served fresh to guest by bartenders dressed in new new Tone It Up and Lululemon Gear.

Spindrift Cocktail Bar:

Spindrift is a healthy sparkling water mixed with real fruit that Karena and Katrina often use in their cocktail recipes. At the event there will be bars with bartenders serving one exclusive fitmas cocktails from recipes pulled straight from the nutrition plan.

TIU Protein Snacks:

In every nutrition plan there is a list of new protein packed cookies, pancakes, muffins that they encourage their followers to make for a guilt free snack. We will have a sweets bar decorated with all the different types of plant based baked goods for people to try.

Lululemon and TIU Gear Swag Bags:

Fitmas Tour attendees will get an exclusive swag bag, filled with gear created in the Lululemon collaboration as well as TIU protein bites and Tone It Up water bottle for them to use during their workout.

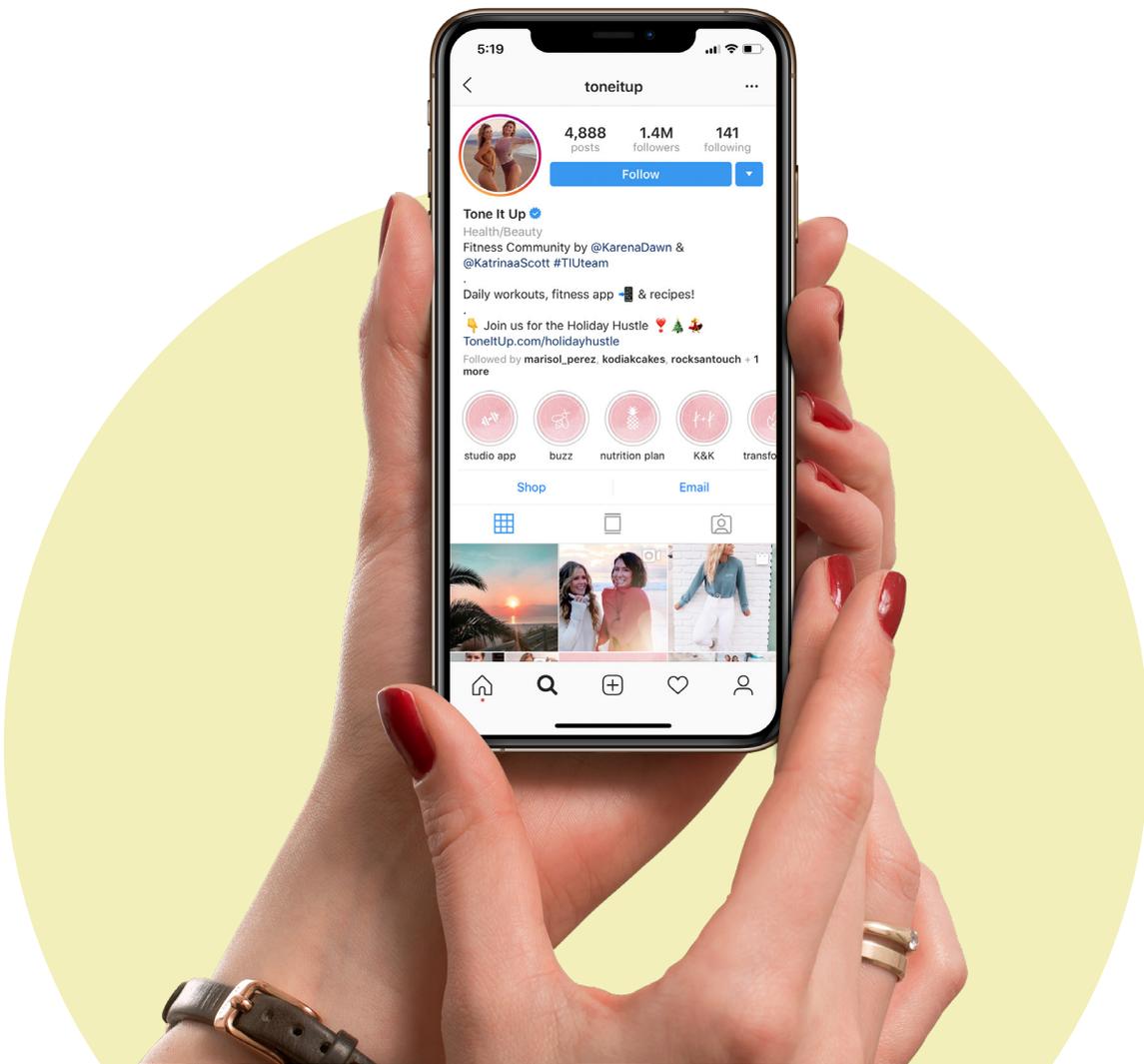
Advertising Strategies: Social Media - Instagram

As of 2017, Instagram has grown to over 700 million monthly active users, making it one of the fastest growing social media sites in the world; it has outpaced other social media behemoths such as Facebook and Twitter, adding 100 million new users since the beginning of the new year. Positioning itself as a social media do-it-all platform, Instagram's rapid growth stems from its launch of new features such as Stories, Live Videos, and a highly regarded Instant-Messaging system. 59% of consumers aged 18-24 and 54% aged 25-34 are using the photo-sharing platform on a regular basis.

Tone It up boasts a follow count of over 1.4 million on Instagram. Our Fitmas plan will be released and broadcasted on our page to help create buzz. Founders Karena and Katrina will post videos on what our Fitmas plan includes as well as brand partners.

Following the announcement for Fitmas we plan to release holiday themed products leading up to Christmas. This is meant to replicate the way an advent calendar works. Using our hashtag, #TIUFitmas, members of the community can post their progress to enter into our advent calendar giveaway.

At the start of December, we will give away water bottles, wristbands, sweatbands and other small goods. As Christmas approaches, prizes will increase in value to things like leggings, shirts, hoodies, and a meal plan.



Advertising Strategies: Social Media - Twitter

Twitter's user base consisted of 328 million people in 2017. The microblogging social media website has exponentially risen in popularity since being founded in 2006. It allows users to post in the form of a tweet but only up to 140 characters. Despite the lack of information we could display through words, Tone It Up can further push our Fitmas plan by posting media in the form of pictures and videos.

The use of twitter will be impactful in our Fitmas campaign because of the focus this platform has on hashtags. Tweets can be searched for by hashtags and can also end up on the trending page for more exposure. If our #TIUFitmas makes it on the trending page, it will tell us that our consumer base is interacting heavily with our campaign.

We will leverage our Instagram account to help gain a follower base on Twitter. Our advent calendar winners will be posted on twitter but announced on Instagram.



Timeline

11.15.18

- 01. Fitmas Program Announcements
- 02. Fitmas Plan Begins
- 03. Influencer Announcements

11.20.18

Goals for Grants Starts

12.01.18

- 01. Advent Calendar Start
- 02. Chicago Tour Stop

12.05.18

New York Tour Stop

12.08.18

Miami Tour Stop

12.15.18

Texas Tour Stop

12.18.18

San Francisco Tour Stop

12.22.18

Los Angeles Tour Stop

12.25.18

Advent Calendar End

01.01.19

- 01. Fitmas Plan Ends
- 02. Goals for Grants Winners and Donations Announcement

01.10.19

Spring nutrition Program Winners

01.15.19

End of Fitmas

Budget

Fitmas: \$70,000

Fitmas costs are generated from design work and research to include couples, men and women, not just the current target market of women. It also covers basic social media costs for payment for the period and design work.

Influencers and Influencer Events: \$416,000

Both couples will require hotel, travel, and car porting services at the 3 events that they will be participating in, on top of their payment for representing TIU. Average hotel cost in the USA is \$141 per night, so we will budget \$400 for each stay. Flight costs average around \$237 to \$280, so we will budget \$600 per trip per couple. Lastly, we will be giving both couples access to the TIU nutrition plan, a \$250 loss of sale each, for \$500 total. Their payment will be \$10,000 each. Event costs for travel, rentals, crew, social media and filming will come out to \$65,000 each.

Goals for grants: N/A (\$40,000)

As donations to charities across the US are a tax write off, the costs associated with donating are considered apart of TIU's philanthropic budget. However, the management of UGC and social media will require some budgeting, at \$40,000.

Advent Calendar: \$85,000

Social media management, product markups, designwork and community engagement will run roughly \$50,000 over the period. For raffle prizes, the costs associated are loss of sale on merchandise, and the inclusion Lululemon products.

Lululemon Collab: \$125,000

Design of the exclusive line made with Lululemon are the major costs, second being promotion. However, costs will be reduced for promotion via co-op advertising with Lululemon. Warehousing, inventory and supply chain.

Hello Fresh: \$20,000

Maximum budget for Hello Fresh partnership given profit splits.

Target x Wholefoods End Cap Display: \$90,000 maximum

Point of purchase display costs will be dependent on store negotiation prices but we listed our set budget.

Conclusion

Tone It Up has the opportunity to dominate the fitness and apparel industry within their target market. With a successful campaign implementation, Tone It Up will have advertising and promotional touch-points across retail and digital platforms. Our partnerships will help increase our awareness, engagement, and ultimately drive an increase in sales. They will also allow us to decrease our expense cost and take advantage of our partners distribution and manufacturing channels.

Furthermore, our retail promotions will allow us to spread awareness and increase our rate of application downloads that will lead to an increase in memberships. Our tours and contests will spread engagement across social media channels that will increase our tangible presence in the world of a highly competitive space. Our increase in traffic from our promotions, partnerships, and advertising strategies will increase the awareness of our charity events that will lead to higher rates of donations. Our philanthropic ambitions will promote a positive consumer belief and community contribution.

Overall, our recommendations will meet our objectives, increase our brand equity, and create leverage within the industry. With more power behind our brand, we can further penetrate all our channels of sales and increase company growth.