

Strategic Message Planner: Body Boutique

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Advertising Goal

To increase membership of millennial women by showing them that Body Boutique is their one stop fitness center, spa and health coaching facility.

Client: Key Facts

Body Boutique is located in Lawrence, Kansas. It is a locally owned fitness center that offers a variety of services, like a cycling studio, spa, health coaches and fitness classes. It's unique feature is that it only offers memberships to women; no men allowed. It has been in business for 25 years, and the current owner is Lorinda Hartzler. Body Boutique was voted Best Gym in 2012, 2013 and 2015 in the Best of Lawrence polls. It currently has over 2,000 active members.

Product: Key Features

What Is the Product?

Body Boutique is in the product category of fitness and health center.

The primary feature that sets Body Boutique apart from its competitors is that is a women only fitness center and health club. It stresses the fact that it caters to women of all different ages, shapes, sizes, backgrounds, and goals.

Another feature that is unique to Body Boutique is its in-house spa. This spa is meant to help encourage women to not only feel good from working out, but also through their spa services. These services include therapeutic massages such as Swedish, deep tissue, pre-natal or chair massages. The spa also houses tanning beds and spray tanning options.

Body Boutique offers the important feature of health coaches. This health coach will work with members one-on-one to work on health education, goal setting, motivation, support and programming.

Personal trainers are also a feature of Body Boutique. With a multitude of training group sizes, Body Boutique can cater to time restraints and a multitude of ability levels.

Body Boutique offers a multitude of social and group fitness activities. Its list of classes ranges from cycling classes to cardio kickboxing, yoga, and pilates.

The fitness center has desirable, flexible hours: Monday -Thursday: 5:00am to 10:00pm, Friday: 5:00am to 8:00pm and Saturday-Sunday : 8:00am to 6:00pm

What Is the Purpose of the Product?

The organization created Body Boutique in order to encourage and empower women. The website says, “We are a Club where women support women and get strong together.” It created and structured Body Boutique the way it did in order to be more than just a gym. It wants their members to know they have support through every step of the process.

What Is the Product Made of?

There are roughly 20 people employed at Body Boutique with jobs ranging from personal trainers to health coaches. As far as gym equipment goes, Body Boutique has weight rooms, ellipticals, treadmills, and a cycling studio. In its spa, it has both massage tables as well as chair massagers. It has a spray tan machine, as well as 5 tanning beds. It also has a hot tub and sauna.

It provides a multitude of services ranging from health and lifestyle coaches to fitness trainers who teach interactive classes.

Who and What Made the Product?

Lorinda Hartzler is the owner of Body Boutique. When she purchased the company in 1991, the gym was limited in equipment and only had 60 members. Now with a vast number of classes, state of the art equipment and an empowering environment, Body Boutique has over 2,000 active members.

Target Audience: Demographics and Psychographics

The target audience is millennial women ages 18 to 25 who are living in the Lawrence area who either currently work out or are interested in starting to work out and do not know about Body Boutique. While Body Boutique targets all women, its current members reflect an older demographic. With its proximity to a college campus, Body Boutique feels it is missing out on the millennial audience.

Demographic Information

According Nielsen's MyBestSegments 36 percent of the people living within Lawrence, Kansas zip codes are 21 to 34 years old. They state that 35 percent of household have an

income under \$25 thousand a year in the and more than 75 percent of these households include only one or two members. Nielsen's MyBestSegments PRIZM application the 5 primary segments associated with Lawrence are 'Upward Bound', 'Young & Influential', 'Striving Selfies', 'Generation Web' and 'Metro Grads'. Its segments suggest their members are mostly without kids, home renters and holding management and professional job positions. According to ZipWho.com says that more than 82.4 percent of the communities members are white, 5 percent are black, 3.9 percent are Asian and 3.8 percent are hispanic. Zipwho.com also suggests 43.2 percent of the people living in Lawrence have a college degree This puts them in the top tenth percentile in the nation for education. Lawrence is home to the University of Kansas. According to the University of Kansas College Portrait report, there are nearly 27,259 students enrolled. The College Portrait states that exactly half of the undergraduate population is female.

On a broader scale, according to the Bureau of Labor Statistics' American Time Use Survey, people 15 to 49, who were enrolled full time at a university or college spent 4.1 hours on leisure and sports on the average weekday.

Psychographic Information

According to HowLifeWorks.com, Millennials make up 25 percent of the population and represent \$200 billion in annual buying power.

According to Millennial Exercise Trends, 81 percent of Millennials say they exercise regularly, but 72 percent believe that gym memberships are too expensive. Millennial Exercise Trends goes on to state that, "boutique gyms that offer specialized classes, group workouts, and a community atmosphere are growing in popularity." According to the Nielsen Consumer Exercise Trends Survey 2014, millennials make up 48 percent of all 18+ regular exercisers who do gym-type activities.

According to Millennial Marketing, "Obstacle races, marathons and smartphone fitness apps have taken over the market." According to a report from Yahoo, millennials value family and health above all else and are the driving force behind an 88 percent growth in fitness and health related apps. According to a Media Post's Q1 2015 trend report, 25 percent of females 13 - 32 years old follow a "fitness guru" on social media. According to *Adweek*, one-in-three millennials share health and fitness related content from a mobile device at least once a week.

Sporting Goods Manufacturers Association's annual report found that millennials are more likely to partake in physical activity that is more focused on togetherness instead of competition.

Millennials want to both look good and feel good. According to the NDP Group, the U.S. activewear market grew 8 percent in 2013 alone, reaching a total of \$35.1 billion in sales.

Product Benefits

This product appeals to the need of control by creating the benefits through the following features:

- Body Boutique offers health coaches: Someone will help you set and met your health goals.
- Body Boutique offers personal training: Someone will help you set and met your fitness goals.
- The fitness center has desirable hours: You can go to the gym when it's a convenient time for you.

This product appeals to the need of companionship by creating the benefits through the following features:

- Body Boutique is a women only fitness center and health club: There is a testosterone free, comfortable environment to work out in.
- Body Boutique offers a multitude of social and group fitness activities: You can improve your appearance with a variety of fun classes.

This product appeals to the need of confidence by creating the benefits through the following features:

- Body Boutique has in-house spa services: You'll feel better and look better.

Direct Competitors and Brand Images

Body Boutique's direct competitors are:

- University of Kansas's Ambler Student Recreation Fitness Center: Most of the target audience automatically gets a free membership to the rec when they enroll at the University of Kansas. If you do not attend KU, membership rates are \$250 annually. There is an additional cost for fitness classes. Many women in our target audience feel uncomfortable about going into the weight room with all of the men.

- Genesis Health Club: Our target audience thinks of Genesis Health Club as a “high-end” gym. Membership rates are \$169 annually for college students and \$199 for adults 18 years or older. There is an additional cost for fitness classes. A huge benefit for the target audience is that Genesis Health Club is open 24/7.
- Planet Fitness: The target audience thinks of Planet Fitness as one of the least expensive gyms in Lawrence. Memberships start at \$120 annually. However, because this gym just recently opened in Lawrence, it is offering college students very inexpensive deals.

Indirect Competitors and Brand Images

Body Boutique's indirect competitors are:

- Running outside: The target audience sees running outside as a great alternative to working out in a gym. Training for marathons has become a huge workout trend with millennials. A drawback to this trend in Lawrence is the hilly terrain and the inconsistent weather.
- At home video workouts: One of the key priorities for busy college students is saving time, and at home video workouts do exactly that because you can do them practically anywhere there is a TV or computer. A drawback to at home video workouts is that they can get very pricey.
- Diets: The main reason that the target audience wants to work out is to become fit and healthy. Some members of our target audience believe that they can accomplish this by simply dieting alone, which is a huge indirect competitor to Body Boutique.
- There are more gyms in the Lawrence area, however they tend to not appeal as much to our target audience due to the expensive membership dues, their far away location and our target audience is not their go-to target audience.

Product Brand Image

- Current brand image: The target audience believes that Body Boutique might be a great alternative to their current gym or workout plan, but they would need to try it out before they decide it is worth the money.

- Desired brand image: Body Boutique is a top-of-the-line gym that allows college-aged women to workout with other females and also offers them added benefits that other gyms do not.
- Brand image challenge: The target audience isn't aware of all of the amenities that Body Boutique offers so they don't think it is worth the money.

Strategic Message: The Promise

Millennial women in Lawrence should join Body Boutique because it's fun and social environment will help them look and feel good.

Supporting Evidence: The Proof

- Body Boutique offers women the companionship that they crave when they are trying to get into shape by having group fitness classes.
- Body Boutique puts working out into the member's hands: she can decide when to work out, what classes to take and if she wants to have a health coach or not.
- Body Boutique is much more fun than a regular gym because of the attitude of the workout instructors and the women around them.
- Body Boutique makes going to a gym much more enjoyable because of the general atmosphere.

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