# SPIRITS SPICE Advertising

### MEET THE TEAM

Dylan Walker: Project Manager



Samantha Peterson: Head of Client Relations

Trex Lennix: Head of Creative

Courtney Hall: Director of Programing

### WHO WE ARE

- Located in New Orleans, LA
- We are the first advertising agency in New Orleans that specializes in promoting the health and fitness businesses
  - > "We advertise the undiscovered side of Nola"
- Our purpose: 4 C'S
  - Creative Branding
  - Clientele Trust
  - Connection
  - Customer Satisfaction





### **CLIENT: ROMNEY STUDIOS**

- Health and wellness center
   based in New Orleans for over
   14 years
- Five boutique studios in one location
- Offers diverse workout classes that strengthen the body from within
- "Revolutionizing boutique fitness"





### WHAT IS ROMNEY?



### Problems:

- Lack of a fitness and wellness industry in New Orleans
- Lack of community awareness, support, and interest



### Competition:

- Direct:
  - Competing with larger gym chains: Ochsner Fitness Center, Anytime Fitness, Planet Fitness
- Indirect-
  - > The "take it easy" Nola lifestyle
  - Biking clubs, Play NOLA (club sports), Crescent city volleyball and soccer, Aerial studios

### **SWOT ANALYSIS**

#### Strengths:

- Local, Small, and intimate
- Offers a variety of diverse classes
- Offer Different intensities
- Variety of class times
- Aimed towards a younger more active audience

Weaknesses:

- Not enough employees
- Expensive due to size and limited class sizes
- Hard to access because it is community-based so tourists are isolated
- Limited parking outside of business
- Is not open 24/7 like other fitness centers

#### Opportunities:

- Engage with community to spread awareness
- Local partnerships
- Offer more activities that are group/community oriented
- Have in-studio classes that connect customers and promote customer loyalty

#### Threats:

- Big gym chains like 24 hr fitness, planet fitness
- City exercise clubs like NOTC
- High prices for a smaller studio
- Isolating new customers or tourists with high prices, terminology, and lack of communication in an intimate environment

### TARGET AUDIENCE

While Romney wants to reach every audience possible, the main target audience is...

- Audience:
  - Millennials and young adults/parents
  - College students
  - Mostly women
- Income:
  - Middle class: \$39,500 to \$125,000
- Area:
  - New Orleans
    - Specifically around Uptown neighborhoods (close proximity to studio)
  - ➤ Loyola & Tulane campuses



### TARGET AUDIENCE: PERSONAS



### Kelly Manson:

- Out of state Loyola student
- Interested in maintaining a fit and healthy lifestyle while in college
- Looking for a fun workout to do with friends
- Looking for a hip-affordable studio
- > Easy to get to

### Molly Brown:



- New Orleans native
- A millennial mom with a three year-old and a 12 month
- Looking to keep her body in shape and get her exercise in for the day
  - Looking for family-friendly and flexible studio

### **CAMPAIGN**



## MOVE WITH PURPOSE

"make each move count"

### **ADVERTISING STRATEGY**

By using Romney's themes of mind, body, & movement we will...

- Bring the wellness trend to New Orleans by using Nola themes/traditions in campaign
  - > Festivals
  - > Food
  - > Family/community based activities
  - College city
- Reach more potential clients by combining Romney with partnerships that are
  - Also wellness based
  - Local
  - Popular
- On Campus Strategy:
  - Puppy Yoga
  - Student discounts & workshops
  - Classes at Loyola & Tulane's rec centers
  - Romney Team Pop-ups with speakers& mini demonstrations



- ➤ MVMT FEST
- ➤ Parent + Child Fitness Classes
- Child Care twice a week
- > Brunch In' Buddha



### MAIN ACTIVATION: MVMT FESTIVAL

- > Strategy:
  - Introduces the people of New Orleans to the health and fitness side of NOLA
  - Bringing the fun to fitness
  - Engaging community, therefore increasing knowledge of Romney Studios
  - Targets intended audience
- ➤ Where: Audubon Park
- When: 2nd Saturday of April each year
  - First one: April 13, 2019
- ➤ What:
  - Guided group workouts & workshops
  - Local healthy food vendors Raw Republic,
     Big Easy Bucha, Girls Gone Vegan
  - Guest speakers: fitness influencers Kayla Itsines, Michelle Lewin, Kelsey wells



### OTHER ACTIVATIONS

- Engaging parent & child fitness classes
  - Once a month
  - Classes include Sing Along Animal Yoga (3yr+),
     Babies & Barre (5yr+), Teens & Tone (12yr+)
- Brunch'in Buddha
  - > First saturday of every month
  - Yoga and meditation workshop
  - Partnership with Raw Republic & Satsuma Cafe
- Classes at Loyola & Tulane's rec centers (Winter) and quads (Summer & Spring)
  - Once a month
  - > \$5 per class & \$10 drop in
  - Puppy yoga
  - Plus \$10 drop in classes for students only during the month of January as a promotion



### **SOCIAL MEDIA**

- Create brand awareness by increasing activity and pop-ups on social media platforms
  - > Focus on Instagram, Snapchat, and Audio
  - Promote activities, offerings, and deals
- Cater to the target audience to increase customer satisfaction and loyalty
- Better pulse on the industry
  - Bring the trend of wellness to NOLA
  - Educate healthy lifestyle benefits
  - Join trendy apps like MINDBODY
- Cost effective advertising









### **INSTAGRAM**

- 6 hashtags per post
  - Post in a comment under content
  - Hashtag examples: #movewithpurpose, #movewithRomney, #MVMTfest, #makeeverymvmtcount
- Instagram stories
  - With up-to-date activities, promotions, and live videos of classes
- Heavy push on MVMT Fest & other activations
- Instagram's most popular demographics:
  - Women users (38%)
  - 18-29 year olds (59%),
  - Urban-located users (39%)



#### romneystudios





12.5k followers 1,383 following

#### ROMNEY mind body mvmt

We're uniting high vibe people through movement in a beautiful, energetic space 5 boutique studios under 1 roof PILATES • RIDEcycle • MEGAFORMER • BARRE • BOX www.romneystudios.com

Followed by ritualbodywellness and lilly\_es

















**POSTS** 

**® TAGGED** 









Enjoy your body. Use it every way you can. Don't be afraid of it or what other people think of it. It's the greatest instrument you'll ever own. -Mary Schmich



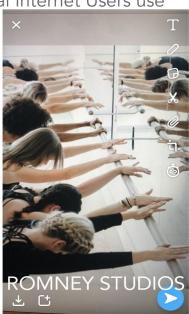


### **SNAPCHAT**

- Filter with studio name
- Filters with witty phrases pertaining to each class
- Lens includes fitness band with Romney logo
- Snapchats most popular demographics:
  - > Female users (70%)
  - > 18-29 year olds (56%)
  - 30% of US Millennial Internet Users use

Snapchat regularly









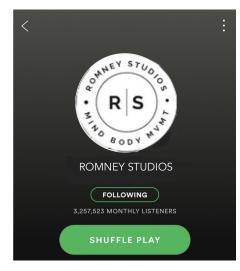
### **AUDIO**

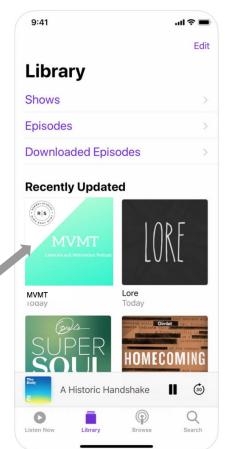
#### SPOTIFY

- Popular with students
- > Erin Romney
- ➤ Jon Sloan
- ➤ Kat Sullivan
- Kelsey Greenfield

#### ROMNEY PODCAST

- Romney Team talks about fitness industry, health and lifestyle tips, and ways to get you motivated for your workouts
- > When: First of each month
- Where: Posted on Spotify, Apple Music, and Soundcloud
- > 32% of Americans ages 24-54 listen to podcasts
- Between 2017-2018 female participation has gone up 10%





### **INFLUENCERS & FAMOUS INSTRUCTORS**

- In-studio classes with famous fitness instructors
  - > \$60 per class
  - > 3 times a year







Alex Toussain
RIDE instructor

Kathryn Budig Yoga instructor

Cassey Ho
Pilates instructor

### TRADITIONAL MEDIA



#### Radio:

Have an AD air on 97.1, 102.9, 105.3, 93.3, and 98.5

#### Print:

- AD placements in local magazines & newspapers, college campuses, popular mom-blogs
- Examples: The Times-Picayune, The Advocate, Tulane Hullabaloo, The Maroon, New Orleans Mom Blog
- Flyers around Uptown and on college campuses

#### **♦** TV:

Local Channels: Fox, WWL,WDSU













Disclosure : tasc Performance, a New Orleans based company, sponsored this review and shared many awesome



Why You Should Still Send Holiday Cards

Checking my mail daily is rather boring. It's full of credit card offers, medical bills and the occasional Trader Joe's flyer. However, once Thanksgiving is over and all things Christmas explode, I look



romneystudios.com

### **NOLA PARTNERSHIPS**













### **NOLA PARTNERSHIPS**

- Puppy Yoga
  - Zeus's place- All dogs are adoptable after the class
- Classes and Diet Demonstration
  - WholeFoods
- Hosting a Big Easy Bucha yoga class with a tasting mixer afterward
- Partnering with Girls Gone Vegan, Satsuma Cafe, and Raw Republic
  - Members of Romney get discounts at these eateries and Romney endorses them in return.







### BUDGET (Minimum: \$10,724 & Maximum: \$21,524)



- ➤ Instagram \$50
- ➤ Snapchat \$84
- ➤ Podcasts \$170
- > Influencers \$1,000-\$10,000



- ➤ Music \$750
- > Promo \$2000
- > Speakers \$1500
- Audubon permit fee \$75

#### Traditional Media

- > Print \$2820
- > Radio \$350
- > TV \$200-\$1,500

Partnerships - \$500-\$2500

Child Care - \$1500 (Plus tax credit of up to 25% of "facility expenditures")

The plan is to get people to do most of the advertising for us. We are focusing on the Uptown New Orleans, so the area is small. Partnering with local brands and companies is key.

### SAMPLE SCHEDULE



Organic Media Posts on Facebook & Instagram

Snapchat + Insta story and FB live

Everyday: Blog

Radio Ads air from 6-9 AM and 3-8 PM

TV ads on local stations

**Snapchat Story** 

#### **2019 APRIL** Tue Wed Thu Fri Sun Mon Sat Brunch'in Release Podcast Buddha Episode 10 11 12 13 Class @ 📈 Class @ **MVMT** Fest Tulane Loyola 14 15 16 17 18 19 20 Partnership Event: Bia Easy Bucha 22 21 23 24 25 26 27 Influencer Class **30**<sub>parent &</sub> 28 29 child fitness class

### **CONCLUSION**



Move With Purpose Campaign: make each move count

- Engage with the community through MVMT Fest, pop-ups at Tulane & Loyola campuses, and Brunch In' Buddha
- Create partnerships with local health/food businesses
- Promote Romney through Snapchat, Instagram, Spotify, Podcast; as well as, through traditional media such as radio, print ads, and TV



### Research & Analytics

https://www.convinceandconvert.com/podcast-research/the-13-critical-podcast-statistics-of-2018/

http://www.businessofapps.com/data/snapchat-s tatistics/

https://187gerrard.com/2010/07/taxation-of-employer-provided-childcare-2/

https://sproutsocial.com/insights/new-social-med ia-demographics/

### Photo Rights

Romney Studios

Raw Republic

**Envision Festival** 

Satsuma Cafe

New Orleans Mom Blog