BOUNCE FITNESS MARKETING COMMUNICATION

Bounce Fitness's marketing team provided you with the following link to access and review their previous marketing communication:

Marketing Information

<http://bounce.precisiongroup.com.au/assets/Uploads/bouncedocs/Scenarios/MKG414-marketing-information.pdf>

Recently, they launched a new product and service that they would like to advertise. During your initial meeting with the client you confirmed the following information:

- The purpose of their marketing plan is to stimulate the demand for Bounce Fitness' product and service.
- They need to improve the sales performance of Bounce Fitness.
- They also need to improve the profit from Bounce Fitness's product and service.
- Specifically, their guideline is for their sales performance and profit of a product and a service to increase by 10% through advertising by the end of the current financial year.

They are limited to a $1,000 budget to be allocated as follows:

Item	Cost
Content Development	$100
Branding and Creative	$100
Stock photo/video/audio	$200
Marketing automation and Monitoring Services	$200
Webinar video production and equipment	$400

Marketing Style Guide

- Brand: Bounce Fitness intends to market its brand through excellence in service and expertise to establish itself as a premier provider of fitness and wellness in Australia.
- Logo:

- Slogan: "Fit is fantastic"
- Colours: Blue-Grey (R: 44, G: 55, B: 64) and Light Turquoise (R: 124, G: 207, B: 228)

Product

The product they want to market is the Pre-Workout Powder 100G. It can assist in energy, mental performance, and can improve performance during long-duration endurance sessions. One scoop in 300ml water prior to exercise will give energy and support to any workout.

What sets it apart from other pre-workout powders is it has caffeine which is an all-natural molecule that stimulates the brain to increase alertness. It is safe at moderate doses and can improve various aspects of exercise performance and power output.

After analysing the current market situation, you found out that Australians have higher incidents of obesity. To a large degree, this is correlated to Australia's unhealthy diet of fast food, and generally poor food choices, especially fried foods. Increased use of fitness facilities on behalf of individuals.

Exercising and 'working out' has become a more mainstream activity in Australians' lives over the last decade. More people are going to the gym after work or are incorporating some sort of outdoor activity into their daily routine.

Service

The service they want to market is the 10 pack of 30-minute Personal Training Sessions. It is a one-on-one session with one of Bounce Fitness's personal trainers. It is valid for ten (10) sessions for 30 minutes with a flexible schedule that clients can adjust based on their own schedule.

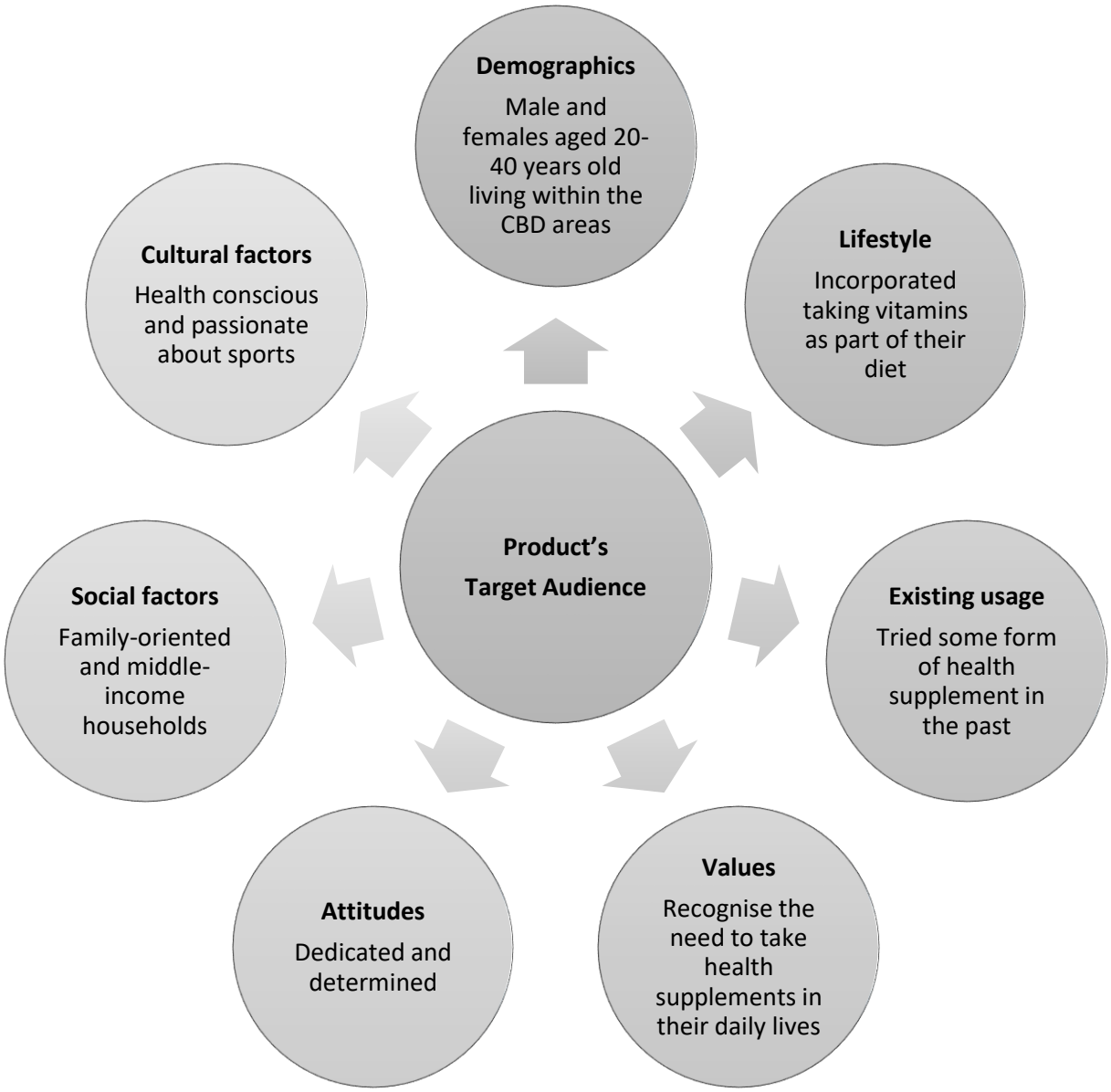
It is conducted by Bounce Fitness's personal fitness trainers who have completed nutritional certification. And its payment options are available to be paid weekly, fortnightly, or monthly.

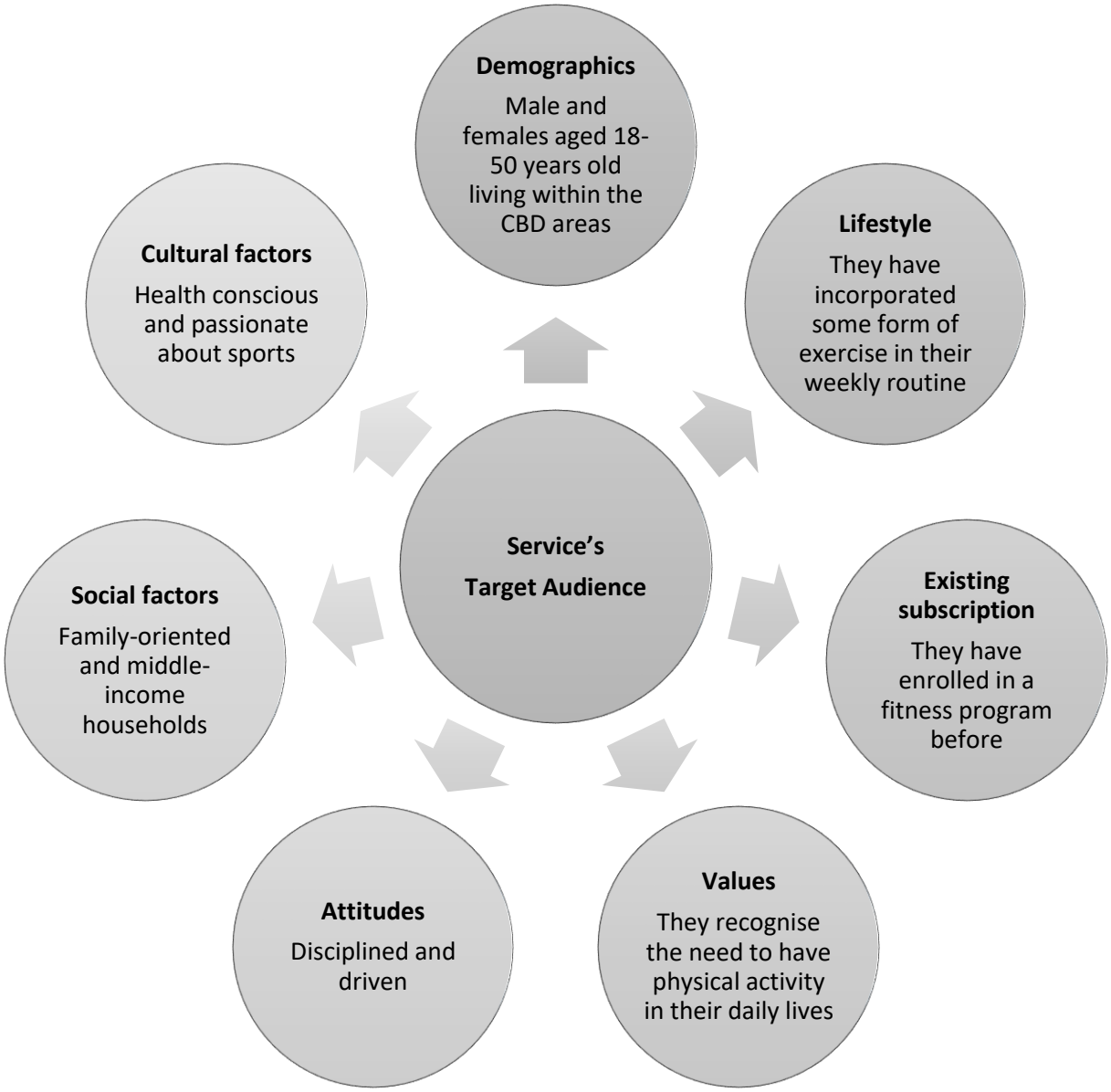
After analysing the current market situation, you found out that fitness memberships have become more common, individuals have come to incorporate membership as part of their everyday lives. Study after study supports the contention that physically fit individuals are happier, healthier, and more productive.

The perspective towards having a fitness club membership has become a smart cost-benefit investment. Before, Australians were fairly inactive, with only 19% of people aged 18-40 exercising three times a week. However, the percentage of active people has recently increased to 43%.

Target Audiences

These are the particular group of consumers identified as the targets or recipients for Bounce Fitness's marketing activities:





Legal and Ethical Constraints

- All marketing activities to promote Bounce Fitness products must abide by the national Australian Consumer Law to ensure the rights of consumers as well as fair trade, competition, and accurate information.
- Manufacturing of Bounce Fitness products must abide by environmentally sustainable practices.
- Trainers must always provide a positive supportive, and safe environment to foster participation in health and let clients expand their capabilities and self-reliance.
- Bounce Fitness complies equal employment opportunity and anti-discrimination legislation in all business activities:

- During personal training sessions, trainers provide an environment free of discrimination and harassment. Under federal and state-laws, discrimination on the following grounds is against the law:
    - Sex
    - Pregnancy
    - Age
    - Impairment
    - Political Belief
    - Marital Status
    - Parental Status
    - Race
    - Religion
    - Criminal Record
    - Trade Union Activity
    - Lawful Sexual Activity
    - Social Origin