

Executive Summary

It is the belief of the Orange Avengers PR Firm that Blink Fitness would stand to benefit from a concerted public relations campaign that would, among other things:

- Increase the number of new memberships obtained at the Blink Fitness Liverpool location;
- Increase the frequency of Blink Members using the available personal training services;
- Improve the reputation and recognition of Blink Fitness as a brand;
- Increase revenue for the Blink Fitness Liverpool location specifically, and Blink Holdings Inc. in general.

Within the following report, we have detailed a campaign that we believe would help Blink Fitness at Liverpool achieve the above. The campaign will be explained comprehensively and in-depth where necessary. This book reflects a semester of work, and will leave Blink Fitness leadership prepared to execute the campaign described within it.

Why do we believe in Blink?

When our team set out on this project, we were concerned about the viability of another gym in what we assumed to be a near-saturated market. After some initial research, we saw that there exist a number of opportunities for Blink Fitness to thrive in the market. These can be summarized briefly:

- Blink Fitness is not an ordinary gym: Blink Fitness offers the luxury resources and amenities of a large franchise, while providing members with the feel and care of a local community gym.

These is what sets Blink Fitness apart from the competition--this is what will help Blink Fitness expand its membership, and find new members that share Blink's values of not only looking good, but feeling good as well.

What We Know

A Blink Fitness SWOT Analysis:

Strengths:

- Blink Fitness is an established brand with a franchise's resources. Liverpool is the largest Blink Fitness location, with a reputation for providing a clean and affordable experience to members.
- The owner and operator of the franchise has established deep relationships within the local business and athletic community, and his staff – Mood Lifters – have a great reputation for their knowledge and positivity for personal fitness.
- Part of the franchise resources, Blink Fitness headquarters provides executive level social media performance, which gives each of their locations an image of professionalism and provides members a standardized experience at any location.
- Blink Fitness has also revolutionized the personalized fitness experience through its Mobile Companion App, adding the experience and accessibility for members.
- Additionally, Blink Fitness offers a special discount for new members, which includes one free personal training start-up session, helping to familiarize members with the personal training experience, and demonstrate the value a Mood Lifter can add to overall member health.

Weaknesses:

- In an effort to enter the market, and begin building its local reputation, Blink Fitness Liverpool opened prior to completing comprehensive market research. This could have helped prepare and overcome the disadvantages that come with entering into a new market.
- While Blink Fitness enjoys the resources and amenities of a large franchise, it must work to dispel the stigmas associated with chains and attract members despite any skepticism they may hold towards large gyms and their memberships.
- Member feedback has already demonstrated the need for improved gym hours, and that personal training session price is one of the

biggest factors inhibiting members from participating.

- Lastly, although Blink Fitness Liverpool has the benefits of corporate social media resources, it lacks individual, tailorable social media accounts, which may prevent the personal connection experience desired for staff and members.

Opportunities:

- The values of Mood Above Muscle™, prioritizing feeling better over looking better, help Blink Fitness appeal to niche, untapped publics. This, along with cultural and economic trends that indicate fitness is “in;” plus providing a space for fitness in inclement weather, makes the fitness lifestyle more appealing and affordable.
- The majority of Blink members do not currently take advantage of personal trainers, creating growth opportunity within current membership.
- Externally, 70% of Americans over the age of 20 are overweight, and 81% of the region does not belong to a gym, representing a broad untapped market.
- Blink Fitness social media may be controlled at the corporate level, but Mood Lifters earn a living off of their reputation, which is intrinsically tied to Blink Fitness. This represents a venue for Blink Fitness Liverpool Mood Lifters to connect with current and potential members on social media, and perpetuate the relationships Blink Fitness strives to achieve within the community.

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Threats:

- Blink Fitness is new to this region of Central New York, limiting brand awareness among target markets, whereas local competitors enjoy a well established reputation. Being new in the community may foster distrust of strangers.
- Onondaga is a challenging climate, which can discourage potential members from traveling to the location. Transportation presents a difficult logistic not directly within the control of Blink Fitness.
- Finally, we must acknowledge that as cultural and economic trends fluctuate, many people turn to in-home training equipment, a perk becoming increasingly more available at large apartment complexes.

Who are our Key Publics?

Our research concluded that there are two external groups (publics) that must be addressed in order to maximize membership expansion and reputation growth in the community, and a third internal group that must be addressed as a precursor to contacting the external groups. This external dichotomy includes the existing members of Blink Fitness gyms and the potential members that may be convinced to become members of Blink Fitness gyms. The internal group consists of Blink Fitness' Mood Lifter team.

Potential Members:

Research has shown that 81% of people in the region do not belong to a gym. This represents a large potential market for Blink Fitness. This, along with the fact that approximately 70% of potential customers who visit Blink Fitness become members, means that it is imperative to Blink's success that those people who are not members of a gym visit a Blink location.

Our target demographics are between the ages of 18 and 60, live within the greater Syracuse area, and include people from all education levels.

Whether these potential members value fitness and exercise or not, they easily find excuses to avoid gym membership. These excuses can range from a sense of limited time between family and work obligations, concerns about making ends meet, concerns over transportation and lack of access, or a general lack of sense of belonging.

All of our publics are influenced by many groups within their community. This includes family, friends, neighbors, coworkers, employers, church members, and community leaders. It will be important to include these groups in our messaging so that they can be force multipliers rather than engines of demotivation.

Also important to consider would be the media habits of these groups. Some of the common media sources of these potential members include newspapers, local blogs, social media and local radio broadcasters.

Existing Members:

According to Blink Fitness leadership, very few existing members take advantage of their free indoctrination session with a personal trainer. Boosting the number of members who use personal trainers will enhance their personal health, and increase revenues.

Members already share the values of fitness and exercise, but need a little help taking the next step toward personal training. Choosing Blink Fitness means they also share in the Mood Over Muscle philosophy, which provides a helpful entry point to converting them into personal training users.

Both current and potential members alike have limited free time. They are forced to make room in their lives for pursuing their fitness goals. This represents a logistical appeal of personal training, to help members maximize their time to achieve their fitness goals.

Existing members are influenced by similar groups as their non-member counterparts. However, they are more easily persuaded to participate in fitness and exercise activities. Since these influencer groups are similar, it is important we include them in our messaging. Existing members also demonstrate similar media habits, but serve as integral insider social media influencers for Blink Fitness.

Mood Lifters

Mood Lifters represent the third element of our trifecta, as they will be key the direct interface with members – the ground level spokespersons. Mood Lifters clearly value fitness, and are vital sources of motivation to members.

They are heavily influenced by Blink Fitness as an employer, as well as being subjected to pressures from both members and potential members. This is particularly true for those mood lifters who offer personal training sessions, and rely on their reputation and credibility for their living.

Encouraging Mood Lifters to participate in the campaign and build a prolific social media presence will help them establish strong relationships with their clients, and help spread awareness of and credibility for Blink Fitness.

Blink Fitness' Campaign Principles

Mission:

The Blink Fitness mission is to provide a comfortable space, expert guidance, and unlimited motivation for members to achieve their fitness goals and improve overall health.

Vision:

As a member, Blink Fitness wants to empower you to feel your best by connecting you with a community of people like you, who prioritize feeling healthy above physical appearance.

Values:

The Blink Fitness organization is dedicated to providing their members with an environment that is consistently:

- Non-judgemental;
- Organized and sanitary;
- Professional, but not intimidating;
- Motivating;
- uplifting;
- Focused on emotional and physical health.

Blink Fitness' Campaign Components

Goals and Objectives:

Increase Membership at Blink Fitness Liverpool

- Improve reputation on social media surveys among non-gym members by 10% each month.
- Increase non gym member visits by 25%, on a quarterly basis.
- Increase new member signups by 10%

Increase member sessions booked with personal trainers

- Improve members' perceptions of personal trainers through staff-led conversations, tested with in-person feeling-thermometer surveys monthly.
- Increase use of free indoctrination personal training sessions by 25% each month
- Increase member signups for paid personal training sessions by 25% each month

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Strategies:

Increase accessibility of Blink Facilities

Many potential members are forced to not attend a gym because of logistical obstacles; whether it is physically transporting themselves to the location, ensuring that their child or children will be supervised during their visit, and then affording the means to doing each of these. To that end, we propose:

- An alliance with transportation services: Partnering with transportation systems such as Uber, Lyft or Centro would provide prospective members greater access to Blink Fitness. Depending on the costs of these alliances, these programs may increase profits. This program would have a psychographic impact, countering the potential members' beliefs that travelling to gyms is too costly, time-consuming or tedious.
- An alliance with a child-care service: Time restraints or familial obligations inhibit willingness to exercise. Partnering with a

certified service to care for members' children while they exercise would demonstrate a commitment to community, and decrease the time constraints for members.

Increase impact and frequency of public engagements

One of Blink's larger challenges is recognition. The organization needs to further develop relationships with the community, and build awareness of and credibility for the Blink brand. To that end:

- "Who is Blink" efforts: Personal trainers can host free group demonstration sessions at specified times throughout the day. This will demonstrate the superior service that Blink Personal trainers offer in a comfortable environment. The psychographic impact would counteract member hesitancy about personal training, and sets expectations of what personal training can do for member health.
- Generating news coverage: Host a contest for Blink Fitness members, connect with influencers, prospective members, and community members. Sponsoring area recreational events, non-athletic events would attract community members who share Blink values of health and fitness.

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Blink Campaign Messages:

"We don't care how you look, we care about how you feel, because everyone who blinks, belongs!"

"Blink Fitness is devoted to helping our community feel good through physical fitness." Persuasion model – pathos, positive emotional appeal

"Our Blink Fitness community makes it easy to live a healthy lifestyle, so members can spend more time doing what they love." Persuasion model – logos, rationalizing membership and time management.

"Blink Fitness personal trainers work with our members to turn their fitness goals into reality through a comfortable, personalized, uplifting, one-on-one experience." Dialogue model – pathos, collaborative approach to improving health

"Blink Fitness offers the luxury amenities of large chain, but at the prices and

personal attention of a local community gym.” Persuasion model - logos, rationalize cost of membership

“Blink Fitness is proud to offer a 21st-century experience through its Blink Mobile® app.” Persuasion Model - Logos, Blink is the only gym in the area to offer an app.

“Blink Fitness is your community gym that helps you feel better about your health. If you blink, you belong!” Persuasion model - pathos, appealing to a sense of belonging.

“Blink Fitness provides brightly-lit, open spaces for you to move and breathe while working out.” Persuasion model - pathos, rationalize plenty of room at Blink Fitness.

Blink Campaign Tactics:

Tag-A-Teammate Events

- Description: Members are encouraged to bring a friend for free to try out Blink Fitness.
- Communications channels: Email, direct mail, signage in gym, social media, staff conversation.
- Message: Blink Fitness is your community gym that helps you feel better about your health. If you blink, you belong!
- Strategy: Increase impact and frequency of public engagement events. Bringing a friend can increase recognition.

Blink Fitness Location; An open house series

- Description: Blink Fitness locations open doors to the public for a day. Mood lifters host guided tours, pre-exercise warm up sessions, and group classes to demonstrate the quality of services Blink offers to improve community health.
- Communications channels: Email, tabling at partner organizations (Wegmans), social media, paid advertising, outreach events.
- Message: Blink Fitness is devoted to helping our community feel good through physical fitness.
- Strategy: Increase impact and frequency of public engagement events. This will demonstrate the superior service that Blink Personal trainers offer in a comfortable environment.

Putting Mood Lifters in the public eye

- Description: Put Blink people into the public space; have Blink employees do the 7th-inning stretch at the Mets games, or lead warm-ups before the “Run For Cure” event put on by Susan G. Komen, to demonstrate how dedicated employees are to the community.
- Communications channels: Social media, word of mouth, gym and partner signage
- Message: Our Blink Fitness community makes it easy to live a healthy lifestyle, so members can spend more time doing what they love.
- Strategy: Increase impact and frequency of public engagement events.

Free Personal Training Sessions for Groups

- Description: Personal trainers hold free group training sessions to demystify personal training and demonstrate the value of a personalized experience.
- Communications channels: Email, social media, gym signage, word of mouth
- Message: Blink Fitness personal trainers work with our members to turn their fitness goals into reality through a comfortable, personalized, uplifting, one-on-one experience.
- Strategy: Increase impact and frequency of public engagement events.

Transportation services - “Distance is never a problem.”

- Description: Partner with Uber or Lyft, provide discount codes for both current and future Blink Fitness customers.
- Communication channels: Social media, poster, email, gym signage.
- Message: Our Blink Fitness community makes it easy to live a healthy lifestyle, so members can spend more time doing what they love.

- Strategy: Increase Accessibility of Blink facilities.

Ally with a nearby child-care service

- Description: Cooperate with a nearby child-care service to offer parents a chance to bring their children together while exercising.
- Communication Channels: Poster, email, word of mouth, social media, gym and partner signage.
- Message: Our Blink Fitness community makes it easy to live a healthy lifestyle, so members can spend more time doing what they love.
- Strategy: Increase Accessibility of Blink facilities.

Blink Campaign Copy:

Tag-A-Teammate Tuesday!

Has one of your friends ever talked to you about gym memberships, but never gotten around to actually registering one?

We've all done it.

After all, the hardest part of joining a gym is getting yourself to go.

So talk to your friends, talk to your coworkers, and invite them to Tag-A-Teammate Tuesday.

All visitors will be welcome to attend group workouts, one-on-one physical training session and will be given a tour of the Blink facilities.

So do your friends that favor, and help them put MOOD OVER MUSCLE.

GOT QUESTIONS? Drop us an email at liverpool@blinkfitness.com

Open House

We at Blink Fitness know how important it is to not only look good, but to feel good too. We recognize that it's important to put MOOD OVER MUSCLE.

Blink, unlike those other places, knows how hard it is to keep to a fitness regimen. That's why we make it so easy to sign up.

So next week, bring your family and friends with you to our Open House. We'll host a reception, take a tour of the facilities, give an overview of our services and, best of all, we'll dish some healthy snacks!

Bring your friends, bring your family, and get ready to look and feel good, together.

GOT QUESTIONS? Drop us an email at liverpool@blinkfitness.com

Blink Fitness Campaign Timeline

Pre-Campaign:

Coordinate cooperative programming efforts with the respective organizations:

- Uber and/or Lyft codes, child-care facilities, codes and discounts need to be planned out, contracts signed, at least 3 weeks before the commencement of the organization's campaign.
- Events during which Mood Lifters can make public appearances; race warm-ups, 7th-Inning Stretches, etc.

Coordinate with Mood Lifters to ensure that they are ready for their critical roles:

- Mood Lifters represent the organization both internally and externally in these plans. To be successful, they will need to be comfortable reaching out to potential and current members, and serving as an ambassador of Blink Fitness values. Time will need to be allocated for helping coach those Mood Lifters for whom ambassadorship does not come naturally.

Only proceed when the two preliminary components have been completed

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Week One:

The first event are the Tag-A-Teammate events. This two-week window would allow current members to invite the people close to them for some introductory or welcoming events as described earlier in this plan. These events will likely entice those potential members that are willing to consider going to a gym, but are not currently members of any gym.

Week Three:

On a specific day of the week that is logistically possible for Blink Fitness managers, the gym should begin holding open house events weekly to continue involving those potential members that have visited with their member acquaintances. Additionally, these will provide opportunities for potential members who may have heard about the initial campaign steps to visit the gym.

Week Five:

Begin rolling out the child-care assistance programs, as well as the transportation programs. These should serve to convince the enticed potential members that the logistical challenges of getting to the gym and getting sufficient childcare are worth the satisfaction of going to the gym, because the gym helps members address those challenges. This program will hopefully continue until the end of the campaign.

Week Six:

Once enough time has passed that the target publics know that Blink Fitness is looking for new members, the Mood Lifter staff should begin making public appearances at various athletic or other events; 7th-Inning stretches, race warm-ups, etc., so that the general publics can see how amicable and responsive the Mood Lifters are, as well as how much of an interest Blink Fitness has in the community.

Week Eight:

Last of all, the Mood Lifters and the Blink staff in general should roll out some free trials for personal training sessions; by showing the new members what can be gained from their membership, Blink makes it more likely that the newly-joined members of the gym will continue their memberships.

Campaign Conclusion:

Campaign will be considered over by week 10, or when the above mentioned goals have been met, with regards to new members and increased attendance at the existing Blink Fitness location.

Post-Campaign Evaluation

Campaign effectiveness will be measured through:

- Content analysis/social listening: monitor and analyze media products, and social media engagements, for tone and attitudes reflecting Blink Fitness messages in support of increased membership and use of personal training sessions.
- Engagement metrics: track monthly reach, impressions, engagement, and shares of Blink Fitness communications products on owned, earned, and social media.
- Survey response: analyze formal and informal survey responses from members, as well as feedback from Mood Lifters, to determine the impact of messaging on member cognition and willingness to use personal training sessions.
- Objectives completion: track monthly percentages of non-member visits to Blink Fitness, conversion rate to sign up new members, and members who sign up for personal training sessions.

Campaign Budgeting Information

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED VALUE	PROJECTED SUBTOTAL	BENEFITS	CONSEQUENCES
Open House Series			SUBTOTAL \$ 1,000.00	SUBTOTAL \$ 935.00		
Social Media	9	\$ 15.00	\$ 135.00	\$ 135.00		
Venue Rental	1	\$ 65.00	\$ 65.00	\$ -		
Radio Advertising	1	\$ 100.00	\$ 100.00	\$ 100.00		
Direct Mail Advertising	1000	\$ 0.36	\$ 360.00	\$ 360.00	Expecting to have 100 people showing up and get 30 new members signing up per event.	We couldn't attract so many potential customers without running this tactic.
Signage & Posters	10	\$ 10.00	\$ 100.00	\$ 100.00		
Banner Advertising	3	\$ 80.00	\$ 240.00	\$ 240.00		
Tag-A-Teammate Today Event			SUBTOTAL \$ 385.00	SUBTOTAL \$ 385.00		
Signage & Posters	25	\$ 10.00	\$ 250.00	\$ 250.00		
Social Media	9	\$ 15.00	\$ 135.00	\$ 135.00	Expecting engagement with existing members to attract their friends to sign up	Won't leverage the existing customers' network and connections if we don't run this tactic.
Free Group Personal Training Sessions			SUBTOTAL \$ 345.00	SUBTOTAL \$ 345.00		
Social Media	9	\$ 15.00	\$ 135.00	\$ 135.00		
Banner Advertising	2	\$ 80.00	\$ 160.00	\$ 160.00	Attracting existing members to sign up the personal training sessions.	Hard to converge regular members to personal training members.
Signage & Posters	5	\$ 10.00	\$ 50.00	\$ 50.00		
Transportation Services			SUBTOTAL \$ 1,880.00	SUBTOTAL \$ 1,880.00		
Social Media	30	\$ 30.00	\$ 900.00	\$ 900.00		
Uber Codes	200	\$ 3.20	\$ 640.00	\$ 640.00	Attracting potential customers to sign up without consideration about distance and motivate existing members to come more often.	Potential customers who don't have vehicles or transportation facilities won't consider Blink as the place for their personal training.
Signage & Posters	10	\$ 10.00	\$ 100.00	\$ 100.00		
Banner Advertising	3	\$ 80.00	\$ 240.00	\$ 240.00		
Mood Lifters in the Public's Eye			SUBTOTAL \$ 1,415.00	SUBTOTAL \$ 1,400.00		
Venue Rental	1	\$ 65.00	\$ 65.00	\$ -		
Social Media	30	\$ 30.00	\$ 900.00	\$ 900.00	Will increase public's awareness in terms of the importance and necessity of having personal trainers with hopefully reaching 3,000 people.	Won't improve brand recognition and personal trainers image.
Yoga Mats	10	\$ 15.00	\$ 150.00	\$ -		
Signage & Posters	10	\$ 10.00	\$ 100.00	\$ 100.00		
Banner Advertising	5	\$ 80.00	\$ 400.00	\$ 400.00		
Child-care Service			SUBTOTAL \$ 1,920.00	SUBTOTAL \$ 1,920.00		
Child-care Service	1	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		
Social Media	30	\$ 15.00	\$ 450.00	\$ 450.00	Will attract those customers who can't go to gyms for being busy caring their kids.	Won't grab the customers who are worried about their family.
Signage & Posters	5	\$ 10.00	\$ 50.00	\$ 50.00		
Banner Advertising	3	\$ 80.00	\$ 240.00	\$ 240.00		
Direct Mail Advertising	500	\$ 0.36	\$ 180.00	\$ 180.00		
Subtotal			SUBTOTAL \$ 7,145.00	SUBTOTAL \$ 6,845.00		

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Orange Avengers Public Relations:
An expansion campaign created for

blink FITNESS



Sean Brophy
Lucy Sun
Cherie Hong
Irene Ma
Adam Ontiveros-Oberg

Presented to JJ Potrikus on April 24, 2019

PRL 615: Professor Pike.

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