

GYMSHARK



Promotional Campaign Plan
A/W 2019



Situational Analysis

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Figure 2

Sector Overview

Apparel can be broken down into many sectors of the market, the sportswear sector has grown by 11% in the last year and is currently worth over £8.3 billion (Euromonitor, 2019) - making it a profitable industry. There is a growing interest in choosing to purchase performance wear over athleisure wear as "consumers get more for their money if they choose a functional sports item rather than the athleisure version" (Euromonitor, 2019). This perpetuates the growth in more durable sports pieces as there has been an increase of 7% of gym-goers in the last two years (leisuredb, 2018).

Brand Overview

Gymshark are an affordable gym wear brand, helmed and started by Ben Francis (Gymshark.com, 2019). One of the fastest growing retail brands in the UK – having “tripled its sales in the 12 months to July 2018, growing by a huge 217%” (retail-insight-network.com, 2018). Products boast to be at the forefront of the industry, designing with a younger market in mind who were yet to fall into activewear clothing options for seasoned athletes (Bearne, 2018). The brand grew as quickly as it did with the shunning of “traditional marketing techniques, instead focusing on social media and in particular social media influencers” (retail-insight-network.com, 2018), this has led to a younger target audience who are more seasoned users of social media.

Valuing themselves on building a community, not only with their sponsored athletes but their online presence gives the brand a personal feel. A relatively small brand comparatively to their competitors makes this immeasurably impactful. With “a combination of trend-led products and a personal connection with customers” (Sutherland, 2018) being their unique selling point and is the reason they perform well. Gymshark is fashion forward, innovative and inviting to all; set on the expansion and progression of the fitness apparel industry.



Figure 3



Figure 4



Figure 5

Promotion

They rely primarily on the use of social media having amassed a following over 4.5million across both Instagram and Facebook. They have a core band of athletes that model and promote their products on Gymshark sites as well as their own pages enforcing brand values, creating "a community of athletes, artists and visionaries" (Gymshark. com, 2019). They offer no traditional media promotions.

Product

The core Gymshark product is offering a well-engineered and efficient clothing items that perform well under stress. They offer a range of product classifications that cover most areas of activewear, and accessories for the gym.

Place

Gymshark are an online retailer that offer shipping to 131 countries around the world. They have no brick and mortar stores, which limits their distribution to internet users. Online sportswear sales account for 14.7% of all products sold and this number is only increasing (Euromonitor, 2019), so this foundation is profitable for Gymshark still.

A SWOT analysis was used to investigate and categorize findings ready for application (Appendix A).

Price

Gymshark are some of the most affordable products in their market sector having bridged the gap between high end activewear and the fast fashion lines like online retailers Boohoo, Missguided and ASOS (Euromonitor, 2019). Prices fall to £8 and up to £65; accessible by most due to this range.

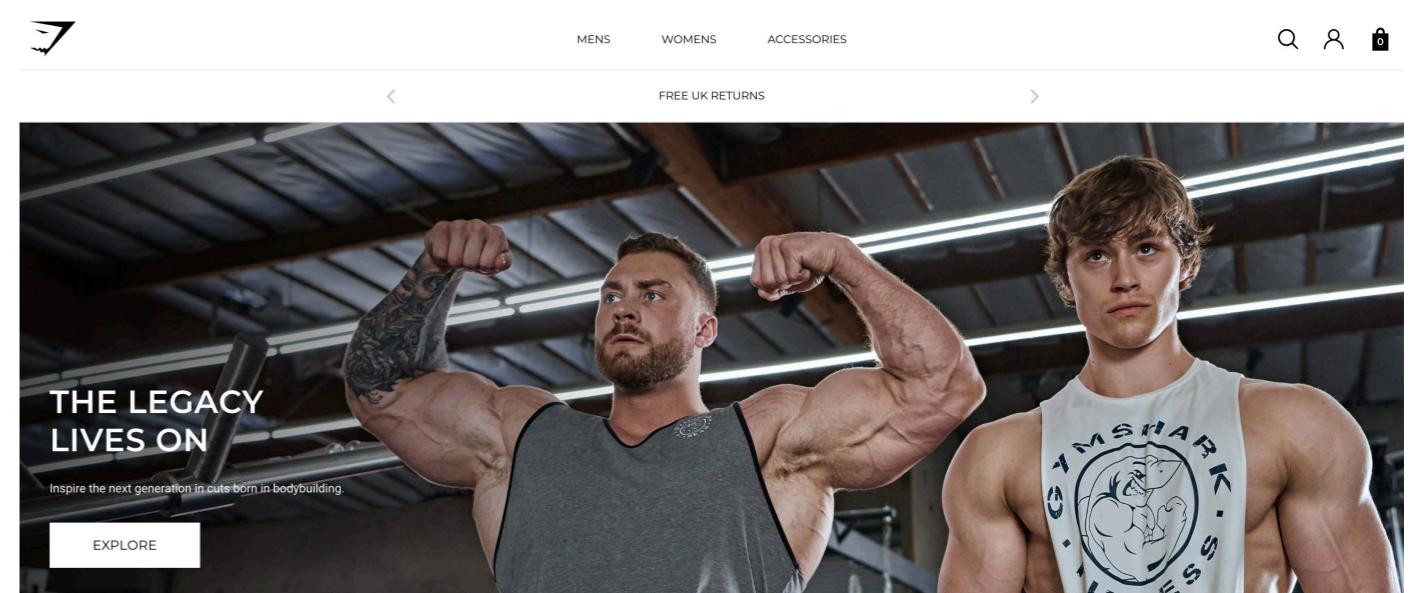


Figure 6

Competitive Review

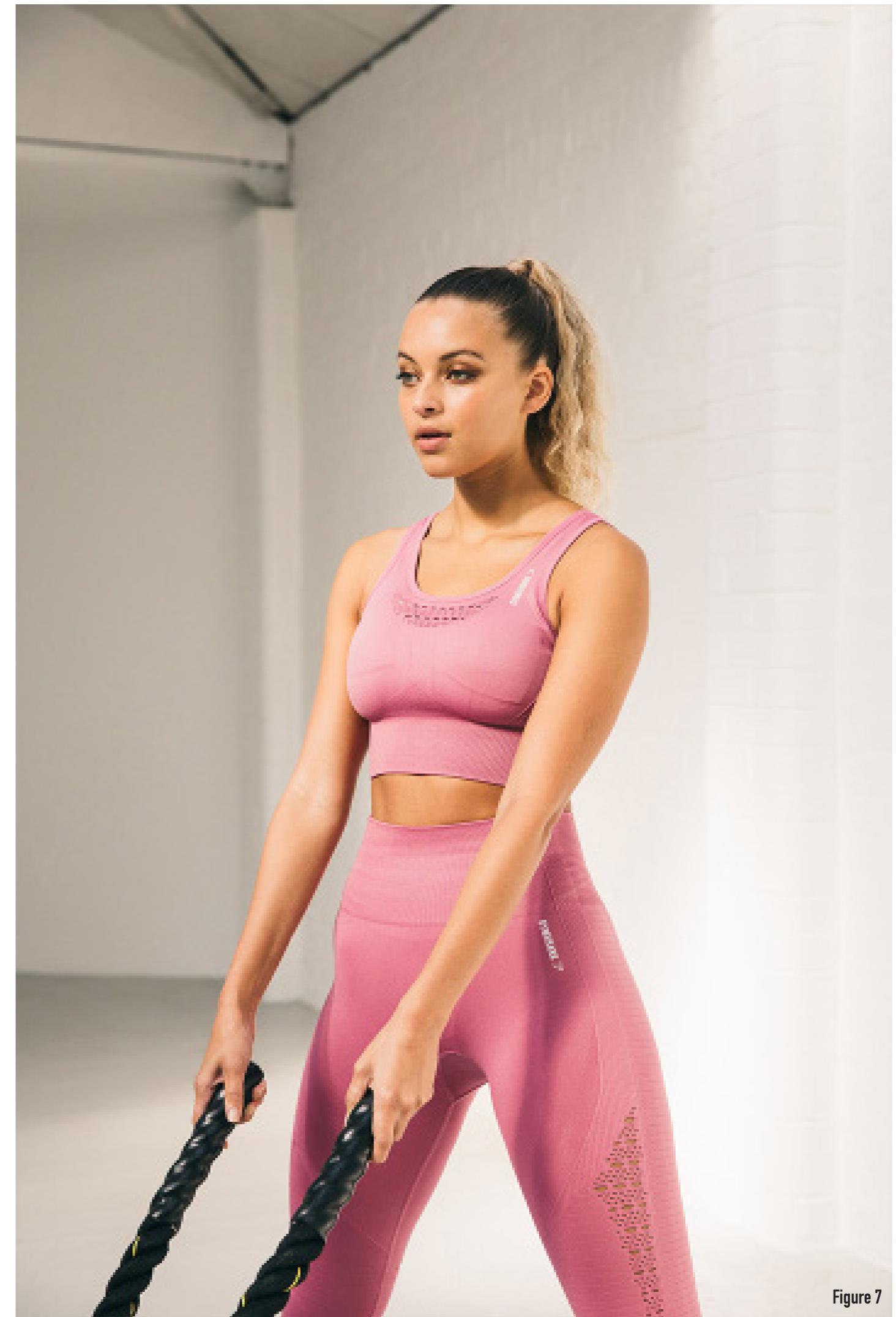
Within the fitness industry Nike and Adidas hold most of the market share, holding 20.2% and 14.9% respectively (Euromonitor, 2019). However, they focus is on athleisurewear and footwear, which is where most of this share comes from.

Their promotions consist of celebrity endorsements, as they are high profile brands that can afford to work with such clientele – positioning them as reliable, which is reflected in consumer perception of these two brands. In recent years Adidas have been closing the market share gap by investing more into technological innovation within their products (Euromonitor, 2019), this is something that is important for a brand in this sector as interest increases. They also use traditional forms of media like billboards and television adverts to hit a larger market. However, their social media presence lacks interaction with influencers in the same way Gymshark manage to. They appeal to an older market who value comfort in clothing but are perceived as the dominating force in the fitness industry by most. Focus is on general fitness rather than high performance

gym wear, so they alienate this type of consumer – “big brand products may not suit individual needs” (Euromonitor, 2019).

In terms of more direct competitors of Gymshark there is Sweaty Betty – holding 0.5% of the market share and Lululemon – holding 0.2% (Euromonitor, 2019). They, however, aim at an older market of primarily females who are looking for comfort in their low impact activities rather than high performance sportswear

Gymshark does so well in the market, they offer specific products consumers are after, like these four other brands do not. Advantages of Gymshark above these competitors are the innovative element in design make for high performance gym activities as well as sport generally – “performance wear could well drive much of the growth in sportswear going forward” (Euromonitor, 2019) and although they do not currently have a distinguishable market share they are “expected to take share from some smaller brands over the next few years” (Euromonitor, 2019).



Consumer Research



Figure 8

The gym wear market is broadening and therefore the importance of correct segmentation is imperative to the success of a brand. Within the fitness apparel industry there are many branches. Gymshark falls into the high-performance segment, only appealing to gym goers and invested athletes. Due to its focus on social media marketing its consumers are typically in their early twenties, consequently cutting a portion of consumers who would be interested but are not aware of the brand. It is important to develop a target consumer so the brand can edit their products and promotions to best suit this area (Brown et al, 1998, pp. 156).

A consumer profile has been created. This however, highlighted a large gap in consumer awareness passed the below age group.

They are an active person who enjoys socializing with friends. They enjoy food and drinking on occasion and have vegetarian or vegan aspects to their diet as they are fitness orientated – there has been an increase in the last two years and now 3.5 million people in the UK are vegans (Petter, 2018). They are forward thinkers who are looking to better themselves but also want to remain on trend in the most efficient things. Hobbies include forms of sport, travelling, music and fashion. They are socially responsible but more driven by fun and non-work-related things at this stage in their life.

They purchase based on need initially but then return to expand collection to fulfil their fashion related interest, number one concern is efficiency of items. They will purchase more as new collections are released and product lines expand, enticed by sales every few months, price is a factor. The decision is influenced by what others say about the product, more popular products leads to purchase popularity. Influencers are also very involved in the decision-making process, as Cobain discusses consumers flock to their opinions when making purchases (2017), hence why it is Gymshark's main form of promotional activity.

Consumer profile:



Figure 9

18-25

Income is low due to post graduate jobs and student budgets.

Male and female.

Higher levels of education.

Not a homeowner or married.

Marketing and Communications Plan

Marketing Objectives

Bring awareness to the brand beyond the scope of the market segment that has already been infiltrated leading to an increase in profit by 15% – given the current rate at which the brand is growing this is a suitable number.

To increase the positive impact that social media has on the brand, currently website visits from social media only make up for 9.51% of traction (similarweb, 2019), considering the use of social is their main promotional asset, this could be higher.



Figure 10

Target Audiences

Looking at their consumer profile it was clear that Gymshark do not infiltrate a large majority of people who have the potential need or desire to buy their products, due to non-traditional forms of promotion being utilized. A focus on this clientele will therefore be taken with promotional activities in order to extend the reach of the brand to meet the marketing objectives. Those aged 25–35 years-old who are interested in activewear but are not aware of Gymshark will be the primary target audience. They are a relatively un-tapped into clientele base who would show interest in the products offered if aware. There is more than ever a desire for an athletic build and therefore more durable activewear (Godding, 2017) across most demographics.

Customers outlined in the consumer profile are the second target audiences, they already know and have interest in the brand. A campaign will help promote more products to this sub-group and create an in-flux in sales from this area, changing buying patterns. A marketing objective that is based on social media will lead to promotional activity that will not alienate the brands current target consumer.

Positioning Strategy



Gymshark are innovative and forward thinking with the entire concept of their sportswear. Not only do they offer a range of well thought out, flattering and stylish designs that culminate in a range that is interchangeable based on consumer need; they offer highly durable pieces that work well under high performance conditions. This is all available at a relatively low price against product competitors like Sweaty Betty

and sector competitors like Nike. Gymshark is in a relatively low position in terms of public awareness because it fails to expedite the kind of promotional activity that accommodates a wide range of consumers. Through this promotional plan Gymshark show reposition themselves on this table a lot higher in this category in order to compete more efficiently with other brands.



Figure 11



Communications Objectives

There is an argument to be made that “even an impulse buy... comes as a result of a range of influences” (Cope and Maloney, 2016, pp 14). An efficient way of tracking this process is through conducting communications aims based on the AIDA hierarchy.

Awareness: To provide a traditional media base of promotional activities that attract the attention of the primary target audience by passively penetrating their day-to-day lives, this in turn will produce awareness for the brand in this area, and ready to learn more.

Interest: To engage these newly intrigued consumers by delivering them more information about the brand through celebrity endorsements who can more commonly relate to this collaboration.

Desire: To introduce a personal feel to the brand by actively infiltrating the target consumers life through new tactics that represent customer interest and needs.

Action: Introduce more options for personal selling to appeal to the primary target audiences traditional purchasing behavior and entice purchase through sales promotion.

These have developed from my situational analysis because they focus on the use of mainstream media and endorsement beyond the confines of social media to tap into the market where they fail to reach with their current promotional activities.



Figure 13

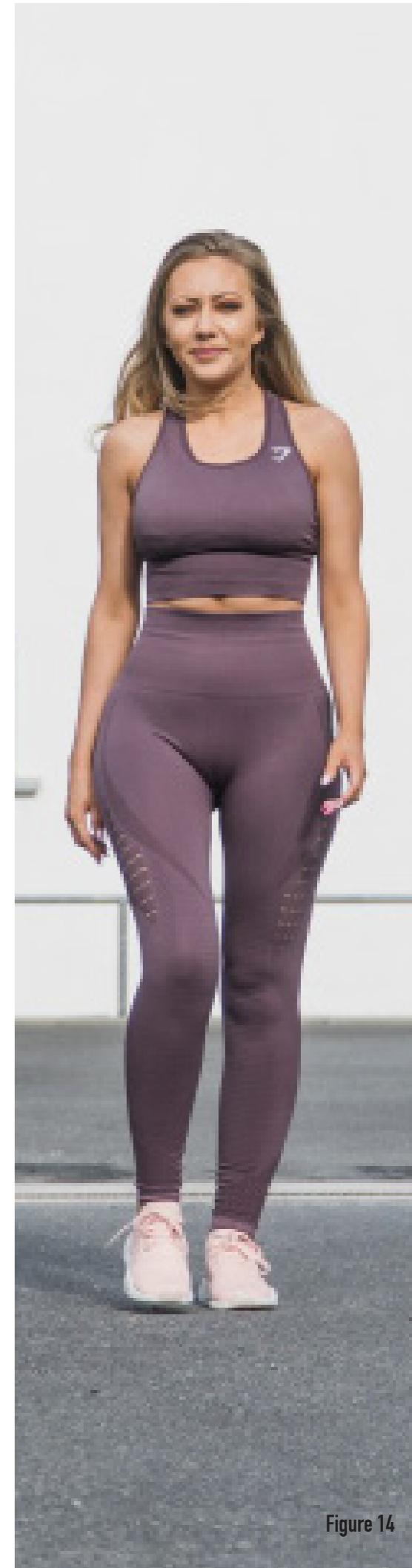


Figure 14



Communications Mix

This campaign will strive to promote the core values of Gymshark by being wholeheartedly inclusive yet innovative. It will present an affordable luxury that is a necessity to those where sport is an important part of life. Parts of the communications mix will be more effective at meeting all previous aims set, all aspects must "must relate to the way a potential purchaser moves progressively towards actual purchase" (Forsyth, 2007, pp138).

Advertising will be used in the first step of the AIDA model – this will be effective for the primary target audience because this is the most traditional part of the communications mix. It will be paid promotional activity and will incorporate a campaign to infiltrate different routes of advertisement – these are visualized in upcoming pages. This will include an advertisement with an athlete, although "use of celebrities as part of marketing communications strategy is a fairly common practice" (Erdogan, 2010), it does not mean it is not effective – especially when a

sports brand works with someone in that field. Leslie remarks that celebrity endorsement is an effective way at communicating brand principles and triggers a generally positive response rate from consumers (2011, pp. 45).

This filters into peaking interest in the consumer in terms of the AIDA hierarchy which will be built upon the continuation of practices already taken up by the brand on their social media pages, coming under shared media as relations between Gymshark and their Instagram Athletes have been worked upon so well. This will include sending products to them which they will post about because they enjoy the brand – this is in order to cater towards the secondary target consumers, as it is the most effective way of appealing to them; "consumers have always valued others" (Cauberghe et al, 2017, pp. 800) when making purchasing decisions. Furthermore, Gymshark will use their owned channels – including website updates with new visual material – to promote the new campaign and its message to utilize this type of media.

To induce desire personal tactics will be adapted for the brand and their consumer. This will begin with Gymsharks attendance of BASES (a health and fitness convention) in November 2019, this will allow the brand to interact with their target consumer and make them aware of the products they now need. It will be heightened with direct marketing usage as collaborations with gyms across the country, this will make the day-to-day life of the primary target consumer affected by the brand again creating need for the product.

Sales promotion will be an effective tool to get the consumer to act on all the previous information they have been given and solidify the purchase. This will incorporate discounts based on signing up to the website for first time buyers, personal selling can then continue to be utilized to meet profit aims by continuing to target new consumers.

These communication objectives will help meet the marketing objectives because they will create an influx of new consumers, who have now been made aware of the brand and ready to make purchases – this will increase profit. The continuation and acceleration of Gymshark's social media promotions will help meet the second marketing aim as the secondary target audience will feel their connection to the brand enhanced and therefore more engaged by this platform.

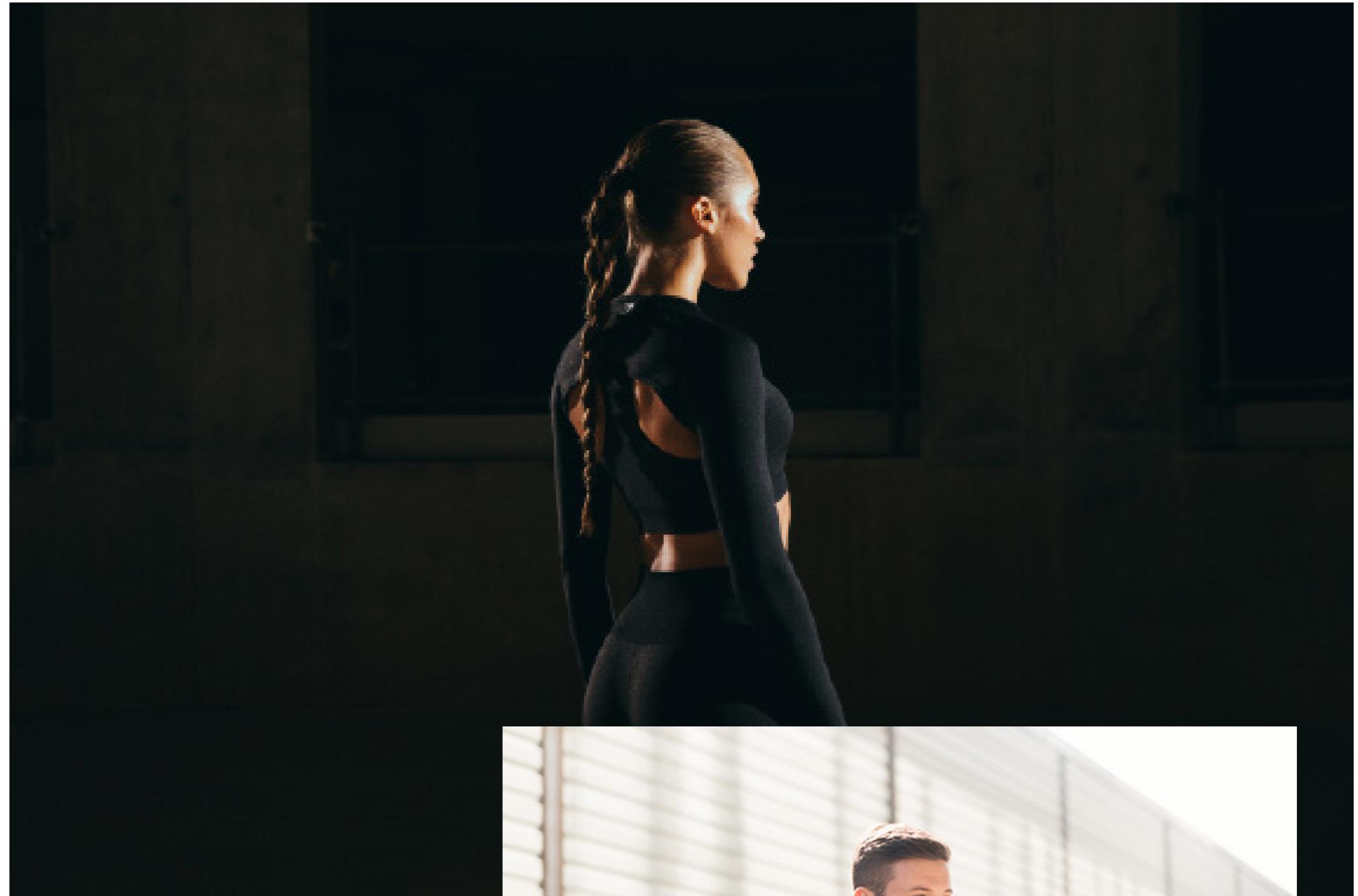


Figure 16



Figure 17



Figure 18

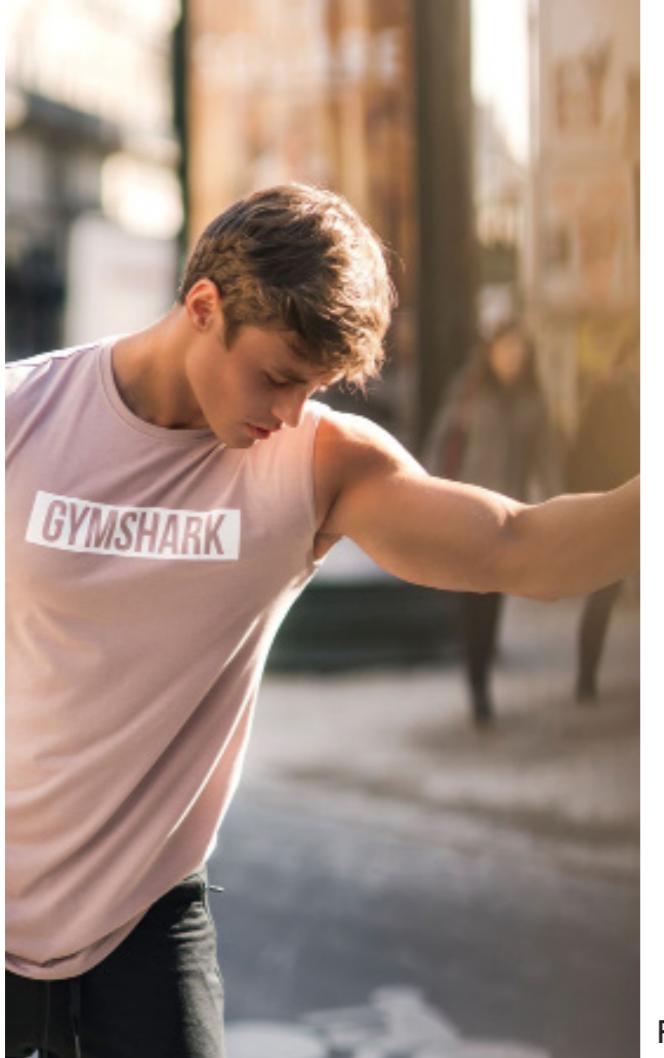


Figure 19

Budget recommendations

Gymshark made £41 million in sales in 2018 and therefore a budgetary recommendation of 1% of that for promotional activities is £410,000 to spend, rounded up to half a million to incorporate growth from the beginning of 2019. This will be spent accordingly on keeping up with their social media based promotional activities for the secondary target audience; but most will be directed into the new additions of traditional media promotions for the primary target audience.

Creative Plan

Creative Objectives

To promote the brand's message in a bold and effective way, appealing to both the primary and secondary target audiences, cohesively through all communication channels.

Creative Strategy

The theme of the campaign is boldness, in what you wear, in how you train and what you do. There is a strength in being able to perform at your best and everyone should be able to feel this way. Choose gym wear that will support you as you support yourself. The campaign is inclusive and does not alienate based on conventions. This is why the imagery does not feature specific faces and displays a range of bodies and aesthetical choices. The brands high performance and quality will be emphasized in the promotional activity, because it is Gymshark's biggest asset, and once consumers thoroughly understand this then brand awareness will increase and the positioning target will be met.

The promotional activity will utilize color as it can help a brand exude "feelings of quality and prestige" (Padhy, 2011, pp. 49) which is a unique selling point of the brand. Core, neutral colors will be the base of the advertisements with a select few bright ones to make them stand out – visualizing the bold message. Slogans are a vital aspect of promotional activity because they not only provide fluency through different promotional activities, but they also affirm a brand's personality and ethos (Allen et al, 2008, pp. 400). The slogans chosen is on the left, it delivers on the inclusive message as it represents variety and consumer inclusion – thereby meeting the objective. Others are more subtle to create consumer intrigue about the products and brand that they have newly been exposed to.





GYMSHARK

LIFT HEAVY. FEEL LIGHT.

Figure 21



GET BACK UP.

GYMSHARK

Figure 22



Figure 23



Figure 24

Media Plan

Media Objectives

Use of media will aim to deepen the campaign's overarching message by affirming it to consumers who will be more directly affected by these types of promotions.

To keep the brand in both the primary and secondary consumers thoughts by frequently manifesting over the six-month period and transcend the reach of the creative promotions are confined to with the use of shared media; expanding the reach of the brand globally.

Media Strategy

After the campaign photoshoots have taken place in early August and the creative materials as seen pages 26-30 are created, so begins the first stage of the AIDA hierarchy in creating awareness for the brand in terms of the primary target audience. This will be done by introducing these photos into areas the consumer access in their daily lives. There will be buses in Manchester, Bristol, Norwich, Nottingham, Brighton and Leeds to cover a large geographic scope of cities – priced at £157 per bus, per week (exterionmedia.com,

no date), and running for eight weeks until mid-October to subtly feature the brand creating intrigue. Three billboards in each Leeds, Manchester and Brighton – at £875 a week including production and the infamous Picadilly Circus at £727 a week (Inman, 2010) will be used to achieve similar aims. This will be paired with a tube advertisement that targets commuters at numbers over 150,000 an hour will bring a monumental amount of exposure – worth the hefty price of “£63,900 per site for two weeks to advertise a 15x48 sheet ad” (Lee, 2015)”.



Figure 25

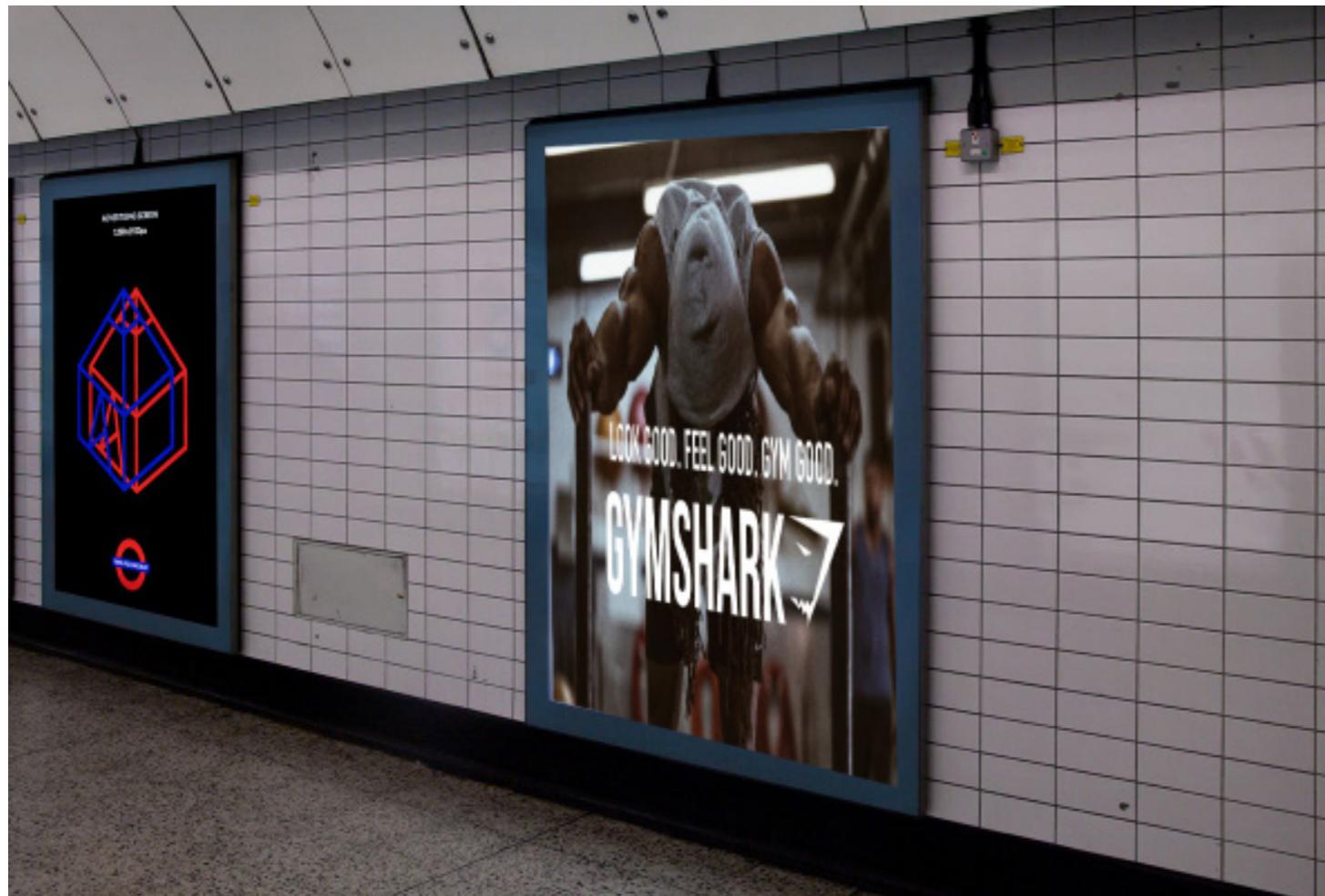


Figure 26



Figure 27



There will be a radio advert running throughout the first three month period at peak times during commutes to target consumers travelling by car who do not live in cities costing “£2 per thousand listeners at one time...expect for a slot of 30 seconds to cost around £250-£1000 per week” (workspace, no date),, this will be in Nicola Adam's voice with the same script as the advert. Along with a magazine advert feature in the top two performing sport and fitness magazines in the UK – a full page in the first 20% in Women's Health at £10400 (hearstcouk, 2016) and a Men's Health promotions double page spread at £21855 (assets.menshealth, 2016) per month.



Figure 28

To peak interest in the purchase hierarchy will be the introduction of promotional advert with Nicola Adams – two-time Olympic Gold medalist, running at the end of October ready for more personal and direct promotional activity. Costing £50000 for a gold package – including production (tvadvertising, no date), the budget not spent will go towards the payment of Nicola Adams, which is why not all has been spent specifically. This as seen on the right will be a training montage leading up to a big match with the voice over from Adams. It represents a personal training journey that the consumers all experience in different ways.

A hard session is a hard session no matter what you're doing.
Work out hard because the gym is making it personal.
Be the best you.
Choose the gym skin you're in. Choose Gymshark.
Start feeling light while you lift heavy.



Figure 29



Figure 30



Figure 31



Figure 32

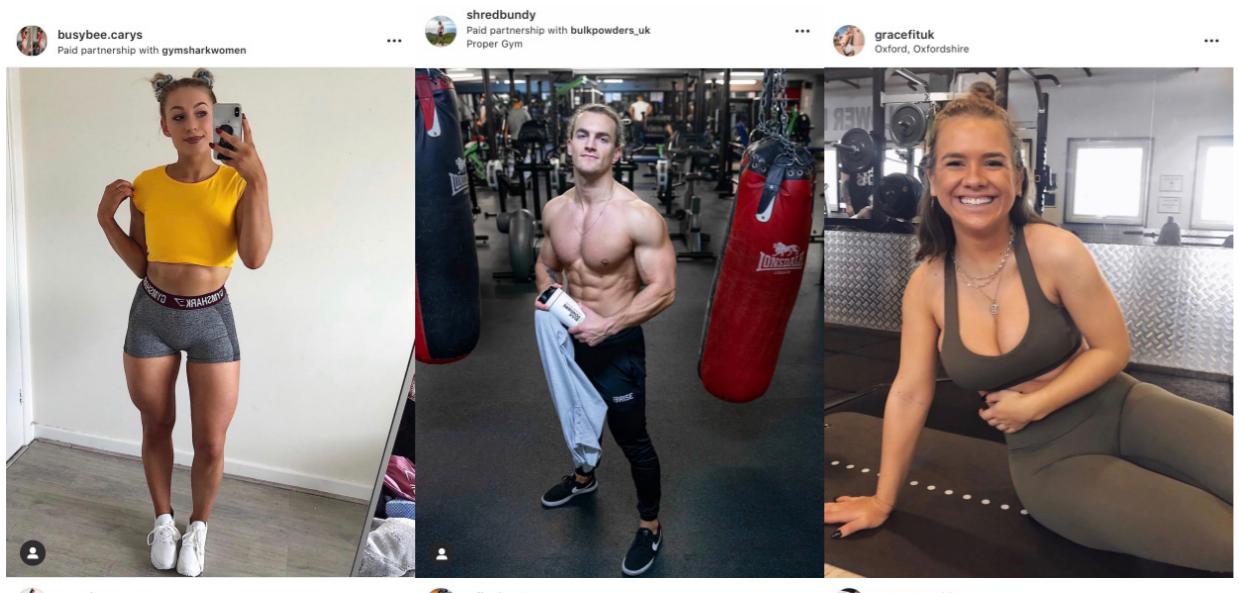
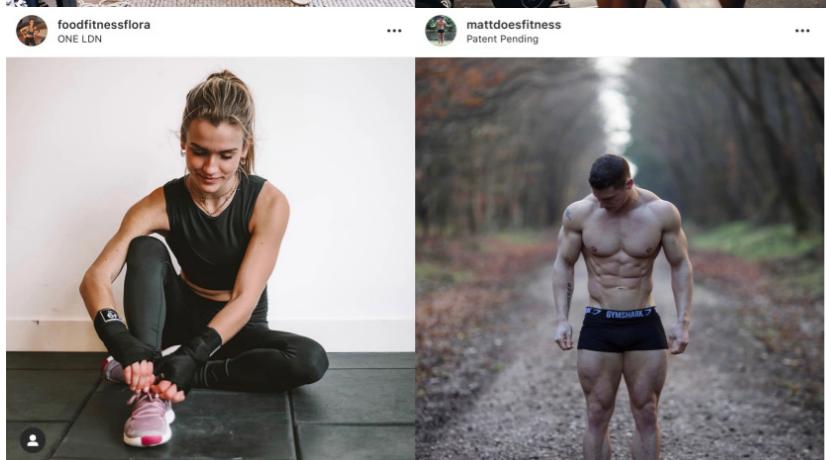


Figure 33



Figure 33



Influencers

Eight fitness influencers, who are already known to wear the brand to create reliability will be paid to promote the products in a similar way to Gymshark's current promotions to keep the secondary target consumer interested.

GraceFitUK	£10000	Foodfitnessflora	£880
Busybee.carys	£6540	Mattdoesfitness	£2830
Meggangrubb	£12000	Mikethurston	£4500
Natache.oceane	£5660	Shredbundy	£2430.

BASES fitness convention on November 20th will initiate direct selling using a £46000 20x20 display (exhibitionsusa, no date), it will introduce Gymshark to personal selling considering their lack of physical stores. At this time Gymshark will partner with Pure Gym to sell products across 240 Pure Gyms (puregym, 2019) and in return they make 10% profit from items sold. This will allow the newly interested consumer to engage in personal selling – also linking to the very essence of Gymshark as a gym wear brand.



Figure 34



Figure 35

Sign up and get 30% of your first order, and another 20% off of your second!

Get £5 off every item you purchase in the new year!

To prepare for Christmas shoppers' products will be distributed to twenty-five fitness influencers who can be assumed to post about them due to Gymshark's reputation – this will advertise to people who may be seeking more information after the previous promotional activities to make the products seem accessible. The Christmas promotions will be released in early December which will lead to new sign ups on the website allowing for direct marketing in the future

For full media strategy timeline and full budget totals see Appendix B.

Conclusion

Conclusively, this campaign will create a thorough and cohesive message that aligns with Gymshark's brand identity across all aspects of the communications mix thereby funneling the primary target consumer through the purchase hierarchy leading them to action - achieving the creative and communication aims. This will in turn lead to a consumer influx driving sales and therefore profits up which will cement the marketing aims as well.



Appendix

A

SWOT Analysis:

Strengths:

- Good presence on social media, including use of influencers, helps brand name to circulate.
- Efficient online store and shipping capabilities.

Weaknesses:

- Online exclusivity – lack of brick and mortar stores, delivery cost is a factor in every purchase.
- Small production line so new products frequently sell out, not all customers can purchase what they want.

Opportunities:

- Expansion to more traditional forms of promotions in order to infiltrate markets they have yet to been able to.
- Room for product line expansion - branch into athleisure wear.
- Market is only set to grow.

Threats:

- Fitness industry growth and more direct competition in terms of price point.
- Competition for market share with large names.

B

	19-Aug				19-Sep				19-Oct				
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	
Campaign Photoshoot													
Bus side advertisements													£7536
Billboards													£29441
Tube station advertisements													£63900
Magazine feature													£38255
Radio advert													£12000
Athlete advert													£50000
Influencer posts													£44840
	19-Nov				19-Dec				19-Jan				
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	
Fit Pro Convention													£46000
Gym partnership													
Product distribution													£50000
Christmas promotions													
Promotional emails													£278,072.00

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Figure 1

Joy, T. 2018. Girl hand on hip. [online]. Accessed on 1/5/19. Available from: <https://tigeresslifestyle.com/2018/11/05/gymshark-vital-seamless-campaign/>

Figure 2

Joy, T. 2018. Girl jumping with ball. [online]. Accessed on 1/5/19. Available from: <https://tigeresslifestyle.com/2018/11/05/gymshark-vital-seamless-campaign/>

Figure 3

Awin. 2018. Red sports bra back. [online]. Accessed on 1/5/19. Available from: <https://www.awin.com/ca/advertisers/case-studies/case-study-benefits-of-sem-partnerships>

Figure 4

Gymshark. 2018. Man in top with bright light. [online]. Accessed on 1/5/19. Available from: <https://www.gymshark.com/blogs/news/onyx-imperial-embrace-the-darkness>

Figure 5

This study. 2019. Three Gymshark products.

Figure 6

This study. 2019. Website screenshot. [online]. Accessed on 1/5/19. Available from: <https://uk.gymshark.com/>

Figure 7

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Figure 8

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Figure 25

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Figure 26

This study. 2019. Tube photoshop.

Figure 27

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Figure 28

This study. 2019. Magazine photoshop.

Figure 29

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Figure 33

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Figure 34

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