

BRAND STRATEGY PLAN



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SECTION I

Brand Strategy Context and Objective

➞ About MPower Gym

With over 25 years in the fitness industry, Mpower's brand strategy is built on empowering individuals to achieve their best physical, mental, and emotional well-being in a supportive, inclusive, and results-driven environment that helps them achieve their goals. At Mpower hometown performance center, members enjoy personalized fitness experiences through expert coaching and top-quality equipment designed to ensure success.

By combining cutting-edge technology, a supportive community, and programs for fitness enthusiasts of all levels, Mpower Gym aims to position itself as a local leader in the fitness industry, emphasizing personal growth, performance, community, and innovation.

➞ Introducing a new brand strategy

During an interview with co-owner Chris Russo, he emphasized the **need to grow and attract new members**, recognizing that a stronger brand strategy is essential to achieving this goal. To determine the key focus for this strategy, we conducted a brand strength assessment, evaluating MPower Gym's positioning, consistency, and market presence. The following analysis identifies the key objective for this brand strategy plan.

A photograph of Christopher Russo, the owner of MPower Gym. He is a middle-aged man with a mustache, smiling at the camera. He is wearing a dark grey t-shirt with the MPower Gym logo, which features a tiger's head and the text "MPOWER GYM". Behind him is a rack of gym clothes, including a black tank top and a grey t-shirt, both with the MPower Gym logo. The background is a gym setting with various equipment and a whiteboard.

Christopher Russo
MPower Gym owner

Brand Strength Assessment

Following **Interbrand’s Best Global Brands methodology** for brand strength diagnostics, this assessment evaluates MPower Gym's ability to drive long-term success based on internal and external factors, aiming to determine whether a brand strategy plan is necessary and, if so, identify key areas for improvement.

Internal Factors

Total: 20 points

MPower Gym has a strong community feel and engaged ownership, but it lacks a clear brand direction and alignment, limiting its ability to stand out in the market. While customer trust is high, the gym needs a more defined brand identity and strategic agility to adapt to growth opportunities.

 Total score: 12 / 20

Factor	Description	Score (1-5)	Assessment
Direction	Does the brand have a clear purpose, ambition, and defined culture/values guiding its execution?	3	The gym has a strong community feel, but lacks a clear positioning strategy beyond being a local, budget-friendly gym.
Alignment	Is the entire organization unified and committed to executing the brand strategy effectively?	3	Staff and owners are actively involved, but there is no strong brand identity or unique selling proposition (USP) in their messaging.
Empathy	Does the organization actively listen to customers and anticipate their evolving needs?	4	Reviews suggest the owners engage with members, maintain cleanliness, and ensure a welcoming space. However, branding efforts could better reflect these strengths .
Agility	How quickly and effectively does the brand adapt to opportunities or challenges in the market?	2	The gym has not invested in branding or digital marketing and still relies on word-of-mouth , limiting its ability to adapt to competition.

External Factors

Total: 40 points

The company delivers a great customer experience, but its brand lacks distinctiveness, consistency, and marketing presence, making it less recognizable in a competitive market. Strengthening its visual identity and expanding its outreach beyond word-of-mouth will enhance brand visibility and engagement.

 Total score: 17 / 40

Factor	Description	Score (1-5)	Assessment
Distinctiveness	Does the brand have unique, ownable assets that make it memorable?	2	MPower Gym blends into the local gym market . Its name, website, and visual branding lack a distinctive identity.
Coherence	Are customer interactions consistent across channels?	2	The website, physical gym, and social presence do not have a unified brand experience . The branding lacks a cohesive aesthetic and professional touch.
Participation	Does the brand foster engagement and collaboration with customers?	3	Customers appreciate the community feel , but engagement efforts (e.g., events, social media presence) are minimal.
Presence	Is the brand highly visible and easily recalled in its category?	2	MPower Gym does not invest in marketing outside word-of-mouth, leading to limited brand awareness.
Trust	Does the brand deliver on promises and exceed expectations?	4	Strong customer reviews indicate a trustworthy gym with excellent maintenance and service.
Affinity	Do customers feel a strong, positive connection with the brand?	4	The local, community-driven feel resonates with members, but this connection is not effectively leveraged in their branding.



Assessment Results

Category	Total score	Interpretation
Internal factors	12 / 20	Needs stronger direction, alignment, and agility in branding.
External factors	17 / 40	Lacks distinctiveness, coherence, and marketing presence.
Overall brand strength score	29 / 60 (48%)	The brand is underperforming and requires a new brand strategy.

➞ Key Objective

Improve MPower Gym’s brand image by redesigning its visual identity, enhancing online presence, and increasing brand consistency across all customer touchpoints, achieving a 10% increase in customer engagement on social media and a 6% increase in new memberships within 1 year.

SECTION II

Market Audit

The Market Audit examines where MPower Gym stands in the industry, **identifying strengths, gaps, and opportunities for growth**. The upcoming analysis will detail market insights, company performance, competitors, and customer behavior, which will aid to uncover key areas to achieve the key objective of improving the brand image. In that sense, this section provides the foundation for a strategy that strengthens MPower Gym's presence and competitiveness in these four dimensions:



Market Insights



Market Category

How is MPower Gym positioned within the fitness industry in Miami?

MPower Gym falls under **Boutique Fitness Studios**, as it operates as a single-location, neighborhood gym with a strong community focus. The brand competes with both budget-friendly traditional gyms (e.g., LA Fitness) and higher-end boutique fitness studios (e.g., Elev8tion) in El Portal, Miami, FL.

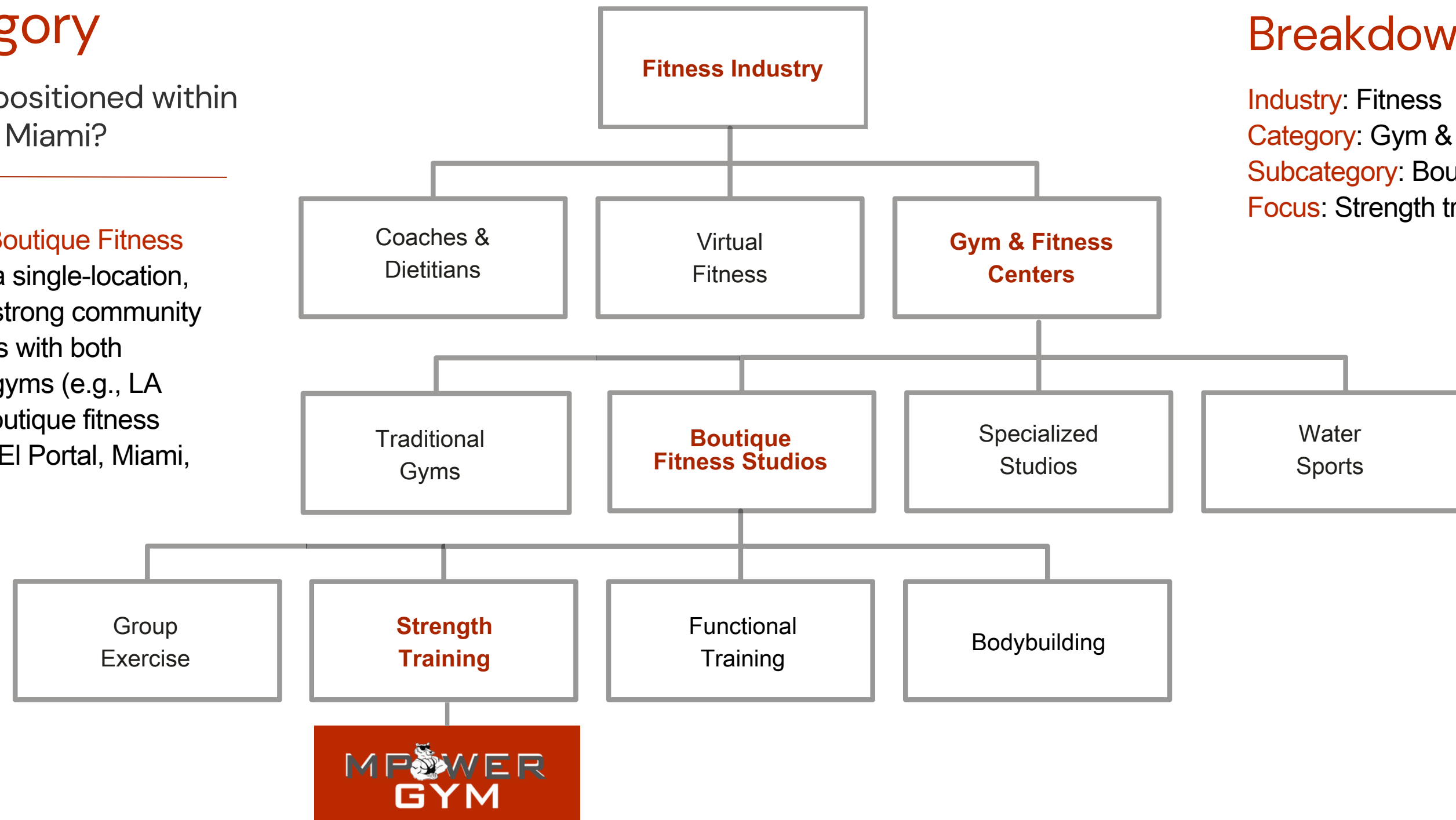
Breakdown

Industry: Fitness

Category: Gym & fitness centers

Subcategory: Boutique fitness studios

Focus: Strength training



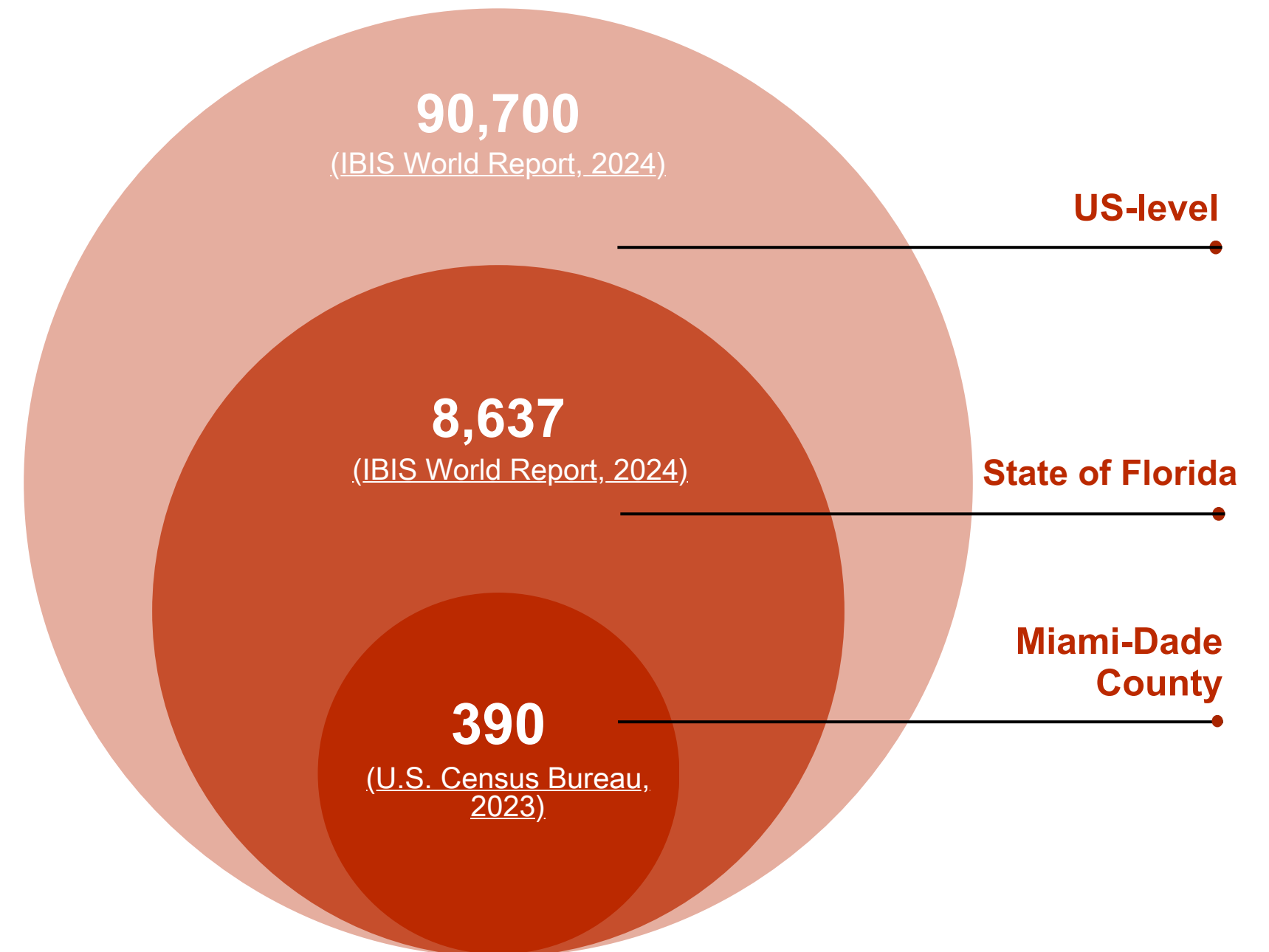
Market Size

Florida ranks among the **top three states** in the U.S. for the number of fitness businesses, making it one of the country's largest fitness markets (IBIS World Report, 2024).

With a strong demand for gyms, boutique studios, and wellness services, **the state continues to be a key player** in the industry's growth.



Number of businesses Gym & Fitness Clubs



Industry Overview: Miami-Dade County



\$300 MM

Fitness Industry Market Size (Revenue)
(U.S. Census Bureau, 2023).



1.6%

MPower Gym's Market Share (Revenue)
(Datanyze, 2025).



+ 4.2%

Average Industry Annual Growth
(NY Times, 2022).



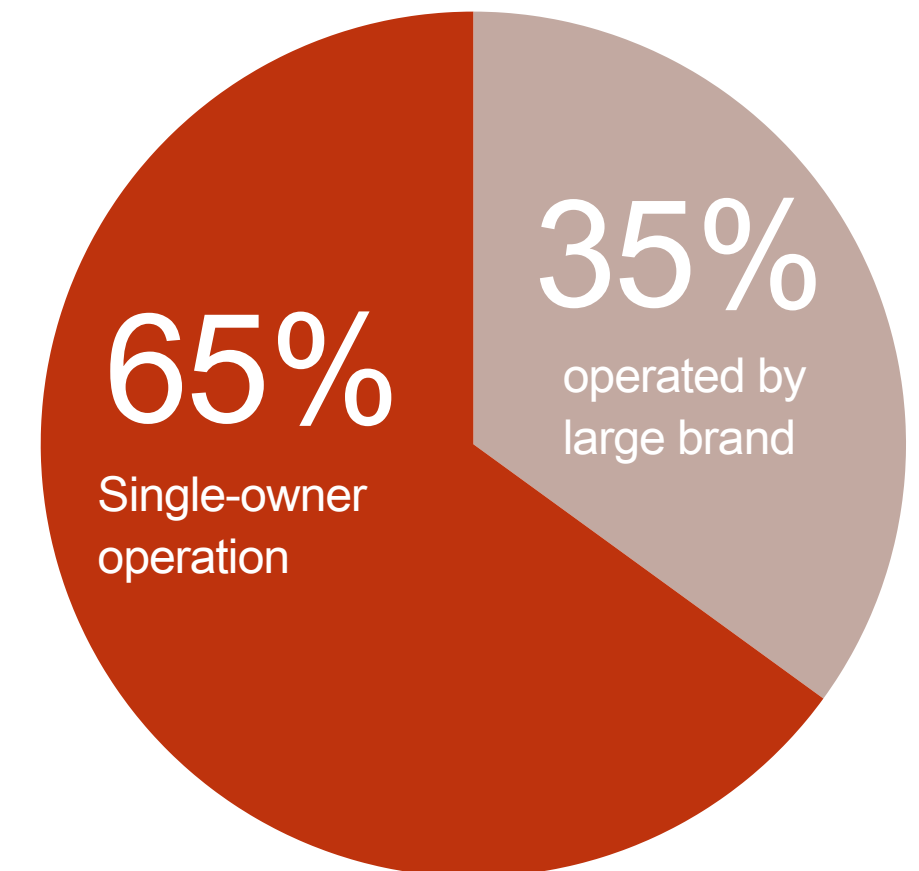
6.4 years

Average Age of Gym & Fitness Clubs
(RenTech Digital, 2023).



High

Level of competition, with 20 Gyms in the surrounding 5-mile radius



Ownership Structure
(RenTech Digital, 2023).

Industry Overview: Miami-Dade County



Business Environment

In 2023, Miami-Dade's fitness industry generated \$300 million in revenue (US Census Bureau, 2023) and the market continues to expand, with an average industry growth rate of 4.2% per year (NY Times, 2022). The county is home to a mix of independent gyms and large fitness chains, with 65% of facilities being single-owner operations and 35% owned by major brands (RenTech Digital, 2023) like Planet Fitness and LA Fitness.

On average, fitness centers in Miami-Dade operate for 6.4 years, showcasing both the stability and turnover within the industry (RenTech Digital, 2023), while MPower Gym, holding a 1.6% market share, has demonstrated long-term resilience and a strong community presence by remaining in the market for over 25 years (Datanyze, 2025).

During an interview for Biscayne Times, co-owner Christopher Russo says:

“ We have survived the competition from the larger big box gyms because we’re a neighborhood gym, never crowded. The demographic that comes is great. They’re very loyal and it’s more like a family here.



Trends and Opportunities



Trend	What is it?	Opportunities to leverage the trend
Hybrid fitness experiences (ACB Fitness, 2023)	Consumers prefer a mix of in-person and virtual fitness options, because it allows them to be flexible and work out anywhere.	Offer hybrid memberships with access to the physical gym, live-streamed, on-demand workouts, and fitness apps.
Holistic wellness (Medium, 2024)	The fitness industry is evolving beyond physical exercise to include mental health, mindfulness, and overall well-being.	Incorporate holistic services like yoga, meditation classes, nutritional counseling, and pilates.
Functional fitness recovery (Body Balance Boulder, 2024)	Increasing demand for mobility, flexibility, and injury prevention-focused training to support active lifestyles.	Offer classes and programs focusing on functional movements, mobility training, and recovery services like foam rolling sessions.
Personalized, data-driven training (National Heart, Lung and Blood Institute, 2023)	Wearables (e.g. Apple Watch) and AI-driven coaching are offering more personalized workout experiences.	Integrate fitness tracking technology into memberships, offering personalized progress reports, AI-powered workout recommendations, and wearable compatibility.
Social workouts (Well and Good, 2024)	People seek social connections in fitness, preferring group workouts and fitness challenges.	Launch community fitness events, member competitions, and social media-driven challenges to boost engagement and retention.

Company Insights



Brand Story

MMPower Gym, co-owned by Chris Russo and Patrick Cannoe, has been a cornerstone of the Miami Shores and El Portal communities for over 25 years. Originally established in 1996 at 9037 Biscayne Blvd, the gym relocated in 2022 to its current address at 8032 NE 2nd Ave, Miami, Florida 33138. In late 2021, Patrick Cannoe joined as a partner, bringing fresh energy and expanding the gym's offerings.

The gym has been known to create an atmosphere for body builders and power lifters as well as create a place for beginners who are looking to get started in their fitness journey. The gym also invests in new equipment, such as treadmills, ellipticals, and StairMasters, to enhance the workout experience.

During all of these years, MPower Gym has always maintained an atmosphere that resembles a group of people who see each other as family, that fosters loyalty among its members, and encourages everyone to support each other to become better. This sense of community is a key differential that has been pivotal in the success of the business. As of January 2025, MPower Gym continues to serve the El Portal community, offering a variety of fitness classes and personal training options.

Mission

Mpower Gym's exists to provide a supporting and welcoming environment that helps its members develop their physical and mental well-being. Thanks to their brand-new equipment and capable trainers, the goal is to create a space of inclusivity and personal growth that gives everyone the chance to become fitter and stronger.

Values

MPower Gym is a fitness hub designed for everyone, regardless of experience level - in other words, whether you're just starting or a you are an advanced fitness enthusiast. They focus on empowering individuals through personalized support, cultivating a strong connection among members, and creating an inclusive, friendly atmosphere for all.

Business Description



Company Size: 10 Team Members, 5 Personal Trainers



Operations: Fitness Industry with Memberships that allow access to classes, equipment, and retail products.



Market Strategy: Direct-to-consumer (In Gym Sales)

MPower focuses on a strong in-person presence where customers have to come in and directly sign up for a membership. Free trials, discounted rates, and promotions are often offered to maintain customer retention and increase a better onboarding experience.



Gym concept: MPower's approach is to heavily emphasize functional training, using equipment such as kettlebells, medicine balls, battle ropes, and other gear that focuses on core strength and stability.



Business Goals:

1. Establish MPower gym as a leading fitness brand within its local market, becoming the go-to gym for fitness enthusiasts.
2. Focus on sustainable growth, customer satisfaction, and brand differentiation.



Capacity:

- 180 members can work out at the gym at full capacity



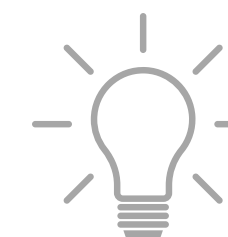
Benefits:

- **Improved Physical Health:** Comprehensive fitness programs that support varied goals (weight loss, muscle gain, and endurance)
- **Accessibility:** Flexible memberships and class schedules to suit diverse lifestyles.



Industry Problems/Solutions:

- **Lack of Accountability and Motivation**
 - Many gym-goers struggle with motivation and accountability, leading to inconsistent attendance and lackluster results.



MPower's Solution

Create a community-oriented environment where members are motivated through group classes, fitness challenges, and social media engagement.

Industry Pain Points – Solved



Overcrowded Gym Environment

Problem: Large gyms often lack a sense of exclusivity, personalized attention, or long waits for machines, leading to dissatisfaction.

Mpower's solution: Focus on creating a motivating and inclusive atmosphere, maintaining a limited capacity and offering personalized programs that are flexible and stand out.



Competitive Market

Problem: The fitness industry is highly competitive, with large chains like Planet Fitness (\$20/month) and LA Fitness (\$40/month) offering attractive pricing that makes it difficult for independent gyms to stand out.

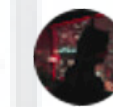
Mpower's Solution: Position its \$30/month pricing as a strategic middle ground which allows the company to attract members seeking better equipment, a strong community atmosphere, and a more personalized gym experience without the premium cost.



Outdated Facilities or Equipment

Problem: Outdated or poorly maintained equipment can frustrate members and hinder progress.

Mpower's Solution: Invest in updated technology and regularly update facilities to deliver a premium experience.



Adam Rubino

8 reviews · 2 photos

★★★★★ 3 weeks ago **NEW**

Great gym, friendly people and owner, has everything you need, fairly priced. Been a member for years and plan for many more!



Jaimee Labanino

8 reviews · 10 photos

★★★★★ 4 months ago

This gym is everything I've been looking for! It's cozy, welcoming to all fitness levels, and the equipment is always well-maintained. The owners are incredibly kind and actively involved, making the space feel supportive and comfortable. No need to worry about crowded machines or long waits – it's always easy to get a great workout. They even partner with a meal prep company, covering all your fitness and nutrition needs

I've never found a gym that meets my needs like this one. It motivates me to stay consistent and keeps me excited to exercise. If you're looking for a place that ticks all the boxes. Highly recommend!





Current Market Position and Ideal Market Share

➞ Market Niche

Catering to a mid-to high tier market due to its focus on expert coaching, state-of-the-art equipment and tailored programs.

➞ Local Market Share

Aim to capture 10-20% of the fitness market in El Portal/Miami Shores focusing on becoming a leading gym in the area. The gym is 16,000 sq ft with current expansion capacity.

➞ Benchmark Against Competitors

Monitor competitors offerings and adjust strategies to maintain a competitive edge.
For example: 24 hour gym access

➞ Customer Base

Primarily attracting fitness enthusiasts who value results-driven, customized approaches.





SWOT Analysis

S

Strengths



- **Loyal members and local reputation:** MPower Gym has built a strong, engaged community in El Portal. Long-term members and positive word-of-mouth contribute to sustained loyalty.
- **Competitive pricing:** MPower offers affordable rates (\$30/month + initial membership fees) while maintaining a high-quality experience. This makes the company be positioned between budget-friendly chains like Planet Fitness and LA Fitness and compete with other local gyms.
- **Well-maintained equipment:** Unlike some budget gyms, MPower prioritizes the state of their equipment and ensures an optimal workout environment for all fitness levels.

- **Single-location:** As a neighborhood gym in El Portal, MPower has a limited geographic reach, making it harder to attract members from farther communities or expand its market presence.
- **Lack of strong brand identity:** as uncovered in the brand strength analysis, the brand does not have a clear and cohesive brand identity, which makes it less memorable compared to well-established competitors.
- **Minimal marketing efforts:** the gym relies heavily on word-of-mouth referrals, but lacks a structured marketing strategy, digital presence or paid advertising to actively attract new members outside of its immediate network.

W

Weaknesses





SWOT Analysis

O

Opportunities



- Health-Trends are gaining strength and about 75 percent of people responding to Life Time's 2025 Wellness Survey say they plan to put their health first in 2025 based on information from Men's Journal.
- **Fitness Influencers are becoming more relevant**, specially micro-influencers that can drive attention to particular businesses.
- **Social Media is disrupting the fitness market**, brands are now able to leverage their online presence to boost their identity and clearly convey their product offerings to attract customers before coming to the physical location. Online Training is also gaining momentum opening opportunities for low cost offerings.
- **High Intensity Programs are becoming increasively popular for busy professionals.**

- **Strong local competition:** nearby gyms like Elev8tion Fitness offer a more specialized and premium fitness experience, while larger chains like LA Fitness and Planet Fitness also provide competitive pricing and extensive amenities, making differentiation essential.
- **Economic factors:** rising costs of living in the Miami area and economic downturns may lead potential members to opt for cheaper alternatives like budget gyms or home workout solutions. This would potentially affect new sign-ups and retention.
- **Rising operational costs:** rising rent, utilities and maintenance costs could push the brand to struggle to keep pricing competitive without sacrificing quality.

T

Threats



Competitor Insights



Brand Risks

Market Saturation

Competes in a crowded fitness market, particularly with larger fitness chains and boutique gyms within the South Florida community*.

Digital Resistance

Older, less tech-savvy members may resist digital offerings or e-commerce expansion.

Retention Challenges

Reliance on community engagement could face obstacles as competitors offer hybrid or fully online models.

Post-promotion retention for e-commerce or short-term membership drives is a known challenge.

Brand Competitors



*Fitness centers above are located within a 5-mile radius of business.

Competitive Assessment Framework



Competitor	Degree of Threat	Rationale
	High	Similar community-driven approach, broad reach, and reputation make it a direct competitor. Differentiation lies in MPower's personal approach.
	Medium	Affordability appeals to price-sensitive consumers, but MPower's niche focus and premium positioning provide a key differentiator.
	Medium	Strong local competitor with intense community loyalty, but its narrow offering (high-intensity fitness), unlike MPower's wide range of services, limits its appeal to a broader audience.

Market Category

MPOWER Project Gym fits within Boutique Fitness Studios under the Strength Training and Functional Training categories.

Its **mission of inclusivity and community** aligns it more with specialized, service-focused fitness centers.

MPOWER Project Gym Offers:

Services

- Variety of fitness classes (e.g., strength training, functional training, HIIT).
- Personalized training options catering to beginners and advanced athletes.
- A community-driven, inclusive environment for members.

Facilities

- Equipped with state-of-the-art machinery, including treadmills, ellipticals, StairMasters, and strength training equipment.
- Recently relocated to a modern facility in Miami to expand offerings.

Market Differentiation

- A hybrid approach supporting both bodybuilding and beginner fitness journeys.
- Investment in community engagement and personalized member support.



Competitor Analysis: Orange Theory Fitness



Rationale

Orange Theory targets a similar audience of community-focused and results-driven members. Its established reputation and franchise scalability makes it a strong competitor.

Key Message: "Your heart-rate powered workout for lasting results."

Degree of Threat: **High**

Price Structure:

COACH RECOMMENDED		
Premier	Elite	Basic
\$219/mo.	\$159/mo.	\$119/mo.
Unlimited classes per month	8 classes per month	4 classes per month
\$135/mo in Savings via Orangetheory Live Access, 4 InBody Scans/yr*, 10% off Retail, 1 VIP Guest/mo	Extra classes at reduced rate	Extra classes at reduced rate
Love It or Your Money Back!		

Strengths

- **Offering:** Combines heart rate-based interval training with a structured workout format (HIIT).
- **Growth Strategy:** Strong franchise model with a presence in multiple locations, driving scalability.
- **Reputation & Reviews:** Highly positive reviews for innovative workout routines, motivational coaches, and community atmosphere.
- **Key Partners:** Partnerships with fitness app developers and wearable tech brands like Apple and Fitbit enhance its tech integration.

Weaknesses

- High pricing structure compared to competitors.
- Workout programs are generalized, and may lack the flexibility needed for individual fitness goals.
- Over-reliance on its technology; may alienate less tech-savvy clients.

Competitor Analysis: Crunch Fitness



Rationale

Crunch's affordability appeals to budget-conscious customers. Crunch's generalist approach makes it less of a direct competitor for MPower's niche market.

Key Message: "No Judgments—Affordable, accessible fitness for everyone."

Degree of Threat: Medium

Strengths

- **Offering:** Affordable membership with a broad range of fitness options, including classes, personal training, and large gym spaces.
- **Growth Strategy:** Rapid expansion with a focus on middle-market consumers through low-cost memberships.
- **Reputation & Reviews:** Positive reviews for affordability and variety, attracting all fitness-levels.
- **Key Partners:** Corporate wellness partnerships and local marketing initiatives.

Weaknesses

- Lower pricing attracts a less loyal customer base, increasing churn rates.
- High membership volumes can overcrowd facilities, impacting member experience.
- Limited focus on niche communities or specialized training.

Competitor Analysis: Legacy Fit



Rationale

While Legacy Fit excels in community building and localized fitness, its narrow focus on high-intensity workouts may not resonate with all demographics. MPower's broader inclusivity could attract members seeking more flexible offerings.

Key Message: "No Days Off—Miami's go-to for intense, partner-based workouts."

Degree of Threat: Medium

Strengths

- **Offering:** Specializes in high-intensity group fitness classes, particularly boot camps and partner workouts.
- **Growth Strategy:** Localized marketing and leveraging Miami's fitness culture to attract high-energy participants.
- **Reputation & Reviews:** Excellent local reputation with strong word-of-mouth referrals and client loyalty.
- **Key Partners:** Collaborates with local wellness brands and influencers to strengthen its regional presence.

Weaknesses

- Lack of scalability; only a handful of locations.
- Limited options for clients looking for solo workouts or low-intensity training.
- Premium pricing can deter cost-sensitive customers.

Competitive Map



Positioned as a high-end, specialized training facility, MPower Gym emphasizes individualized coaching, functional fitness, and strength training for those seeking an exclusive, expert-led experience.



Positioned in the mid-to-premium range, Orange Theory offers specialized, high-intensity interval training (HIIT) in a boutique studio setting, blending personalized coaching with group fitness.



A mid-tier, budget-friendly gym offering generalized training with extensive equipment, group classes, and amenities, catering to a broad audience seeking flexibility and affordability.



Straddling affordability and mid-tier pricing, Crunch provides a mix of general and specialized training, from basic gym access to premium HIIT and small group training, appealing to both casual and goal-driven members.



A premium, specialized training gym focused on high-performance, team-based strength and conditioning workouts, attracting serious athletes and fitness enthusiasts willing to invest in results-driven programs.



Competitive Recommendations

- Differentiate MPower with its **inclusivity and personalized** services to **target underserved market segments** (gym beginners and individuals seeking less-intense fitness workouts).
- Emphasize **community-building efforts in branding and messaging** to stand out against competitors.
- Consider partnerships or events (e.g., local collaborations or charity workouts) to further embed and **promote MPower in the local Miami fitness culture**.



Customer Insights



Customer Research

NEEDS TO MEET FOR THE CUSTOMER/GAPS

- **Customer Need:** Convenience is one of the most important factors for gym-goers. People prefer gyms that are close to home, work, or offer extended hours to fit into busy schedules.
- **Gap:** Some gyms may have limited hours or be located in areas that are not easily accessible.
- **Solution:** MPower could consider offering extended hours, 24/7 access, or having multiple satellite locations if feasible to make it easier for members to commit.

CONSUMER PREFERENCE

- **Fitness tracking and apps:** Today's consumers expect to be able to track their progress and interact with fitness tools easily. Wearable devices, fitness apps, and smart gym equipment that sync with personal devices are highly desirable, as 34% of US adults use this to monitor their health.
- **Preferred by:** Tech-savvy individuals, those who are performance-driven, and those with busy schedules who prefer digital solutions.
- **Online Coaching** is a solution for busy individuals who look for results while accessing information from experts.

Evidence:

- Need for Convenience
- Customer Reliance on tracking and fitness apps
- Online Coaches



CUSTOMER BRAND RECOGNITION

MPower is recognized locally for quality, authenticity, and its commitment to member success. It stands apart from larger gyms by offering a more personalized and intimate gym experience.

CUSTOMER BRAND RECOGNITION: competition

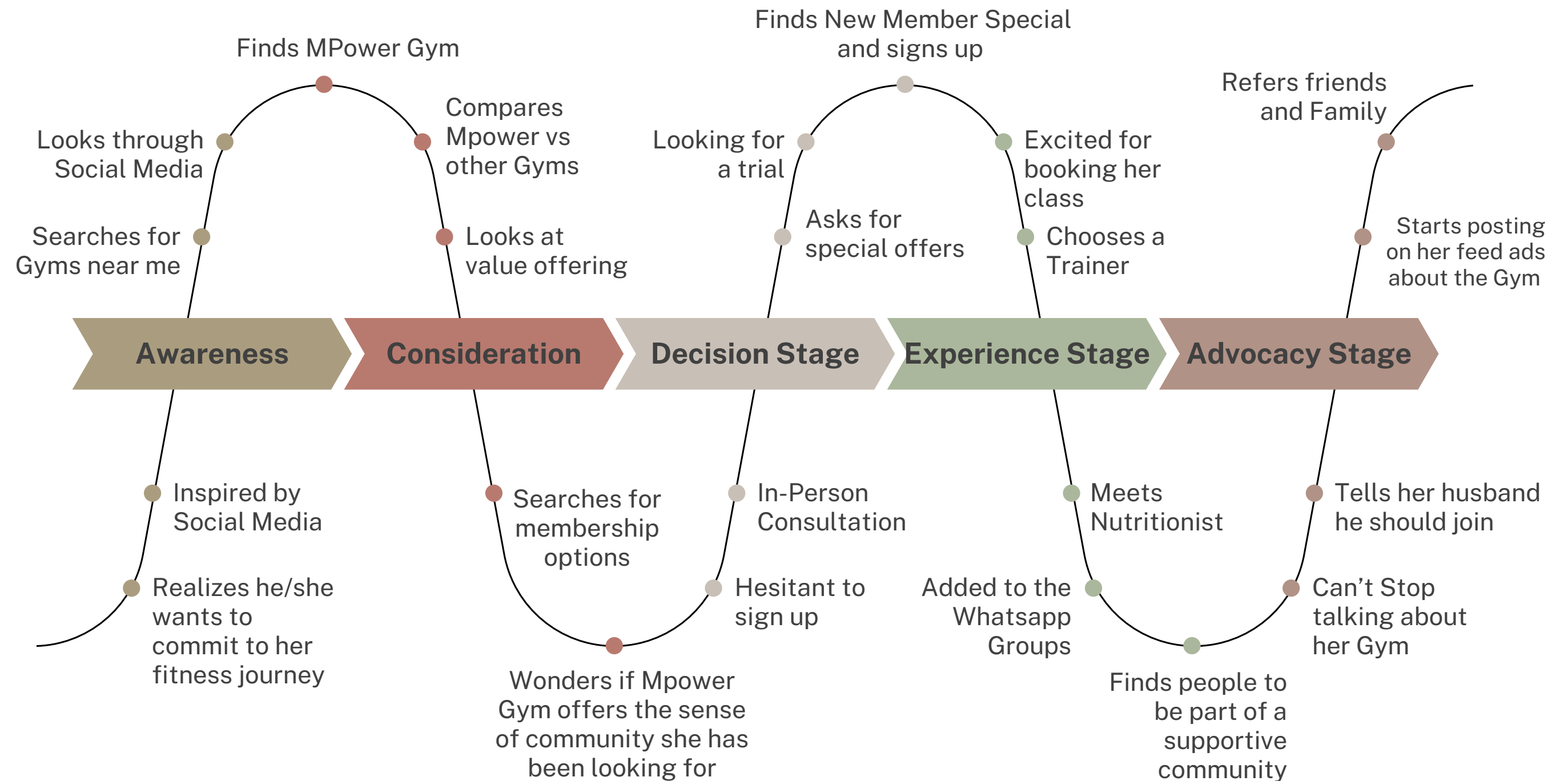
MPower Gym can leverage its community-focused approach, personalized fitness offerings, and wellness integration. By providing a more personalized, holistic fitness experience—with flexible membership plans, a focus on recovery, and consistent community engagement—MPower has the potential to carve out a unique niche in the competitive Miami gym market.

Customer Journey Map



Customer Journey Summary:

1. **Awareness:** Discovers MPower Gym via social media, SEO, or referrals.
2. **Consideration:** Compares gym options, checks reviews, looks at pricing.
3. **Decision:** Signs up after a free trial, membership offer, or referral incentive.
4. **Experience:** Engages with trainers, community.
5. **Advocacy:** Shares journey and refers friends & family.



Supporting Evidence:

1. 75% of local-intent mobile searches result in in-store visits within 24 hours
2. Prospective members are influenced by online content, peer reviews, and automated interactions.
3. Customer Journey Stages
4. Research done with point of contact from the company.

Target Group



Geographic	Demographic	Behavioral	Psycho-Graphic
• Location: Miami Shores, Florida - especially in nearby neighborhoods like El Portal, Little River, Belle Meade and North Bay Village. • Region: Urban area with a fitness-oriented community. • Urban/Rural: Primarily urban customers seeking convenient fitness solutions. • ACORN Classification: Cosmopolitan urban professionals and young families. • Based on the owner, <u>customers are willing to drive up to 4 miles</u> to work out at MPower.	• Age: Primarily 21-47 years old. • Gender: Appealing to fitness-minded Women and Men. • Occupation: Young professionals, entrepreneurs, and parents. • Socio-Economic Status: Middle to upper-income individuals. • Group: Health-conscious consumers seeking a community-driven fitness experience.	• Rate of Usage: Frequent gym-goers and those seeking to establish a regular fitness routine. • Benefits Sought: Personalized training, supportive community environment, and effective workout plans. • Loyalty Status: High potential for loyalty due to community-focused experiences. • Readiness to Purchase: Ready to commit to gym memberships or trial passes.	• Personality: Motivated, goal-oriented, and open to new fitness trends. • Lifestyles: Active, wellness-focused, and socially engaged. • Attitudes: Positive toward self-improvement and community-driven fitness. • Class: Middle to upper-class individuals who value health and well-being.

Key Insights



Profile	Path to Purchase	Brand Drivers
• Customer Needs ◦ Value: Personalized and effective fitness programs, supportive community, and positive environment. ◦ Motivations: Achieving fitness goals, maintaining health, and engaging socially. • Customer Profiles ◦ Demographics: Ages 21-47, middle income, health-conscious individuals (Leahy, 2023). ◦ Personas: Individuals seeking time-efficient and personalized-goal workouts and fitness outlets. • Decision-Makers ◦ Who decides/is involved: Individuals motivated to improve their health and fitness.	• Situational variables ◦ Usage occasions: Post-work workouts, weekend fitness sessions, and health-focused training. ◦ Purchase occasions: New year resolutions, summer fitness goals, or relocation to the area. • Purchase attitudes ◦ Desired Product and usage experience: Personalized training, welcoming community, and evident health progress. ◦ Beliefs and associations influencing behavior: Trust in experienced trainers and value of community. • Purchase behavior ◦ Buying process: Research online for reviews and offerings, visit the gym for a tour, and sign up through promotions, membership packages, or trial passes (Bukowski, 2024).	• Choice drivers ◦ Criteria/reasons for choice: High-quality training, personalized programs, and community atmosphere. ◦ Important ratings: Trainer expertise, gym cleanliness, and variety of workout options. • User experience ◦ Satisfaction: High satisfaction derives from results-driven programs and supportive environment (Thomas, 2025). • Conversion/repurchase ◦ Retention/renewal: Membership retention driven by continuous engagement, positive results, and sense of community-belonging.

Buyer Personas



BUILD IT BOB

A seasoned professional powerlifter known for his incredible strength, dedication, and competitive spirit. With years of experience under his belt, Bob has competed on some of the biggest stages and inspires others to push their limits.

Specializing in the squat, bench press, and deadlift, he's a master of technique and discipline, always striving for peak performance.



FITNESS FRANCINE

A fitness enthusiast just starting her journey in the health and wellness world. She's passionate about discovering new workouts and sharing her progress with others. Whether she's trying out beginner strength training routines, making with healthy recipes, or taking her first steps toward personal fitness goals, Francine is all about embracing the process and encouraging others to start where they are.

Her motto: "Every step counts!"



TRAINER TANNER

A dedicated fitness coach passionate about helping others achieve their health and wellness goals. With a focus on personalized training and motivation, Tanner specializes in strength building, weight loss, and functional fitness.

His motto: "Progress, not perfection!"



Buyer Persona Example

Mila Lucia - Fitness Francine



BACKGROUND

AGE	35 years old
LOCATION	El Portal, Miami
EDUCATION	Bachelor's
OCCUPATION	Has her own business of healthy cookies
FAMILY STATUS	Recently Married.

VALUES AND BELIEFS

- She values improvement no matter how small.
- Fitness is for everyone. She values holistic well-being.
- She things encouraging others and being encouraged by others is essential to thrive in life. Environments where she feels supported inspire her.
- Empowerment is a way of living, and she sees herself and her husband as a couple determined to give all their effort to becoming the best versions of themselves.

LIFESTYLE

- Busy but dedicated to finding time for herself and improve her healthy.
- She likes going to the gym at least 5 times a week.
- **Active on social media**, she frequently shares motivational pictures/videos of her fitness journey.
- **Health-conscious: Prioritizes quality so she doesn't mind to pay more.**
- Upper class lifestyle, recently married.

HOBBIES AND INTERESTS

- Mila enjoys finding new places to eat that are healthy and don't go against all the work she does at the gym.
- Always on Youtube finding new fitness influencers that can help her learn new routines.
- Loves to cook, she is always asking friends for healthy receipes and is not afraid of trying new things.
- Loves to dance and go to parties with her close friends. She does not drink alcohol.
- She's curious about protein powders, collagen, matcha, and gut health boosters.
- She's drawn to books about mindset, discipline, and success.
- She follows fitness, mindset, and wellness podcasts.

PAIN POINTS

- She feels guilty if she can't go to the gym.
- Sometimes she loses motivation.
- She feels that people into fitness usually care too much of the looks and forget about what really matters: The balance between mind and body.
- She doesn't like how social media makes people feel ashamed of themselves. It's hard for her to find a supportive community online and in person.
- Her gym is good but the equipment is old.
- Constant fear of injury for not doing an exercise properly as she has no expert guidance all the time.

PERSONALITY

- She describes herself as someone that is extraverted, caring and emotionally driven.
- She makes friends easy and likes to help people with their problems and tries to make a positive impact everywhere she goes.
- She is not afraid of showing her love to the people she cares about, her love language is buying thing for her spouse.

GOALS AND MOTIVATIONS

- Be every day stronger than yesterday.
- Keep her healthier lifestyle where her sugar intake is reduced.
- She wants to meet people interested in fitness and find a place that gives her a sense of community.

BUYING BEHAVIOUR

- **Seeks emotional connection and an inclusive, motivational environment.**
- Prefers options that give her flexibility.
- Looks for value driven memberships, not the cheapest option.
- She likes to try before committing to something.
- Becomes a loyal member and advocate of brands she likes.

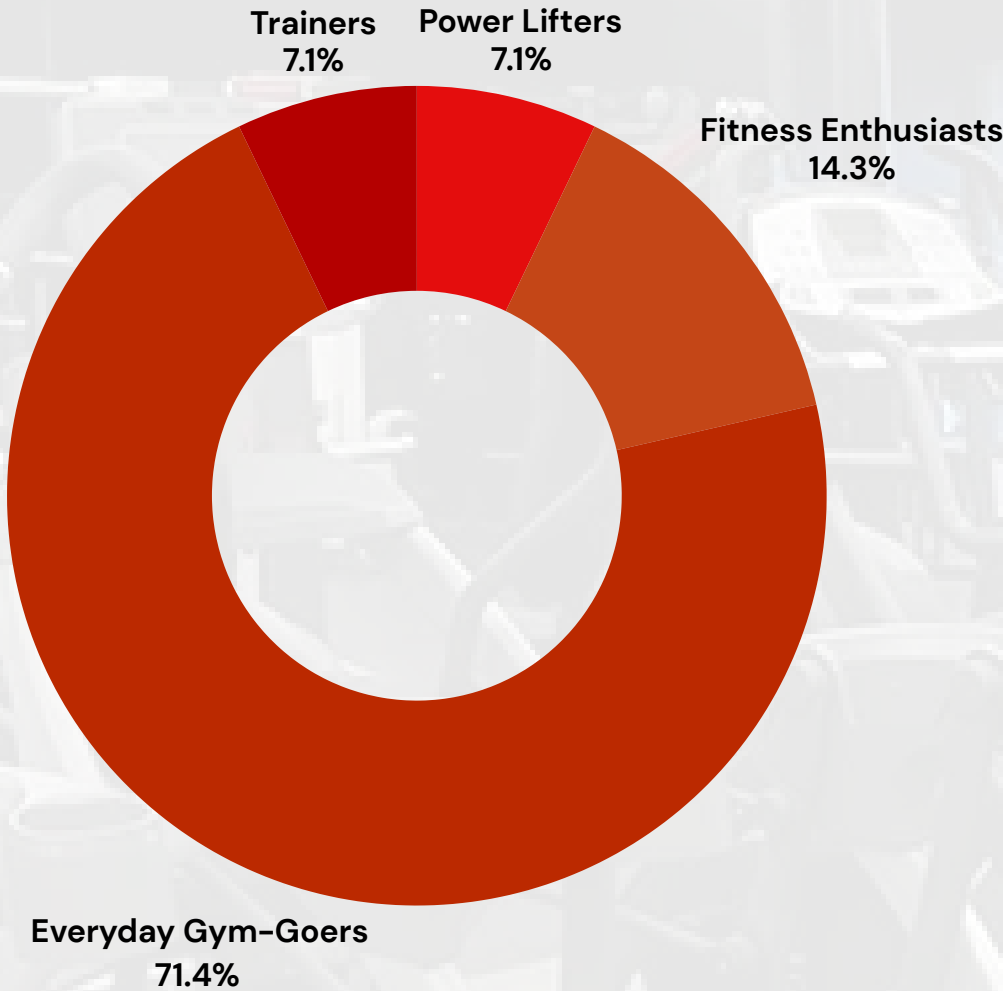
Income Her Income is sufficient enough that she doesn't worry about spending on herself

LIFE MOTTO: "EVERY STEP COUNTS!"

Customer Profile



Category Penetration



Category Demographic*

Male		62%
Female		38%
Age		
<18		7%
18-30		15%
31-45		52%
55-65		18%
Unknown		8%
HH Income		
0-\$20,000		2%
\$21,000 - \$45,000		10%
\$46,000 - \$60,000		20%
\$61,000 - \$80,000		35%
\$81,000 - \$100,000		25%
\$101,000 or more		
Ethnicity		
Hispanic		65%
Other		35%

Category Purchase Behavior*

Mean# Purchased	40-50%
% Buying X+ per year	10-15%
% Using as XXX	50-60%
% that shop at channel type	10-15%
% that purchased at channel type	10-15%



*Data collected from a one-on-one interview with Christopher Russo, co owner of MPower Gym.

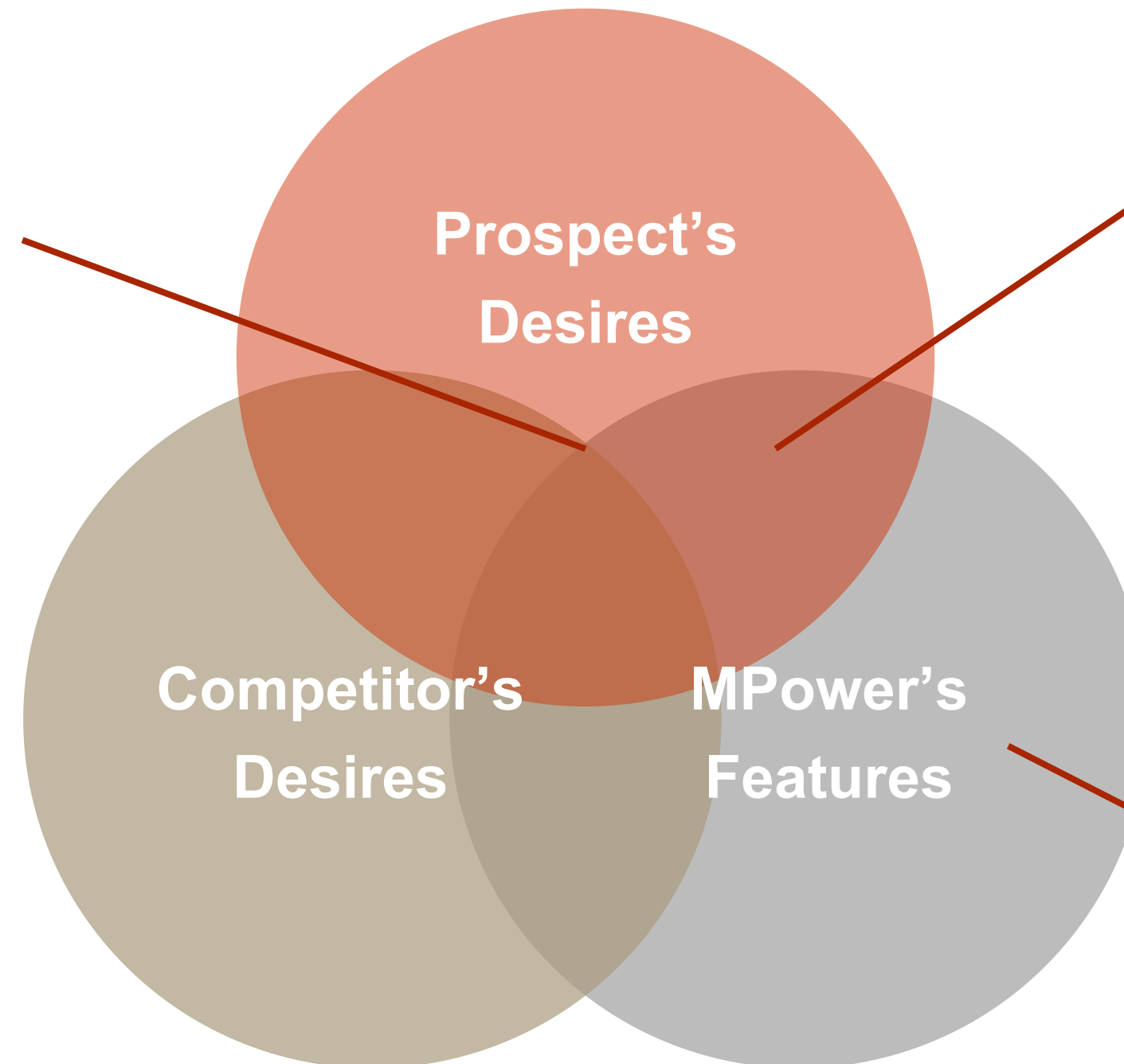
SECTION III

Points of Parity & Points of Difference



Points of Parity

- Access to qualified trainers.
- Clean and well-maintained facilities.
- Commitment to providing customers with tools to reach fitness goals.
- Variety of workout options to maintain customer engagement.



Points of Difference

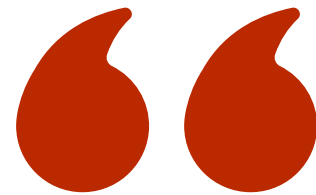
- **Exclusive Training** -classes following a structured, results-driven system not found in typical small gyms.
- **Holistic Approach** – Includes personalized fitness roadmaps, habit tracking, and progress evaluations.
- **Community Workouts** – Challenges, accountability groups, and social events keep members engaged inside and outside the gym.
- **Specialized Coaching & Small Class Sizes** – Limited class sizes ensure attention within a group setting.
- **High-Intensity classes** for targeted body areas, intended for professionals with limited time.

Points of Irrelevance

- Local branding without national recognition.
- Smaller facility size to enhance personalized sessions.
- Fewer machines, focusing on functional training and guided workouts instead of equipment-heavy routines.

SECTION IV

Positioning Statement



For fitness enthusiasts and residents of El Portal and Miami Shores' close surroundings, MPower Gym is your hometown performance center that provides dynamic, results-driven training experiences featuring expert coaching, the latest equipment, and a supportive community. Different from traditional gyms, **MPower Gym** offers unique, high-energy fitness classes tailored to your goals to push limits, stay engaged, and achieve long-term transformation.





Positioning Statement Breakdown

TARGET GROUP

For **fitness enthusiasts** and residents of **El Portal** and **Miami Shore's** surroundings in **Miami, Florida**. (4 mile radius)

BRAND AND BUSINESS CATEGORY

MPower Gym is your **hometown performance center**

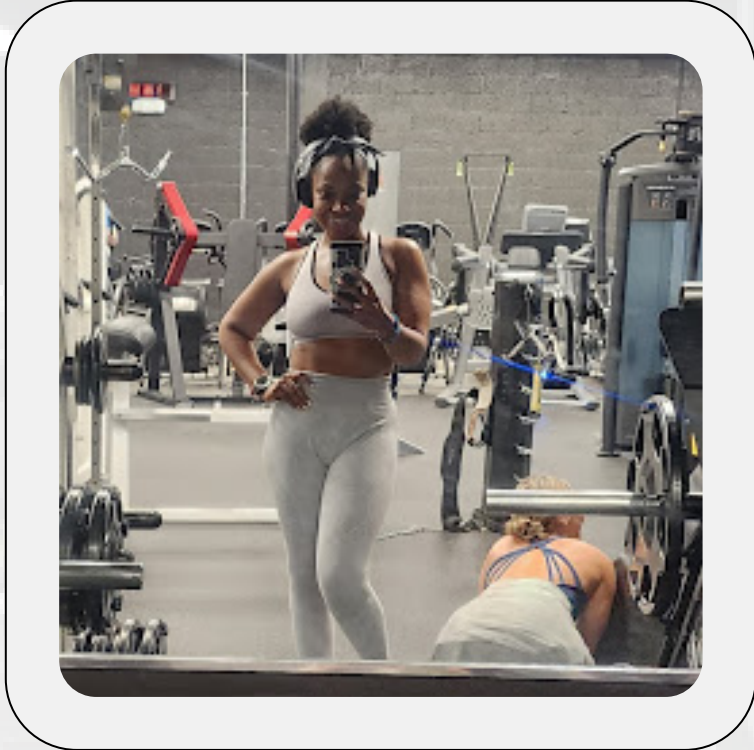
POINTS OF DIFFERENCE (POD)

That offers **personalized training** to make you **stronger and fitter** than yesterday with **unique, high-energy fitness classes** for **everyone and every targeted zone**.

REASONS TO BELIEVE (RTB)

Because it **features expert trainers, the newest equipment, and a supportive community**. Backed by **Patrick Cannoe**, former football, soccer and hockey player with experience in top performance.

Brand Mantra



Brand Mantra
Given By The
Owner:

“Stronger than yesterday”

A woman in a dark athletic tank top is holding a barbell across her upper thighs in a gym setting. The background is dark and out of focus, showing gym equipment. The text 'PROPOSED NEW BRAND MANTRA' is overlaid in large, bold, white capital letters.

PROPOSED NEW BRAND MANTRA

Brand Elements

New Brand Mantra

Train → Action-first, aligns with MPower Gym's core service.

Empower → Represents the personal growth & confidence built through training.

Transform → Focuses on the ultimate goal: becoming stronger, healthier, and better.

Internally & Externally Effective

Where it will be used:

1. **Internal Culture** – Used in employee training, team meetings.
2. **External Branding** – Website, social media, and membership materials.
3. **In-Gym Experience** – Painted on gym walls, featured in class programs.
4. **Merchandise** – Printed on apparel, water bottles, and gym bags.

Note: Concept art created by the group. Copyright 2025.



Brand Mantra



Concise

3 words only

Straight to the Point



Meaningful

Strong message

Goal Oriented



Inspiring

Search for growth

Connects emotionally

Provides Confidence



Focus

Communicates brand goal

Targets specific mindset

Brand Promise

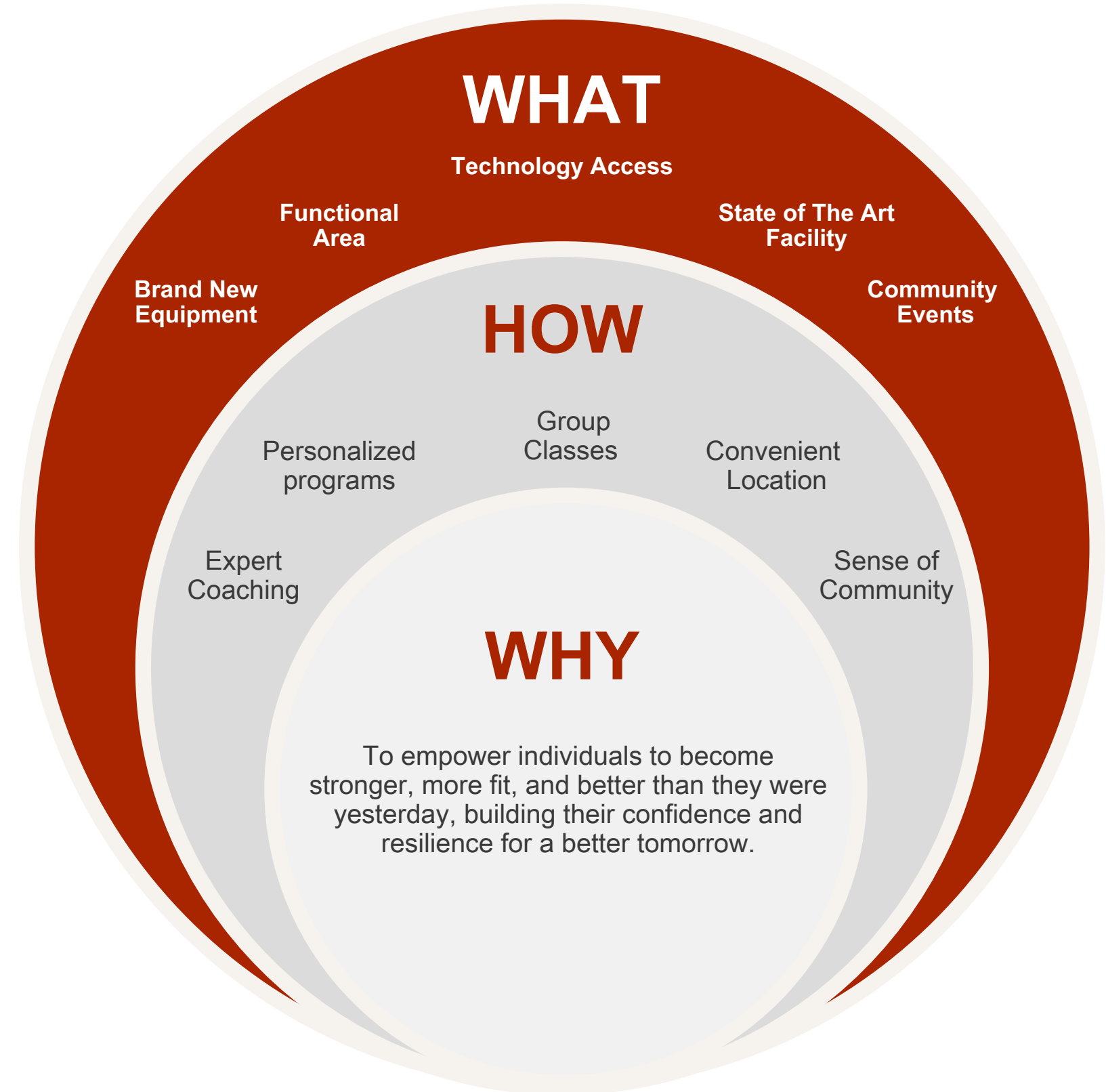
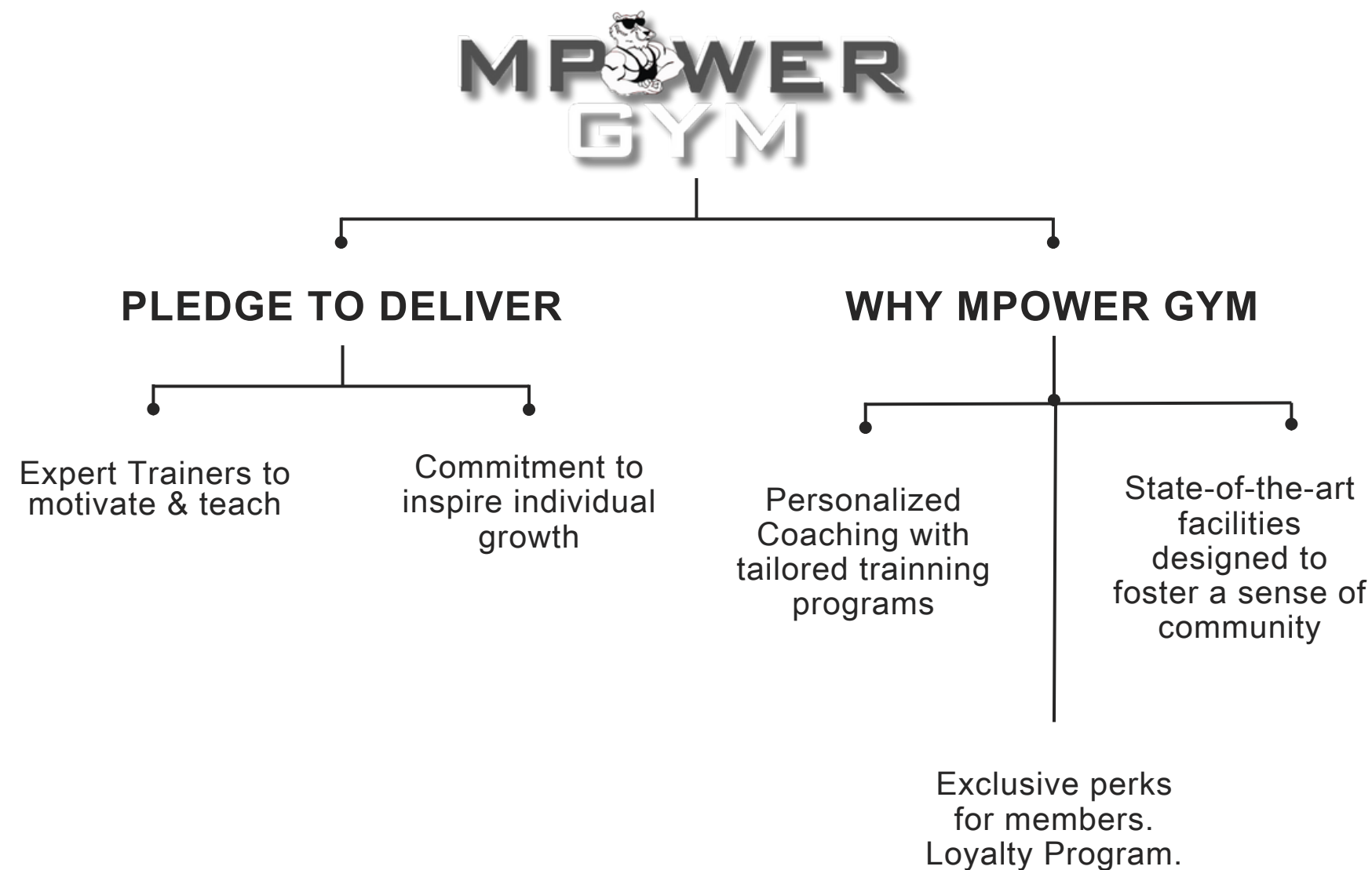
Brand Promise

“With the best coaches, equipment, and high-energy training experiences, we empower you to push your limits, stay engaged, and become stronger and fitter than yesterday...for a healthier, more confident tomorrow.”



Brand Promise

MPower gym golden circle based on Simon Sinek's framework



Brand Vision

EXTERNALIZATION

INTERNALIZATION

PHYSIQUE

Best fully loaded gym with the newest most diverse equipment, complemented with a new functional zone that results in a modern, facility. "Black colors" communicate, power, modernity, focus and inclusivity.

PERSONALITY

Motivational, empowering, and easily approachable. The brand feels like a personal coach you can trust on your path to becoming stronger, not just physically but mentally.

RELATIONSHIP

A close, one-on-one supportive relationship with members, giving a personalized journey crafted by expert trainers. A vibrant community that shares common goals.

CULTURE

Sharing values of resilience, progress, and respect for all. Mpower Gym fosters a culture where effort is celebrated, and personal growth is the ultimate triumph where the impossible is nothing.

REFLECTION

Someone who values personal growth, discipline, and achieving physical and mental resilience to become the best version of themselves.

SELF IMAGE

Members see themselves as empowered individuals capable of transforming their body and mind, one training at a time.



Brand Elements

Brand Name: MPower Gym

Slogan: “Stronger than Yesterday”

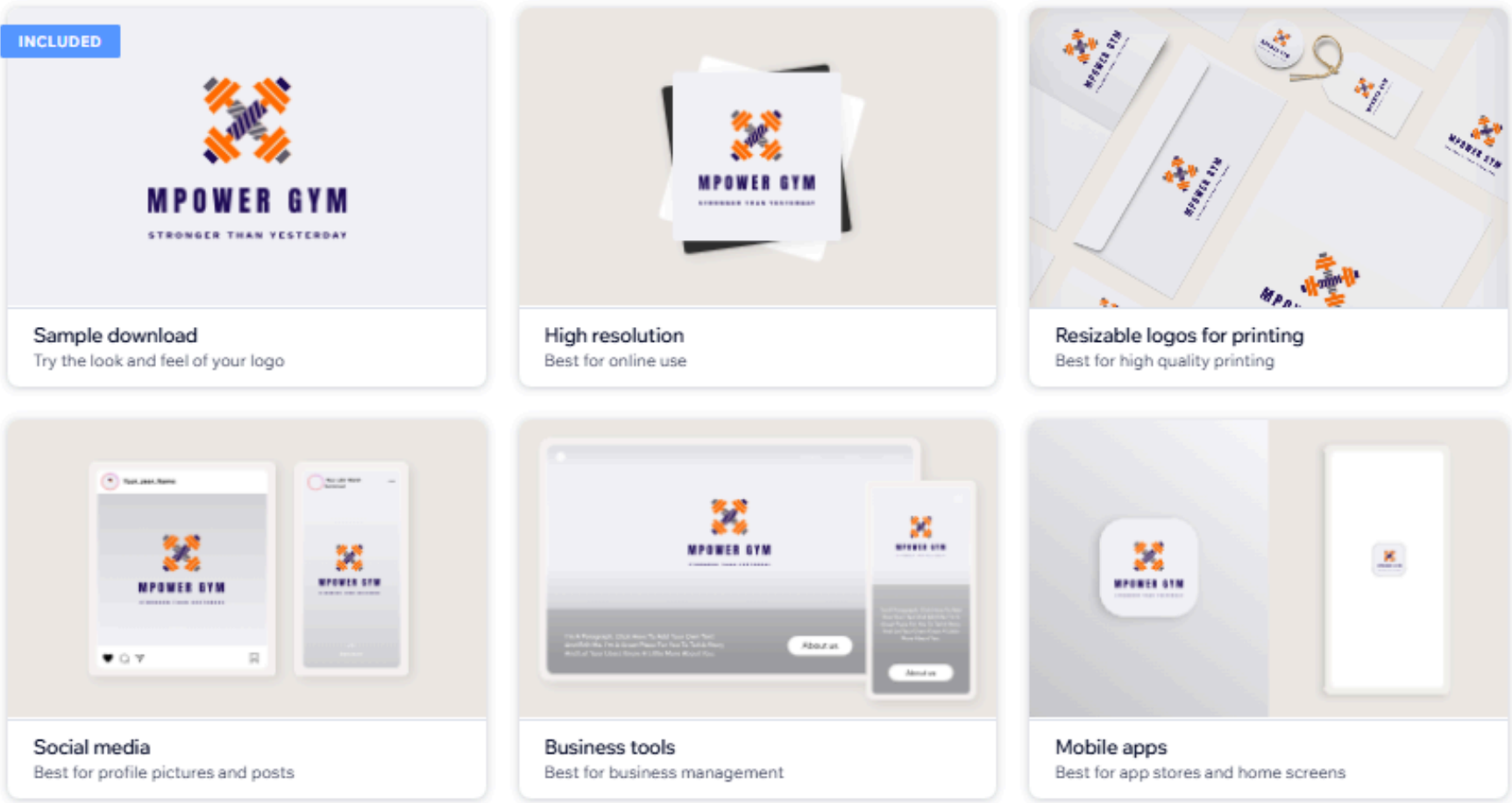
Brand Mantra: “Train. Empower. Transform.”

Logo



Color Schemes: Black #000000, Vibrant Blue #1F0C57
Fiery Orange #FF6B00 and White #1F0C57

Logo Kit



Brand Elements

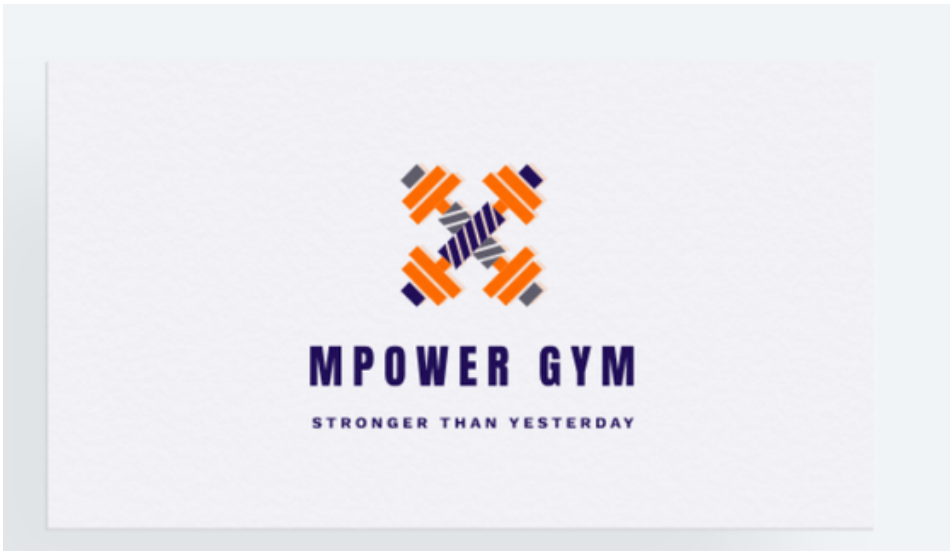
Typography: Headline Font: Anton. Body Font: Work Sans.

Philosophy: MPower Gym is a space where discipline meets empowerment, where effort is celebrated, and where every member’s journey is valued. We believe that fitness is more than just physical strength; it’s a journey of self-improvement, confidence, and transformation.

Additional Elements (Building Artwork)



Example of Brand Merch with Logo.



Example of Business Card with Logo.

Brand Protection – Current Situation

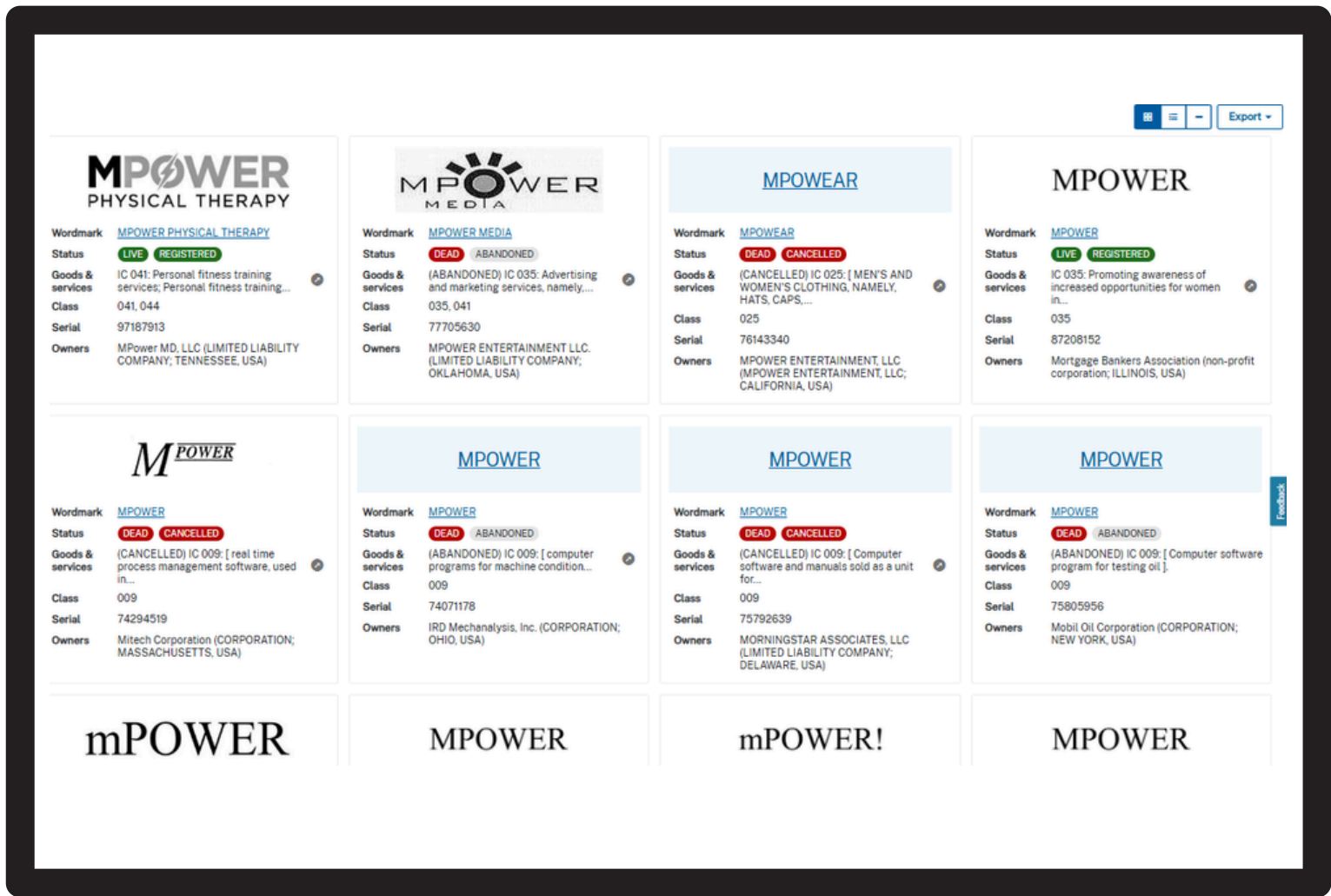


Sunbiz

- ✓ Registered as: Mpower Gym LLC
- ✓ Active Business Registration
- ✓ Annual Report filled on Feb 11, 2025.
- ✓ Document # L22000196672

United States Patent and Trademark Office

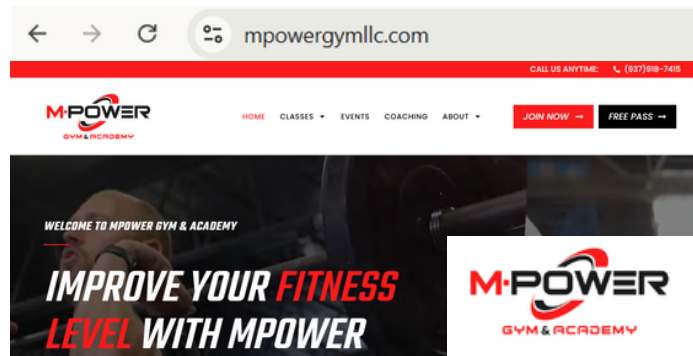
✗ We found **no registered trademark or official logo** found for MPOWER GYM LLC in the USPTO database but many similar ones.



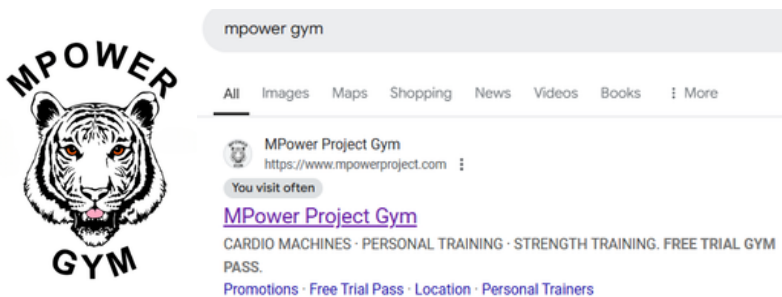
Brand Protection – Current Situation



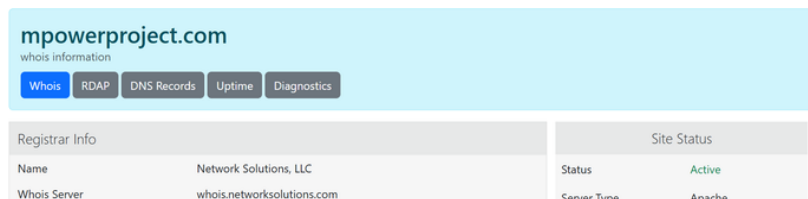
- A gym that uses the same value proposition.
- Located in Palm Coast, Florida
- Different Market but online search shows this gym when looking for MPower Gym.



- Company was founded in 2017 in Ohio, USA.
- The website URL has the SAME name as the company: MPower Gym LLC.
- This is a potential cause of confusion for customers.



- The company still uses the old logo, increasing confusion for customers and creating difficulty with the association between brand and brand elements.



- Domain is registered and not for sale.
- Expiration 2027.

Other Brands

Our Brand

Brand Protection

Current Problem: Lack of a structured approach to ensuring long-term brand security through legal, digital, and operational measures.

Proposal:



1

Trademark Registration & Legal Protection

- Register Name, Logo, and slogan with the USPTO. High Priority.
- Use Non-Disclosure Agreements (NDAs) for trainers and staff to prevent sharing specific trainings and programs.

2

Secure Digital Presence & Cybersecurity

- Maintain Domain Ownership and consider buying close alternatives.
- Get official verification on Social Media (Facebook, Instagram, etc.).
- Maintain safety protocols for staff logins on website and employee platform.
- Create an account with DMCA.

3

Consistent Brand Guidelines & Enforcement

- Develop a Brand Style Guide to avoid non-integrated marketing communications and design elements (e.g., old logo).
- Ensure all marketing materials follow Mpower's Brand Identity

Brand Protection

Current Problem: Lack of a structured approach to ensuring long-term brand security through legal, digital, and operational measures.

Proposal:



4

Monitor & Manage Brand Reputation

- Set up Google Alerts to track MPower Gym mentions.
- Active Social Listening and key review sites (Google, Yelp, Facebook)
- Train community manager to answer negative reviews professionally.

5

Brand Protection Strategies from Competitors

- Monitor competitors and their branding to avoid infringements of company property.
- Take legal action if any of the brand trademarks are being used without authorization.

6

Legal Compliance

- Ensure all teams follow customer data privacy laws.
- Clear membership contracts to protect the brand with liability waivers, for example.

Marketing Programs



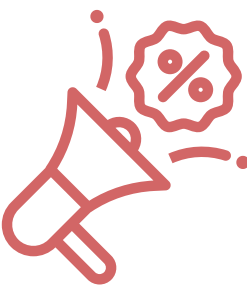
1. Free Trial Gym Pass

Mpower Gym provides a complimentary trial pass for first-time visitors aged 18 and over. This allows potential members to experience the gym's facilities and services before joining. Interested individuals can register on the gym's official website to obtain the free pass.



2. Social Media Engagement

The gym maintains an active presence on social media platforms, particularly Instagram, where they share updates, promotions, and community events. They encourage potential members to visit and experience the community atmosphere firsthand.



3. Seasonal Promotions

Offer time-limited discounts or packages aligned with holidays or seasonal trends to boost enrollment.



MPOWER BUDGET 2025 - 2029	ANNUAL EXPENSE
Initial Setup Costs	
Facility Lease/Buying Costs	\$24,000
Renovation and Interior Design	\$40,000
Legal and Professional Dees	\$750-\$3,400
Equipment and Supplies	
Fitness Equipment	\$12,000
Specialized Equipment	\$7,500
Maintenance and Repairs	\$6,000
Cleaning Supplies	\$2,000
Technology and Software	
Management Software	\$6,000
Audio-Visual Setup	\$12,000
Security Systems	\$12,000
Marketing and Branding	
Digital Marketing	\$9,000
Traditional Marketing	\$6,500
Promotions and Discounts	\$7,000
Merchandising	\$10,000
Soial Media Advertising	\$2,000
Events and Community Engagment	\$1,000
Promotional Materials	\$500
Influencer and Partnership Marketing	\$5,000
Content Creation	\$500
Marketing Audit	\$8,000
Member Experience and Retention	
Member Amenities	\$13,000
Classes and Programs	\$8,000
Community Programs	\$10,000
TOTAL BUDGET	\$ 202,000.00

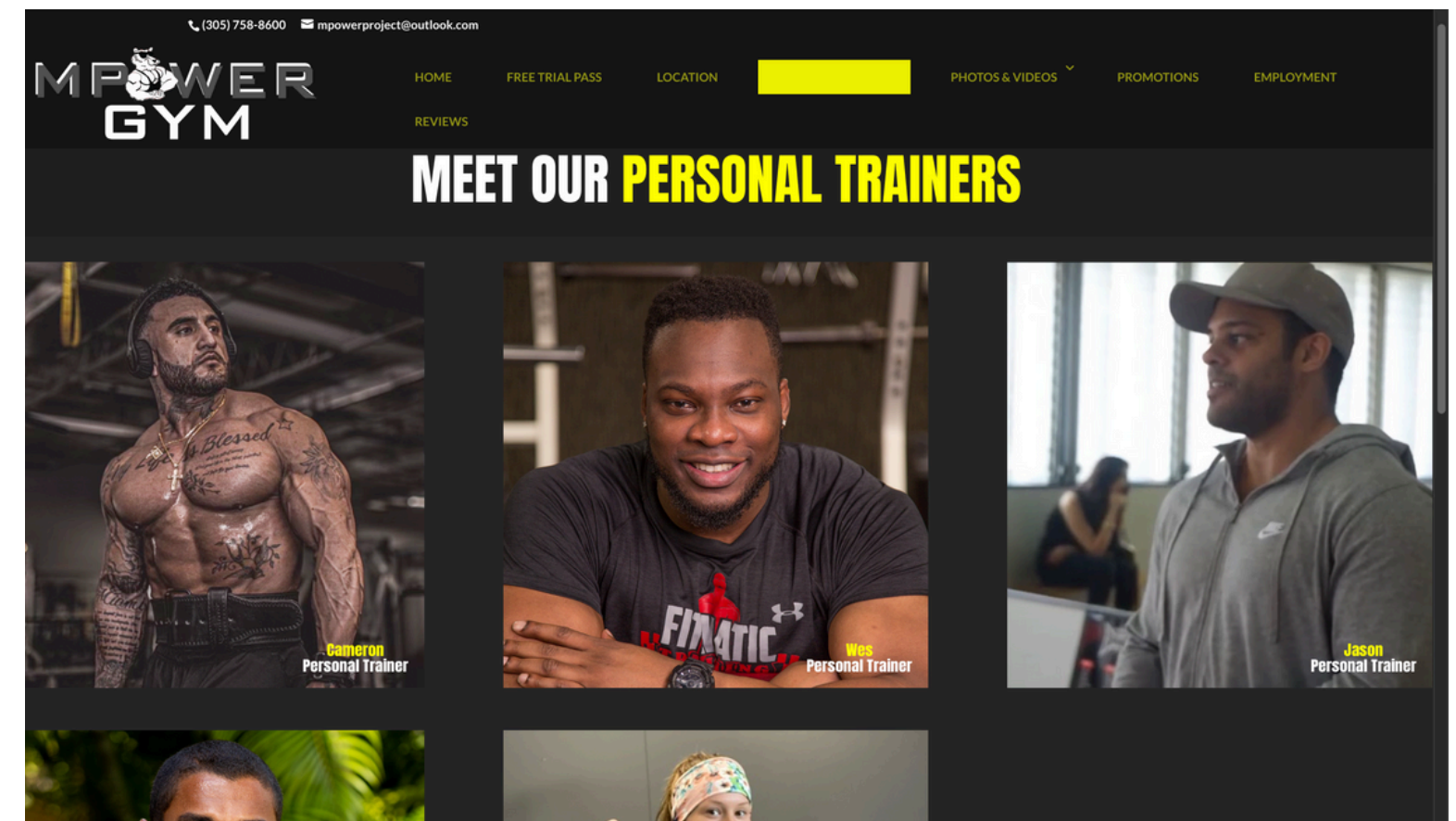


Product Strategy

MPower Gym's product strategy is designed to reinforce its POD. This strategy includes a community centric atmosphere, personalized fitness experiences, and high-end equipment. These key factors help to differentiate MPower from other gyms and make it more than just another fitness center. It is a family friendly, results-driven fitness center where members look to receive customizable experiences and personalized service. Here is how MPower's product design delivers on this promise:

1. Personalized Training & Coaching
2. Community-Oriented Experience
3. Top-Quality Equipment & Facilities
4. Hybrid Fitness Model

By offering these unique, quality services, MPower Gym delivers on its promise of a high-quality, community-driven, and performance-oriented fitness experience.



Product Strategy

These are core product features that are adding value to the PODs:

1. Personal training & coaching:

- a. The gym employs five personal trainers to tailor fitness programs to members' goals, whether strength training, weight loss, or endurance.
- b. Functional fitness focus with kettlebells, medicine balls, battle ropes, and stability-based equipment.
- c. Wearables and fitness apps-driven coaching for customized workout regimens.

2. Community-based experience:

- a. Small group classes designed to foster friendship and accountability, as opposed to large, impersonal fitness chains.
- b. Upscale fitness challenges and activities that include members beyond regular workouts.
- c. Open culture, embracing beginners and advanced movers.

3. High-end equipment & facilities:

- a. Fairly new, high-end equipment, such as cardio equipment (treadmills, ellipticals, StairMasters), free weights, and strength equipment.
- b. MPower never over-sells memberships, so the club always remains intimate and personalized.
- c. Regular facility updates to keep up with current equipment, offering a top-shelf experience.

4. Hybrid fitness model:

- a. Keeping an eye on market trends, MPower is going into hybrid membership, whereby members can get on-demand workout content or live classes.
- b. Blending fitness tracking technology for those members who want digital guidance and in-person training.

Price Strategy

MPower Gym's pricing structure is in line with its positioning as a “mid-range” fitness studio. It finds itself at a nice balance between the cost and the value to position itself with competition from budget gyms and high-end boutique studios. In a saturated market, MPower finds a way to stand out.

Existing Pricing Model:

- \$75/month membership (Between budget/franchise gyms like Planet Fitness or LA Fitness for \$20 - \$40 per month and luxury boutique gyms, typically more than \$100+ per month).
- Promotional prices and complimentary trials to promote onboarding and retention.
- Regular promotions for new members to stimulate sign-ups.

MPower Gym's pricing strategy reinforces its brand positioning as a premier first choice local fitness studio that emphasizes a strong community, customizable experiences, and high quality equipment. Its value based pricing makes it as an affordable option while maintaining the elite fitness experience that they market. This is key in differentiating it from low-end gyms and high-end boutiques.

Price Strategy Approach

Value-Based Pricing:

- MPower has differentiated itself by offering a community-driven experience and personalized offerings for every individual and every target group. This helps to bring added value along with the price tag, compared to budget gyms.
- The gym focuses on value, not solely on price, ensuring their members receive a high return on their investment in fitness.

Strategic Mid-Tier Positioning:

- MPower sets itself as an affordable alternative to premium boutique fitness studios while offering a more personalized “feel like home” environment and exclusive experience than the larger fitness chains.
- This “mid-tier” strategy allows MPower to attract customers looking for premium experience and a strong community without the high price tag of high end fitness centers.



Price Strategy Approach

Flexible membership options:

- a. MPower should consider introducing tiered pricing plans that include premium packages with personal training add-ons and/or or hybrid memberships with digital content access.
- b. Short-term memberships or seasonal promotions are common practice that could be leveraged to attract temporary members (i.e., New Year's fitness rush).

Pricing reinforces brand positioning:

- a. MPower's pricing confirms its brand promise of providing affordable yet quality fitness experiences in a supportive community setting.
- b. Unlike budget gyms, MPower prioritizes personalized engagement and training, making it worth the extra cost.



Distribution Strategy

MPower Gym offers three dynamic training concepts to fit every fitness journey:

- Performance center for strength and conditioning
- Community for team-driven small group training
- Experience for flexible in-gym and digital access.

MPower Gym's distribution strategy ensures personalized training, expert coaching, and a supportive community.

Digital Access & Engagement

- Mobile app for session booking and progress tracking.
- Online community for member engagement.
- Supplemental virtual workouts and training sessions for flexibility.

Community & Partnerships

- Local business partnerships (foods/supplements stores, health influencers, etc.).
- Pop-up fitness events to increase brand visibility.
- Referral programs to grow membership through word-of-mouth.

Physical Location

- Centrally located in El Portal for easy local access.
- Premium fitness equipment and performance-driven layout.
- Open gym model with structured training programs

**Direct
Channel
Brand**



MPOWER GYM

STRONGER THAN YESTERDAY

Integrated Communications Plan

MPower Gym Objectives of Communication:

- **Launching Services and Increase Brand Awareness:**
 - With the rebranding of MPower Gym, our objective is to introduce the gym to the local community of El Portal and surrounding South Florida neighborhoods to increase awareness, brand offerings, etc.
 - **Objective:** Increase brand awareness from 20% to 50% among surrounding residents within 6 months.
- **Drive Customer Acquisition:**
 - Acquiring new customers can be a strong objective for a new or relaunching business.
 - **Objective:** Attract 50 new gym members in 3 months specifically through promotions and social media campaigns.
- **Retention of Current Customers:**
 - Retaining customers is key in the fitness industry, especially in the fitness market within South Florida. Retention could include the enhancement of the gym experience to maintain high retention rates.
 - **Objective:** Achieve a 75%+ retention rate for current gym members by year-end.
- **Improve NPS (Net Promoter Score)**
 - Aiming to measure customer satisfaction and loyalty is critical.
 - **Objective:** Reach an NPS of 70+ by collecting feedback on member satisfaction.



Integrated Communications Plan

Message

“Your hometown fitness center dedicated to helping you get stronger and fitter every day with expert training, cutting-edge equipment, and a community that motivates you to keep pushing yourself.”

Communication Channels

Demographics:

- **Social Media:** Popular with 18-45 year-olds for fitness tips, promotions, member highlights.
- **Flyers:** Reach local, middle-income residents.
- **Email Marketing:** Direct updates and promotions to target audiences.
- **Radio:** Direct reach at El Portal commuters.

Psychographics:

- **Influencers:** Fitness experts building community and credibility.
- **YouTube:** Workout tips and success stories.
- **Facebook:** Local fitness community engagement.
- **Referral Programs:** Word-of-mouth from members.

Ideal Media Channels

- **Brand Awareness** (*20% to 50% in 6 months*)
 - Social Media, Billboards, Signage, Radio Ads
- **Customer Acquisition** (*150 new members in 3 months*)
 - Influencer Marketing, Email Campaigns, Referral Programs
- **Customer Retention** (*75%+ retention rate*)
 - In-Gym Events/Challenges, Email Newsletters, Community Groups
- **Increase NPS** (*70+*)
 - Social Media Engagement, In-Gym Signage

Integrated Communications Plan

Brand Elements



Logo & Tagline

Consistently use MPower Gym's logo with the tagline "Stronger than yesterday."

Visual Identity

Bold, energetic colors and dynamic imagery of members and trainers.

Tone

Motivational, friendly, and community-focused.

Communication Campaigns

"Stronger Together" Challenge (Social Media & Email)

Goal: Engage members and attract new ones.

Action: Share fitness progress on social media with gym tags.

Branding: Use logo, brand colors, and motivational tone.

Referral Program (In-Gym & Digital)

Goal: Increase memberships.

Action: Offer rewards for referrals.

Branding: Feature logo and tagline on referral content and digital ads.

MPower Gym "FitFest" (Event & Promotion)

Goal: Community involvement and create brand awareness with influencer support.

Action: Free classes, gym tours, and trainer/influencer meet-and-greets.

Branding: Use vibrant colors and logo on event materials.

Relationship Marketing

Creating engagement, loyalty, and a thriving fitness community.

Email & SMS Engagement	Loyalty, Referrals & Exclusive Perks	Member Feedback & Improvement based on Surveys	Experiential & Community Events
New and existing members receive personalized emails & texts with: • Workout tips, class schedules, and progress tracking reminders. • Exclusive promotions, gym events, and motivational messages to keep them engaged but without being invasive based on the number of days they aim to go to the gym. (Eg., 4 days=4 messages). • Welcome Email and trainer communications.	MPower Gym will reward members for consistency, engagement, and long-term commitment: • New Members (0-3 Months): Welcome gift + free fitness assessment. • Committed Members (3-6 Months): Earn points for check-ins redeemable for discounts on training or gym merch. • Dedicated Members (6-12 Months): Priority access to new classes, early event registration, and exclusive workout guides. • Elite Members (12+ Months): VIP status with special event invitations, free guest passes, and premium discounts. • Referral Bonus: Bring a friend and get a free training session or membership discount.	To ensure an unparalleled gym experience, members receive short surveys: • After new trainings and programs. • Close to the date of subscription renewal to address potential issues that may prevent customers from continuing being a member • Mpower analyzes the feedback for improvement. • Net Promoter Score. In return, participating customers get: Discounts on classes, fitness assessment and merch.	MPower Gym strengthens its community with: • Fitness challenges, charity boot camps, and wellness workshops. • Group accountability programs to keep members engaged. • Social media-driven events, encouraging members to share their journey. • Member Appreciation Day. • Expert Guest Speakers Series.



Relationship Marketing

Critical Measurement (How We Will Track Success)

1. **Member Retention Rate:** Analyze the percentage of members who are renewing their membership and change after specific marketing efforts.
2. **Referral Sign-Up:** Expect a percentage increase in new members.
3. **Check-In Frequency:** Give members a specific ID Card to scan at the entrance to track better the average number of workouts per member per month.
4. **Survey Feedback Score:** Overall Customer Satisfaction Rating by training and overall service.
5. **Event Participation Rate:** Number of members attending events from MPower.
6. **Social Media Engagement:** Tags, Shares, Likes, User Generated Content and Followers.



SECTION IX

Brand Equity Management System

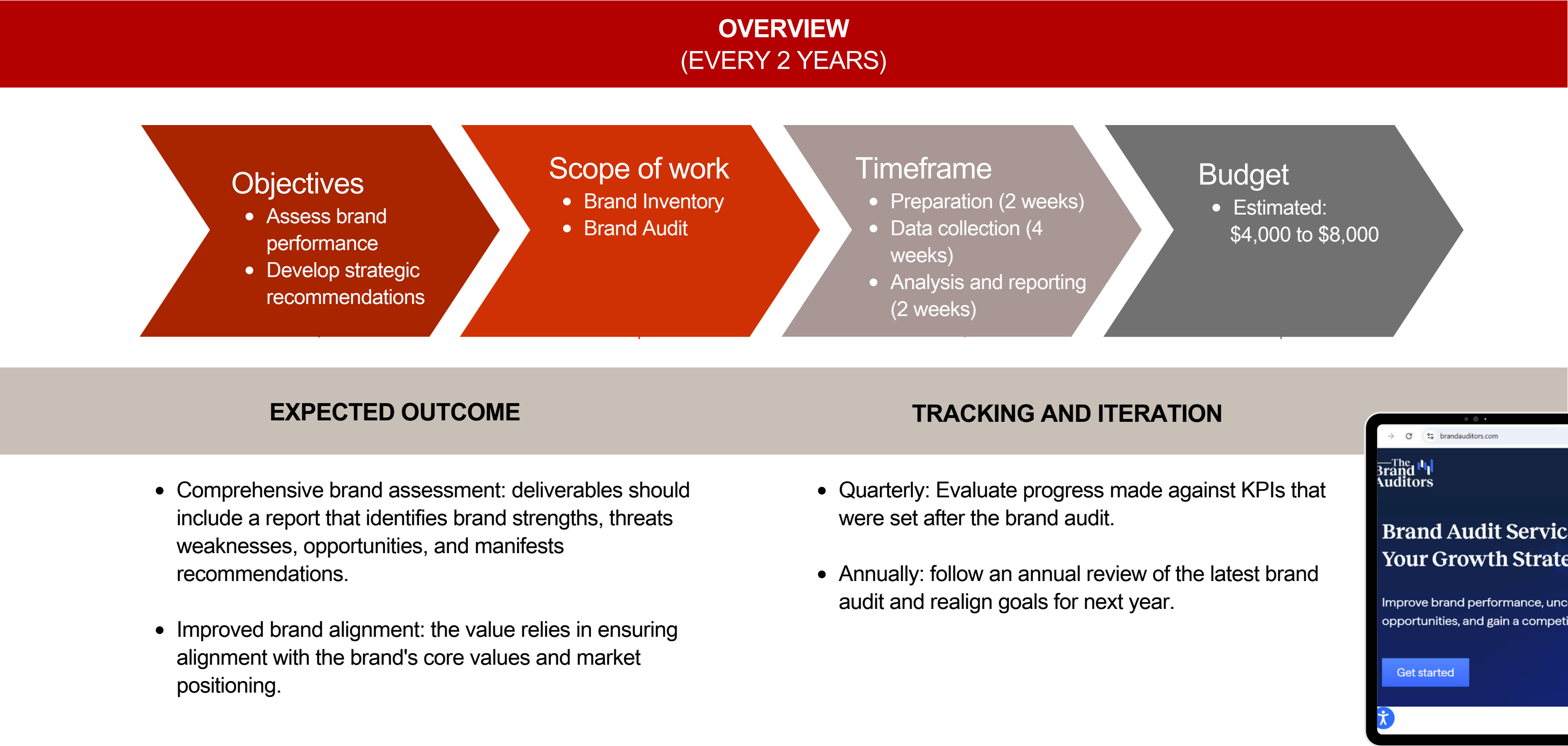
This brand management system provides actionable insights to guide short-term decisions and long-term growth, ensuring that MPower Gym strengthens its brand equity and delivers a consistent and community-focused experience for the long run.



Outlining the Plan

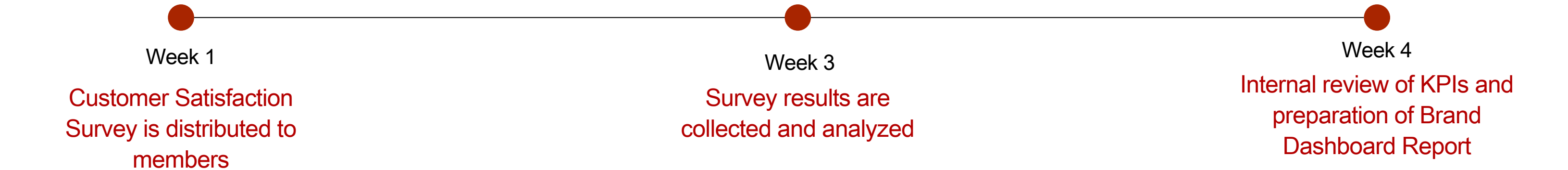
Component	Subcomponent	Frequency	Key Metrics/Focus
Brand Audit	Brand inventory	Every 2 years	Marketing materials, consistency, branding
Brand Audit	Brand exploratory	Every 2 years	Customer perceptions, brand associations
Short-term Tracking	Customer surveys	Quarterly	Membership growth, retention, engagement
Short-term Tracking	Specialized research	Biannually	Competitive analysis, awareness
Brand Dashboard Report	Brand health KPIs	Quarterly	Membership growth, retention, NPS
Brand Dashboard Report	Competitor benchmarking	Biannually	Performance vs. competitors
Brand Management Ownership	Roles & responsibilities	Ongoing	Brand manager, marketing, customer service, trainers
Brand Management Ownership	Internal communication	Monthly/Quarterly/Annually	Team reviews, feedback, brand values

Brand Audit



Short-Term Tracking

MONTHLY PROCESS



CADENCE	NEXT STEPS
---------	------------

- | | |
|---|--|
| <ul style="list-style-type: none">• Conduct quarterly customer satisfaction surveys to measure Net Promoter Score (NPS), membership retention, and overall experience.• Analyze social media engagement trends monthly to assess brand interaction and awareness.• Conduct biannual competitive benchmarking to track MPower Gym’s positioning against key competitors. | <ul style="list-style-type: none">• Identify key areas for improvement based on survey and engagement results.• Adjust marketing and branding strategies to enhance customer retention and brand awareness.• Implement targeted action plans and review impact in the next tracking cycle. |
|---|--|

Brand Non-Negotiables

Finally, non-negotiables will be established as a policy to ensure a consistent brand communication and delivery of the brand experience, which will preserve MPower Gym’s image and drive the brand awareness and engagement needed.

Category	Subcategory	Description	Frequency
Brand Identity & Visual Communication	Logo Usage	Logo must be used consistently, with no modifications.	Ongoing
Brand Identity & Visual Communication	Color Palette	Only approved brand colors should be used across all materials.	Ongoing
Brand Identity & Visual Communication	Typography	Designated fonts must be used for headlines, subheadings, and body copy.	Ongoing
Customer Interaction & Experience	Staff Behavior	Staff must embody MPower Gym’s values and maintain a positive attitude.	Ongoing
Customer Interaction & Experience	Onboarding Process	New members receive a personalized introduction and overview.	Ongoing
Customer Interaction & Experience	Customer Service Standards	Address member inquiries within 24 hours.	Ongoing
Marketing & Communication Channels	Social Media	Social media content must align with the brand's voice and guidelines.	Ongoing
Marketing & Communication Channels	Website & Digital Presence	Website must be updated regularly and maintain a clean, modern aesthetic.	Ongoing
Marketing & Communication Channels	Printed Materials	Flyers and brochures must use approved templates and consistent visuals.	Ongoing
Internal Brand Alignment	Employee Training	All employees must complete brand training within their first month.	Monthly/Annually
Internal Brand Alignment	Brand Guidelines Access	Employees must have access to official brand guidelines.	Ongoing
Internal Brand Alignment	Accountability	Department heads ensure compliance; non-compliance is documented.	Ongoing
Compliance & Monitoring	Quarterly Compliance Audits	Quarterly audits assess brand consistency across all touchpoints.	Quarterly
Compliance & Monitoring	Non-Compliance Consequences	Deviations must be corrected within seven days; repeated violations result in disciplinary action.	As Needed
Continuous Improvement	Feedback Loop	Employees can provide feedback on communication practices.	Ongoing
Continuous Improvement	Brand Evolution	The policy is reviewed annually to align with the brand's evolution.	Annually

Brand Dashboard

Suggested Mock-Up

Purpose: Deliver quarterly reports with actionable insights on brand performance.

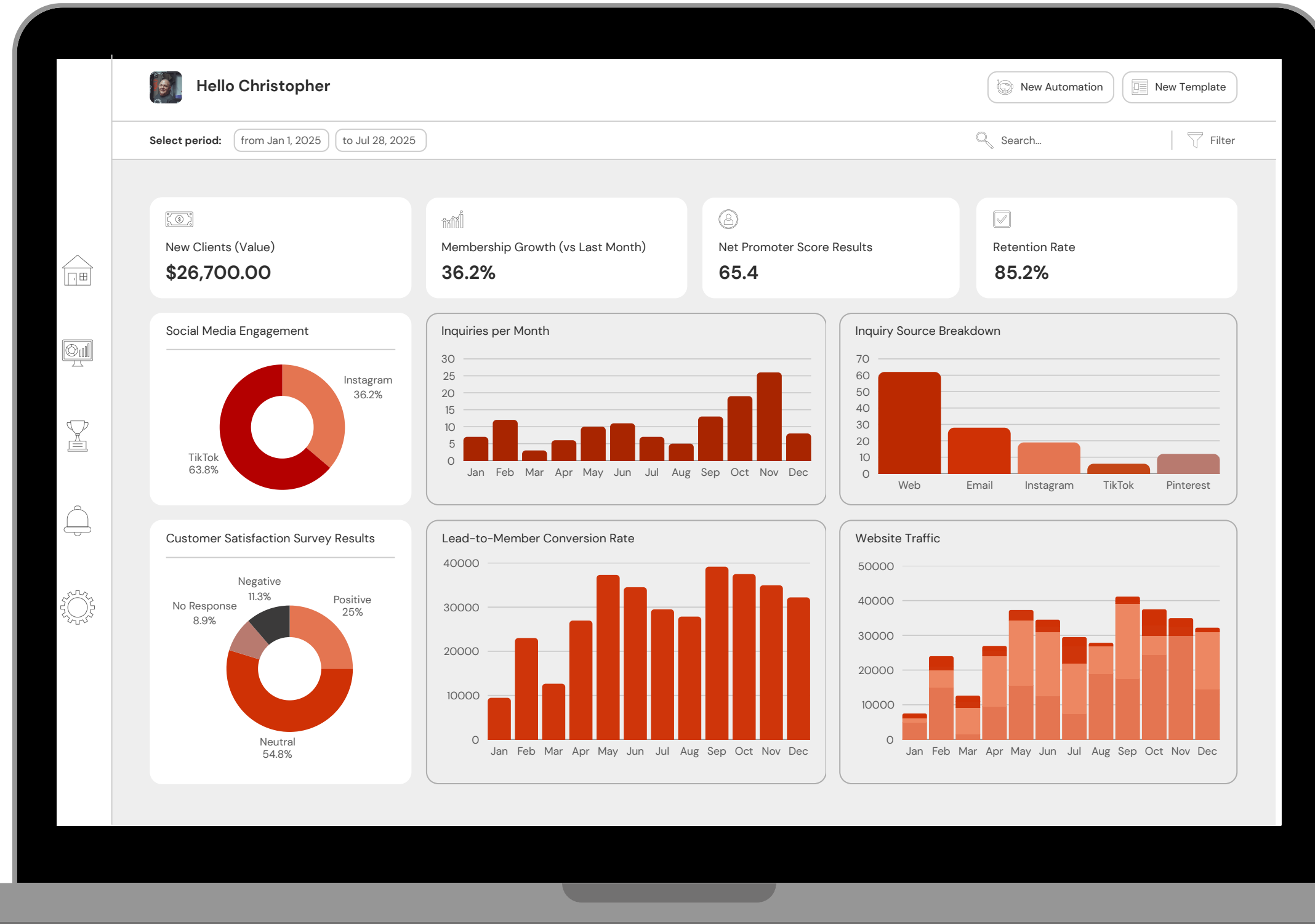
Frequency: Reported Quarterly, updated monthly

Recommended Tool:

- Google Data Studio (Looker Studio). It is a free resource, with customizable dashboards that integrate data from surveys, social media, and website analytics.

Key Metrics:

- **Brand Health KPIs:** membership growth, retention rate, NPS
- **Engagement KPIs:** social media engagement, direct inquiries
- **Marketing KPIs:** website traffic, lead-to-member conversion rate



Brand Management Organization

In order for this process to be successful the General Manager holds overall responsibility for implementing the brand management plan, ensuring alignment across departments. Supervisors, the marketing team, gym trainers, general staff, the customer service team, and an external research partner collaborate to track performance, maintain brand consistency, and gather insights, ensuring both daily operations and long-term strategies reflect MPower Gym’s core values.



General Manager

Oversees tracking and reporting process



Supervisors

Ensures that all customer touchpoints reflect the brand values and objectives



Marketing Team

Monitors social media performance and customer engagement



Gym trainers & staff

Ensure that the member experience aligns with brand values



Customer Service Team

Collects and analyzes customer feedback and satisfaction surveys



External research partner

Conducts specialized research for deeper insights every 2 years

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STRONGER THAN YESTERDAY

THANKS!