



VOLS ADVERTISING AGENCY

Skyler

Ella

Diana

Addy

Katelynn

GYMSHARK 

EXECUTIVE SUMMARY

History

Gymshark is an athletic apparel retailer started by college student Ben Francis, and his friends in 2012. When Gymshark began, it was a company that sold performance-enhancing supplements. At this time, Ben Francis recognized a gap in the market for fitted and lightweight gym apparel. Ben took matters into his own hands by sewing and screen-printing clothing in his garage, making pieces that reflected what he and his friends wanted to wear. In 2013, Ben took Gymshark’s popular Luxe Jumpsuit to a fitness expo which Ben claims is the moment that Gymshark “arrived”. Gymshark today is a global brand and a prominent player in the fitness apparel industry, specifically for lifters.



Ben Francis

Target Audience



30-34 year-old-women

Campaign Strategy

Opportunities for Gymshark lie in reaching a wider consumer base and re-positing themselves. By researching and identifying what persuades our target audience, it is determined that 34% follow influencers on social media for tips and fashion, and 31% said when a celebrity designs a product, “I’m more likely to buy it.” With three effective activations designed around these statistics, sales will increase within a new consumer base and GymShark's market share will grow.

Problem Statement

GymShark wants to set activations that will distinguish itself against it’s competitors to further maintain its market share, as well as enhance awareness of its women’s apparel line. The company wants to know what activations must be put into place to increase awareness to its new target audience of US adult women ages 30-34.

Brand Activations

Mormon Wives:

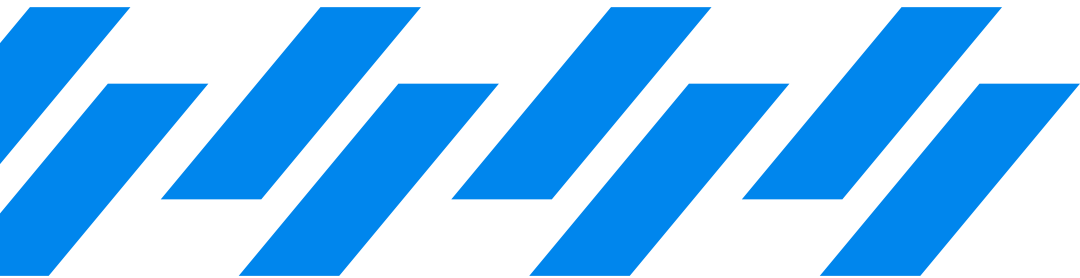
This brand activation is a partnership with the popular influencers that were just featured on “The Secret Lives of Mormon Wives”. This collaboration will increase awareness and purchases.

#HavingAGymSharkMoment:

This activation consists of stickers that are to be planted onto popular gym mirrors to increase brand awareness.

Peloton X Gymshark:

This is a product-placement activation consists of Peloton instructors wearing Gymshark apparel to promote the brand.



PROBLEM STATEMENT

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CRITICAL FACTORS



Gym Shark's Current State & Competitive Environment

Our agency identified several critical factors that have helped us determine our message strategy towards women ages 30-34. Since Gymshark was founded in 2012, it has since then become a global brand and a prominent player in the fitness apparel industry, specifically for lifters. This company is considerably more popular among men. Gymshark has established itself as one of the top fitness clothing brands alongside Nike, Adidas, Reebok, and Lululemon, by striving to offer the best overall quality in their products and stick to their core values of "existing to unite the conditioning community".

Industry and Consumer Trends

We have observed a shift in how athletic apparel is used among our target audience, with an increase in the number of athletic apparel brands. Gymshark currently has a strong brand identity, emphasizing community engagement and product innovation. While Lululemon remains Gymshark's top competitor within this demographic, it is known for being one of the most expensive options on the market.

We believe consumers are seeking quality at affordable prices. In addition to this, they value the prestige of popular name brands and cultural relevancy, a space where Lululemon has dominated. Currently, a majority of Gymshark's consumers are male, leading to the perception that the brand predominantly caters to men. Our goal is to raise awareness of Gymshark's women's apparel line to better reach and engage female consumers, as our competitors have done.



SEGMENTATION

The specific segments that were chosen to target are 30 to 34 year-old-women who spend their time on social media and follow influencers. This specific audience was chosen because it was determined that 34% of this group follows influencers on social media for tips and fashion, and 31% said when a celebrity designs a product, “I’m more likely to buy it.”

TARGETING

Gymshark should target fitness-oriented women who currently have active lifestyles and are looking for reliable apparel that supports their workouts, as well as their lifestyle. The women who are active on social media and invested in culturally relevant influencers are looking for a workout apparel brand that is culturally desirable and fashionable. The best way to reach them is through the mediums that they are spending time on and looking to take advice from those who they admire through the platforms. This audience should be targeted by Gymshark because they have typically higher disposable income, often in the mid to upper-middle class.

POSITIONING



Gymshark will position itself to women aged 30-34 as a stylish, high-quality apparel brand. Although this brand might register as more expensive than some of its competitors, it is a brand that fits seamlessly into our target audiences active lifestyles and fashion preferences.

BRAND ACTIVATION

#GYMSHARKMOMENT

Gymshark will manufacture mirror stickers that say #GymsharkMoment and partner with a local exercise locations and gyms. The chosen location will be determined by the popularity among 30-34 year old women in that specific area. The gym location of the given area we are reaching will place the stickers in the perfect “mirror selfie” spots. When a member takes a picture of themselves in their GymShark attire, pre or post workout, they will be encouraged to use the hashtag that is in their mirror selfie.

This activation is designed to promote awareness and increase social media traffic specifically for our target audience, and increase relevance on social media, specially Instagram. This activation was designed based off of the research that 34% of our target audience follow influencers on social media for tips and fashion. Current non-users will be influenced to wear GymShark apparel when they see local micro-influencers promoting their GymShark products.



#gymsharkmoment



BRAND ACTIVATION

MORMON WIVES PARTNERSHIP

This activation aims to increase sales and brand awareness by partnering with the cast of the TLC television series, “The Secret Lives of Mormon Wives.” This reality show highlights the lives of 'MomTok' influencers and the impact of a controversial scandal. What is MomTok? MomTok is a community of Mormon influencers who gained popularity from their lifestyle and seemingly perfect parenting content. This content is popular amongst our target audience. The collaboration will feature Demi Engemann and Mayci Neeley, who will design custom Gymshark workout sets and promote them.



Demi and Mayci will promote their designs on their Instagram and TikTok accounts, as well as wear them during filming for the show. This activation is inspired by research indicating that 31% of women aged 30-34 who are active on social media are more likely to purchase a product when it is designed by a celebrity.

demilucymay

890 posts

467K followers

2,519 following

Demi Engemann

Public figure

•Tiktok: demilucymay_

@secretlivesonhulu

ABUNDANCE 🦋🌟

Blended family 👤👤👤👤👤 ... more

linktr.ee/demilucymay



Demi Engemann

maycineeley

761 posts

441K followers

997 following

Mayci J Neeley

maycineeley

unfiltered motherhood, healthy living & everything I love!

CEO @babymama.co

Juicy confessions- @sinnersundayconfessional

@secretlivesonhulu

linktr.ee/maycij

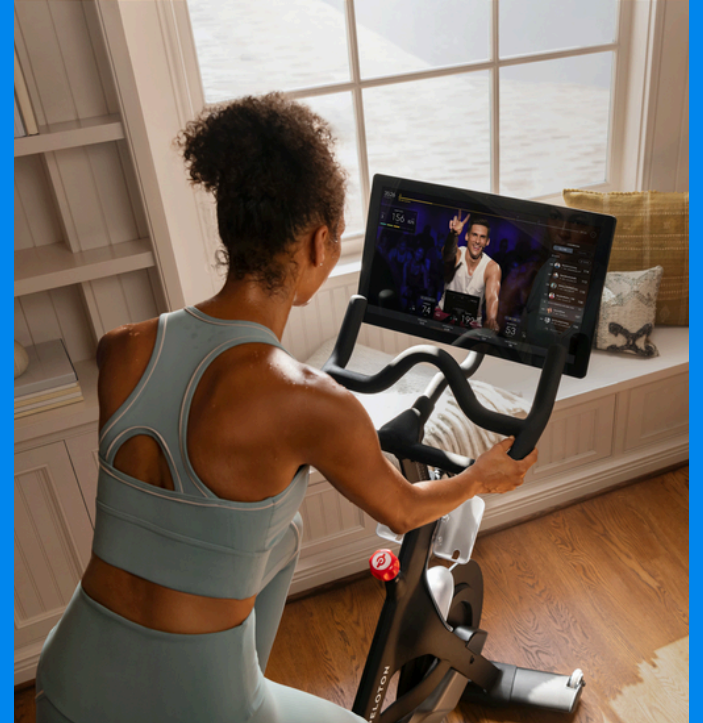


Mayci Neeley

BRAND ACTIVATION

PELOTON X GYMSHARK

GymShark will partner with Peloton to increase awareness and promote products through Peloton influencers. Peloton considers themselves to be a company that uses technology and design to connect people through fitness. Their products include exercise bikes with built in screens and speakers with recorded instructor lead exercise classes. In addition to this, Peloton has a mobile app with an endless and various amount of instructor lead exercise classes, like yoga, bootcamps, HIIT workouts, and more. This activation was designed from the statistic that 34% of our target audience looks to influencers on social media for tips on fashion. When our audience sees Peloton instructors in GymShark apparel while instructing a class, they will be inspired to achieve the same look, regarding clothing choice.



GOALS & KEY PERFORMANCE INDICATORS

Campaign Goals

The campaign has multiple overarching objectives. The first, being Gymshark's business objective, is to increase market share. The second, being Gymshark's marketing objective, is to redirect users from our competitors, in addition to bringing in new users. The third, being Gymshark's advertising objective, is to focus on influencing or persuading users toward the brand and increase brand awareness. Finally, Gymshark's fourth objective is their media objective. The two communication vehicles for this objective are social and digital. Gymshark will analyze audience analytics such as impressions, GRP's, reach, likes, shares, and comments.

KPIs

There are a few ways we can measure the success of our brand activations. We will measure the social media engagement and sales of Gymshark over the span of three months for each activation. An ideal goal would be to achieve a 15% increase in average engagement rate (likes, shares, comments) on Instagram and TikTok over the duration of the campaigns. This goal would be most applicable for Mormon Wive's Collaboration and #HavingAGymsharkMoment campaign. The Peloton X Gymshark collaboration would be measured through sales. This activation would be measured by monitoring sales and market growth to increase sales by 25% by the end of the campaign.

