


VOLS AD AGENCY

GYM SHARK

A stylized, blue, geometric representation of a shark's head, facing right. It features sharp, angular lines for the snout, eye, and mouth, with a jagged, tooth-like pattern along the jawline. The logo is positioned to the right of the main title text.

Presented by

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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

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.

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.





History

Ben Francis founded Gymshark in 2012. In 2013, Gymshark was brought to fitness expo and “arrived”, according to Francis. Gymshark is now a global brand and a prominent player in the fitness apparel industry, specifically for lifters.



Ben Francis

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Critical Factors

Gymshark's Current and State and Competitive Environment

Industry and Consumer Trends



Segmentation, Targeting, & Positioning



Demographics: 30 to 34 year-old-women

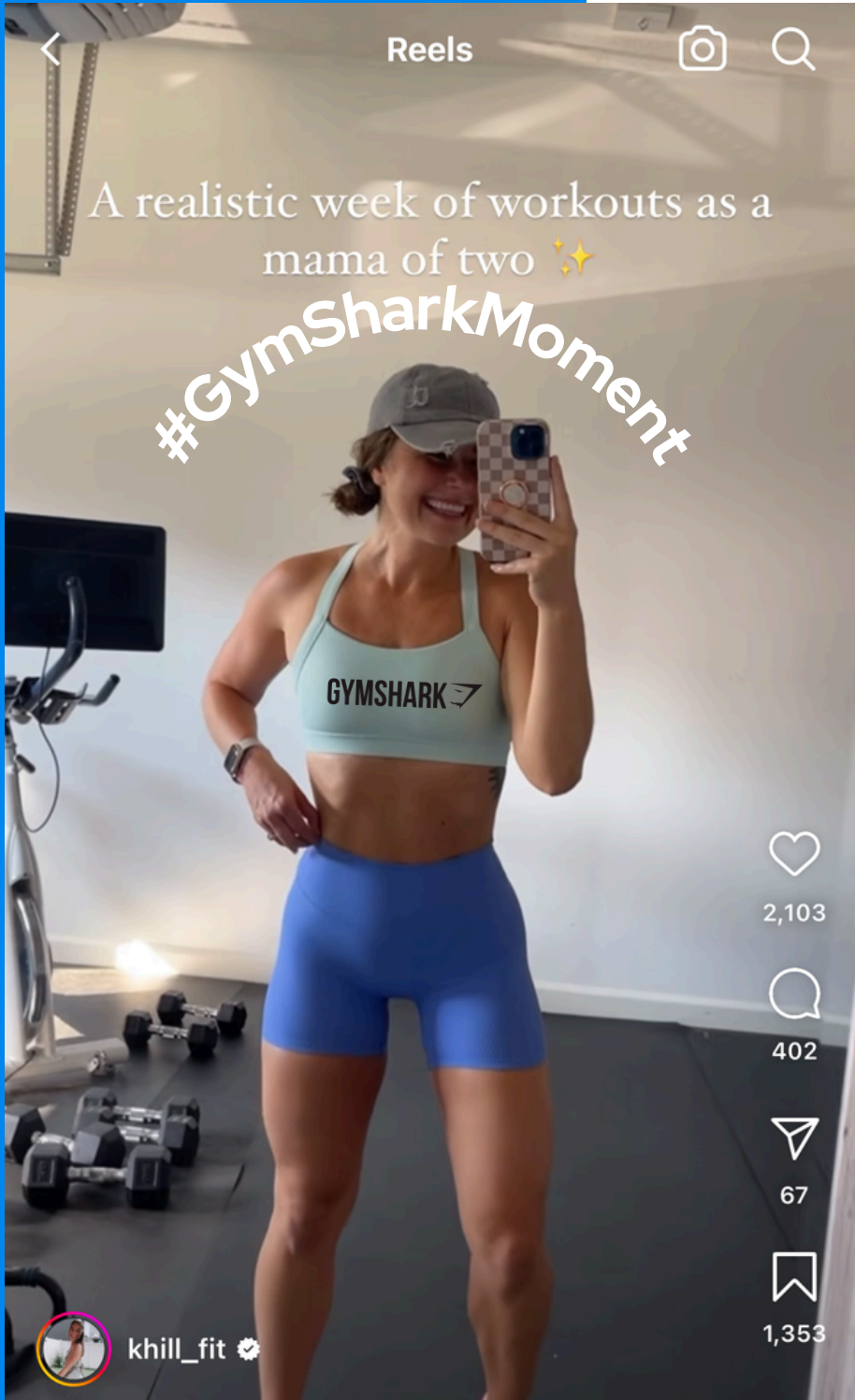
Psychographics: spend their time on social media and follow influencers

- 34% follows influencers on social media for tips and fashion,
- 31% said when a celebrity designs a product, “I’m more likely to buy it.”

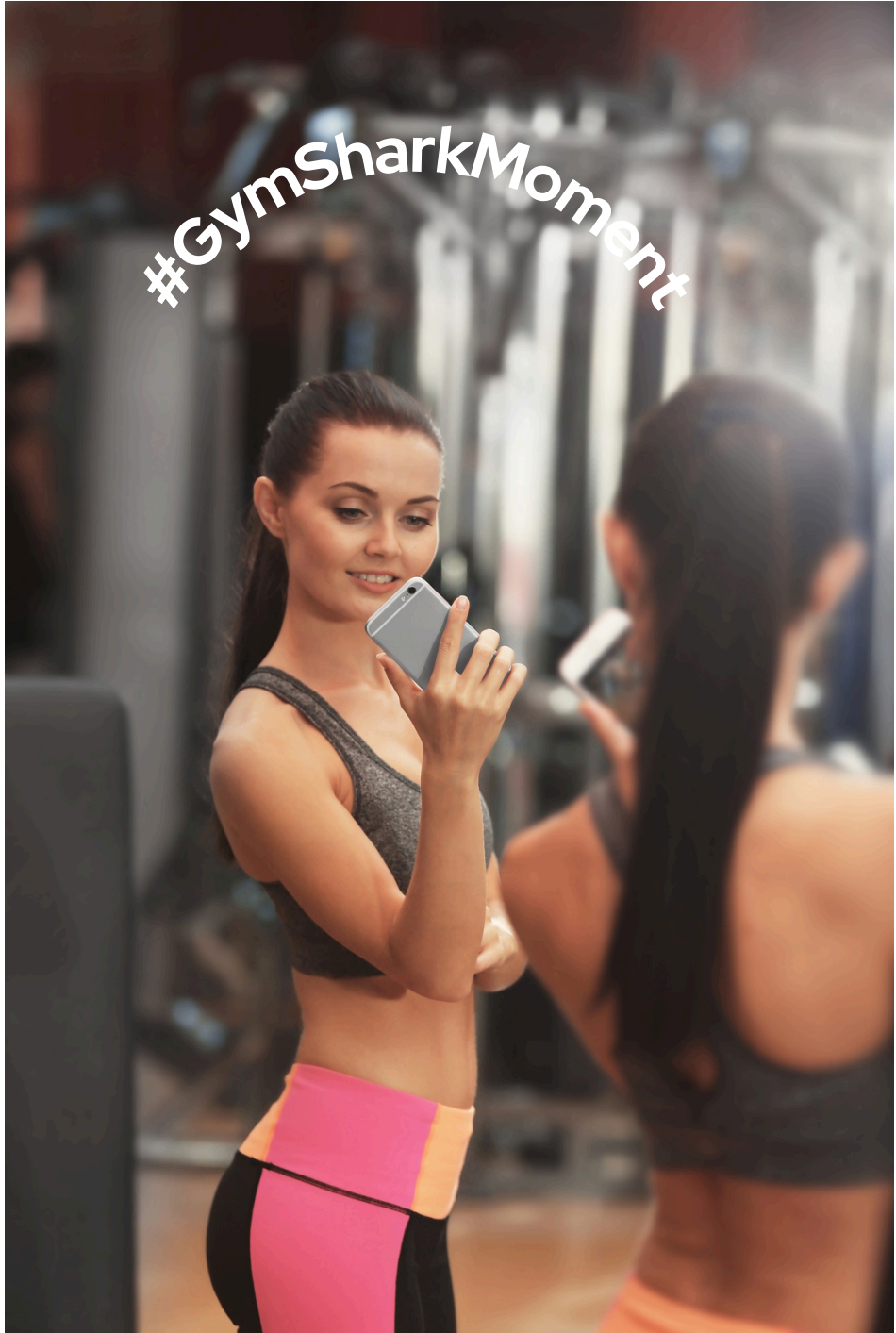


BRAND ACTIVATION

#GYMSHARKMOMENT



#gymsharkmoment



BRAND ACTIVATION

PELOTON X GYMSHARK



GYMSHARK 

BRAND ACTIVATION

MORMON WIVES PARTNERSHIP



<

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



GOALS & KEY PERFORMANCE INDICATORS

Campaign Goals

Key Performance Indicators

15% increase in average engagement rates on Instagram
and TikTok

25% increase in sales by monitoring sales and market
growth

THANK YOU

Your Time and Attention Are Truly Appreciated
any questions?

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