

The Man's Gym

A Workout Experience Like No Other

Corporate Information

— [Curves International

— [Popular “Curves” gyms for women

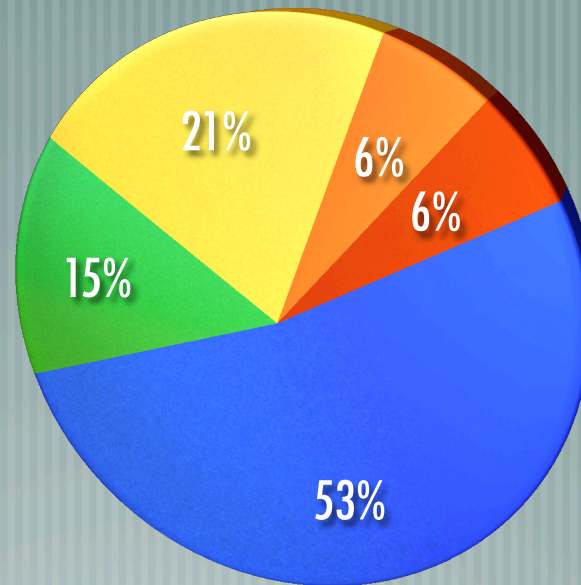
— [Expanding market presence

The Man's Gym

Existing problems

- Not enough time
- Poor equipment
- Too boring

- Poor location
- Too expensive



Reasons for quitting

Excuses, Excuses

Not enough time to work out

Expense

Boredom



What's unique?

It's quick

— [**Workout program completed in 20-30 minutes**

— [**Full workout: two 30 minute sessions per week**

It's not expensive

No upfront initiation fee

Typical Payments

\$23 per month, one year contract

Total cost: \$276 per year



It's not boring

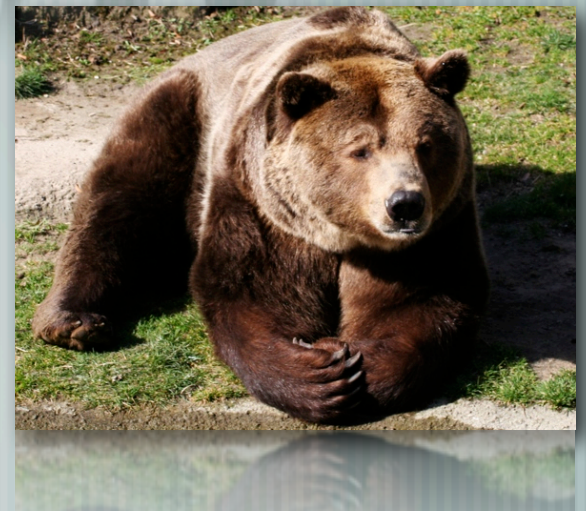
— Wood chopping



— Barrel tossing



— (Mechanical) bear wrestling



Target market

— [**Market Segment**

— [**State of Mind**

— [**State of Being**

— [**Benefits Sought**

Income Demographic Analysis

x = annual income needed to sustain gym membership

$$\frac{x}{12}(0.45)(0.013) = \$23.00 / \text{month}$$

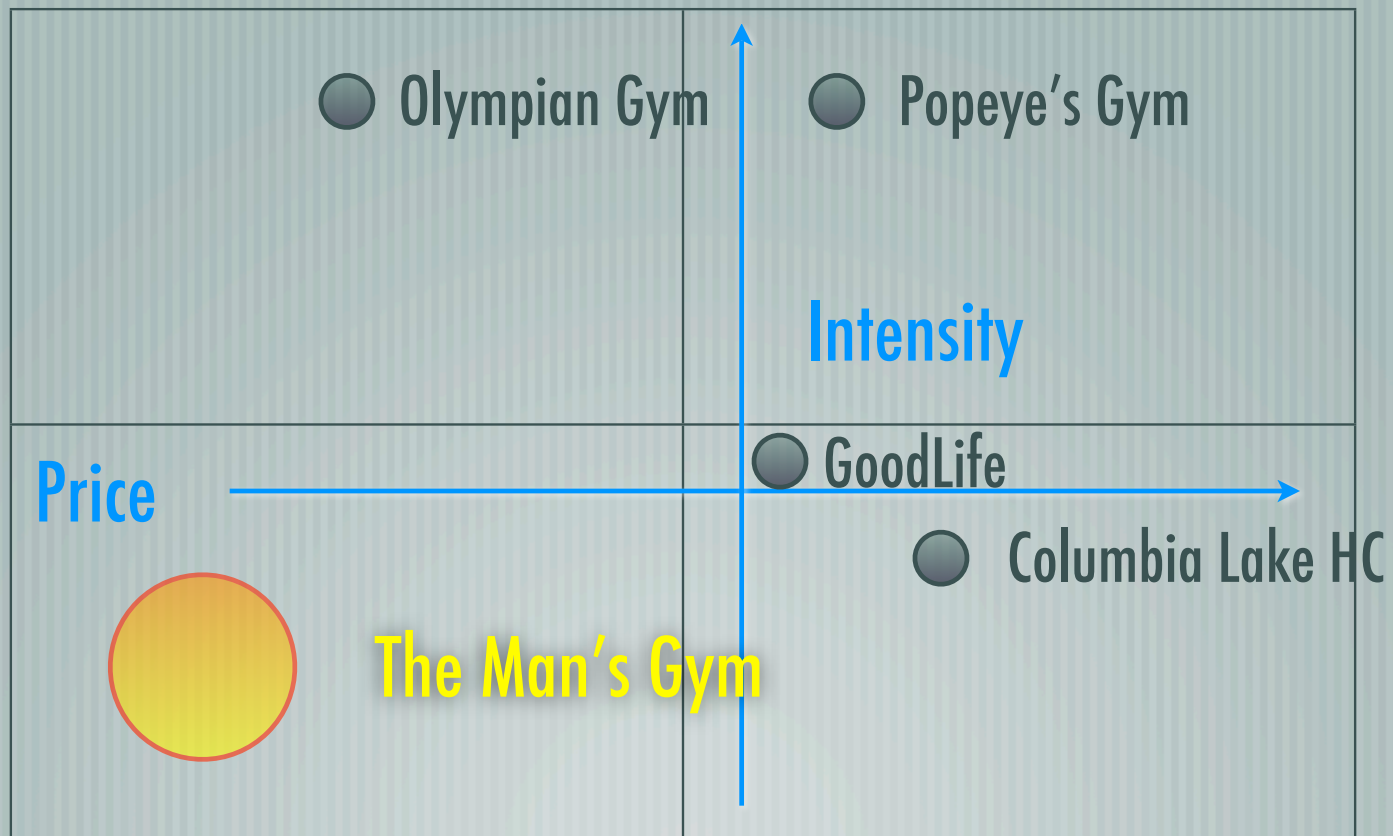
$$x = \frac{\$276.00}{(0.45)(0.013)}$$

$$x = \$47,179.49$$

— [= 28,438 potential market in Kitchener

Marketing strategy

Perceptual Map



— [Establish a specialty service

— [Be a man! Move that couch downstairs.



A Balancing Act

Isocentric

Bodybuilding

Weight lifting

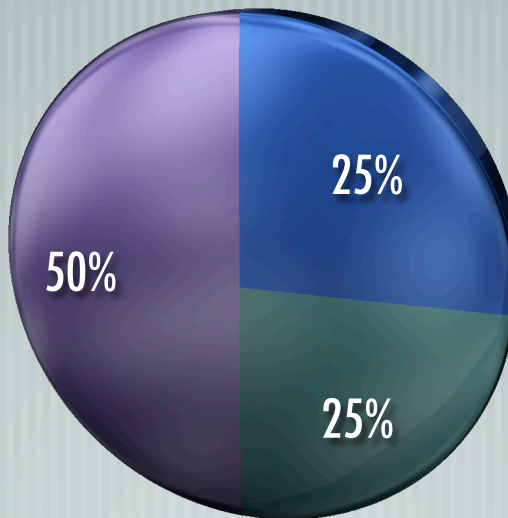
Healthy Living

Treadmills

Cardiovascular

Resource Dedication

● Isometric ● Healthy Living ● Unique



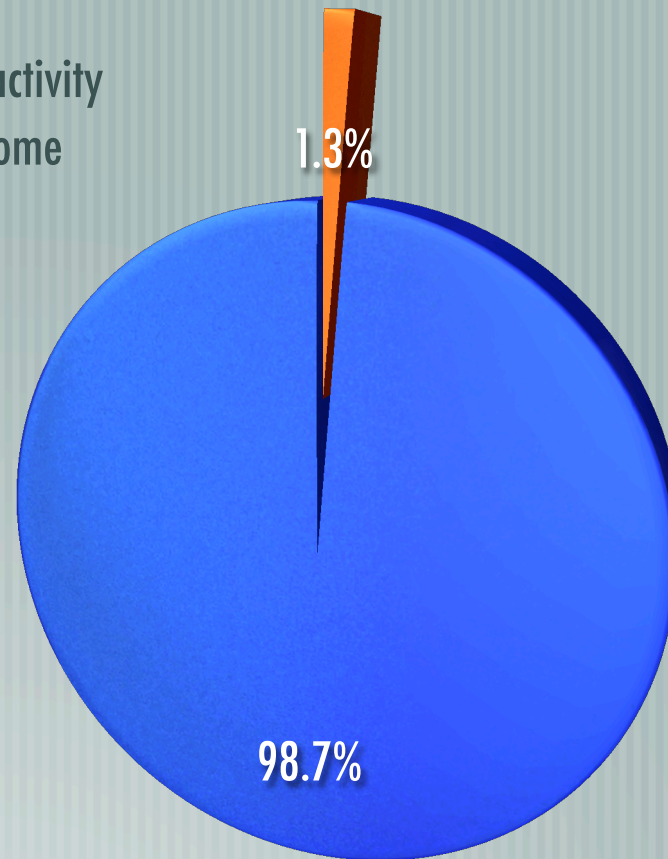
Elevate the service beyond comparison

The Man's Gym is a specialty service

Pricing

Amount of income spent
on physical activity
per year

- Physical activity
- Other income



— [**We have to compete for this money**

— [**Penetration pricing, \$23/month**

— [**Even psychological pricing - no nonsense**

Brand preference

— [Limited amount of suggestive selling

— [Promotion: *May - August*: contract-free membership

— [\$40/month without contract

— [**Traditional publicity**

— [**Press releases**

— [**Local celebrity/athlete endorsement**

Location

— [**Small range of outdoor activities**

— [**Accessible by foot or bicycle**

— [**Urban location, not rural**



Advertising



382,500 Listeners: 95.3 Country FM is Canada's Most Listened to Country Station



— [**Grand total: 31 weekly commercials**

— [**Three week campaign: 93 total commercials**

— [**\$2500**

— [**2008 Branding**

— [**The next level in Top Of Mind Awareness programs on radio,
designed for small to medium sized businesses**

— [**\$259 per week**

Branding Objectives

— [Maximize the Top of Mind awareness

— [Effective, consistent, image-based advertising

— [Guaranteed frequent exposure to The Man's Gym brand

Capture the Market

Marketing Highlights

Radio Ad Sample

The Man's Gym

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