


# ‘Fitness in Maturity’ Advertising Brief Review

HiFlex Physio

This report is to review the business performance against the marketing objectives of the HiFlex Physio ‘Fitness in Maturity’ Marketing Plan.

## Performance Review

It is important for the success of any business to keep conducting regular reviews of the marketing activities performed by the company. In HiFlex Physio, we identifief two (2) aspects of the Corporate Marketing Plang strategy that needed to be reviewed after three (3) months of operation to check performance against the objectives set by HiFlex Physio including the following:

## 1. Success with Target Market

The original target market forecast projected at the end of three (3) months were as follows:

| Attendances | At Three (3) Month Point |
|---|---|
| Attendances by new ‘over 50s’ | 75 |
| Attendances Regular Clients | 28 |
| **Total ‘over 50s’** | 103 |

The actuals for the period were:

| Attendances | At Three (3) Month Point |
|---|---|
| Attendances by new ‘over 50s’ | 105 |
| Attendances Regular Clients | 46 |
| **Total ‘over 50s’** | 151 |

## 2. Success of Communicating Strategy

The original communication strategy, to be measured by surveying all over ‘50 clients’ at the end of three (3) months were projected as follows:

| Strategy | At Three (3) Month Point |
|---|---|
| Pamphlet | 52 |
| Website | 47 |
| Ad on Facebook | 12 |
| Ad on National Seniors Australia website | 32 |
| Special Offers | 8 |
| **Total ‘over 50s’** | 151 |

The actuals for the period were:

| Strategy | At Three (3) Month Point |
|---|---|
| Pamphlet | 6 |
| Website | 48 |
| Ad on Facebook | 36 |
| Ad on National Seniors Australia website | 21 |
| Special Offers | 6 |
| **Total ‘over 50s’** | 147 |