

Creative Brief for the Introduction of Corporate Fitness Program

10 November 20XX

HiFlex Physio

Introduction

HiFlex Physio is made up of four fitness centres. Head office currently established is Cairns, Queensland. The other centres are in Brisbane (Queensland), Sydney (New South Wales) and Melbourne, (Victoria). It is the intention of the Board of Directors that new centre will be opened in Perth (Western Australia).

It was established in 2001 by Margaret House as a single aerobic studio. After two years, membership increases demanded the small leased centre be expanded and a new facility was build on land purchased by the organisation. In 2004, a second centre was established in leased premises in Brisbane and then Sydney and Melbourne in the subsequent two years.

The Head Office remains in Cairns and a Board of Directors has been established to oversee the function of the business in all the centres. Each centre has a Manager, who reports to the CEO in Cairns, and a team of permanently employed fitness instructors and other casual instructors, all of whom report to the Centre Manager.

The business is operated on best business practice and complies with all legislative with all legislative requirements, local by laws and is registered with the national body.

HiFlex Physio intends to market its brand through excellence in service and expertise to establish itself as a premier provider of fitness and wellness in Australia. Much time is invested in training the Centre staff to upgrade their professional skills and in customer service to foster a loyal base. Classes are innovative and varied with regular changes to routine and activities.

Vision Statement

HiFlex Physio is committed to an expanding role as a premiere provider of wellness integrated services. Through the evolvement of an empowered employee culture and the creative acquisition and use of resources, we will develop and implement comprehensive programs and services appealing to all.

Values

Integrity

We hold ourselves and co-workers accountable for building trust with our members and each other by being honest, ethical and consistent in what we say and do.

Teamwork

We are committed to empowering our internal teams and external members with the appropriate resources to effectively achieve our commong vision.

Accountability

We hold ourselves and our co-workers accountavle for our behaviours and responsibilities as the affect us, our members and our culture.

Quality

We are committed to continually leading the fitness industry by providing the highest standards of quality to our members, through services, programs, and community relations.

Market Demographics

The profile for HiFlex Physio' customers consists of the following geographic, demographic, and behavioural factors:

Geographic

- The immediate geographic targets are the cities of Brisbane, Sydney and Melbourne.
- A 35 mile radius is in need of the services.
- A total targeted population is 15,800 employees.

Demographic

- 51%: 49% male:female.
- The individual income range is $38, 000-$75,000.
- 67% of the customers are single, 33% are married.
- For the regular clients, 43% have some undergraduate course work.
- For the corporate customers. 83% have some undergraduate course work, 16% have undertaken graduate course work.

Behavioural

- Recognise the need to have physical activity in their lives.
- Have incorporated some sort of exercise program in their daily / weekly routine for the last years.
- Are willing to ustilise fringe benefits that are offered by their employer as part of their compensation package

For further profiling see HiFlex Physio Corportae Marketing Plan (Infrastructure / Current Projects / HiFlex Physio Corporate Marketing Plan)

Points of Difference

HiFlex Physio provides wellness strategies / programs to businesses in the main business centre of the cities. A wellness strategy is a long-term effort, combining both health-promotion and exercise-related activities designed to facilitate positive lifestyle changes in members of a company's work force.

HiFlex Physio will work with a company's senior management to help it develop a mission statement for its wellness program. The client company's employees will undergo a health-risk analysis, following which each employee will be given the opportunity to meet with a health professional to design a personalised health program.

Finally, HiFlex Physio will furnish employee progress reports to senior management with which to carry out the incentive program and genrally monitor changes in the behaviour of its workforce.

Key to Success

Corporate Finess's keys to success are:

- Marketing services to companies and individuals
- Recruitment of experienced companies and individuals
- Dedication and hard work of the founder
- Raising productivity
- Lowering overall costs.

Marketing Objective

1. Generate a 10% yearly increase in sales.

2. Increase market penetration every quarter.

3. Continue to cultivate HiFlex Physio' image as the premier long-term wellness program provider.

Overriding Objective

The objective is to increase HiFlex Physio' presence and market share under a corporate strategy and positioning which appeals to its market segments and meets the HiFlex Physio strategic marketing objectives.

Marketing Mix

Corporate Fitness's marketing mix is comprised of th following approaches to pricing, distribution, advertising and promotion, and customer service.

Pricing

Prices for using corporate Fitness's services are comparable to those of higher-end fitness centries. An employee choosing to utilise a HiFlex Physio centre will pay a $100 monthly fee. For each employee enrolled in the general wellness program, regardless of whether or not they use the fitness facility, the employer will pay $150 annually. The prices reflect the quality of the equipment and service.

Distribution

This will occur both at the company's worksite as well as at HiFlex Physio's facilitites.

Advertising and Promotion

Printed material, Presentations, advertising in industry specific journals and a comprehensive website will be used.

Customer Service

HiFlex Physio will operate on the principle that it is imperative to achieve total customer satisfaction if the business is going to succeed.

Creative Requirements

1. Provide a plan to introduce the corporate concept to the market.

2. Develop and implement advertising campaign 1 in industry specific advertising magazines to run 1/7/20XX to 31/7/20XX - Budget $8,000.

3. Develop and implement campaign 2 through distribution of 10,000 full colour pamphlets distributed to all local business by australia post with mail to run 1/8/20XX - Budget $6,000.

4. Visits by appointment to all employer with over 200 staff 1/120XX to 1/3/20XX - Budget $1,400.

5. Web Development to be completed before 1/1/20XX - Budget $9,200.

Contact details for further information:

Kath Jones

General Manager Marketing

HiFlex Physio

0421 600 123

Kjones@bouncefitness.com.au