

Fitness in Maturity Advertising Brief

HiFlex Physio

Although HiFlex Physio is known in their local communities, it is seeking an extended presence and identity to promote the company's unique approach and lifestyle vision to an older audience.
This will include specifics such as weight, health and flexibility. There are three months to prepare and the productions are to run for three months.

As the General Manager Marketing, you have been asked by the CEO and Board of Directors to prepare the advertising production for an ad suitable for print media and three suitable for electronic media, in this case the HiFlex Physio website on the Home page, an ad for Facebook, and one for the National Seniors Australia website.

Target Audience

HiFlex Physio's audience is over 50 years of age and considered 'old school'. Starting from the initial contact and assessment these individuals are looking for innovative, effective and convenient solutions for their needs. They may have already heard of HiFlex Physio, but are looking for additional information. He/ she may have weight or health issues or concerns (diabetes restricted mobility) and an interest in improving their, fitness but rarely commences until advised by their health provider of the necessity. Experience, connections, and quality are important factors in the decision-making process.

The gorup has limited approach to computer use and does not tend to pursue difficult processes for gaining information online. He / she has disposable income but spends carefully and must see real value. They tend to read extensively and are large subscribers to newspapers and magazines.

Perception / Tone / Guidelines

1. Experienced, knowledgeable, fun, communicative and supportive.

2. Use current HiFlex Physio marketing and branding efforts in a new and different way.

3. Information should have a fresh and conversational tone.

4. Easy to navigate online and find information.

Communication Strategy

The print advertising provide information, but emphasise the 'user-friendly' and health-knowledge side of the business for the older, less experienced and self consicous. The health assessment and support must be clear as this will provide security and comfort.

The online information will provide profiles, special offers, featured health articles, and company information. It will be mostly a brochure-type site with database origination.

Competitive Positioning

HiFlex Physio has many competitors, mostly smaller facilities with limited capital. Highlighting the quality, high-level care and knowledge of personal trainers wil separate HiFlex Physio from its competition.

Budget

$20,000 over three months.