



EXPERIENCE

SYNERGY

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GAME ON PUBLIC RELATIONS



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EXECUTIVE SUMMARY



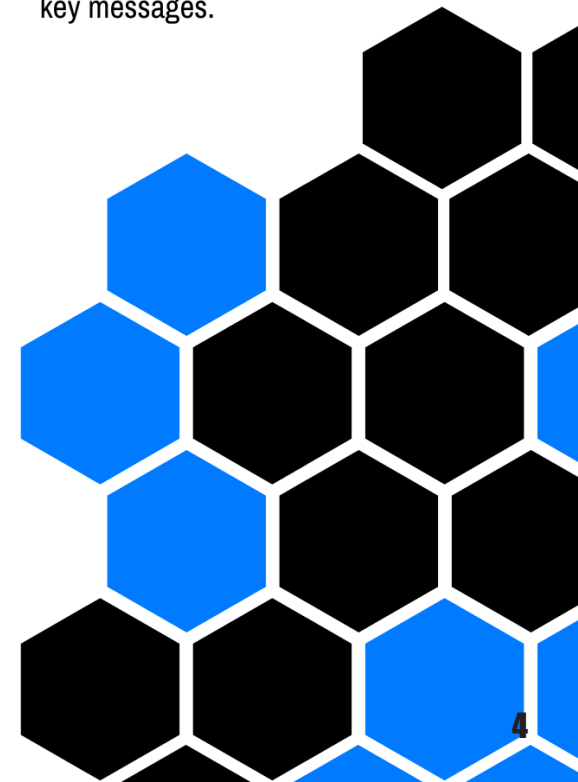
Located on the south shore of Lake Superior, Synergy Fitness is home to the most experienced and credible athletic trainers in the Great Lakes region, with credentials ranging from prestigious certifications to doctorate degrees. Synergy Fitness' services go beyond a typical gym membership and include massage therapy, injury evaluation, injury treatment and post-rehab therapy work with its partner Active Therapy.

Synergy Fitness sticks out from the crowd. However, through research, Game On Public Relations has found that the Marquette community is not aware of what differentiates Synergy Fitness from its competitors. Game On Public Relations has gained critical insight from research which has directed the strategies and tactics of this campaign. The result is a strategic messaging campaign called Experience Synergy which targets endurance athletes and their families, a large and previously untapped group in Marquette.

In order for Synergy Fitness to be properly understood by the Marquette community, Game On Public Relations has developed three key messages for Synergy Fitness to strategically promote. These three key messages capture the core of Synergy Fitness as a business. The messages were developed from gathering input from the Synergy Fitness team and through conducting environmental and media scans.

Experience Synergy is a bold messaging campaign that promotes these three key messages through the integration of experiential marketing tactics. Meeting the endurance community where they are at, Experience Synergy provides Synergy Fitness with interactive promotional tactics that allow the endurance community and their families to fully experience Synergy Fitness in an organic way.

Through the implementation of Experience Synergy, Game On Public Relations has confidence that this campaign will raise the awareness of Synergy Fitness' key messages while increasing interaction with the endurance community and their families. Game On Public Relations is thrilled to begin executing these experiential marketing tactics to promote Synergy Fitness' key messages.



CAMPAIGN OPPORTUNITIES



Three primary public relations opportunities for Synergy Fitness were identified from the primary and secondary research that was conducted for this campaign. First, Synergy Fitness does not effectively communicate its unique brand to the Marquette community. Synergy Fitness is more than just a gym and the public needs to be aware of that. Through a strategic messaging campaign, this issue can be solved.

Secondly, it was identified that Synergy Fitness' lack of community involvement has hindered its ability to connect with the endurance sports community. Through implementing experiential marketing tactics at endurance sporting events, Synergy Fitness will be able to communicate their unique brand to people who can benefit from it.

Lastly, Synergy Fitness has an inconsistent online presence and misuses social media as a tool for community interaction. These problems present opportunities for Synergy Fitness to properly define their key messages and discover new ways to effectively direct them to its publics. Through the implementation of public relations tactics, these opportunities can be pursued.

ORGANIZATIONAL HISTORY



The different promotional techniques Synergy Fitness has experimented with over the last decade were discussed with Marie Peasley of First Position Marketing, who Synergy Fitness has opted to support its marketing and public relations efforts with. Marie showed how, through trial and error, Synergy Fitness has discovered what works well and what does not. Synergy Fitness has experimented with open house events, press releases, television and radio ads, making appearances and speaking at community events and social engagement. All of these have proven unsuccessful in the eyes of Marie, who explained as to why events such as open houses were not effective. Marie believes that Synergy Fitness was giving away too many free promotional materials, classes and services. While non-members were attending these events, their interactions with Synergy Fitness did not go beyond the initial function. Similarly, in an effort to engage with the community face to face, Synergy Fitness held a speaking event at Ore Dock Brewing Company. This was intended to expand Synergy Fitness' target public and to educate the community on the expertise of its staff. However, Marie found only current members attended this event. Synergy Fitness also encountered similar issues when attempting to create local television and radio ads. There was a sense that these ads did not generate the amount of buzz that Synergy Fitness had intended to create while they used up a substantial amount of resources.

Social media has been another tool that Synergy Fitness has experimented with and, like other tactics, has not been able to find success with. Synergy Fitness allows access to social accounts for all its employees, without any prior experience or training in running social media accounts for organizations. This has led to inconsistent messaging and low engagement from followers. This can be seen by analyzing Synergy Fitness' Facebook page. Recent posts have very little engagement with the community, garnering only a handful of shares and comments. Marie believes this lack of engagement on social media is also, in part, due to the older demographic of the fitness center.

Synergy Fitness has found that personalized emails and word of mouth promotions have proven to be the most successful of all attempted marketing strategies. This is due to the older age of Synergy Fitness' current clients. Through focusing on strategic, non-digital mediums of communication, Synergy fitness will be able to best communicate their unique brand to both current members as well as Marquette community members. During this discussion with Marie, it was also recognized that Synergy Fitness is currently not implementing any formal marketing strategy.

An important factor of Synergy Fitness' organizational history lies in its relationship with Active Therapy. Located in the same building as Synergy Fitness, this relationship helps directly supply Synergy Fitness with roughly 10 to 15 percent of its clientele. Beyond this relationship with Active Therapy, Synergy Fitness has consistently had good brand positioning with its current customer base, high levels of industry knowledge and a strong expertise with qualified, knowledgeable and passionate staff members. From an array of different certifications to master's of sciences, these skillful team members have helped Synergy Fitness deliver a quality service for all of its customers throughout its organizational history.

ENVIRONMENTAL SCAN



LOCAL CULTURE

Outdoor recreation and ecotourism are some of the largest interests in Marquette. Marquette is home to multiple annual outdoor racing events throughout all seasons. Ore to Shore, UP200, Polar Roll, Nequomenon ski marathon, trails fest and the Marquette Marathon are just a few of the countless outdoor centered events hosted in the Marquette area each year. Ore to Shore each year brings in roughly 2,500 racers, the UP200 brings in nearly 10,000 spectators and the Polar Roll is Michigan's largest fat-tire bike event. Together, these events draw in thousands of people to Marquette that fit into one of Synergy Fitness' main target demographics.

INDUSTRY CULTURE

Through research, an insight gained was that the health and fitness industry is influenced by strong growth possibilities, fast changes due to technology and trends such as HIIT, group training, free weights, personal training, EIM, fitness for older adults and training for outdoor activities. Healthy foods, wearables, streaming exercise classes and outdoor obstacle races have also experienced exponential popularity growth in recent years. Overall, the largest trends in the industry are centered around group fitness and interval training ("ACSM Fitness Trends," 2020). These trends define gym culture across the United States.

Two contrasting cultures within the health and fitness industry are large chain gyms and locally owned boutique gyms. Those seeking to become members of the latter often desire a tight-knit community that can also provide personal attention from gym staff. This distinction is important as Synergy Fitness fits into the boutique gym category and its population has distinct differences when compared to members of large chain gyms.

Another popular trend that Synergy Fitness can benefit from is that larger groups of people are starting to recognize the importance in daily exercise and its potentiality to have great positive impacts on the body's physical and mental health. Evidence of this can be shown through the 25 million active users that belong to the FitBit community who would otherwise possibly not engage in physical activity (Ralls, 2018).

EXPERIENTIAL MARKETING

Defined as “firm-driven experiences in which consumers participate” (Lanier, 2008), experiential marketing consistently presented itself during research as a powerful tool for many businesses, regardless of industry, to promote their products and services. According to research done by McKinsey & Company, a management consulting firm, “experiential marketing is the most common and powerful form [of marketing], typically accounting for 50 to 80 percent of word-of-mouth activity in any given product category” (Bughin et al., 2010). This sort of effectiveness achieved by experiential marketing can be seen in the campaigns of a variety of companies. Among these is American Express which curated an entire digital experience for fans at the U.S. Open in 2014 where they were given exclusive offers, such as photos with realistic holograms of players. Similarly, Coca-Cola capitalized on the FIFA World Cup event of 2018 by offering an opportunity for fans to participate in a virtual reality soccer game with popular players. The event drew in more than “1000 interactions over two days” while Coca-Cola brand ambassadors handed out free samples of their soda (“Coca Cola FIFA World Cup,” 2018).

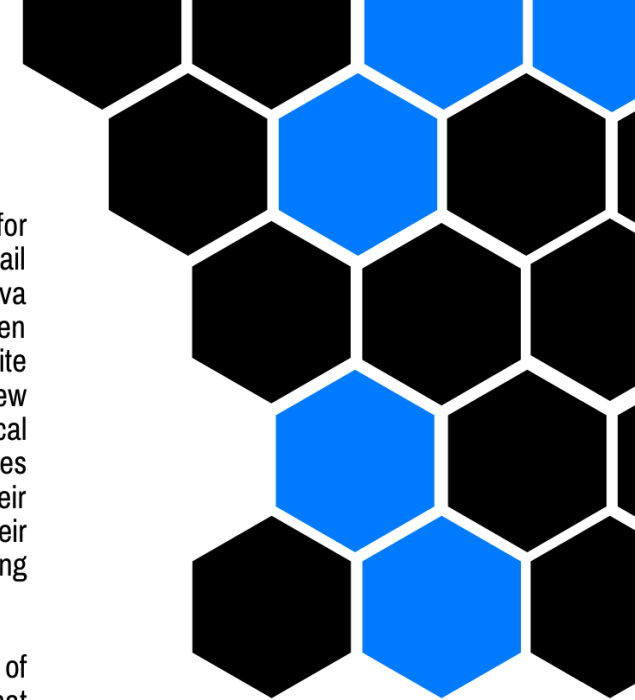
Both of these are examples of experiential marketing campaigns that strategically accompanied large-scale events in order to ultimately boost the popularity of their goods and services. On a slightly smaller scale, Oliver Russell, a branding agency, developed

the “Parklet” campaign for Nature Valley. As part of this project, Oliver Russell provided large scale, color-by-number, nature oriented canvases for people to paint in otherwise urban spaces. This campaign saw more than 6,000 consumers visiting the parklets as well as over 400,000 media impressions (Yaffe, 2017). Examples that more closely align to members of the endurance sports community and Synergy Fitness can be found looking at numerous case studies offered by the social fitness network, Strava. Strava is a software that allows its users to sync with their mobile devices, monitor performance metrics and then share their performances and workouts with other users. Companies can use Strava as a platform to organize clubs, host activities and build communities. Case studies listed on Strava’s website include the New York Road Runners’ (NYRR) initiative to increase engagement by hosting virtual race opportunities for runners around the world. Since 2018, more than 40,000 online race finishers have participated in this initiative. Powerbar used Strava to help connect cyclists during a two-week cycling challenge. This event saw a 34% increase in PowerBar e-commerce sales during the campaign. TRIBE, a natural performance nutrition brand, saw a 20% increase in customers acquired as well as a 33% increase in e-commerce sales after their campaign using Strava (Strava, 2019). Further evidence, from conducted interviews of local Marquette athletes who actively use Strava, show

FITNESS EVENTS

why Strava is a great resource for Marquette businesses. Local Marquette trail runner, Ethan Kennedy, describes Strava as the “perfect social media platform,” even “[going] as far as to say it is [his] favorite social media platform.” In another interview conducted with Christian Latuszek, a local Marquette mountain biker, Latuszek states that he knows “people who use it as their form of social media, to keep up with their closest friends who are running [and] biking thousands of miles away from them.”

As seen in the research and the results of multiple campaigns, it’s clear that experiential marketing is one of the most powerful methods for expanding clientele and growth of a business.



ECONOMIC CULTURE

At 66,516 people, with a median income of \$46,875 for households and \$52,083 for families, Marquette County is primarily made up of middle-class wage earners as defined by the Pew Research Center. Looking at the data surrounding these middle-class wage earners, Marquette county’s median income has seen a 3.56% growth rate over one year; this growth rate is indicative of a growing trend being witnessed nationwide. Recognizing a growing, median income for local residents is important for Synergy Fitness. As the disposable incomes of these residents rises, the ability and choice to become active at local gyms becomes more feasible.

Another large economic factor applicable to Synergy Fitness is that clients with certain health insurance may have their membership fees covered via doctor referral. This is a large benefit for potential members when considering the cost of Synergy Fitness’ services.



MEDIA SCAN



In order to better understand the existing media coverage of Synergy Fitness, its competitors and the health and fitness industry, a comprehensive media scan was conducted. This scan consisted of purposeful internet searches, by all group members, containing relevant keywords that pertained to Synergy Fitness and its local environment. Search engine results provided 35 primary articles that were all assessed in great detail. Six of these were local articles that mentioned Synergy Fitness directly. Four articles covered local competitors in the Marquette area and seven articles covered competing gyms in the region. There were also five articles on the health and fitness industry, one trade publication and 12 articles written on nationwide industry trends. By analyzing these articles, there became a better understanding as to which aspects of the fitness industry generate media coverage.

LOCAL AND REGIONAL ARTICLES

The media scan began by searching all local news sources and articles that had been published within the timeframe of 2013 to 2020. Six articles mentioned Synergy Fitness directly. The articles covered Synergy Fitness' charitable services, partnerships in the Marquette community and also went into detail on Synergy Fitness' staff and business.

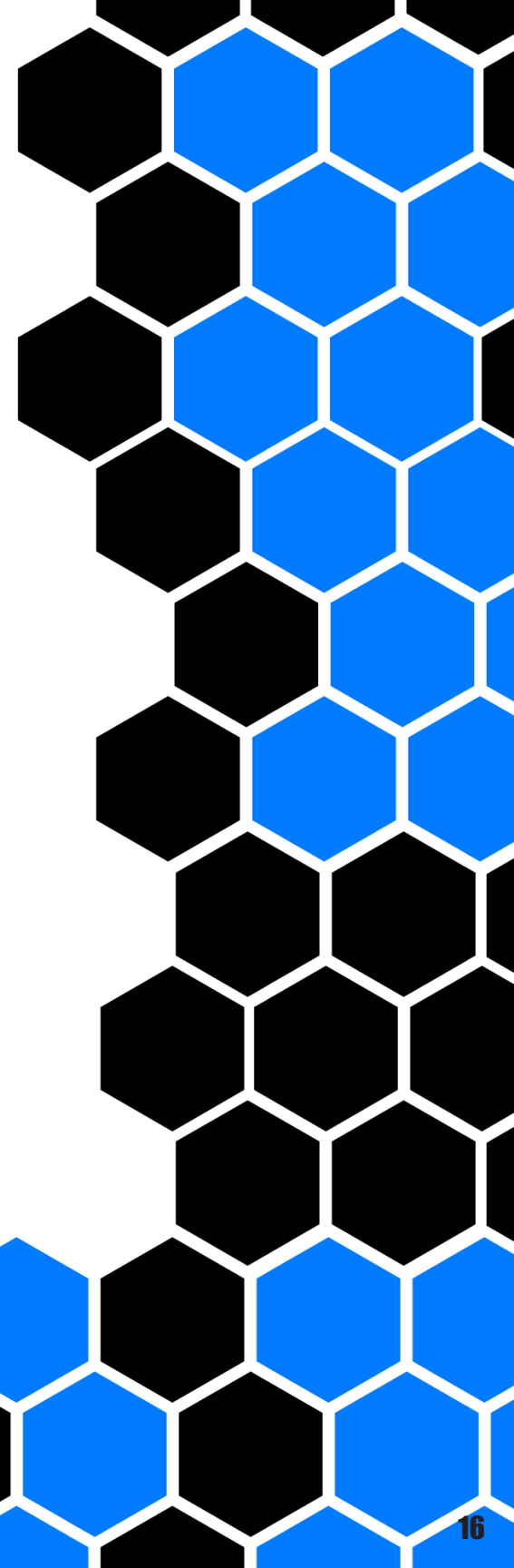
Among the six articles, only one provided an in-depth look at Synergy Fitness' services. This article titled "Experience Counts at Synergy Fitness" was published on February 6, 2018 in the "Healthy Living" section of the Mining Journal and states that, "Together the staff has over 60 years of experience working with a variety of populations – everything from quadriplegics to elderly, to professional athletes" (Mining Journal, 2018). News coverage is great for Synergy Fitness when it highlights its unique services offered to the Marquette community. The services mentioned in this article include customized fitness plans, onsite

physical therapy and programs designed for clients both young and old. Locating other local articles that spoke directly on the services offered by Synergy Fitness proved to be difficult, as no others were found.

Two other articles found in the Mining Journal that mentioned Synergy Fitness were focused on the charity work done by individuals who are involved with Synergy Fitness. One article from January of 2015, titled "Synergy Fitness Donates Food", briefly goes over the details of how members and employees from Synergy Fitness made a food donation to the local Marquette food pantry. The other article, from November of 2019 and titled "After Dorian: Local man helps rebuilding effort", mentions Synergy Fitness co-owner, Brain Clause and how he traveled to the Bahamas with the organization All Hands and Hearts to assist in rebuilding efforts. Both of these articles only mention Synergy Fitness by name and provide no context as to what services Synergy Fitness offers.

COMPETITION

The media scan also found that PEAK Gymnastics & Fitness and Anytime Fitness appear in local media more frequently for their consistent charitable work. On August 27, 2019, TV6 News published an article titled "Anytime Fitness trainers say they're happy to help the Moosewood Nature Center who constantly give back in many ways". This media coverage described an event hosted by Anytime Fitness in which a dunk tank was set up to help raise money for the Moosewood Nature Center. The staff at Anytime Fitness welcomed patrons and offered discounted group rates for an hour. This TV6 article shared that this was not the first time Anytime Fitness was involved with a charitable cause. It was also found that PEAK Gymnastics & Fitness has continually held events in support of local charities. One of these events was an open gym benefit for TV6's annual 'can-a-thon'. Another of these charitable events was a dance shoe collection, for those who were in need of them. It was clear that a common thread found between these articles on other local fitness centers was community services.



HEALTH AND

FITNESS INDUSTRY

A review of health and fitness industry media coverage shows a number of trends that Synergy Fitness is keeping up with. Most of the health and fitness articles mentioned HIIT, group training, free weights and personal training. Trade publications and credible fitness blogs regularly discuss EIM, fitness for older adults, yoga and training for outdoor activities. Several up-and-coming trends were also found during this research. Healthy foods, wearables, streaming exercise classes and outdoor obstacle races have been trending for the past five to ten years. As mentioned earlier, according to the American College of Sports Medicine, two of the most popular trends in the fitness industry were group fitness and interval training (“ACSM Fitness Trends,” 2020).

Another trend identified was an increased desire from gym patrons to be at smaller boutique gyms, like Synergy Fitness. Information provided by the International Health, Racquet and Sportsclub Association 2018 Health Club Consumer Report helped to explain this identified trend of small, locally owned gyms and why they are becoming increasingly more appealing. This report showed that from 2013 to 2017, while nationwide membership at traditional gyms had only grown by 15 percent, memberships to boutique studios had grown by 121 percent (Schmaltz, 2019). This article offers one reason as to why small gyms have seen such an increase in membership; small independent gyms are creating a sense of community which is not currently present at chain gyms.

A sense of community welcomes individuals who would normally feel uncomfortable at mainstream, larger gyms. This article also states that “a study by OnePoll and Isopure found that 1 in 2 Americans feel intimidated by the idea of working out at a gym. Another survey by FitRated found that “65 percent of women have avoided the gym over a fear of being judged” (Riley, 2020). This article offers the idea that many patrons are willing to pay more premium prices in order to go to independent, boutique style gyms, which in turn will make them feel more comfortable. This is clearly an important trend to understand when developing and implementing gym services.

Through conducting a media scan, it was found that Synergy Fitness has already aligned its gym activities with nationwide trends. By implementing strategic communications with local media and community service, Synergy Fitness can use media placements to communicate their unique brand.

SWOT ANALYSIS



S

- UNIQUE BRAND
- DOWNTOWN LOCATION
- HISTORIC BUILDING
- 3-D BODY SCANNER
- ACCREDITED STAFF
- DIVERSE CERTIFICATIONS
- PARTNERSHIP WITH ACTIVE PHYSICAL THERAPY

W

- INCONSISTENT ONLINE MESSAGING
- POOR COMMUNICATION OF UNIQUE BRAND
- LOW ENGAGEMENT FROM ONLINE FOLLOWERS
- LACK OF INVOLVEMENT IN ENDURANCE SPORTS COMMUNITY
- LIMITED TIME THAT FIRST POSITION MARKETING IS ABLE TO DEVOTE TO SYNERGY' FITNESS' PR AND MARKETING

O

- PROMOTION OF KEY MESSAGES TO THE MARQUETTE COMMUNITY
- GROUP WORKOUT EXPANSION
- SPECIALTY CLASSES
- EXPERIENTIAL MARKETING
- ENDURANCE TRAINING GROUPS
- INVOLVEMENT AT ENDURANCE EXPOS AND COMPETITIONS
- COMMUNITY SERVICE

T

- THE MARQUETTE COMMUNITY'S LACK OF UNDERSTANDING OF SYNERGY FITNESS
- LARGE/CHAIN GYMS
- SPORTS MEDICINE COMPLEX



This analysis of Synergy Fitness has given a sufficient overview as to where the gym currently stands. Synergy Fitness has many strengths, starting with their experienced, knowledgeable and passionate staff. Each member of the Synergy Fitness training staff has gone through schooling to pursue various forms of fitness as their career. Another strength includes Synergy Fitness' downtown location, along with a historic building, which provides a unique gym experience and grants easy access for the greater population of Marquette. Synergy Fitness is also among the first, or perhaps the first, in the Upper Peninsula to offer a full 3D scanning service. This service, offered to gym members and non-members alike, is another considerable strength of Synergy Fitness. It's a unique, experience oriented tool that has a high value in relation to public relations and marketing.

The partnership with Active Therapy, located directly under the gym, is one of Synergy Fitness' greatest strengths. This partnership helps pair rehab clients with experienced physical therapists and directly supplies Synergy Fitness with a personable client base that roughly makes up 10 to 15 percent of Synergy's overall clientele.

Through research, there were several specific areas in which Synergy Fitness has room for growth. Firstly, Synergy Fitness is truly one of a kind. As a post-rehab fitness center, Synergy Fitness has a unique story to share when compared to competitors in Marquette. Through consistent and clear brand messaging, the Marquette community will be able to better recognize Synergy Fitness as the unique and personable place to go for post-rehab training. In summary, the main weaknesses identified include the lack of an on-site massage therapist, lack of a presence in the Marquette endurance sports community and inconsistent messaging.

Many opportunities exist for Synergy Fitness to grow their business and enhance their image to the Marquette community. Synergy Fitness has room to maximize person-per-hour group training and specialized classes that could range from helping rehab patients to high-intensity endurance training. Also, local gyms are frequently in the media, mostly for their charitable efforts and community service. Synergy Fitness has the opportunity to gain additional earned media through community service, benefit events and by adding value to endurance sporting events in the community by setting up service stations. Adding in aspects of creativity and community interaction to these public events could greatly benefit Synergy Fitness. Also, in order to help effectively communicate Synergy Fitness' unique brand, an extensive media kit with branding, photography and key messages provided to local news sources would be highly effective. To successfully take advantage of these opportunities, Synergy Fitness could explore the possibility of hiring a student intern.

As a smaller studio gym in a world where physical activity is becoming extremely popular, while there are many opportunities, there are also multiple threats to watch for and outmaneuver. Some threats include the fact that chain gyms and larger gyms can be more appealing to those starting out in the world of physical activity. Typically, these gyms have lower fees and are more accessible to a broader public. Another threat includes the fact that a sports medicine complex was recently constructed, along with the UP Health System's new hospital. Those with certain healthcare plans may choose this facility over Synergy Fitness, as it could be a more cost effective option. Also, lack of awareness of Synergy Fitness' specialized and attentive care could be another reason this sports medicine complex is chosen over Synergy Fitness. In fact, a general lack of awareness from the general Marquette community and endurance athletes is the number one threat for Synergy Fitness. This lack of awareness not only directly impacts Synergy Fitness in a negative way, but can also play a large role in individuals choosing the previously mentioned larger chain gyms over Synergy Fitness, as they lack an understanding of Synergy Fitness' expertise and function.



TARGET PUBLIC



ENDURANCE ATHLETES

ENDURANCE COMMUNITY & CHILDREN

Through an analysis of Synergy Fitness' organizational history, relevant environmental factors and an in depth media scan, research identified endurance athletes as being a primary target audience and families of endurance athletes as being a secondary target audience for Synergy Fitness. Conversations with the Synergy Fitness staff have helped confirm that the Marquette endurance community is a public of interest and high growth potential.

Endurance athletes have an increased desire to be at smaller boutique gyms, like Synergy Fitness. Information provided by the International Health, Racquet and Sportsclub Association 2018 Health Club Consumer Report helped to explain the increase in popularity of small, locally owned gyms. This report showed that from 2013 to 2017, while nationwide membership at traditional gyms had only grown by 15 percent, memberships to boutique studios had grown by 121 percent (Schmaltz, 2019).

Synergy fitness is located in a cultural sports hub for endurance athletes and their families. Outdoor recreation and ecotourism are some of the largest interests in Marquette, which hosts multiple annual outdoor racing events throughout all seasons. Ore to Shore, UP200, Polar Roll, Nequomenon ski marathon, trails fest and the Marquette Marathon are just a few of the countless outdoor centered events hosted in the Marquette area each year. Each year, Ore to Shore brings in roughly 2,500 racers, the UP200 brings in nearly 10,000 spectators and the Polar Roll is Michigan's largest fat-tire bike event. Together, these events draw in thousands of individuals to Marquette that fit into Synergy Fitness' main target public.

Endurance athletes and their families will be most responsive to experiential marketing. This can be seen by looking at Strava. Strava is a software that allows its users to sync with their mobile devices, monitor performance metrics and then share their performances and workouts with other users. Game On Public Relations spoke with local Marquette trail runner, Ethan Kennedy and he describes Strava as the "perfect social media platform," even "[going] as far as to say it is [his] favorite social media platform." In another interview conducted with Christian Latuszek, a local Marquette mountain biker, Latuszek states that he knows "people who use it as their form of social media, to keep up with their closest friends who are running [and] biking thousands of miles away from them." Case studies listed on Strava's website include the New York Road Runners' (NYRR) initiative to increase engagement by hosting virtual race opportunities for runners around the world. Since 2018, more than 40,000 online race finishers have participated in this initiative. Powerbar used Strava to help connect cyclists during a two-week cycling challenge. This event saw a 34% increase in PowerBar e-commerce sales during the campaign. TRIBE, a natural performance nutrition brand, saw a 20% increase in customers acquired as well as a 33% increase in e-commerce sales after their campaign using Strava (Strava, 2019).

Endurance athletes tend to focus on sporting events in which conditioning is critical in the competitiveness of the sport. Synergy Fitness' services offer immense value to these athletes. While engaging with endurance athletes directly is important, some evidence shows that engaging with the children of these target audiences is an effective way to influence behavioral changes. In a podcast titled We Are Next, Director of Brand Strategy at REI Aaron Wiggan discussed a 2008 political strategy called "The Great Schlep". This strategy focused on indirectly persuading older voters to vote for a specific party. Instead, younger people were targeted as they had the ear of the older generations and were able to talk to their grandparents about the importance of the election. This strategy was famously successful and drew in the votes needed. This podcast example shows why targeting not only the primary target audience but also their children and younger peers is an important factor to consider (The Great Schlep).

OBJECTIVES STRATEGIES TACTICS



Synergy Fitness is truly a Marquette gem. No fitness organization in Marquette parallels the credibility and diverse programming that Synergy Fitness offers. Members of the Marquette community, especially those who participate in endurance sports, need to be more familiar with Synergy Fitness' credibility, diverse programming and brand in order to properly experience Synergy Fitness. Consequently, this campaign is called Experience Synergy and though strategic messaging promotes Synergy Fitness' key competitive advantages to endurance athletes and their families.

OBJECTIVES

1

AWARENESS

Increase the Marquette community's awareness of Synergy Fitness key messages by 25% by May 2021.

2

BEHAVIORAL

Increase involvement between the endurance community and Synergy Fitness by 5% by May 2021.

3

COMMUNITY ENGAGEMENT

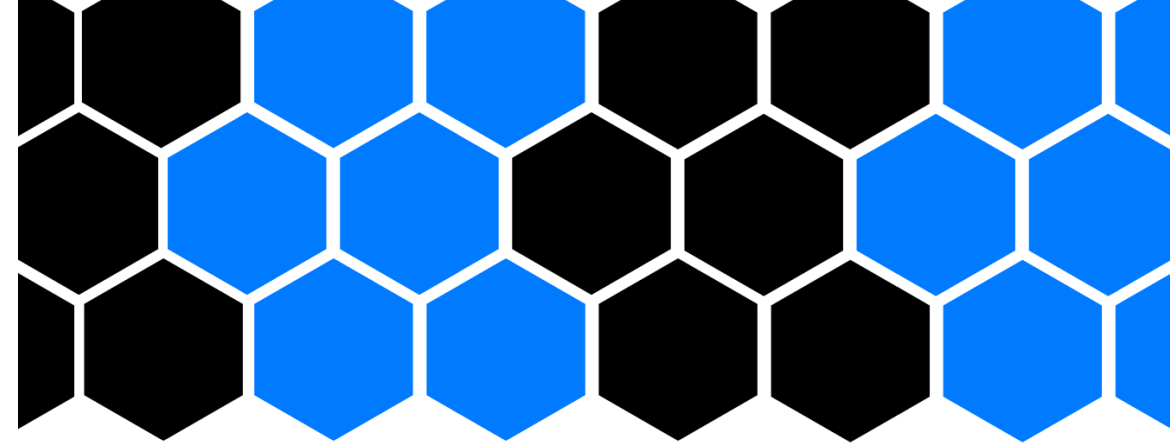
Implement experiential marketing tactics that promote key messages at three endurance sporting events by May 2021.

INTRODUCTION TO EXPERIENTIAL MARKETING

The Experience Synergy campaign will help to communicate the three Synergy Fitness key messages with the Marquette community while building a relationship with the endurance sports community. To accomplish this, Synergy Fitness will implement experiential marketing tactics at three endurance sporting events held in the local community. The three endurance sporting events Synergy Fitness will focus on are the Marquette Marathon, the Noquemanon Ski Marathon and the Ore 2 Shore race. The combination of these three events will reach runners, bike racers, skiers and their families. With information provided by Nicole Dewald Swenson, Ore to Shore Race Coordinator, the Ore 2 Shore race alone brings in an average of 2,500 racers and 6,100 people to the community in total. It offers four separate events appealing to all age groups. There were 400 kid racers who participated in the 2019 Junior Rock race, proving that endurance athletes involve their families in the events they attend. 27 percent of Ore to Shore racers are 18 and under. Ore to Shore is the largest sporting event of its kind in the U.P., making it a valuable event for Synergy Fitness to appear at.

These three events will allow Synergy Fitness to spread its key messages to a large number of Marquette endurance athletes and their families. It is important to note that the Experience Synergy campaign is designed to reach both endurance athletes and their race day supporters who are often spouses and children. By implementing tactics that involve those who truly have the ear of endurance athletes, Synergy Fitness' key messages will spread in an organic way.

The experiential marketing implemented at these three endurance events will involve highly unique audience participation, which will help create a positive memory that is embedded with Synergy Fitness' key messages and branding. These experiential marketing tactics will create organic face to face interactions with the endurance sports community while also gaining attention from local media outlets. Significant improvements to Synergy Fitness' booth, programming and branding will increase the overall awareness of Synergy Fitness in the Marquette community. A simple CAD example of the new booth set up can be found in appendix 3.



Synergy Fitness' booth will include a branded table cloth, a noticeable blue easy up, stickers, giveaway items, various interactive programs and informational standing banners. To find more information about the giveaway items and interactive program. In order for this to be successful, Synergy Fitness will brand all elements of its booth and race day supplies.

The Synergy Fitness staff will wear branded t-shirts and name tags. Each staff t-shirt will be complete with "Fitness Expert" on the back. This will allow for people to easily spot Synergy Fitness staff and will support key message 1. This t-shirt design can be found in appendix 15. To accompany the shirts are branded name tags. This name tag will showcase the credentials of each member, along with their name. This will help to increase conversation between participants and the Synergy Fitness staff members. This name tag design can be found in appendix 16. The t-shirt and the name tag will set Synergy Fitness staff apart while reinforcing key message 1.

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KEY MESSAGES

CONSISTENCY

WORD OF MOUTH

BUILD BRAND AWARENESS

DEVELOP KEY MESSAGES

LINK TO BRAND

PROMOTE BRAND RECALL



OBJECTIVES MET:



The Marquette community does not understand how Synergy Fitness differs from a traditional workout facility. The services offered by Synergy Fitness go beyond a membership purchase in order to use equipment. Synergy Fitness' services include professional physical therapy through a partnership with Active Physical Therapy, personal training, group training, body scanning, massage therapy, advanced workout technology and injury evaluation and treatment. Synergy Fitness' staff members hold numerous credentials, are highly qualified and have pursued fitness as their career, surpassing the quality and ability of employees at chain gyms. However, the local community may become confused, as many associate the concept of a full service fitness center with a barebones workout facility. This potential confusion was confirmed when interviewing Marie Peasley, who reiterated the fact that the Marquette community misinterprets Synergy Fitness' operations. This campaign, Experience Synergy, intends to influence a change. In order to achieve appropriate change, a conversation with Brian Claus and Marie Peasley took place, in which a series of clear and concise key messages were created. These key messages will stand at the core of all promotional techniques implemented through the Experience Synergy campaign.

KEY MESSAGES:

1

When it comes to sports science, we are the experts. Each member of our staff is a student of the human body, and the degrees we hold prove that.

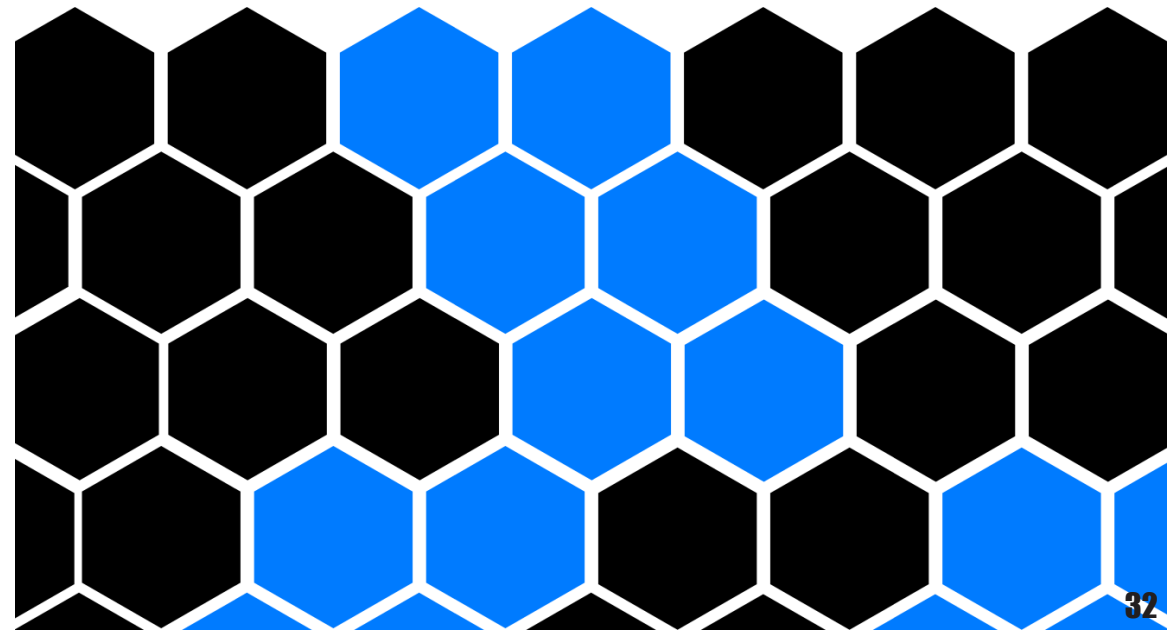
2

Synergy Fitness is more than just a gym. Injury evaluations, injury treatment, massage therapy, corporate wellness, personal training. You need it? Our team can do it.

3

We believe that exercise is medicine. Working closely with our neighbor Active Physical Therapy, our mission is to promote higher levels of fitness, health and wellness for people of all ages.

These three key messages hit the core of what Synergy Fitness has to offer without overwhelming the reader. Through the use of playful wording in combination with a conversational tone, these key messages will stick in the Marquette community's mind. Branding examples of key messages can be found in appendix 1.



TACTIC

COMMUNITY MURAL

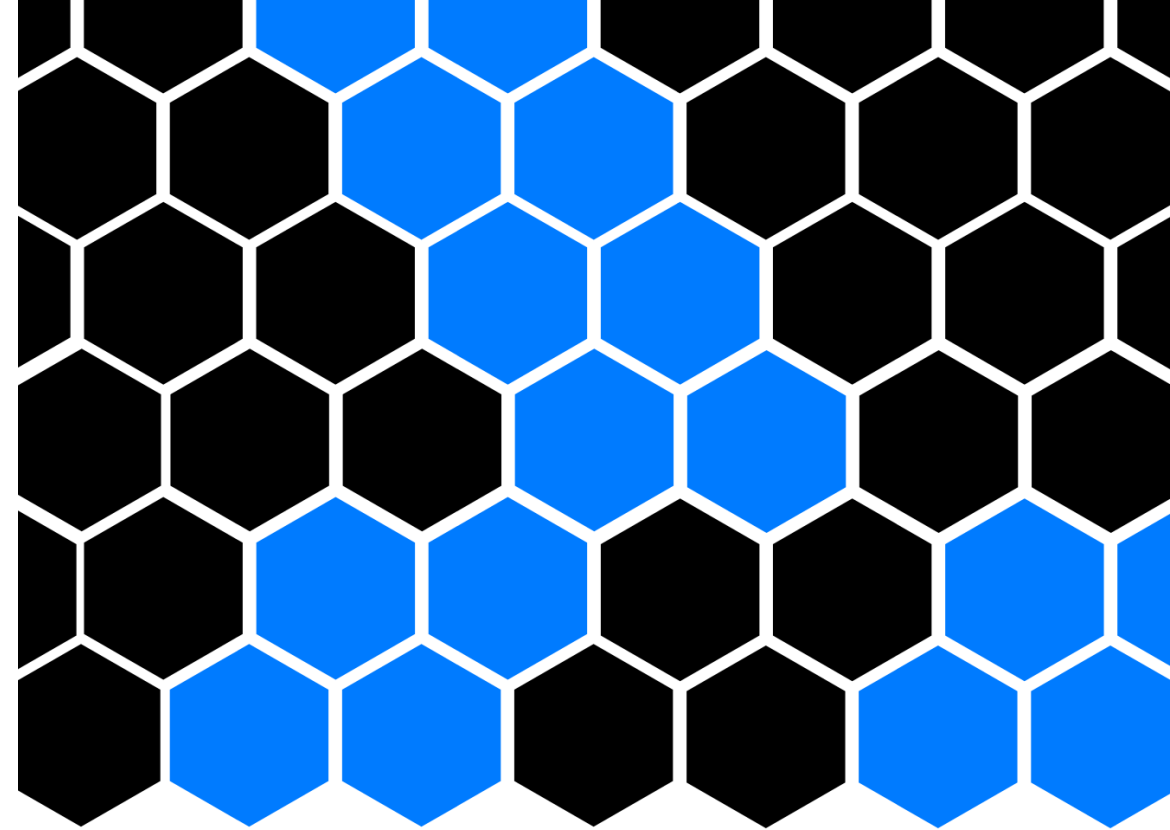
SENSORY INTEGRATION

EXPERIENTIAL MARKETING

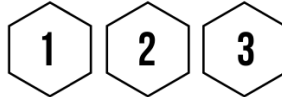
BUILDING BRAND AWARENESS


PROMOTING BRAND RECALL

MEDIA RELATIONS



OBJECTIVES MET:



Many local businesses make an appearance at Marquette endurance sporting events but lack creativity and engagement. Through the implementation of an interactive community mural at both the Marquette Marathon and Ore 2 Shore race, Synergy Fitness will create a memorable experience with the endurance community of Marquette while spreading its key messages. Game On Public Relations has developed a color by number graphic that contains the following elements: 

 SYNERGY FITNESS KEY MESSAGES/BRANDING

 VISUAL TIE TO EXPERIENCE SYNERGY

 NAME OF RACE

 MAP OF EACH RESPECTIVE RACE

 TOPOGRAPHY MAP OF RACE

Containing key messages, community members will be painting elements of Synergy Fitness that are often overlooked. This graphic will appear on a 12ft x 6ft wooden structure. With paint and brushes provided, the Marquette community will have the opportunity to return to their childhood with this innovative yet nostalgic activity. After its completion, Synergy Fitness will be able to display this mural at a location of its choosing, potentially in its facility. This graphic is extremely versatile and can be scaled down to be printed on sheets of paper for kids to color in with crayons or markers. The best location for this interactive experience is at the finish line of each race. Through this strategic placement, Synergy Fitness will spread its key messages effectively to children, parents and grandparents supporting competing endurance athletes. An example of the wall size race day mural can be found in appendix 4. This graphic will also be used for stickers at outreach events.

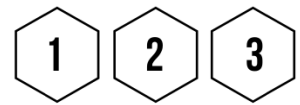
It is important to note that this tactic has worked for brands in the past. In 2017, Boise creative agency Oliver Russell worked with Nature Valley and developed a similar color by number concept (Oliver Russell's "Parklet" for Nature Valley). To reach an even larger audience, Synergy Fitness will be able to share this experience digitally through streaming this experience live on its Facebook and Instagram accounts. To see an example of Oliver Russell's "Parklet" reference appendix 17.

TACTIC — RACE DAY SERVICES

- SENSORY INTEGRATION
- EXPERIENTIAL MARKETING
- BUILDING BRAND AWARENESS
- PROMOTING BRAND RECALL
- MEDIA RELATIONS
- WORD OF MOUTH
- MERCHANDISING



OBJECTIVES MET:



Synergy Fitness has done a great job providing first aid assistance at Marquette's local racing events. Game On Public Relations wants Synergy Fitness to take this practice to the next level with improved programming and promotion. Synergy Fitness will benefit from innovative race day services by increasing personal interaction between staff and racers. This interaction will reinforce the credibility of the Synergy Fitness staff. First aid is crucial at racing events as there is no way to predict what will happen. Showing that the Synergy Fitness' staff is ready to offer assistance will enhance ethos and reinforce Synergy Fitness' credibility.

To take Synergy Fitness' race day services to the next level, Game On Public Relations has designed Synergy Fitness branded KT tape imprinted with the Synergy Fitness logo. This is a great brand reinforcement tactic. An example of this design can be found in appendix 18. Adding this service to Synergy Fitness' services will create an opportunity for Synergy Fitness to showcase its expertise, create relationships and reinforce key messages.

Additional race day programming can also include a group pre-race stretching event and first aid assistance. It will be strategic for Synergy Fitness to promote its race day services through an infographic card containing race day services and tips for endurance athletes. These cards should be made available the night before the race during bib pick up and be placed in athletes race packets. This will make athletes aware of the services being offered by Synergy Fitness the next morning. An example of this infographic can be found in appendix 5. This design is also a considerable asset to the Synergy Fitness booth.

is also a considerable asset to the Synergy Fitness booth. Additionally, Synergy Fitness should send a press release to all local news outlets, detailing these services. This will help to ensure there is ample awareness of the race day services offered by Synergy Fitness and increase participation.

A way to integrate these messages is through the act of giving away t-shirts, koozies and complimentary service coupons to the endurance sport community. Giving away free shirts is a simple and fun way to spread Synergy Fitness' brand and key message 3. These shirts can be given away at Synergy Fitness' staff's discretion. Examples of these shirts can be seen in appendix 11. Koozies are another item that can be given away to race participants and spectators. The simplistic design paired with the statement "more than just a gym" to support key message 2. The appeal in giving away koozies is very similar to that of the t-shirts. This tactic is an easy way to give participants a visual reminder of what Synergy Fitness is and what it qualifies in. To see the koozie design, reference appendix 12. The third give away item is a collapsible water bottle with the bold Synergy Fitness logo across the front, paired with "Exercise is Medicine". This statement has ties to key message 3. To learn more about this strategic design, please reference appendix 10. All three of these giveaway items are meant to invoke personal ties to Synergy Fitness. Useful products filled with key messages and branding will create awareness and knowledge about Synergy Fitness.

Opinion leaders of the endurance sports community need to know that Synergy Fitness is the best option in Marquette. In order to help make this happen, it would be in Synergy Fitness' best interest to partner with race or event coordinators so that free services can be offered personally to the overall race winners. Appendix 13 contains examples of branded coupons that could be given to race winners. This is a great way to involve Marquette endurance sport community leaders with Synergy Fitness.

Each of these strategies allow participants to take an experience home with them. The integration of experience with Synergy Fitness' branding will allow the endurance sport community and their families to better understand Synergy Fitness and its services.

STRAVA CLUB

EXPERIENTIAL MARKETING

BUILDING BRAND AWARENESS

PROMOTING BRAND RECALL

WORD OF MOUTH

SOCIAL MEDIA



OBJECTIVES MET:



Strava is an online platform that acts as the Facebook for the endurance community. Both an app and website, Strava tracks movement via GPS and allows users to share their physical activity with an online community. In the business world, Strava is well known for working with businesses to develop promotional material through the Strava platform. A case study from Strava's website outlines cycling apparel company Le Col's success. By partnering with Strava, Le Col was able to create its own club and it gained over 97,000 members, which is four times larger than any of its other social followings.

Through executing 10 challenges with more than 763,000 unique participants, Le Col saw its interaction on Strava compared to Instagram increased 10 fold, as well as earning 10.5 million impressions on its challenge. Le Col found that the platform is not only great for engaging customers but also a key testing ground for branding messaging and spreading current key messages (Strava Case Study).

By utilizing the Strava Club platform, Synergy Fitness will have the ability to post content, organize events and promote future campaigns.

Currently, in Marquette, MI, there are no other fitness centers that use Strava Clubs. Synergy Fitness has untapped potential to grow in this digital space. Through the creation of supporting print, social media graphics and a business card containing a QR code, Synergy Fitness will be able to promote its unique Strava challenges at the Marquette Marathon, Ore 2 Shore and the Noquemanon Ski Race. From there, Synergy can grow its club's engagement with new and creative challenges. The race day business card will contain key messages and the QR code will allow easy access for new members to join the Strava Club. Examples of these Strava Club graphics can be found in appendix 7.

A quote from Strava says, "Challenges take place over a couple days, a week, or a month and will engage your existing customers while growing a new audience. Like traditional marketing, they build awareness and loyalty for your brand that ultimately drive purchases. But challenges are unique in that they motivate your customers in an authentic way by inspiring them to do what they already love – setting a goal and smashing it – with your brand at the center. Your challenge lives in the featured gallery, putting it top of mind for any athlete looking for a new goal" (Strava Challenges).

SYNERGY FITNESS STRAVA CHALLENGES:

Couch to Half Marathon Challenge

A great way to launch Synergy Fitness Challenges within the newly created Strava club is a Couch to Half Marathon Challenge. Launching in May 2020, this challenge will act as a digital home for training goals that will prepare the user to participate in the half marathon run that takes place during the Marquette Marathon. Through the inclusion of Synergy Fitness trainers, benchmark goals and encouragement will be offered through the Strava platform.

Longest Streak Challenge

To promote everyday exercise, Strava allows clubs to create streak challenges for its members. Streak challenges typically ask users to complete a certain number activities for a certain number of weeks (ex. upload an activity 4 days a week for 3 weeks, with each activity requiring a minimum of 30 minutes elapsed time). The Longest Streak Challenge is a way to encourage daily exercise within the Synergy Fitness Strava club. An appropriate prize can be determined to the winner.

Ghost Race Challenge

The Ghost Race Challenge is a concept that brands such as Lululemon and YRR have implemented with success on the Strava platform. The Ghost Race Challenge is unlike a traditional race with a distinct starting time and location. Ghost Race participants are able to race against other virtual competitors in their city at any time of the day or night. Race results are updated live in the Strava club. Generally, racers are able to race the course as many times as they want within a 1-2 week race window (Strava).

TACTIC

STUDENT INTERN

WORD OF MOUTH
SOCIAL MEDIA

STRATEGIES

OBJECTIVES MET:

1

2

3

In order to successfully implement these tactics, Synergy Fitness should consider hiring a college student intern from Northern Michigan University (NMU). This partnership between an NMU student and Synergy Fitness will open many doors for Synergy Fitness. In particular, this intern will be able to work closely with Marie and Synergy Fitness Staff to help create a more consistent social media presence as well as handling all of the details of this campaign. With the amount of time and experience that would be needed to complete quality work this intern should get paid \$10.50 an hour. This would allow the intern to devote much more time to Synergy Fitness. If the intern is not paid there is a possibility of not as quality of work and that the student would have to work another job in order to pay for living expenses. When looking at all of the factors that go into getting quality work from an intern it is in the best interest of Synergy Fitness and this campaign to pay the student intern for 10-15 hours a week. This intern would add a large value to Synergy Fitness by being able to be the go to person for success stories, events and virtual challenges. Welcoming a paid student intern on to the Synergy Fitness staff will be a great asset to the entire company. The creation of a flyer along with social media graphics will be used to recruit a student intern for summer 2020. The flyer will be eye catching for students and provide them with details about the position along with specific responsibilities. Please reference appendix 9 for examples.

TACTIC

WEBSITE AUDIT

PROMOTION OF KEY MESSAGES
CONSISTENCY

STRATEGIES

OBJECTIVES MET:

1

A website audit should be conducted to ensure key messages are being promoted properly. The front page of the website should be eye catching and incorporate the most important messages Synergy Fitness is trying to portray. The professional video adds great value but should be incorporated lower in the website front page, along with the staff photos. The website right now needs a brighter opening image and should incorporate social media without having to move the webpage down. The heading should incorporate the following tabs: Home, Training, Massage Therapy, Why Join and Contact Us. All training should be under one tab with a drop menu for each kind of training that will be offered, including the new online training you have added. In each category, add the price for each and a quick description of the class or training that is being offered. By including the price and a short description with a nice photo it will look more clean and transparent. Massage Therapy should include the price of the different services as well as how massage therapy from Synergy Fitness is different from local competitors in Marquette. In the Why Join tab include the staff and its credentials, key messages and a brief paragraph on what makes Synergy Fitness different. In the Contact Us tab you must again include all links to social media accounts, Synergy Fitness' address, phone number and a contact form on the website for easy access. You must use either all stock images or real images throughout your services. Would recommend taking new headshots for the website with a white background. Refer to appendix 8 for a drafted composition of Synergy Fitness' website.

TIRE FLIPPING RACE

EXPERIENTIAL MARKETING

BUILDING BRAND AWARENESS

MEDIA RELATIONS

SENSORY INTEGRATION

STRATEGIES

1

2

3

OBJECTIVES MET:

Tire Flipping has recently seen a rise in popularity. This is evident by the millions of views tire flipping videos, from companies like CrossFit and History, have as well as the countless health articles on tire flipping, its products and its many events held every year. Game On Public Relations believes that if Synergy Fitness were to host a tire flipping race targeted towards audience members at Ore to Shore, it would garner great engagement from the community. This same programming can also be adapted to high school sports training sessions, half time at local events and at Synergy Fitness' location. By using this tactic at multiple events, it will create excitement among participants and more connection with the Synergy Fitness brand.

This will allow for participants to make another memory and relationship connected to Synergy Fitness' brand. To see an example of this branded tire, please reference appendix 6. Tires will range in sizes to encompass age and ability level. This tactic will increase engagement with the endurance community providing a time for Synergy Fitness to communicate its key messages. This tactic will also provide Synergy Fitness with video content to incorporate on its various social media platforms such as its website, Instagram, Facebook, Strava and local media.

MEDIA TACTICS

Quality development of media is an integral part of taking Experience Synergy to the next level. By sharing who Synergy Fitness is, what Synergy Fitness does and where you can experience Synergy Fitness to the Marquette community this campaign will leave a greater impact. The first place to start is Synergy Fitness's social media accounts. By creating visually consistent accounts, community members will easily be able to recognize Synergy Fitness's content. When thinking about Synergy Fitness' social media be sure to include its main Facebook, Instagram and Strava accounts along with each event or challenge page. Game On Public Relations has found that keeping a consistent voice, color scheme and quality of photos is important for the success of Synergy Fitness' socials.

To organize these social media goals, Synergy Fitness should utilize its student intern, platform post scheduling tools and Scorio software. This will give the Synergy Fitness team the opportunity to organize posts and be strategic on the times that they are posted. By creating and implementing a weekly social media schedule, the Synergy Fitness team will be able to consistently engage with its current and future members. By doing fun weekly challenges, giveaways, promoting upcoming events or classes Synergy Fitness's social media will become a service that members will rely on.. All of these details will result in overall consistency in Synergy Fitness' social media. For examples of general social media posts that would be beneficial for Synergy Fitness' target audience please reference appendix 20. Another important media tactic that Synergy Fitness will need to implement is using press releases. Synergy Fitness' student intern will develop press releases for each experiential marketing tactic. This will allow Synergy Fitness to spread its key messages and programming faster within the Marquette community. Game On Public Relations has included a full list of local and regional media outlets in appendix 20.

These three events will allow Synergy Fitness to spread its key messages to a large number of Marquette endurance athletes and their families. It is important to note that the Experience Synergy campaign is designed to reach both endurance athletes and their race day supporters who are often spouses and children. By implementing tactics that involve those who truly have the ear of endurance athletes, Synergy Fitness' key messages will spread in an organic way.

The experiential marketing implemented at these three endurance events will involve highly unique audience participation, which will help create a positive memory that is embedded with Synergy Fitness' key messages and branding. These experiential marketing tactics will create organic face to face interactions with the endurance sports community while also gaining attention from local media outlets. Significant improvements to Synergy Fitness' booth, programming and branding will increase the overall awareness of Synergy Fitness in the Marquette community. A simple CAD example of the new booth set up can be found in appendix 3.

BUDGET



Synergy Fitness Personnel Cost

Marketing Student Intern - \$8,190

\$10.50 for 10-15 hours for 52 weeks = \$8,190-\$5,460

Personnel to build 2 large community mural walls and a stand - \$200

\$10 for 10-20 hours of work \$200

Synergy Fitness Booth Essentials

Stand-alone banner (2) - \$200

8-foot folding table - \$70

10 by 10 easy up - \$100

Bins (3) - \$30

Table cover with logo - \$105

Blue LED Lights - \$13

Synergy Fitness Booth Marketing Materials

Design Work (LOTS hours) - \$0

750 stickers - \$140

(250 of each design)

Printing - \$707

Flyers(\$195), Business Cards (\$82/500), Infographics (\$400), 8.5 by 11 community mural coloring book page (\$30)

Synergy Fitness Booth Activity Materials

Community Mural - \$300

2 by 4 Wood (10) (\$2.75), Top Choice Blondewood 3/4-in Whitewood Plywood, Application as 4 x 8 (\$49.98), nails (\$10)-- \$87.46 (times 2 for each race)

Tire - \$100

Paint - \$135

Logo Stickers - \$50

KT Tape - \$50

Leader Board - \$30

Paint Brushes - \$10

Crayons - \$15

Synergy Fitness Give Aways - \$9,423 + KT tape

Water Bottles (\$1,023/500), Koozies(\$400/500), T-shirts (~\$2,000/300) Custom KT Tape () 1 Month Training Sessions (6) Free Body Scanner Use (6) Free Massage (6) (~6,000)

Synergy Fitness Branding Staff Needs

Staff Shirts - \$300

Name Tags - \$100

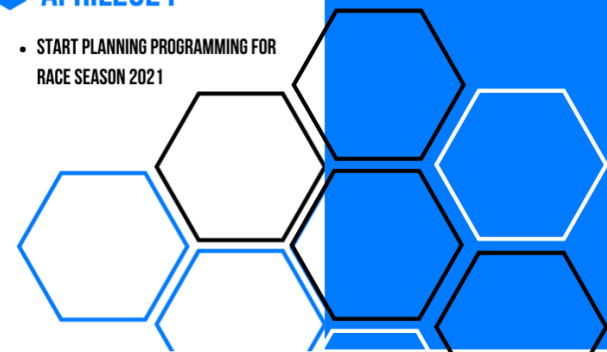
Total: \$20,054

TIMELINE



Keeping the execution of Experience Synergy organized is key to the campaigns overall success. There are two ways to successfully complete this campaign. The first is using a gantt chart. A gantt chart that has been created for Experience Synergy is interactive. By using this tool Synergy Fitness staff can assign specific employees tasks to promote organization when employee's schedules differ. To see a full view of this gantt chart please refer to appendix 19. For reference view a simplistic timeline to the left.

Although this interactive gantt chart is helpful, an alternative option is to use an interactive web based system. Using a system like Scoro will allow for Synergy Fitness staff to more effectively communicate with every member of the staff. Through the integration of Scoro, Synergy Fitness will be able to track its every-changing schedules, duties, client information, social media and events. This software is a one-stop-shop that allows for team members to create their own profiles on a shareable platform. Using Scoro will allow Synergy Fitness to take its marketing to the next level.



EVALUATION



The campaign evaluation plan helps determine if the Experience Synergy objectives were met. By developing methods of evaluation specific to each tactic, Synergy Fitness can evaluate the success of the campaign both during and after the campaign. Formative evaluation methods are conducted during the implementation of the campaign. The insight gained from these evaluations will help guide the Experience Synergy campaign and allow for campaign adjustments. Summative evaluation methods in May 2020 will determine if the overall campaign objectives were met.

AWARENESS OBJECTIVE

Formative & Summative Evaluation

Increase the Marquette community's awareness of Synergy Fitness' key messages by 25% by May 2021.

To determine the success of Synergy Fitness' appearances at endurance sporting events, Synergy Fitness will keep track of total booth visits in relation to overall event attendance. This percentage will allow Synergy Fitness to track attendance trends between different events. Additionally, Synergy Fitness should take notes on the demographics of those who they interact with. This method will allow Synergy Fitness to understand where their key messages are being spread, and if the families of endurance athletes are being reached. Although this will not provide a metric for events in 2020, this baseline measurement of booth attendance will provide Synergy Fitness with a metric for years to come.

Another way that Synergy Fitness can measure the spread of its key messages is by tracking related media coverage. These links can be collected by creating Google alerts for all published articles that contain the words "Synergy Fitness." The articles should then be reviewed for identification and recording of key messages. By comparing all 2020 media coverage to the prior year, Synergy Fitness is able to calculate a percentage increase of key messages being spread in Marquette through media coverage.

Facebook Creator Studio is a tool Synergy Fitness can use to evaluate the campaign impact on its Facebook and Instagram accounts. This free tool tracks the total increase/decrease in followers and post interactions. Synergy Fitness should use this tool monthly and record numbers. By doing this, Synergy Fitness will be able to compare monthly social media interactions and overall increases between May 2019 and May 2020.

It is important for Synergy Fitness to evaluate their own clients' understanding of Synergy Fitness' key messages. A short survey should be given to all new clients. Through its distribution, Synergy Fitness will understand if the experiential marketing tactics implemented at Marquette endurance sporting eve are driving endurance athletes to join. This survey can also be used to summatively evaluate clients' understanding of key messages. Here is an initial draft of the survey:

INSTRUCTIONS: The purpose of this survey is to evaluate how new endurance members heard about Synergy Fitness. When new members join or a new client(s) arrives, ask the following questions..

Q1: How did you first hear about Synergy Fitness?

Q2: When did you decide to begin utilizing Synergy Fitness' services?

Q3: Did you interact with us at an event in the past?

- a. Yes
- b. No

Q4: If you answered 'Yes' to the question above... which event?? _____

Q5: Do you actively train to participate in endurance sports?

- a. Yes
- b. No
- c. If yes, which events: _____

Q6: What about Synergy Fitness made you decide to join?



A second way to evaluate clients' understanding of key messages is by instructing trainers to conduct short interviews with their clients. It is important for Synergy Fitness' clients to have a full understanding of Synergy Fitness' key messages as their word of mouth promotion can have great influence on future clients. These interviews can be conducted at the beginning of a training session, or via a Google Form that is emailed to the client. Synergy Fitness is able to use this interview outline both during and after the implementation of the Experience Synergy campaign. Here is an initial draft of the interview questions:

Instructions: The purpose of this survey is to evaluate our clients' understanding of Synergy Fitness to encourage accurate word-of-mouth promotion. At the beginning of a personal or group training session and/or thought a Google Form sent via email, ask the client(s) the following questions and personally evaluate:

Can you simply explain Synergy Fitness in a few sentences?

Rank answer

- 1 = does not understand operations
- 2 = somewhat understands operations
- 3 = understands operation
- s4 = fully understands operations

Q2: Can you articulate the services that Synergy Fitness offers?

Rank answer

- 1 = does not understand operations
- 2 = somewhat understands operations
- 3 = understands operations
- 4 = fully understands operations



BEHAVIORAL OBJECTIVE

Formative & Summative Evaluation

Increase involvement between the endurance community and Synergy by 5% by May 2021.

To determine which experiential marketing tactics are most successful, Synergy Fitness should record the total participation of the Community Mural, Tire Flipping Contest and Race Day Services. By tracking participation Synergy Fitness can evaluate the spread of their key messages.

Along with keeping track of the participation at events, Synergy Fitness staff should do informal surveys about how participants found out about Synergy Fitness and about Synergy Fitness key messages. Full example of survey below:

INSTRUCTIONS: The purpose of this survey is to evaluate the participation and attitude of the community towards Synergy Fitness's events held outside of the gym. At endurance event booths ask the following questions..

KT TAPING SURVEY

Q1: Have you attended a pre race taping station before?

- a. Yes
- b. No

Q2: If yes, who was it sponsored by?

Q3: Are you a member of Synergy Fitness?

Q4: Do you actively participate in endurance events?

Q5: Is this beneficial for you before racing?

Q6: What could enhance your pre race experience?

Q7: Have you heard about our Strava Club?

- a. Yes
- b. No

Q8: If yes, have you joined yet?

COMMUNITY TIRE FLIPPING/MURAL SURVEY

Q1: What is your age group?

8-12

13-17

18-25

26-35

37-50

50+

Q2: Did you enjoy this station?

Q3: Would you like to see more stations like this at endurance events?

Q4: Have you ever interacted with Synergy Fitness?

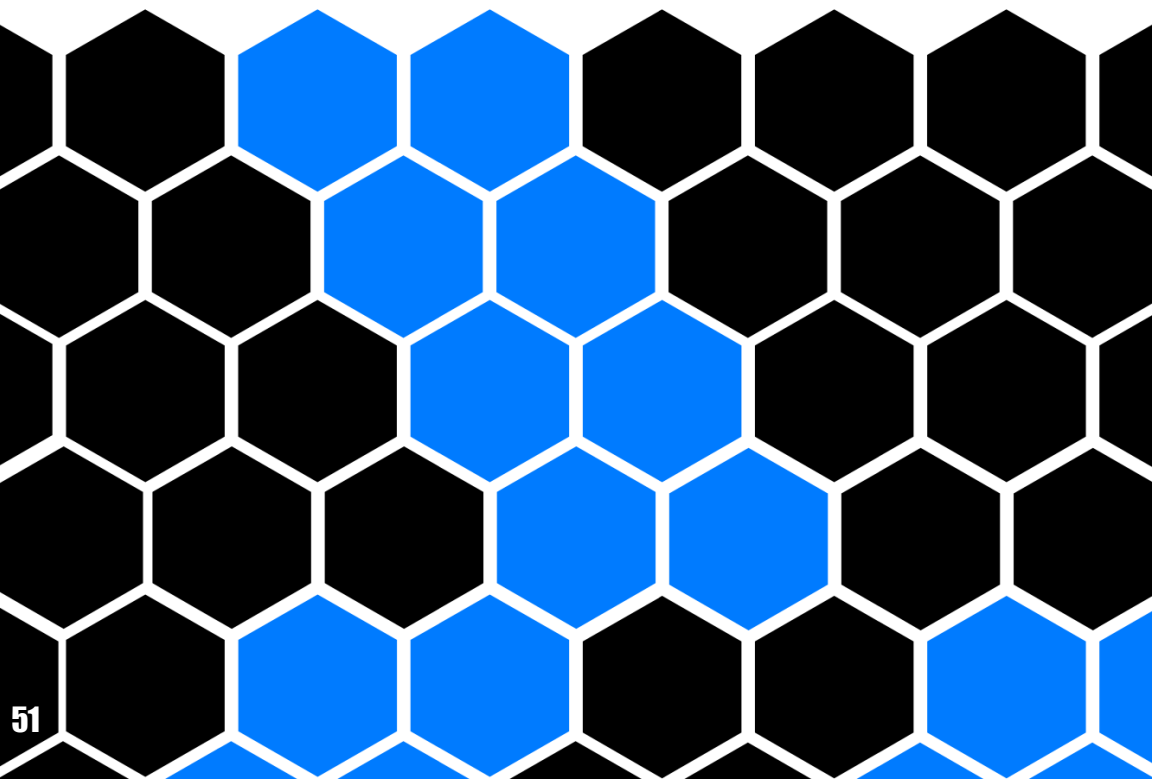
Q5: Do you know someone that is a member of Synergy Fitness?

Q6: What could enhance this experience for you?

Q7: Have you heard about our Strava Club?

- a. Yes
- b. No

Q8: If yes, have you joined yet?



EXPLAINER:

These two participation surveys will be implemented during appearances at local endurance events until May 2021. The surveys will be formative and evaluate the involvement between the endurance community and Synergy Fitness over the span of one year to determine if there is an increase in participation. Using surveys at endurance events will be beneficial because these events draw the target public into a single location. The goal is to see a significant response and evaluate the awareness surveys at the same time in order to determine if field events are beneficial in bringing in more endurance athletes to Synergy Fitness.

Before Synergy Fitness launches Experience Synergy they should take note of all clients that already participate in endurance sports. After the completion of Experience Synergy, Synergy Fitness should compare the number of endurance sport athletes training at Synergy Fitness. This will allow Synergy Fitness to have a specific number increase after the conclusion of the campaign.

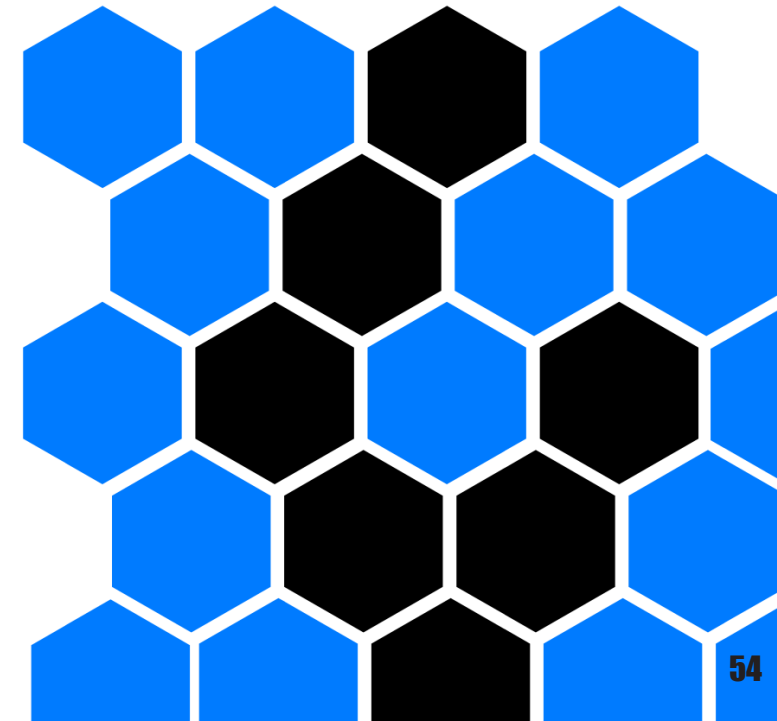
Synergy Fitness must keep track of the number of promotional items given away at endurance sporting events. Synergy Fitness must also keep track of the services that are used. In doing this, Synergy Fitness will be able to calculate the percentage of participants that redeemed its services. Synergy Fitness can then calculate the number of participants that were rewarded with a Synergy Fitness service coupon and calculate the number of those who continued on their training with Synergy Fitness in some form.

COMMUNITY ENGAGEMENT OBJECTIVE

Formative Evaluation

Implement experiential marketing tactics that promote key messages at three endurance sporting events by May 2021.

To fulfill this objective Synergy Fitness should pay close attention to the feedback received from their first endurance sporting event appearance of 2020 and make adjustments as needed. To evaluate if these experimental marketing tactics are a success Synergy Fitness will be able to use evaluations techniques that track the spread of key messages as shared in the previous objectives.



APPENDICES



EXPERIENCE
SYNERGY



EXPERIENCE & SYNERGY

WHEN IT COMES TO **SPORTS SCIENCE**, WE ARE THE **EXPERTS**.

EACH MEMBER OF OUR STAFF IS A STUDENT OF THE HUMAN BODY,
AND THE DEGREES WE HOLD PROVE THAT.

SYNERGY FITNESS IS MORE THAN JUST A GYM.

INJURY EVALUATIONS, INJURY TREATMENT, MASSAGE THERAPY, CORPORATE
WELLNESS, PERSONAL TRAINING. YOU NEED IT?
OUR TEAM CAN DO IT.

WE BELIEVE THAT **EXERCISE IS MEDICINE**.

WORKING CLOSELY WITH OUR NEIGHBOR ACTIVE PHYSICAL
THERAPY, OUR MISSION IS TO PROMOTE HIGHER LEVELS OF FITNESS, HEALTH
AND WELLNESS FOR PEOPLE OF ALL AGES.



MEET OUR EXPERTS

WHEN IT COMES TO **SPORTS SCIENCE**, WE ARE THE **EXPERTS**.
EACH MEMBER OF OUR STAFF IS A STUDENT OF THE HUMAN BODY,
AND THE DEGREES WE HOLD PROVE THAT.



BRIAN CLAUS
MS, AT, ATC, CSCS

- MASTER OF SCIENCE
- ATHLETIC TRAINER
- STRENGTH AND CONDITIONING SPECIALIST



JIM GALLAGHER
DPM, CSCS

- DOCTORATE OF PEDIATRIC MEDICINE
- PERSONAL TRAINER
- STRENGTH AND CONDITIONING COACH



AMANDA THOMPSON
BS, AT, ATC, NSCA-CPT, CKTP

- BACHELOR OF SCIENCE
- ATHLETIC TRAINER
- PERSONAL TRAINER



LUKE HAINSTOCK
MS, ASCM-CPT, CSCS

- MASTER OF SCIENCE
- ATHLETIC TRAINER
- PERSONAL TRAINER



KARI GETSCHOW
BS, AT, ATC, NSCA-CPT

- BACHELOR OF SCIENCE
- ATHLETIC TRAINER
- PERSONAL TRAINER



MARY ANN MELENDEZ
LMT, ACE

- DOCTORATE OF PEDIATRIC MEDICINE
- PERSONAL TRAINER
- STRENGTH AND CONDITIONING COACH



ASHLEY MOORE
BS, NSCF-CPT

- BACHELOR OF SCIENCE
- PERSONAL TRAINER



AARON KAIKKO
BS, CSCS

- BACHELOR OF SCIENCE
- STRENGTH AND CONDITIONING COACH

RACE DAY TIPS



CONSITANCY IS KEY

KNOWING WHAT WORKS FOR YOUR BODY IS ESSENTIAL

REPLICATE YOUR PRACTICE

MAKE SURE TO REPLICATE WHAT YOU HAVE BEEN PRACTICING

WARM UP

HAVE A WARM UP THAT COMPLIMENTS YOUR BODY! TALK TO SYNERGY STAFF ON HOW TO FIGURE OUT WHAT IS BEST FOR YOUR BODY

NUTRITION

GOOD NUTRITION PACKED WITH ENERGY FILLED FOODS A FEW DAYS LEADING UP TO THE RACE

SYNERGY FITNESS SERVICES

PERSONAL TRAINING

At Synergy Fitness, you get more than just a personal trainer. You get an entire team of health professionals with over 50 years of combined experience. Our personal trainers are all nationally certified exercise professionals. All personal training includes a full access membership.

MASSAGE THERAPY

Massage is more than a pampering experience, it also holds many therapeutic benefits. Massage reduces muscle tension and joint pain, increases range of motion, improves circulation, accelerates healing, and so much more.

IN HOUSE SERVICES

Active Physical Therapy and Synergy Fitness have established a team of professionals who pride themselves on providing care along a complete fitness continuum from a sedentary person to a serious athlete.

CORPORATE FITNESS PROGRAMS

We collaborate with local health care organizations to provide comprehensive Corporate Fitness services. Each program can be completely customized to meet employee and employer needs.

PRIVATE GROUP TRAINING

BUDDY AND TRIO: Great for those who want to train with a friend or two, who want similar results.

SMALL GROUP (4-5): Programs will be designed to meet all your needs, and the times that work best for you. Small groups work well with co-workers who want to get in shape together. These programs focus on group goals.

LARGE GROUP (6-9), Ideal when you want to set the days and times that work best for your group. Programs are based off collective goals of the group.

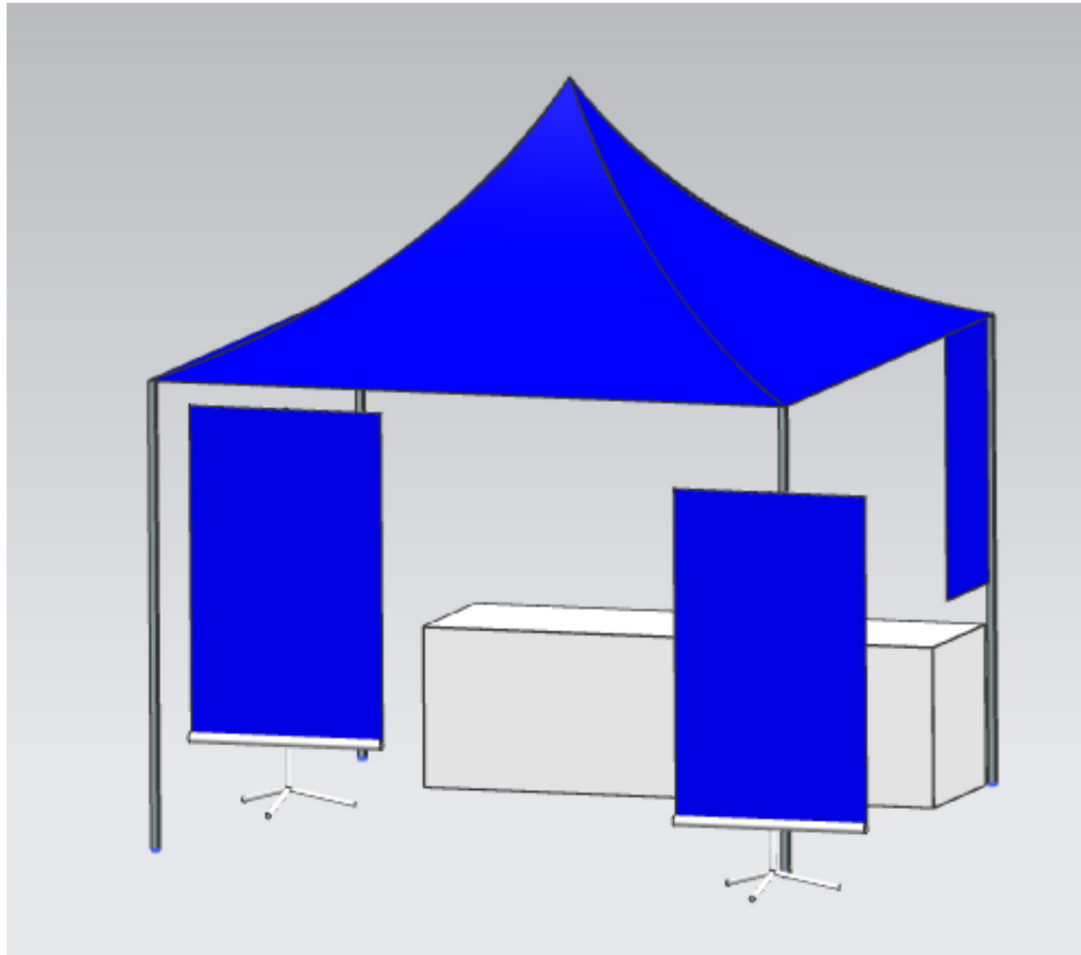
OPEN GROUP TRAINING

Four-week programs that will give you the motivation and help you need to achieve your fitness goals, all at a lower cost than an individual training session. With groups of 4-10 people, you will not only get motivation from the other members of the group, but also our highly certified personal trainers will be able to provide you with the individual attention you need to succeed. Group training also includes a full access membership

APPENDIX

3

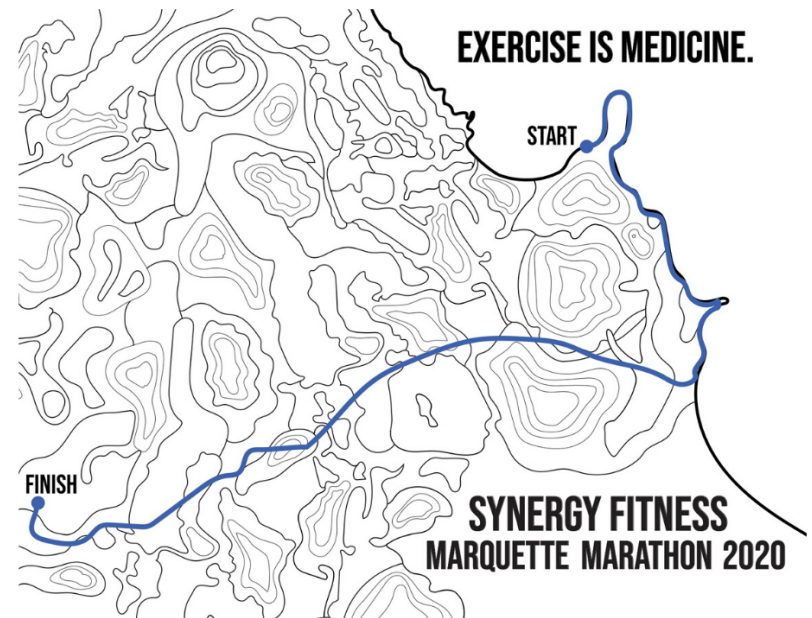
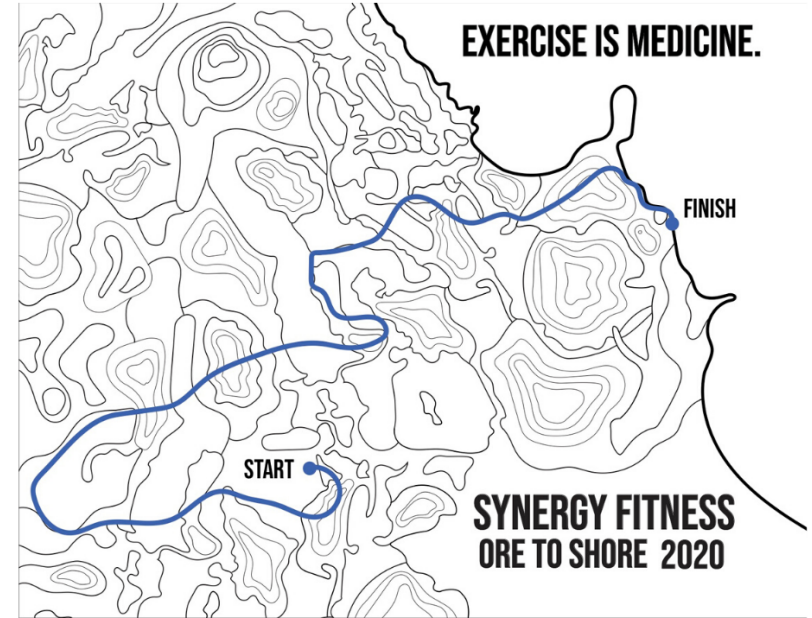
BOOTH SET-UP



APPENDIX

4

COMMUNITY MURAL



EXPERIENCE 
SYNERGY



FIRST AID



KT TAPING

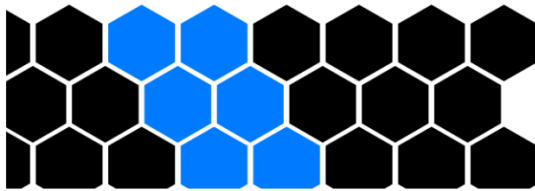


STRETCHING
ASSISTANCE



JOIN OUR STRAVA CLUB

- VIRTUAL RACES
- LONGEST STREAK CHALLENGE
- COUCH TO HALF MARATHON PROGRAM

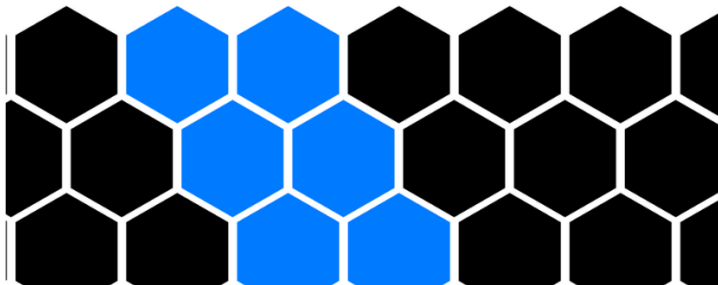


STRAVA.COM/SYNERGYFITNESS

JOIN OUR STRAVA CLUB

STRAVA.COM/SYNERGYFITNESS

- VIRTUAL RACES
- LONGEST STREAK CHALLENGE
- COUCH TO HALF MARATHON PROGRAM



HOME TRAINING MASSAGE THERAPY WHY JOIN CONTACT US



@SYNERGYMQT



@SYNERGYFITNESSMQT

EXPERIENCE SYNERGY



906-228-7600

WHEN IT COMES TO **SPORTS SCIENCE**, WE ARE THE **EXPERTS**.

EACH MEMBER OF OUR STAFF IS A STUDENT OF THE HUMAN BODY, AND THE DEGREES WE HOLD PROVE THAT.

HOME TRAINING MASSAGE THERAPY WHY JOIN CONTACT US



WHY JOIN

WE BELIEVE THAT **EXERCISE IS MEDICINE**. WORKING CLOSELY WITH OUR NEIGHBOR ACTIVE PHYSICAL THERAPY, OUR MISSION IS TO PROMOTE HIGHER LEVELS OF FITNESS, HEALTH AND WELLNESS FOR PEOPLE OF ALL AGES.

HOME TRAINING MASSAGE THERAPY WHY JOIN CONTACT US



TRAINING

SYNERGY FITNESS IS **MORE THAN JUST A GYM**. INJURY PREVENTIONS, INJURY TREATMENT, MASSAGE THERAPY, CORPORATE WELLNESS, PERSONAL TRAINING. YOU NEED IT? OUR TEAM CAN DO IT.



SYNERGY FITNESS

WE'RE HIRING!

 **STUDENT INTERN** 

PRIMARY RESPONSIBILITIES:

- DELIBERATE PLANNING AND GOAL SETTING
- DEVELOPMENT OF BRAND AWARENESS AND ONLINE REPUTATION
- CONTENT MANAGEMENT
- CREATE AND PUBLISH RELEVANT, ORIGINAL AND HIGH QUALITY CONTENT
- CREATE A REGULAR PUBLISHING SCHEDULE
- LEVERAGE THE RIGHT TOOLS TO MANAGE COMPANY CONTENT
- PROMOTE CONTENT THROUGH SOCIAL ADVERTISING

- 10-15 HOURS A WEEK
- \$10.50 AN HOUR

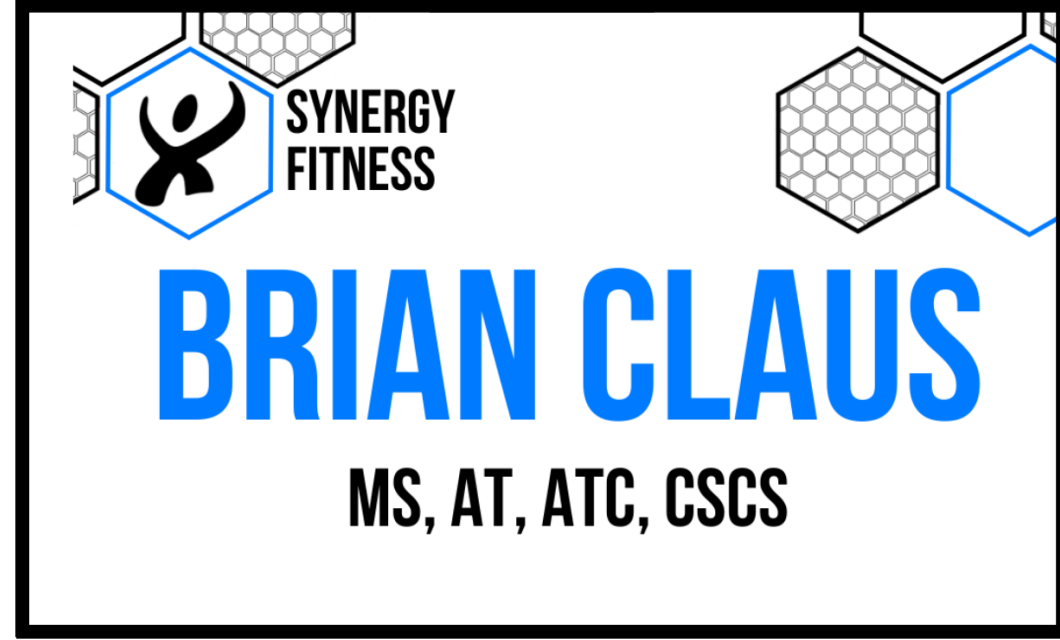
CONTACT SYNERGYMQT@GMAIL.COM FOR MORE INFORMATION











[HTTPS://WWW.YOUTUBE.COM/WATCH?V=UOKLGYBLVTU](https://www.youtube.com/watch?v=UOKLGYBLVTU)



Oliver Russell + Nature Valley. PARK(ing) Day montage



MEDIA CONTACTS

[Public Radio 90 - Calendar](#)

<http://wnmufm.org/community-calendar/events/create>

[Sunny 101.2 - Calendar of Events](#)

<http://broadcast-everywhere.net/contact/submit-your-business-or-organizations-event-to-upper-peninsulas-community-calendar/>

[Press Release](#)

<http://broadcast-everywhere.net/contact/submit-press-release/>

[TV6 - Calendar](#)

Submissions<http://www.uppermichiganssource.com//submit/?type=Event>

[TV 5&10](#)

Submit press releases by email: news@abc10up.com

[TV3upmatters.com](#)

<https://portal.cityspark.com/EventEntry/EventEntry/UPMatters>

[Marquette Monthly](#) (deadline is the 15th of the month prior)

<http://marquettmonthly.org/contact/>

Send press release to editor - editor@marquettmonthly.org (Jackie Stark)
Calendar events to calendar editor - calendar@marquettmonthly.org (Carrie Usher)

[Marquette Magazine](#)

<http://www.marquettmagazine.com/contact/>

[Marquette Convention and Visitors Bureau - Calendar Event](#)

Submission<http://www.mqtshappening.com/master/submit.php>

MEDIA CONTACTS

[Downtown Marquette - Calendar Event](#)

Submission<https://downtownmarquette.org/submit-a-downtown-event/>

[Marinette County Tourism Office - Community Calendar](#)

Email - klacount@marinettecounty.com

[Munising Visitors Bureau - Community Calendar](#)

<http://www.munising.org/area-info/contact-us/>

[Radio Results Network](#)

<https://radioresultsnetwork.com/events/community/add> Q107

Email: wmqt@wmqt.com

Office - (906) 225-9100

Studio - (906) 225-1077

[WUPX 91.5 Radio X Marquette](#)

<http://www.wupx.com/contact.php>

[Word on the Street](#)

<https://wotsmqt.com/submit-a-news-tip/> <https://wotsmqt.com/contact/>

[Marquette 365 - Community Calendar](#)

<http://www.marquette365.com/login/Submit><http://www.mqtshappening.com/master/submit.php>

[Downtown Development Authority - Marquette](#)

<https://downtownmarquette.org/contact-us/>

[Travel Marquette](#)

<http://www.travelmarquettemichigan.com/contact/>

MEDIA CONTACTS

Public TV 13

WNMUdtv13@nmu.edu

What's UP? - Bob Thompson: rthomson@nmu.edu *Schedule interview at least 1 month in advance.

UPMatters - Community Calendar

<https://portal.cityspark.com/EventEntry/EventEntry/UPMatters>

Press Releases - news@upmatters.com

UPTRA (UP TRAVEL) - Events Calendar

<http://www.uptravel.com/add-your-event-84/>

Sunny 101.9

Talk to Walt Lindala - 906- 227-7777

Public Radio 90

(906) 227-2606

The Point

(906) 228-9700

Q107

Talk to Jim or Jill

Office-(906) 225-9100

Studio-(906) 225-1077

TV6 Morning Show

John Becker or Vicky Crystal (Prewitt) jebecker@chestv.com

Also call TV 6 and ask for John.

Call 1 month in advance at least if person is unknown talk to Bill Blohm

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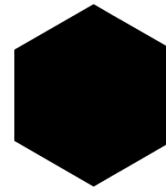
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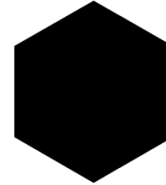
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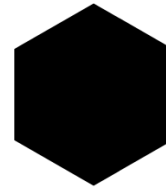
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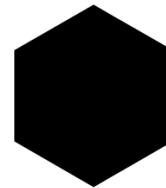
TOM ISAACSON



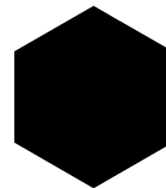
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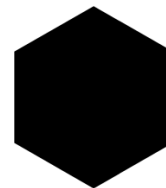
MARIE PEASLEY



SYNERGY FITNESS STAFF



**LENA SOULAS - COMMUNITY
MURAL GRAPHIC DESIGNER**



CALUB NISWANDER - CAD

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