

# GYMSHARK

ADV4300

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# Who is Gymshark?

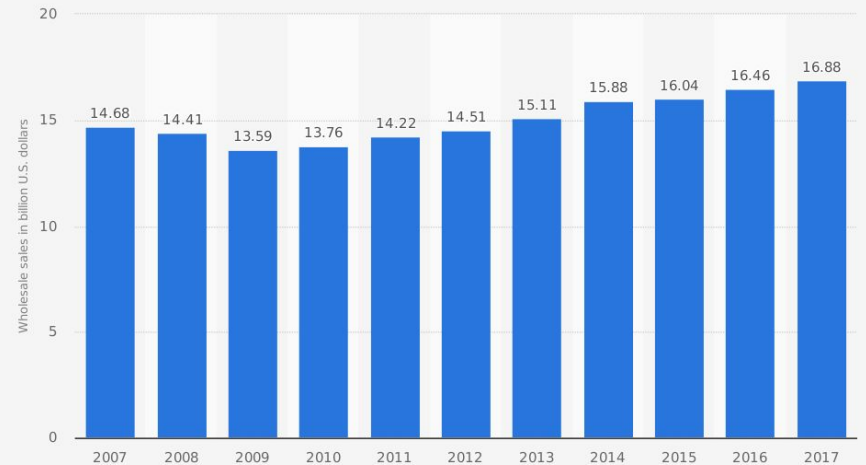
- Fitness apparel & accessories brand, manufacturer and online retailer based in the United Kingdom
- Over 5.2 million social media followers and customers in 131 countries.
- Relies on social media and influencer marketing

# Situation Analysis

- Athleisure industry is trending and on the rise
- High levels of competition in this category
- Emphasizing a strong brand image and perceived benefit of upscale style is important to maintain



**Branded athletic apparel wholesale sales in the U.S. from 2007 to 2017 (in billion U.S. dollars)\***



Source  
SFIA  
© Statista 2018

Additional Information:  
United States; SFIA; Sports Marketing Surveys USA; 2007 to 2017

# Competitor Analysis

- Adidas

- 1st in market share
- Highly regarded and trusted
- Celebrity endorsements
- Top quality products



- Nike

- 2nd highest market share
- International reach.
- Celebrity sponsorship and influencer marketing.
- Currently, Nike is specifically targeting women



- Lululemon

- Niche, high end yoga apparel
- Strong cult following
- Word of mouth marketing
- Increasingly popular



# SWOT - Gymshark

## Strengths/Drivers:

- Strong brand image
- Perceived value of style and strength
- Use of influencer marketing
- Cohesive social media presence

## Weaknesses/Barriers:

- Mid-high prices
- More well-known competitors (Nike, Adidas)
- Highly competitive industry

## Opportunities:

- Expand social media, make more creative/engaging content
- Consistently sign new influencers
- Giveaways, sweepstakes
- Expand product offerings (footwear)
- Sponsor athletic and/or college events

## Threats:

- Changing trends
- Belief that Gymshark is only for serious athletes
- Unpredictable or polarizing celebrity spokespeople

A close-up photograph of a person's hands using a pen to draw on a table. The background is blurred, showing some bokeh lights. The text 'The Issue' is overlaid on the left side of the image.

# The Issue

How can Gymshark differentiate themselves and succeed in a category with high levels of competition?

# Media Objectives

- Gaining more market share in the Athleisure industry
- Increase brand awareness through social media
- Have a higher click through rate to their website
- Rise up against competitors

# Target Audience

- Young people, ages 18-25, includes males and females (Millennials specifically)
- Highly active social media users
- Students or people who are working full time jobs, making an estimate of \$50,000 as their salary.
- Tech savvy- own smart technology products such as Fitbits, Apple watches, laptops, etc.
- Health conscious and is interested in fitness and 'athleisure'.
- VALS Framework
  - "Experiencer"
    - Always the first to adopt a new trend and doesn't like to follow the mainstream.
    - Wants everything
    - Love physical activity, which ties in perfectly with the athletic brand, and they are
    - Close to their friends which means they will likely have influence over their shopping habits



# Media Coverage

## 1. YouTube



- a. In-stream ads
- b. Communicate to our target audience directly
- c. Target new potential consumers

## 2. Instagram



- a. Sponsored posts
- b. 90% of user interaction
- c. Ambassador Content

## 3. Billboards

- a. Mass exposure
- b. Target big groups of consumers



# Scheduling of media plan



- **Pulsing advertising**, an intermittent scheduling that continuously advertise towards current brands users with huge waves of advertisements around holidays wear gifting happens and New Years when people want to get in shape. (Use google analytics to schedule during high traffic months)

-Daily posts on social media platforms will be continuous while billboards will be more frequent and have seasonal scheduling around Christmas, spring and summer when people are more likely to buy them.

-Regions would include Top 25 DMA (Nielsen ranking) which include cities such as New York, Los Angeles, Chicago

# Budget

Estimated total budget: \$1 million

30% - raising awareness

- Social media advertising, posting informative content, sponsoring influencers

50% - special promotional events

- Giveaways, sweepstakes, event sponsorship

20% - persuading viewers to take action



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