



2018-2019

Advertising Campaign Rush Cycle



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Introduction

Rush Cycle is an innovative and exciting way for all people to come together and not only get a fantastic workout but also build relationships. Rush Cycle offers each rider an experience unique to that of a typical workout facility. It is designed to push each rider to accomplish their health goals while also enjoying the team aspect of the cycling class. Riders are surrounded by others who are also looking to live a healthier, happier life. Rush Cycle is a growing franchise that has established an identity in 25 different cities in the United States. Rush Cycle is a prime exercise establishment, built for all men, and women.

The goal of our campaign book is to build brand awareness, showcase the health benefits of cycling, and promote community involvement. We intend to do this through our modernize Rush Cycle advertising campaign.



Operating Environment

SWOT Analysis

Strengths

The strengths of a workout facility are divided into two groups. The first type is a self-led workout where the brand provides you with the equipment, and you do your own exercise. The other type is a class led high-intensity workout. Rush Cycle is an extremely high-intensity environment, led by a cycling instructor. This individual leads your workout as well as encourages you to push yourself. This is a strength to the Rush Cycle brand because many individuals lack the loyalty and drive that gets them to the gym every day. Having someone push you not only makes you feel better about yourself when you are finished, but it also encourages you to continue going. The other strengths Rush Cycle has are experienced instructors, efficient workouts, and loyal customers. The design of their studios is attractive to customers and reflects the company's identity. Rush Cycle must try to stay ahead of their competition. Workout facilities are a highly competitive market.

Weaknesses

Probably the most significant weakness Rush Cycle has a lack of brand awareness. Rush Cycle is one of hundreds of different workout brands. LA Fitness and Cycle Bar are just two of the large workout brands throughout the country. With so many different gyms, we believe Rush Cycle has the best chance to stand out if they build a solid customer base. With word of mouth, it is possible that Rush Cycle can not only grow into the most popular high-intensity gym but the most popular gym in the United States.

Opportunities

Although there are a few weaknesses, Rush Cycle has many opportunities. Our campaign would be able to help Rush Cycle identify and pursue appropriate classes for various target markets. An example of these classes would be a specific age or music class, colored-themed classes, or muscle focused classes. Our campaign would also focus on planning community events to bring the various target markets together. An example of these events would be a food truck event, multiple vendors, and giveaways. We believe much of Rush Cycle's identity is working as a team. These are instructor-led classes, and Rush Cycle works to get their riders to accomplish their health goals.

Threats



We have identified several workout brands as Rush Cycle's biggest competition. Other Cycle brands such as Soul Cycle, Cyclebar, and Zyn22 are among the other brands that utilize the identity of a high-intensity cycling workout. However, we also believe standard gyms also could be a competitor for a growing brand such as Rush Cycle. Brands such as LA Fitness and 24 Hour Fitness have established themselves as a gym where members can come get a workout whenever they please. They do not need to "Book a Bike" or plan their day around when their workout class is.



Competitive Environment

With so many different gyms throughout the Country, customers are capitalizing on the opportunity to get in shape at various locations. This is a cause for concern for Rush Cycle; they want to grow their business through higher brand awareness and a large customer base. However, it can be harder to reach the customer when there are many options to choose from. The biggest competitors for Rush Cycle are other high-intensity cycling companies. These include Soul Cycle, Cyclebar, and Zyn22. These companies offer many of the same amenities as Rush Cycle, but they have higher brand awareness. Other advantages these brands have over Rush Cycle is locker rooms. Many people in the United States enjoy a workout prior to going to work. Rush Cycle is at an extreme disadvantage if customers cannot shower and get ready for their day after their workout. This can lead to customers choosing other brands simply for the reason that they have a changing room after their workout. However, Rush Cycle does hold a financial advantage over these other brands. Rush Cycle has a cheaper membership than the other brands. Rush Cycle is trying to focus its marketing efforts to increase memberships.



Identification and Analysis Of The Target Market

Target Market:

Rush Cycle's target market can be broken down into two groups, Millennials, and Generation Z. Millennials are the age range of 22 to 37 years old. Millennials are more fit than any other generation. The trend of athleisure has inspired this new era of being fit and trying new workouts. Research has found that half of millennials ages from 19 to 38 participate in high calorie-burning activities; our campaign wants to target these Millennials. Generation Z is age 21 years or younger. They are the next consumers for fitness clubs. Generation Z will know more information about health and wellness, starting at a younger age than any other generation. Eighty-seven percent of Generation Z exercises three or more times a week. Our campaign wants to target college students, 18 - 21 years old, who are health and fitness conscious.

After doing the interviews and focus groups, we decided who our two typical members that regularly go to Rush Cycle would be. Our first member is a college student age 18-22 named Sarah. Throughout high school, Sarah was involved in sports. But now that she is off at college on her own, she wants a quick workout that she can juggle with her school and social life. Rush Cycle is perfect for getting her cardio in and go throughout her day. The second member is a mom age 25-39 that has 2-3 kids who are under the age of 10, named Karen. Karen has a busy schedule juggling a family, husband, and house. She doesn't have time to go to the gym by herself, so a group aspect is perfect for her schedule. The 45-minute high-intensity cardio workout still allows Karen to feel like she did a very productive exercise, and is now able to take on her tasks.

Research

We sampled family members, friends, classmates, and fitness enthusiasts. We created a questionnaire and conducted face-to-face interviews and focus groups with a total of 50 people. They represent our target market as they are either current or prospective Rush Cycle members.

The majority of the people we sampled explained that health was significant to them, and exercise was also outstanding. They also explained that they are influenced to work out for several reasons, including



friends, family, to stay in shape or lose weight. Everyone agreed that they feel as though they do not dedicate enough of their time to working out. Most people work out an average of 3-5 times per week for an average of 45 minutes. About half of the people we researched prefer individual workouts while others prefer and enjoy group exercises. A positive exercise community is also essential to them. They also explained that they like either cardio or high-intensity circuit training workouts. Lastly, they told us that adults are willing to pay around \$25 for a cycling class, while college students are only willing to pay \$10.

The majority of the people we interviewed discovered Rush Cycle through social media, mostly Facebook and Instagram. Since the majority of Rush Cycle's target market is women, our research finding makes sense. Their current position revolves around more social media awareness and word of mouth. Although these are not the most successful strategies, Rush Cycle is benefiting from this strategy

Conclusion:

Rush Cycle provides a place for our target market to get an effective workout. Our target market can go to Rush Cycle four to five times a week for a 45-minute workout to stay in shape and lose weight. Here they will also be able to have a cardio or high-intensity circuit training group workout that provides personal results. Lastly, they will be able to grow in their community. Rush Cycle offers everything that our target market is looking for in a workout.



Campaign Objectives

(1) Build Brand Awareness:

By increasing brand awareness, the campaign will also increase membership sales. The campaign will be measured by an increase in social media followers by 10% and an increase in membership sales by 10%.

(2) Showcase The Health Benefits Of Cycling:

By endorsing the health benefits of cycling, there will be an increase in new memberships. This objective will reach a new market of health-conscious customers.

(3) Promote Community Involvement:

The campaign will promote community involvement by providing different community events at each Rush Cycle location. These events will promote Rush Cycle's values in community, family, and fun.

Implementation:

The campaign will bring brand awareness by increasing improved advertising aimed at the target market. The intended media includes:

- Billboards
- Print Ads
- Social Media

We will keep Rush Cycle's Facebook & Instagram page up to date by consistent weekly posts. Posting will make it known to our customers that they can rely on these platforms to find events, schedules, and times.

We will showcase the health benefits of cycling through different advertising; each intended media will display various health benefits. Instructors will also advocate the health benefits in their classes. Rush Cycle is seeking to build a community at each location; we are recommending that Rush Cycle hold monthly community events. This event will bring the community together, and most importantly, it will be fun. We explain the community event in further detail under the message strategy.



Media Plan

The campaign will utilize social media, print ads, and billboard ads to effectively promote brand awareness. The following section will outline each outlet used and how often they will be circulated.

Instagram

Instagram will be used as the main outlet for social media platforms as well as have the most interaction with customers. This platform will be targeted towards the younger clients of ages 20-35. It will have a weekly posting schedule of five to six posts and designed to be aesthetically pleasing. They will vary in content but are not limited to pictures of:

- Staff
- Graphic design posts
- Community event pictures
- Deals on membership rates
- Information on upcoming promotions
- Benefits cycling has on health

Their Instagram stories will be short videos about the class featured that day and also picture important information going on at the time

Facebook

The Facebook page will be similar to the Instagram approach but have less content. This outlet will be targeted to older customers yet still have informational posts concerning the upcoming events. Content will be posted on the Facebook page four to five times a week and will include:

- Information on upcoming promotions
- Community event pictures
- Deals on membership rates
- Benefits cycling has on health

There will also be Facebook ads that will be measured by cost-per-clicks.

Print Ads

Print ads will be used and featured in local restaurants and businesses. Depending on the location of the Rush Cycle franchise, the ads would also be posted on campuses or local schools around the area. We will partner with health-conscious related businesses such as sports apparel stores or smoothie cafes.

Billboards

There will be a billboard that will change advertisements every six months. The billboard design will cost around \$500 each time it is



changed. It will feature a picture that sums up Rush Cycle in one shot.

Website

The website design will be improved to make it easier to navigate around the site and book a bike. The website is used for:

- Booking classes
- Locating nearest locations
- Offer price information

Photographer

A photographer will be hired to take Instagram and Facebook ads as well as help with the billboard design. They will take pictures and edit visually appealing photos to share on the website and through our social platforms.

Costs

The budget given to our team was: \$65,000

This is an average cost for a Rush Cycle location:

Community Event - \$7,000 = \$14,000 twice a year

Billboard - \$1,550 a month + \$1,000 for design = \$5,100 a year

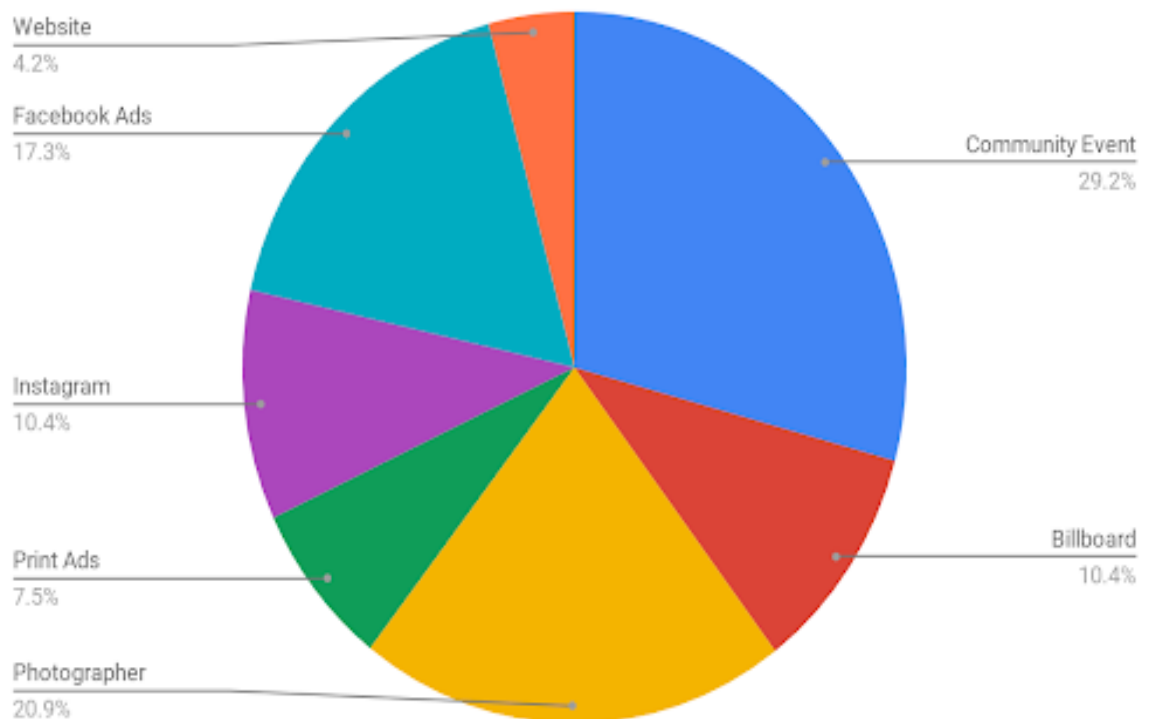
Photographer - \$2,500 quarterly = \$10,000 a year

Print ads - \$300 a month = \$3,600 a year

Instagram sponsorship - \$6.80 per a thousand views = \$5,000 a year

Facebook ads - \$0.27 per click = \$8,300 a year

Website - \$2,000 = \$2,000 a year





January 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Facebook Ad	2	3	4 Billboard: First one
5	6 Instagram Ad	7	8 Instagram Ad	9	10 Insta Post: Hills & Climbs Themed Class	11
12	13	14 Insta Post: Drake Music Only Class	15	16 Facebook Ad	17	18
19	20 Facebook Ad	21	22 FB Post: '80s Music Only Class	23	24	25 Instagram Ad
26 Instagram Ad	27	28 Insta Post: Rihanna Music Only Class	29	30 Instagram Ad	30	32



February 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Insta Post: College Themed Class	4	5 Instagram Ad	6	7 Insta Post: Justin Bieber Themed class	8 Facebook Ad
9 Instagram Ad	10	11	12 Insta Post: Hip Hop themed class	13 Facebook Ad	14	15
16	17	18 Facebook Ad	19	20	21 Instagram Ad	22
23	24 Instagram Ad	25	26 Facebook Ad	27 FB Post: Throwback Thursday Class	28	29



March 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Facebook Ad	3	4	5 FB Post: Guns & Roses Themed Class	6	7 Instagram Ad
8	9	10 Instagram ad	11 Insta Post: Latin Party Themed Class	12	13 Facebook Ad	14
15 Facebook Ad	16 Insta Post: Lady Gaga Themed Class	17	18	19 Instagram Ad	20	21
22	23	24	25 Facebook Ad	26	27 Insta Post: Lady Gaga Themed Ride	28
29	30 Instagram Ad	31				



April 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Insta Post: '70s Themed Class	2	3 Instagram Ad	4
5	6 Facebook Ad	7	8 Facebook Ad	9 Insta Post: Queens of Pop Themed Class	10	11
12	13 FB Post: Rave Themed Class	14 Instagram Ad	15	16	17	18 Community Event
19 Instagram Ad	20	21 Insta Post: MJ Themed Class	22	23 Facebook Ad	24	25
26	27 Facebook Ad	28	29 Instagram Ad	30		



May 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2 Instagram Ad
3 Facebook Ad	4	5	6 Instagram Ad	7	8	9 Facebook Ad
10	11	12 Insta Post: '90s Themed Class	13	14 Facebook Ad	15	16 FB Post: Ariana Grande Themed Class
17	18 Instagram Ad	19	20	21 Insta Post: Brittney Spears Themed Class	22	23
24 Insta Post: Disney Themed Class	25	26 Facebook Ad	27	28	29 Instagram Ad	30
31						



June 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Facebook Ad	3	4 Instagram Ad	5	6
7	8	9 Facebook Ad	10 FB Post: 80s Theme Music	11	12	13
14	15 Instagram Ad	16	17	18 Insta Post: Taylor Swift Music	19	20
21	22	23 Facebook Ad	24 Insta Post: Beyonce Music	25 Instagram Ad	26	27 Insta Post: Rap music
28	29 Facebook Ad	30 Instagram Ad				



July 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Facebook Ad	2	3	4 Instagram Ad
5	6 Facebook Ad	7	8 Instagram Ad	9	10 Insta Post: Michael Jackson Music	11 Change Billboard
12	13	14 Facebook Ad	15	16 FB Post: Queen Music	17	18 Instagram Ad
19 Facebook Ad	20	21	22 Instagram Ad	23	24 Insta Post: Elton John Music	25
26	27 Insta Post: America Ride	28	29	30	31	



August 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Facebook Ad	5 Instagram Ad	6	7 Insta post: Lady Gaga Music	8
9	10	11 Facebook Ad	12 Instagram Ad	13 Insta Post: Ariana Grande	14	15
16	17 Facebook Ad	18	19 Instagram Ad	20 Insta Post: Adele Music	21	22
23	24	25 Instagram Ad	26	27 Facebook Ad	28	29
30	31 FB Post: Prince Music					



September 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Facebook Ad	2	3 Instagram Ad	4 Insta post: Ed Sheran Music	5
6	7 Insta Post: The Beatles Music	8	9 Instagram Ad	10	11 Facebook Ad	12
13	14 Facebook Ad	15	16 Instagram Ad	17	18 FB Post: Bruno Mars Music	19
20	21	22 Instagram Ad	23	24 Facebook Ad	25	26
27	28	29 Insta Post: Bob Dylan Music	30			



October 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6 Facebook Ad	7	8 Instagram Ad	9 Insta Post: Disney Music	10
11	12	13	14 Facebook Ad	15 Instagram Ad	16 FB Post: Billy Joel	17 Community Event
18	19 Instagram Ad	20	21 Facebook Ad	22 Insta Post: Justin T. Music	23	24
25	26	27 Facebook Ad	28 Instagram Ad	29	30 Insta Post: Halloween Theme	31



November 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Facebook Ad	3	4 Instagram Ad	5 Insta Post: Imagine Dragons	6	7
8	9	10 Instagram Ad	11 Insta Post: Elvis Music	12 Facebook Ad	13	14
15	16 Facebook Ad	17 Insta Post: Drake Music	18	19 Instagram Ad	20	21
22	23 Instagram Ad	24 Facebook Ad	25	26	27 FB Post: Post Thanksgiv ing theme	28
29	30					

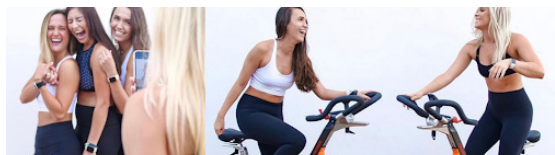
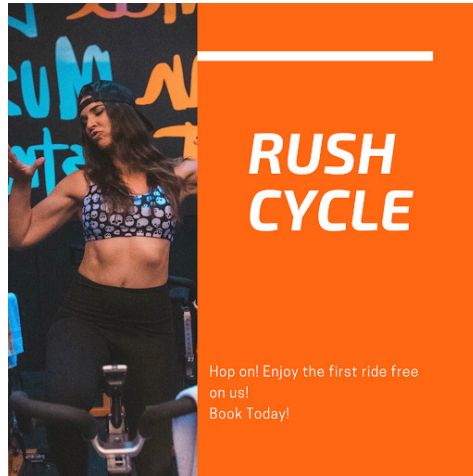


December 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Facebook Ad	2 Insta Post: Christmas Theme	3 Instagram Ad	4	5
6	7 Insta Post: Rihanna Music	8	9 Instagram Ad	10	11 Facebook Ad	12
13	14 Facebook Ad	15	16 Instagram Ad	17	18 FB Post: Christmas	19
20	21 Insta Post: Christmas New Years	22 Facebook Ad	23	24 Instagram Ad	25	26
27	28	29	30	31		



Instagram Posts



**RUSH
CYCLE**

COLLEGE RIDE NIGHT

Wear your college t-shirt and get \$10 off!





Print Ad

COME RIDE WITH US

RUSH CYCLE

FIRST CLASS FREE

**3206 Marina Bay Dr P2, Kemah,
TX 77565**





Facebook Ad

A Facebook advertisement for 'Rush Cycle'. The background is a photograph of a group of people, primarily women, riding stationary bikes in a bright, indoor setting. One woman in the foreground is wearing a white long-sleeved shirt and black leggings, and is smiling. Another woman behind her has her arm raised in the air. In the background, a building with a sign that says 'E-300' is visible. Overlaid on the center of the image is a semi-transparent white box containing text.

Join us for a ride!

RUSH CYCLE

A party on a bike!
www.RushCycle.com



Billboards





Message Strategy

Overview

Rush Cycle is a franchise that has 25 locations around the United States. Rush cycle believes that working out should be effective while also being fun. Rush Cycle has an extensive instructor process to make sure they supply elite talent. Rush Cycle provides a local community feel while also providing an efficient cardio workout.

Positioning Strategy

Rush Cycle is going to focus on two key things to concentrate on in order to excel.

1. Bring more awareness to the health benefits of cycling
2. Create a high community-based feel and promote why Rush Cycle is different from others.

The strengths of Rush Cycle include experienced instructors, efficient workouts, loyal customers, and aesthetically pleasing studio designs. The weaknesses include multiple cycle bars that are also located around the U.S. and also other noncycling studios that provide a unique and effective workout. From research findings, the conclusion is that customers need specialized workouts that last up to 45 minutes, a community feel, prefer group workouts instead of individual workouts, and that the most they will be is from \$10-\$25 for a class. With health care prices to rise and a need to reduce obesity rates, people are beginning to be more aware of how important it is to stay healthy. People are also demanding a specialized workout with unique experiences that provide a 45-minute heart-pumping workout. They want to feel apart of a community that shares goals and aspirations as they do. Indoor cycling has been the most popular version of group exercise since the '80s. Most people live near where they workout and are willing to pay a little more if that means driving less. In the fitness world, it is hard to determine when people will buy workout memberships. Customers purchase memberships depending on the time of the year, what is going on in society, etc. Over the last couple of years, there has been an increase in demand for healthy foods. People are now more conscious of the food they eat; therefore, they have more interest in fitness. With the rise of different workout devices such as Fitbit, Apple Watch, etc. people have started to work out more. They want to be able to achieve their "goals" set on their devices. People are working out and going to exercise classes more than ever. It is essential to understand the motivation behind an increase in exercise to be able to advertise to different audiences.



We will also post on Instagram stories daily of who the instructors are that day, the playlist for the ride if there is a special theme for that ride that day. We will also post on the feed daily a video encouraging people to come out and ride and when there are special offers for a class. Our message strategy is to increase a community-based feel for the Rush Cycle franchise and to promote a unique feel as to why Rush Cycle is different from other cycling studios.

Big Idea

A Party On A Bike.

There are many sayings that are used during Rush Cycle Classes. For example, “Feel the Rush” or “Just Ride,” but there is not a specific slogan that Rush Cycle is known for.

Community Event

The community event we are planning for Rush Cycle is called Rush Party. It is similar to a farmers market but includes so much more. The core goal of this event is to promote healthy living and demonstrate why cycling is beneficial for physical health. The event will be held at Rush Cycle locations, inside and outside of the facilities. It will be scheduled for a Saturday morning from 10:00- 2:00 pm. It will consist of having vendors that are environmentally friendly and be in line with the values of Rush Cycle. Food trucks will be parked outside the building and serve healthy meals only. There will be a DJ and decorations that are orange and white, so they match the Rush Cycle aesthetic. We plan to host two Rush Parties per year, one in the fall in October, and the other during Spring in April.

Food trucks at Rush Party will be serving only healthy foods that can empower the riders and be nutritionally beneficial. One of the trucks will be a smoothie truck such as Smooth Rider. This will give riders the ability to replenish their essential vitamins before and after their ride. The second truck that will be at the Rush Party is a truck that serves local, organic, sustainable food, a popular truck with this menu is Food Farm or the Green Radish. This will make our riders feel better about the food they consume and not feel like they were unhealthy after an intense workout. The third truck we will have attended the Rush Party is a truck that is catered to vegan and vegetarian members. A popular vegan truck we would like to attend is Veggie Express. The eco-friendly food truck will be able to educate the members of Rush Cycle on sustainability in the foods they consume and how it affects the planet. We believe this will impact riders into making positive steps in their health but also the community. For three food trucks, our estimated cost is around



\$3,600.

At the event, attendees will be able to be entered into a drawing to win two free months of unlimited rides. Attendees will be entered into the drawing when they purchase an item at one of the vendors. Once the event is over, we will pick the winner of the drawing and post it on social media. Rush Cycle will also run a promotion during the event that any new members that sign up for the unlimited membership will get it for the founders rate of only \$99 a month. At the event, Rush Cycle will be offering two free classes, which allows attendees to try the classes before they buy a membership. The classes are entirely free and run on a first-come, first-serve basis. This is a great way to promote Rush Cycle and encourage people to buy a membership. The event's promotions will provide an increase in memberships.

The event will be promoted heavily by social media. Instagram and Facebook will be used to advertise to the community. The event will be catered to people ages 18-50, men and women. The Rush Cycle Instagram will serve to reach, specifically the younger crowd, while Facebook will be directed towards 30-50-year-olds. The posts will be colorful to grab people's attention and will include vendor and food truck names, time, place, and other fun activities planned. We will also be making print ads and posting them in local restaurants and shops. We hope this will generate awareness in the community and incline people to come. The vendors at the Rush Party will be environmentally friendly, beauty, and apparel brands. It will consist of three beauty vendors and three apparel vendors. The following are examples of vendors we wish to host at the party but will vary by location. The first apparel brand is Alternative Apparel. This activewear is eco-friendly, organic, recycled, fair labor certified as well as green business certified. Alternative Apparel is also price-conscious. Outdoor Voices will be our next apparel vendor. They are known for their recycled materials. Although Outdoor voices are more on the pricey range, Outdoor Voices have an excellent reputation for their sustainable gym life clothing and will last you a while. The last clothing vendor will be Pact clothing. Pact clothing is organic, GOTS certified, and eco-friendly. Their price range ranges from reasonable to moderate.

For the beauty vendors, we would like to host Love Beauty & Planet, Kahina Giving, and Lush. Love Beauty & planet ranges from hair care to body care at a very reasonable price. You can also find it in any local drugstore. Kahina Giving is more on the moderate price side. Not only are their ingredients sustainable, but their packing as well. Lush is



the most famous being a skin and body care line. Before going green was a trend, Lush was already on the wagon. For the vendors that will be attending the Rush Party, we will create a contract with a deal plan. The deal is that they will attend the community event for free to get exposure and that all proceeds will go to them, and they won't have to pay Rush Cycle. This deal will be fantastic because we will be able to fit into our budget and make sure we won't go over, while also giving these vendors a chance to come out and make money and new customers at the same time.

The layout of the event and decor are as follows. We will have a DJ who will play pump-up music and provide entertainment throughout the event; the DJ will cost \$1,000. The DJ will be located at the front of the building, and the vendors will be lined in an L shape, outside the building. Rush will have different decorations inside and outside the facilities. An orange and white balloon arch will be the main decoration piece, placed outside the doors of the facility. There will also be balloons at each vendor. The total decoration cost will be \$600. There will also be free Rush Cycle merch such as pens, cups, stickers, and t-shirt; each item will have the Rush Cycle logo. There will be two sets of stickers one with the logo and one that just says "Rush Cycle". Lastly there will be three t-shirts. The first t-shirt will be a tank top that says "Your Gold Baby, Solid Gold", this can be worn around the community and at Rush Cycle classes. The second t-shirt will say "Feel The Rush" and will be an athletic material. The last t-shirt will say "Follow Your Rush", this will also come in a cute sports bar to be worn when working out. This will increase awareness of Rush Cycle throughout the community and encourage a healthy lifestyle. The total of merch will depend on the number of people that attend the event; we estimate an average of \$1,500. The total cost of food trucks, a DJ, decorations, and giving away free memberships, we believe the estimated cost for Rush Party could be around \$5,000 - \$8,000. The budget of the Rush Party will vary depending on the location and size of the community.

Rationale

We are creating these ad campaigns to get more awareness in local communities that Rush Cycle is a great place to get your cardio in a while also having a fun workout.

We know that these ads and billboards will work in our favor because of our choices on where to advertise and who to advertise to. A certain number of ads will be for the community event that is held. The ads will have more emphasis on the instructors at a local Rush Cycle, and the



billboard will focus on the Rush Cycle franchise as a whole. Since each local Rush Cycle may be different, the advertisements will reflect the location and give off the aesthetic of that certain local community.



Campaign Evaluation

The goal of our campaign is to increase brand awareness of the Rush Cycle, and over the next 12 months, we hope to increase membership sales. This will lead to social media, and membership increased by around 10%. The campaign we have created for Rush Cycle will be successful if the advertisements attract college students and young moms to attend classes. By advertising through social media, billboards, and print ads, we will create an awareness of this growing franchise. We will monitor the success of brand awareness through cost per clicks on the website. The second thing we will use to monitor is Instagram likes; we believe if we see an increase in followers, this will directly indicate the number of members each location is receiving. Finally, we will monitor the number of individuals who become members. We want Rush Cycle to grow their customer base, and be able to retain customers. This will be useful in trying to gauge whether overall awareness has improved over time. Our desire is once our target market has become more aware and educated about Rush Cycle, they will make it their permanent workout class. We are confident that if Rush Cycle employs the advertising strategies in this booklet, they will increase their memberships, brand recognition, and profits.