

COMM 211

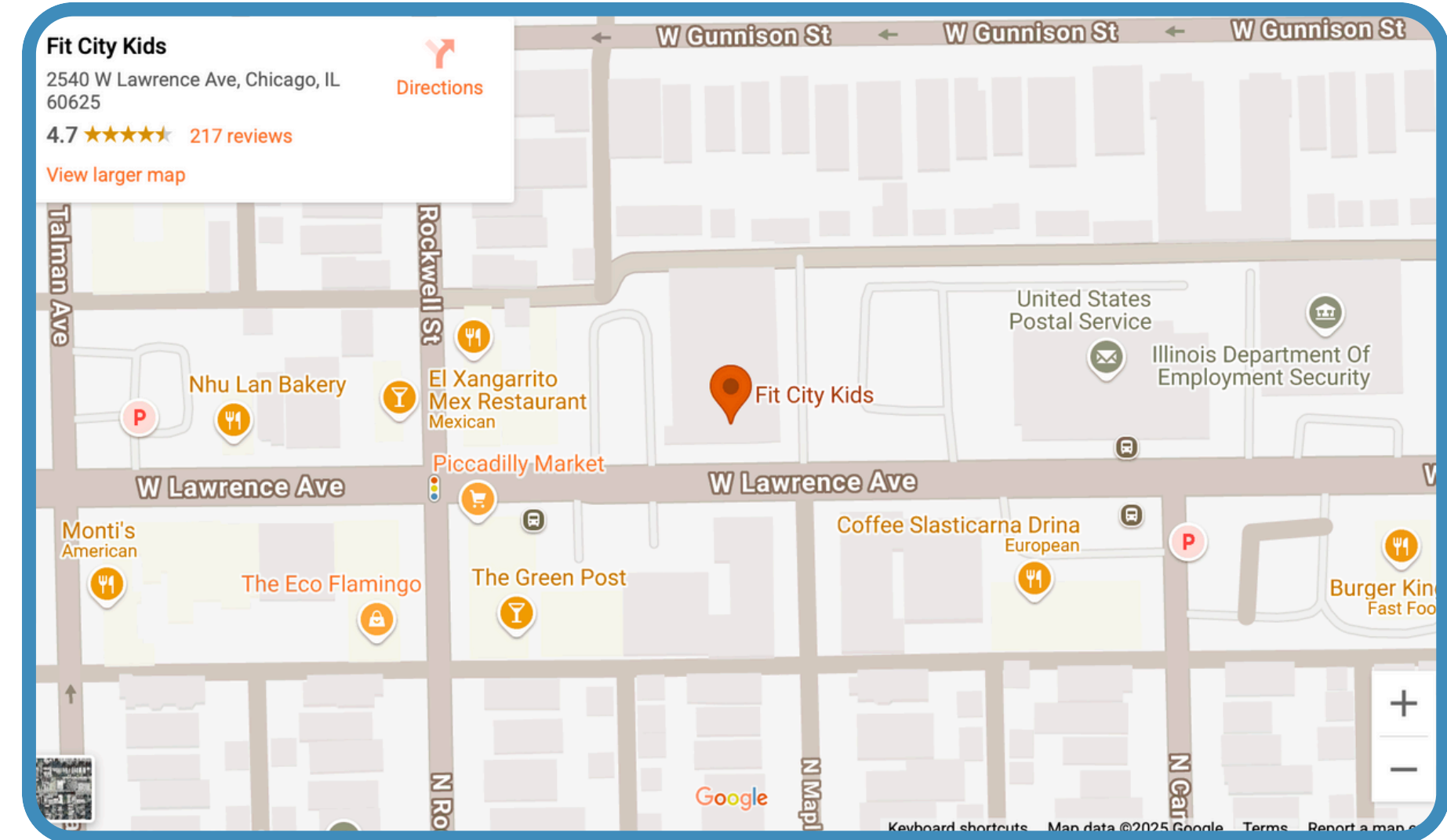
MARKETING



STRATEGY

FIT CITY KIDS

Fit City Kids is a gym in Chicago, that provides classes, private training, camps, and parties for children ages 3-13. Fit City Kids promotes healthy habits, and teaches children how to lead a balanced lifestyle through fun!



OPPORTUNITY ANALYSIS

The Marketplace:

Through fitness centers like Fit City Kids, children are being exposed to healthy habits, community, and given a place to be active. Parents and guardians who want to invest in their children's futures seek environments where they can flourish. Fit City Kids promotes a fun environment to be health and support children in becoming the best versions of themselves.



(Fit City Kids Instagram)



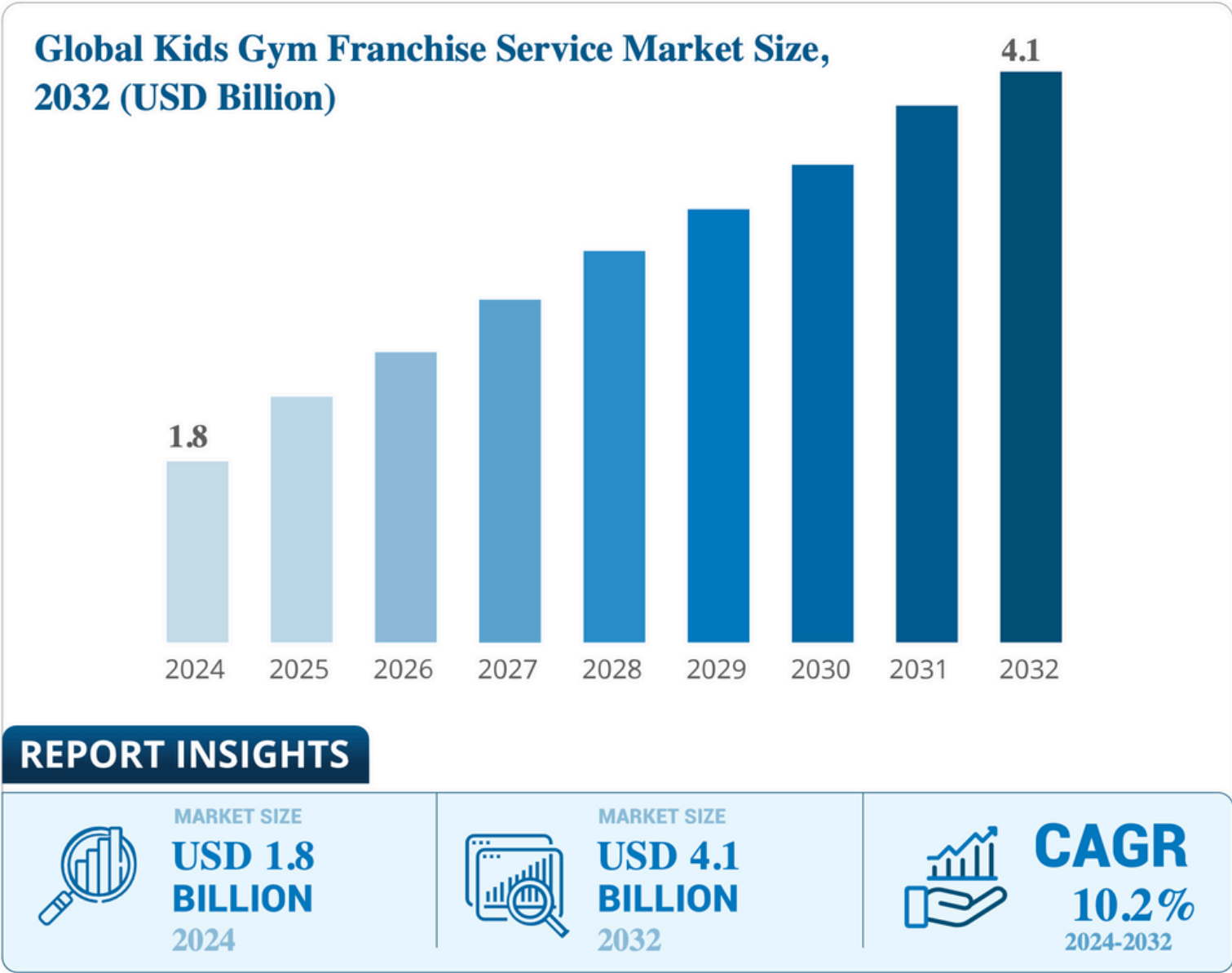
(Fit City Kids Instagram)



OPPORTUNITY ANALYSIS

Market Opportunities:

The children fitness center marketplace is growing, and is “expected to reach USD 4.1 billion by 2032” (“Kids Gym Franchise Service Market Size, Share & Growth 2030”)



(Business Research Insights)



TARGET AUDIENCES



Families that Prioritize Wellness

- Gen X & Millennial parents
- Upper-middle class
- Invests in health



Active Families

- Millennials & Gen X with kids: 3+
- Middle-Upper Class
- Invests in physical activity



Shy Children

- Kids 4-12
- Parents: Millennials & Gen X
- Invests in mental health





TARGET MARKET 1: PARENTS WHO PRIORITIZE WELLNESS

These parents want their children to be as happy and healthy as they can be. Not just physically but mentally as well, they want to provide their children with the physical and mental capability to face their future. These parents teach their kid that as long as they try their best they are winners!

Values

- Prioritizing physical, mental & emotional wellness



TARGET MARKET 2:

ACTIVE FAMILIES



These parents never lost a football game when they were in high school and want to keep the family name winning!



You know those people who run the local turkey trot every year as a family? They make sure their kids are always busy and running (sometimes literally) from activity to activity



Values

- Building strength, and having fun in a structured environment



TARGET MARKET 3:

SHY CHILDREN

Do you remember being a shy little kid who didn't know what to do, or who to talk to? Finally you found someone or something that brought you confidence in yourself.

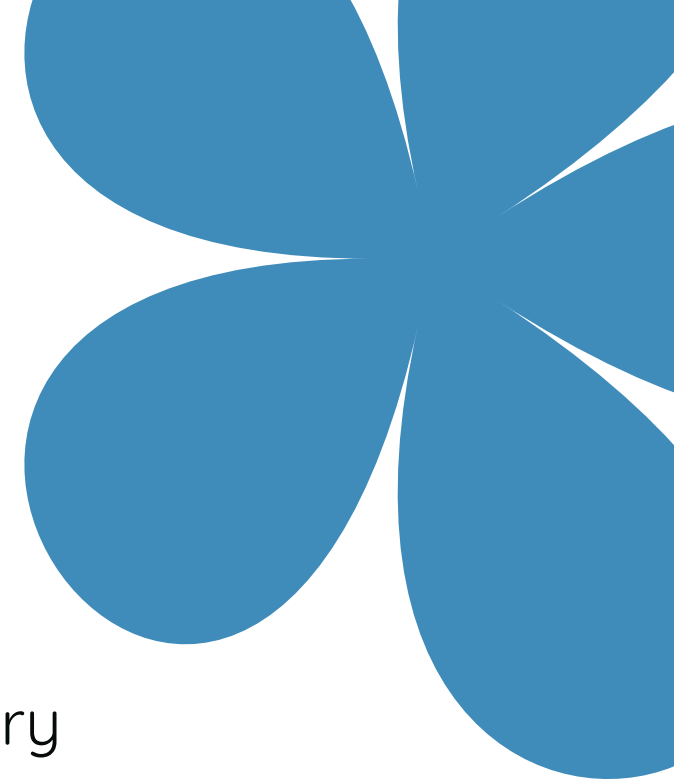
Some of these kids have a passion for sports that they need to find, and others have friends waiting to find them. Kids open up the most when they are in safe and welcoming environments.

Values

- Building Trust, Overcoming Shyness, & Improving Self-Image



Competitive Analysis



Fit City Kids Website

Evanston YMCA:

- Has a well established marketing strategy
- Serves ~21 million people across the country
- Distance: 5.8 Miles

Ultimate Ninjas Chicago:

- Has close association with American Ninja Warriors
- Serves ~1 million people across 5 states
- Distance: 2.1 miles

MY GYM:

- Known for reliability
- Serves ~ 600,000 people across America
- Distance: 5.3 Miles



McGaw YMCA Evanston

Size:

There are over 2,700 YMCA locations across the United States. The Evanston location employs over 300 people year-round and over 200 seasonal employees each summer



Channels:

Youtube, Facebook, Instagram, Newsletters

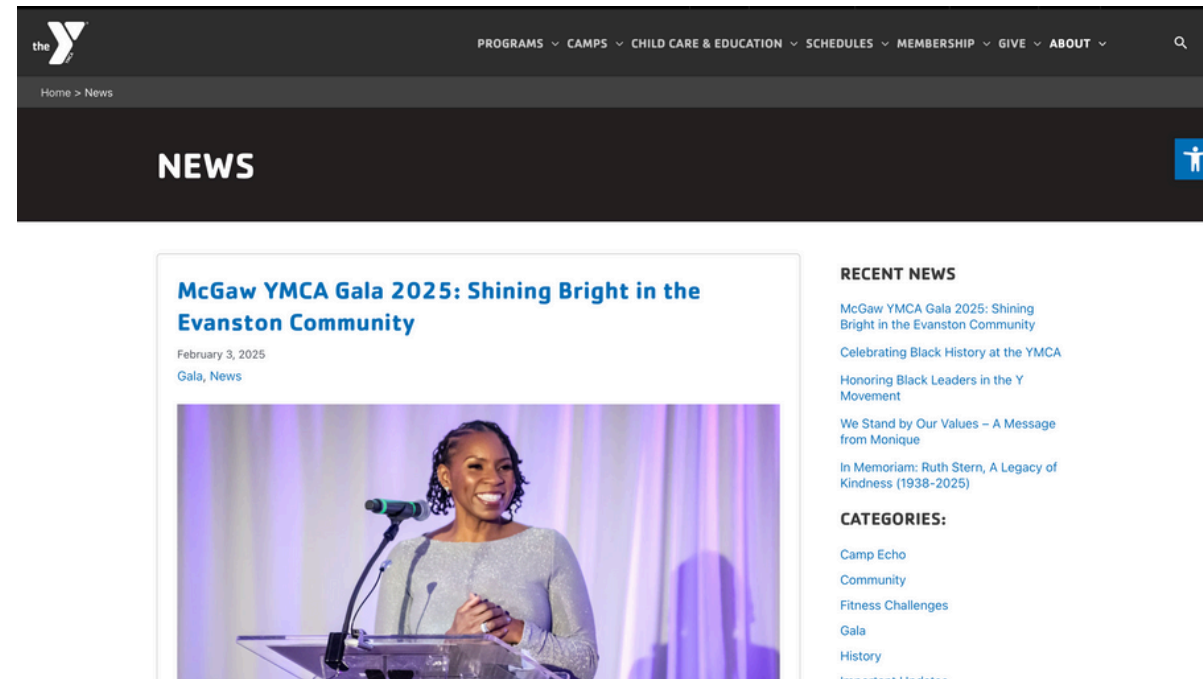
Message:

“The YMCA of Metropolitan Chicago is devoted to understanding and attending to community needs through a wide array of initiatives, efforts, and programs...”

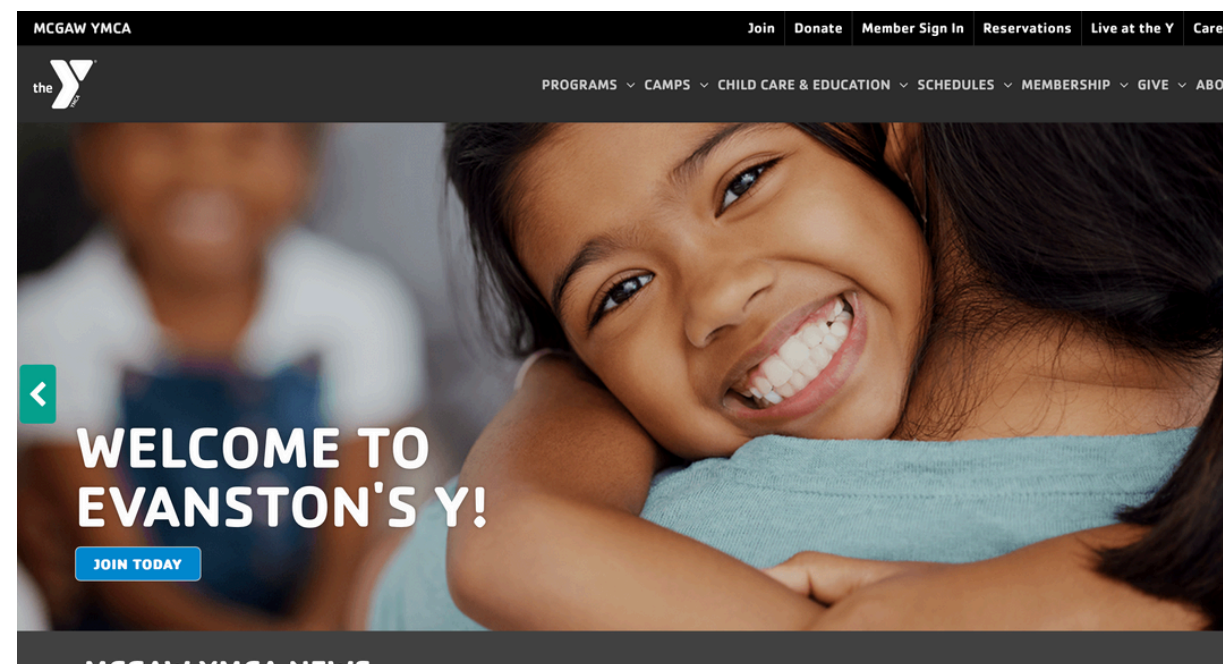
MCGAWYMCA.ORG



McGaw YMCA Evanston



MCGAWYMCA.ORG

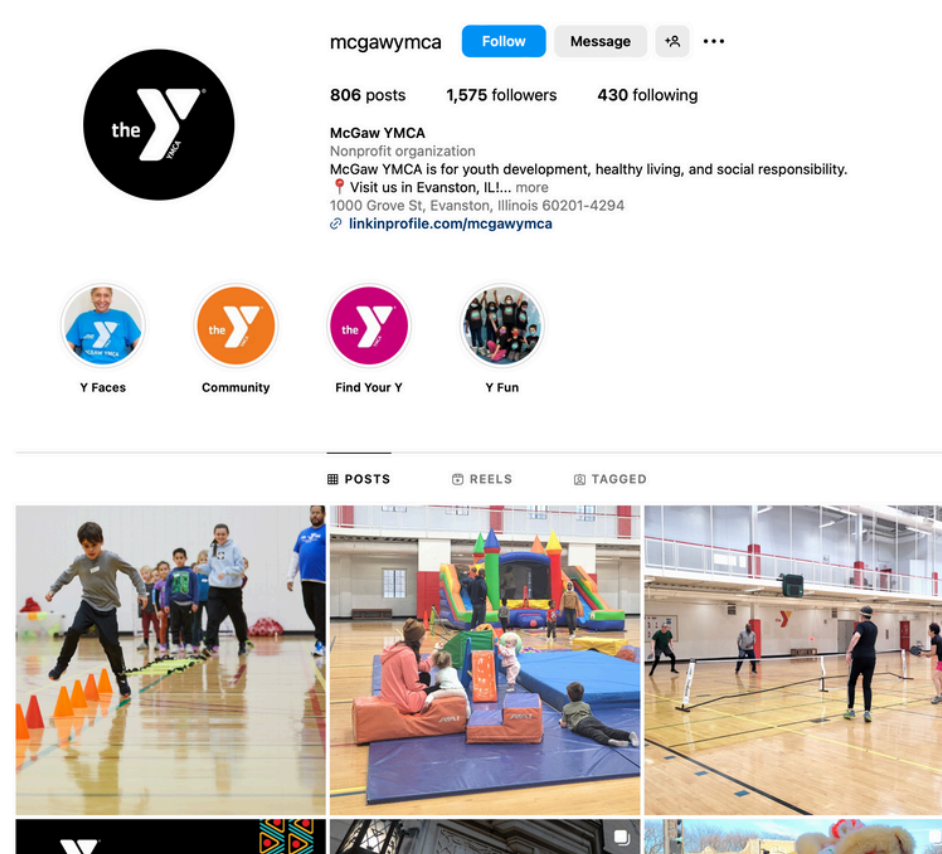


What's Working?

- Programs are more general in nature, with options ranging from group fitness to swimming and sports leagues.
- Their messaging emphasizes accessibility, inclusivity, and their long-established reputation.
- They reach families through traditional advertising, social media, and local partnerships, promoting seasonal events and family-friendly offerings.



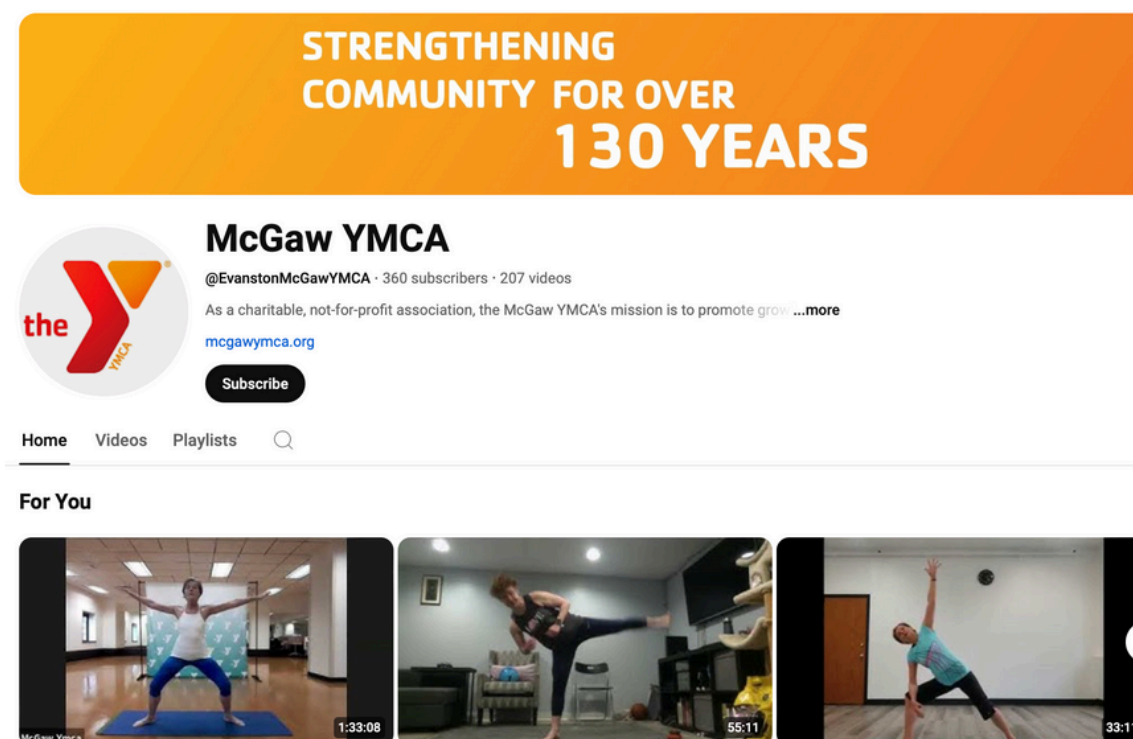
McGaw YMCA Evanston



@mcgawymca Instagram



McGAW YMCA- Evanston Facebook Page



McGaw YMCA Youtube Page

Analysis:

- YMCA is a very well established brand and has a reputation that sets its marketing ahead of this market
- The YMCA has a bigger demographic which limits to more general programming
 - Fit City Kids demographic is more specialized to kids which offers more uniquely structured classes
- Fit City kids having only 1 location offers more local partnerships to be connected within the community
 - The YMCA partners on a more national level which limits the community aspect



Ultimate Ninjas Chicago

Size:

There are 16 locations in California, Florida, Illinois, Colorado and China.

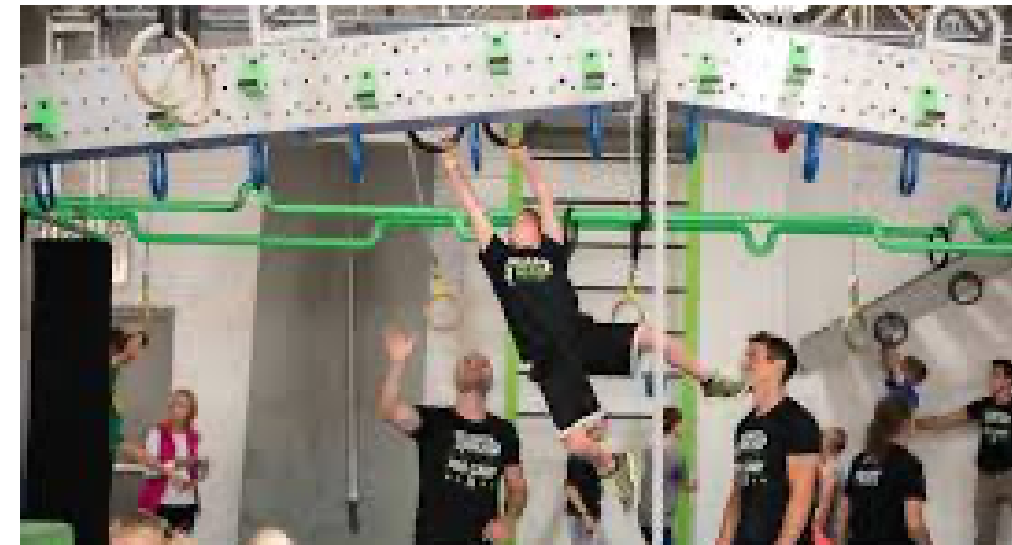


Channels:

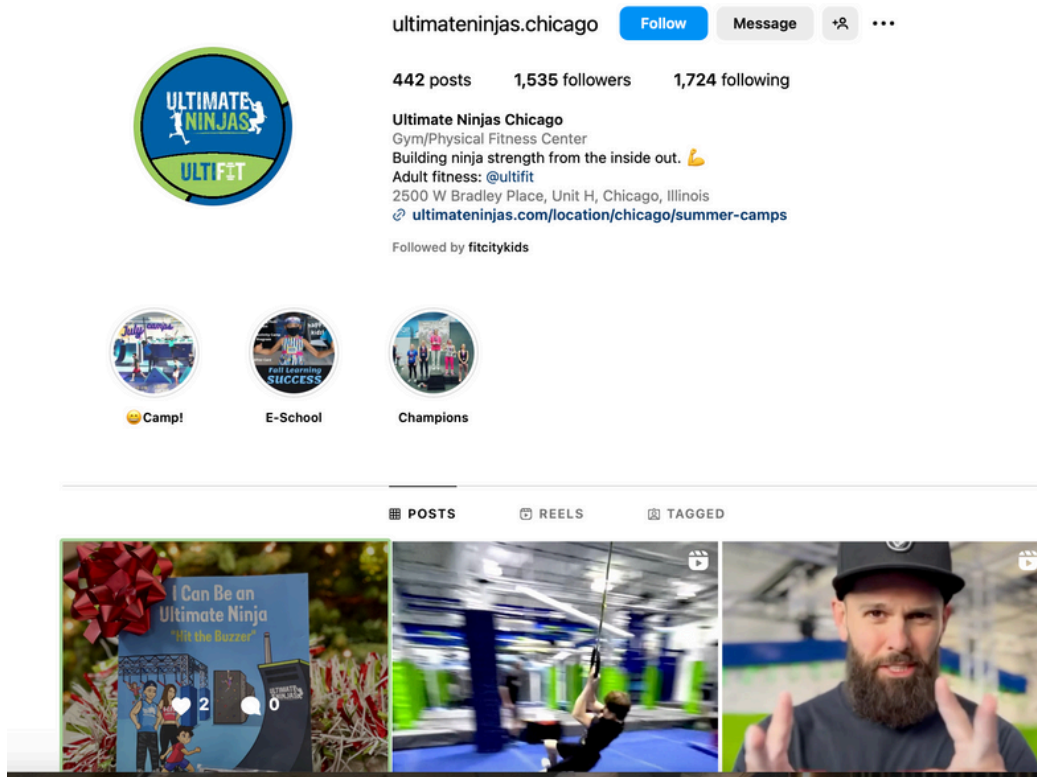
YouTube, LinkedIn, Instagram, Facebook

Message:

Ultimate Ninjas' message is that play, learning, and growth are essential for children's development

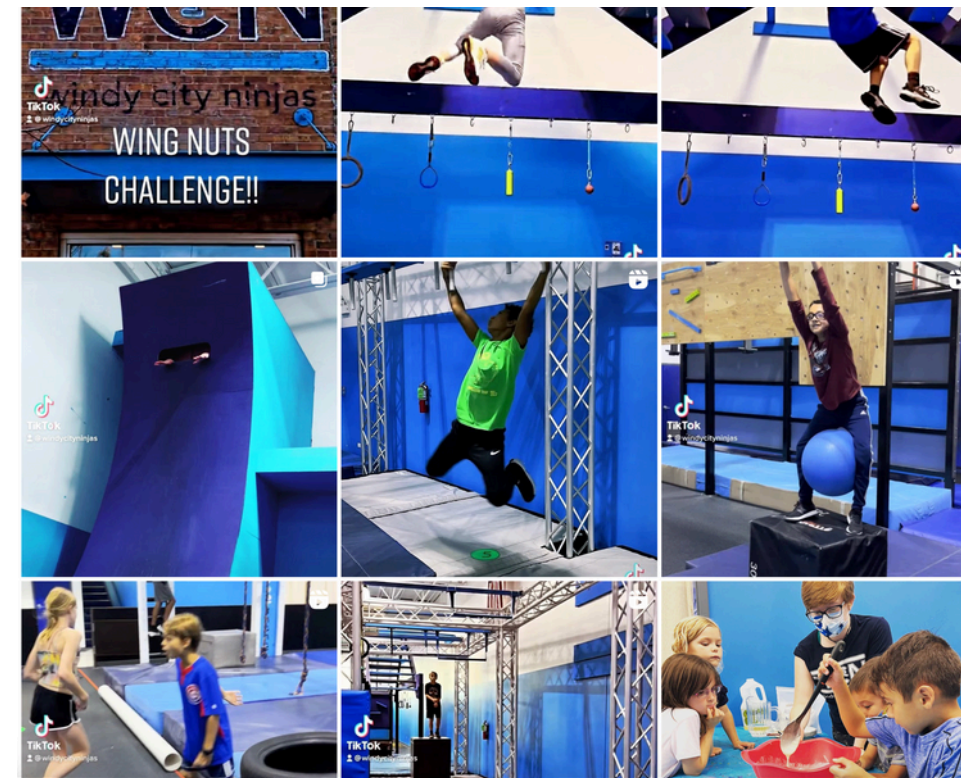


Ultimate Ninjas Chicago



What's working:

- Ultimate Ninjas Chicago posts videos to promote their training programs for both children and adults.
- Ultimate Ninjas does not update their social media often, so they rely on repeat customers and their already well established fan base.
- Because Ultimate Ninjas is a company with locations all in 5 states, they have the advantage of being a well known name. As well as being closely associated with Amercian Ninja Warrior.



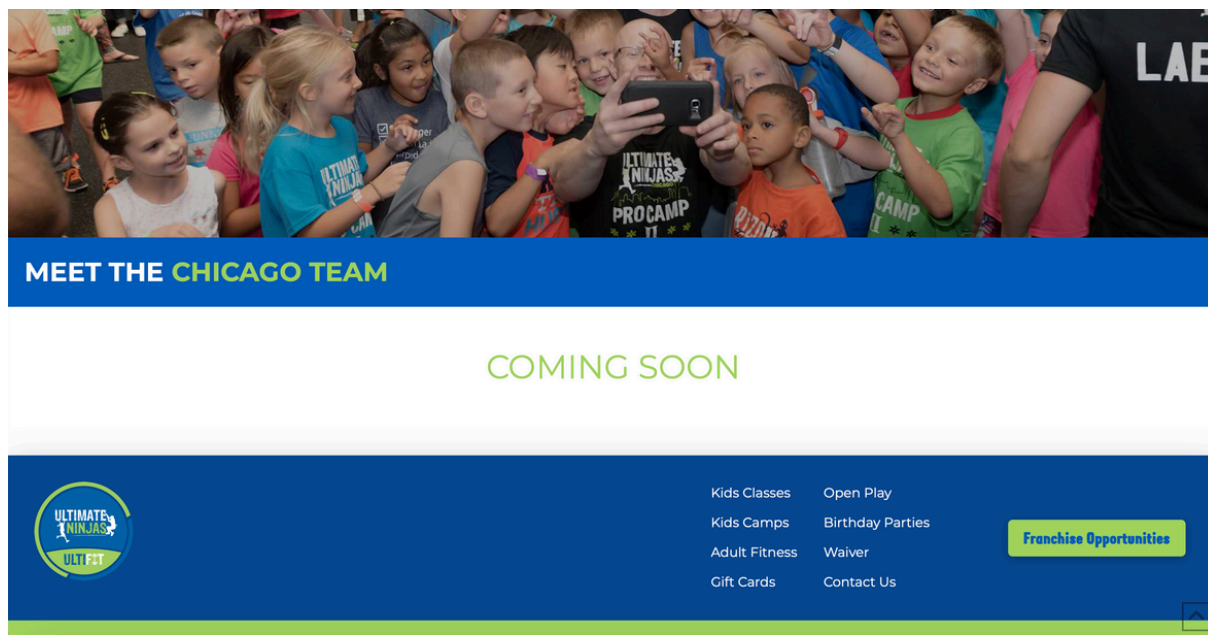
Ultimate Ninjas Chicagos Instagram



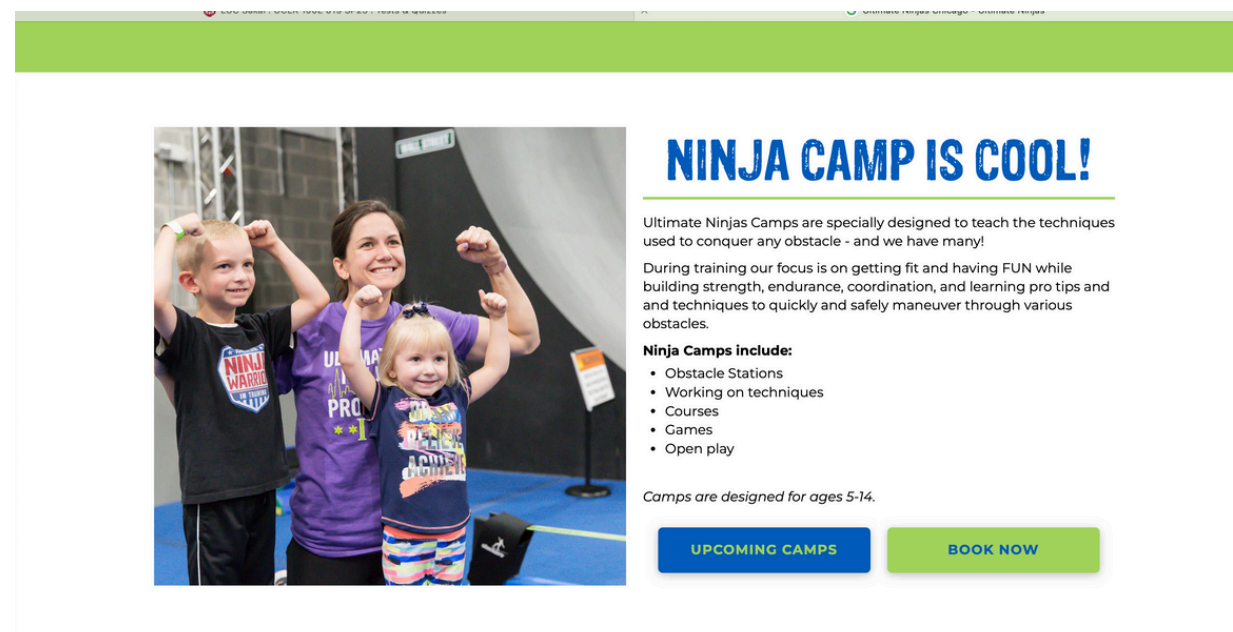
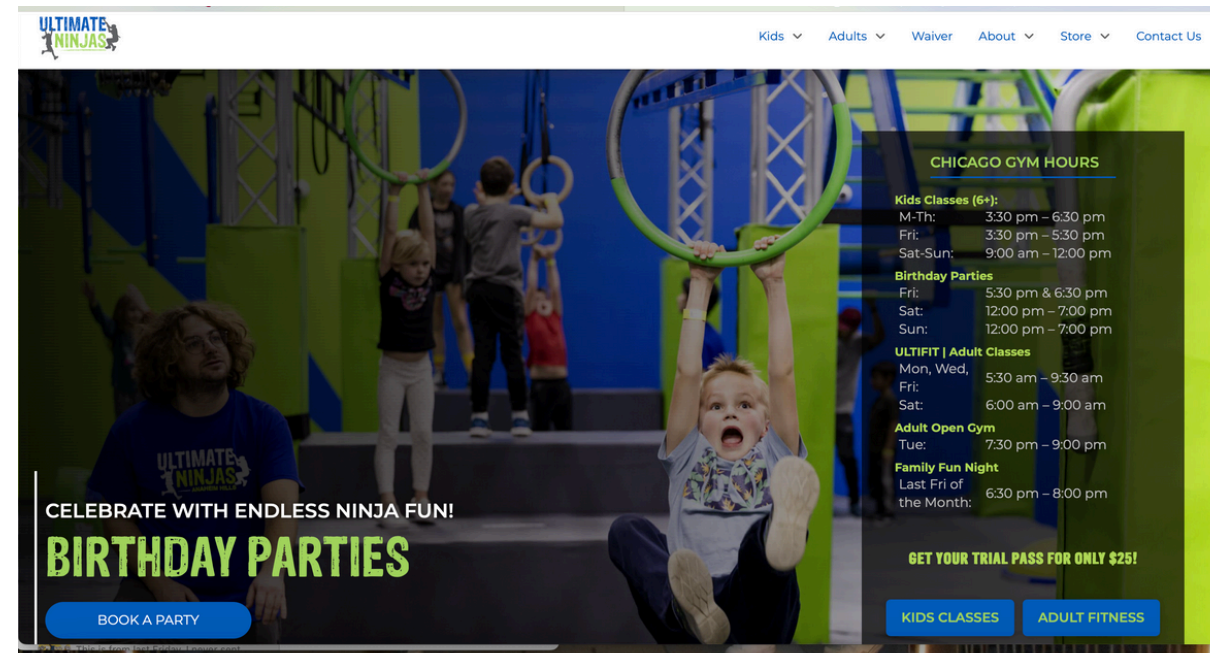
Ultimate Ninjas Chicago

Analysis:

- Ultimate Ninjas Chicago is a threat to Fit City Kids due to their geographical proximity, with Ultimate Ninjas being just an 8 minute drive away
- Ultimate Ninjas Chicago has close association with American Ninja Warrior, a competition show where people compete to complete a ninja course, in addition, Ninja courses are going to be a part of the 2028 Olympics, so they are marketing their “Olympic Training”
- Ultimate Ninjas is a ninja training gym for both children and adults, whereas Fit City Kids is aimed at just children



Ultimate Ninjas Chicago's Website Homepage



MYGYM



Size:

MYGYM currently has over 700+ locations worldwide. The Chicago location has 11-50 employees.

Channels:

Facebook, X/Twitter, Youtube, Instagram, Pinterest, and Email

Message:

Creating Moments That Matter!

We cherish every one of our members and are grateful to have each as part of our My Gym family. - MYGYM

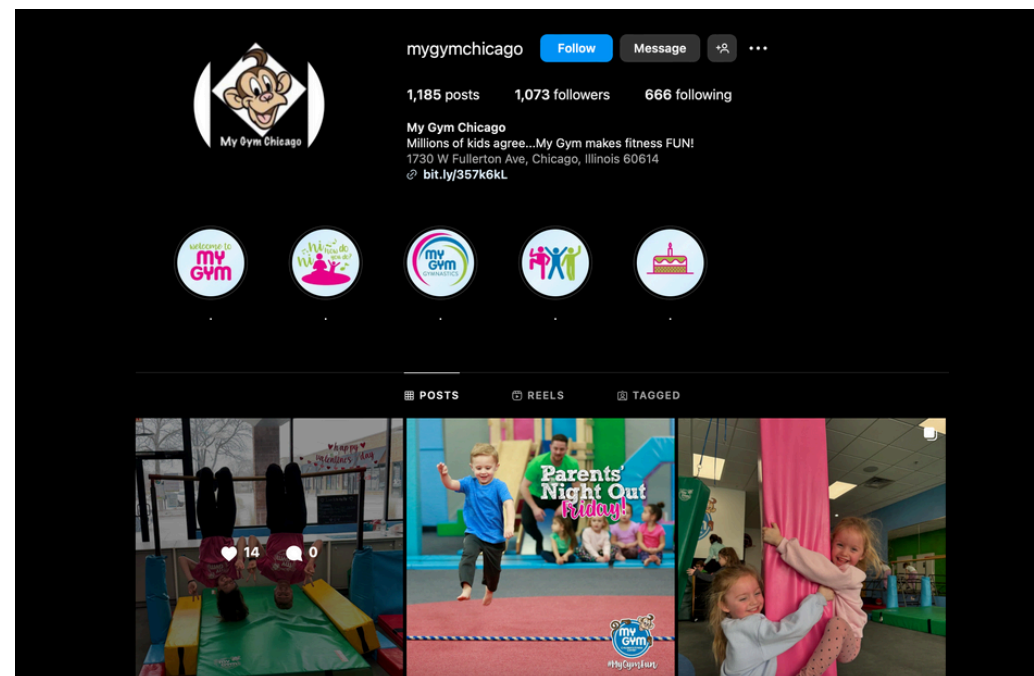


MYGYM

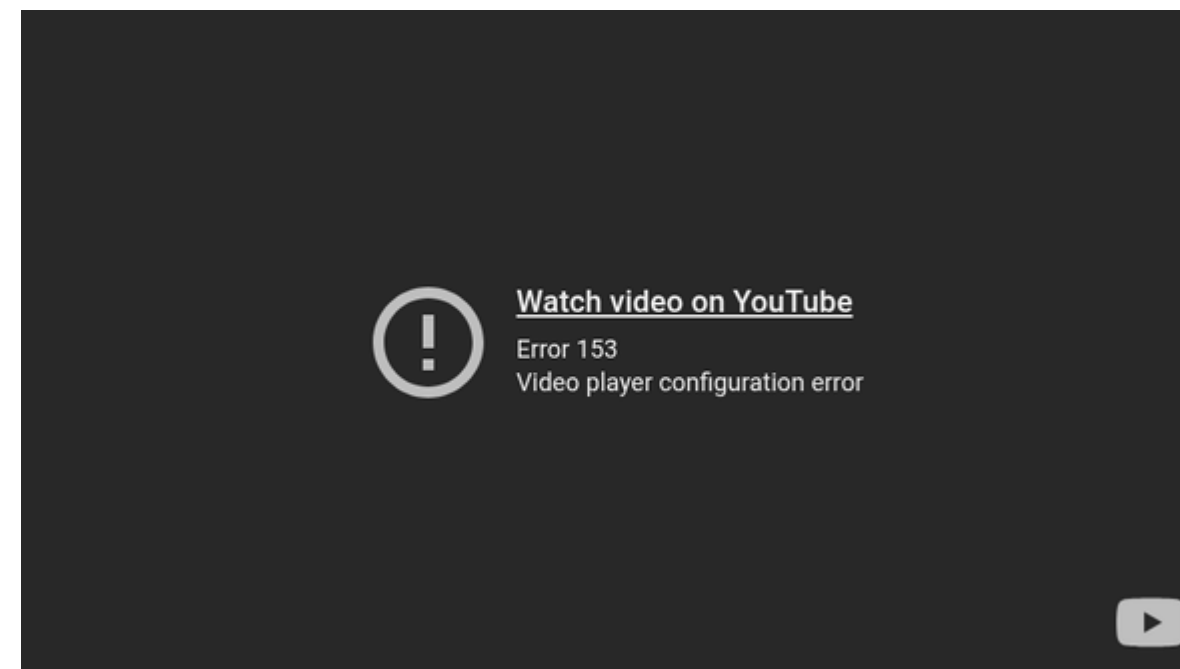


What's Working?

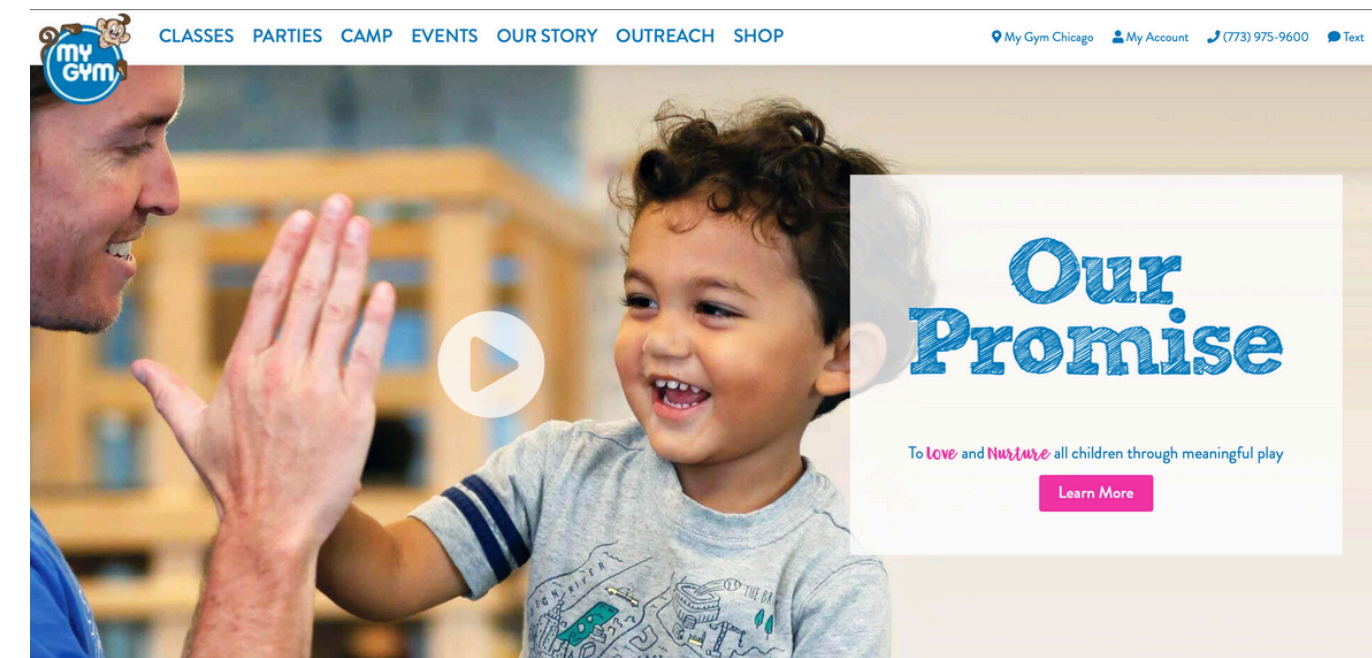
- MYGYM has consistency throughout their channels, and through their franchise. They are active on a variety of channels.
- MYGYM utilizes customer testimonials in their Youtube videos.
- They have a well-developed website and are active on various social media. Some more than others.



(MYGYM CHICAGO INSTAGRAM)



(MYGYM Youtube)



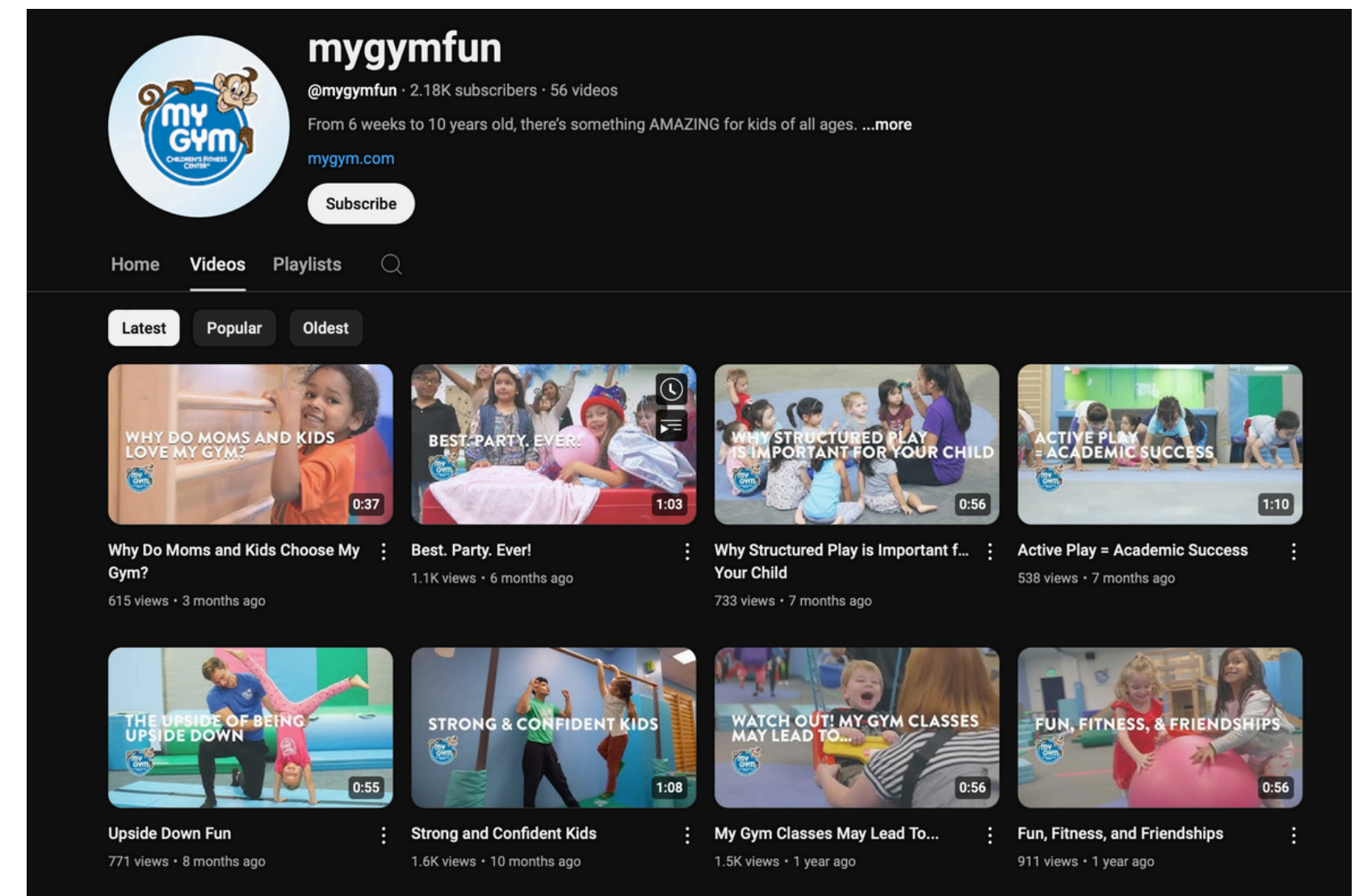
(MYGYM Website)



MYGYM

Analysis

- MYGYM has an known audience through being a larger national franchise. MYGYM is known to be trustworthy and reliable for families and children.
- An issue is the same content is shared throughout all their locations. As a franchise, it makes them consistent. Fit City Kids lack of channels makes it harder for their name to be put out there.
- MYGYM aims to create a safe place for children who want to develop athletic and fitness goals.
- Due to MYGYMs size, it is harder for them to create family like bonds with their customers, Fit City Kids is able to create a space where each child is seen



(MYGYM YOUTUBE)



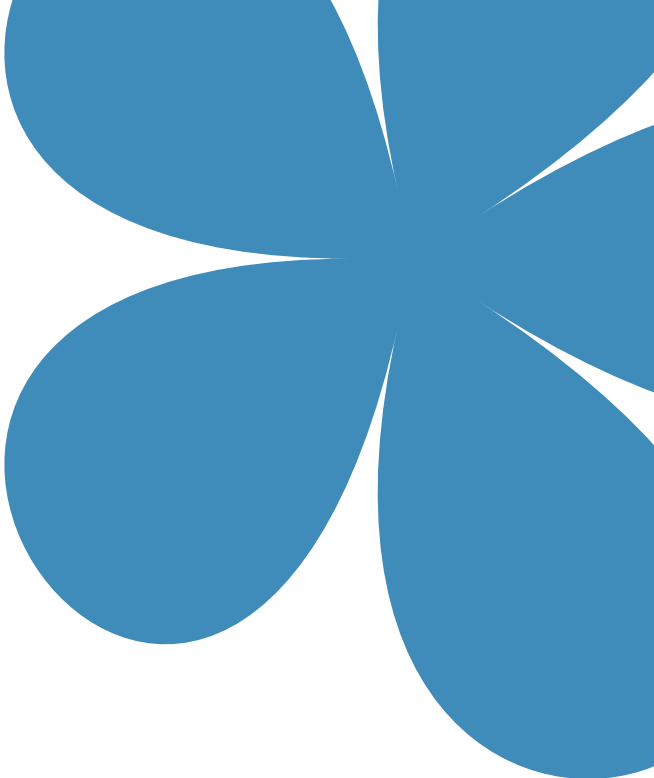
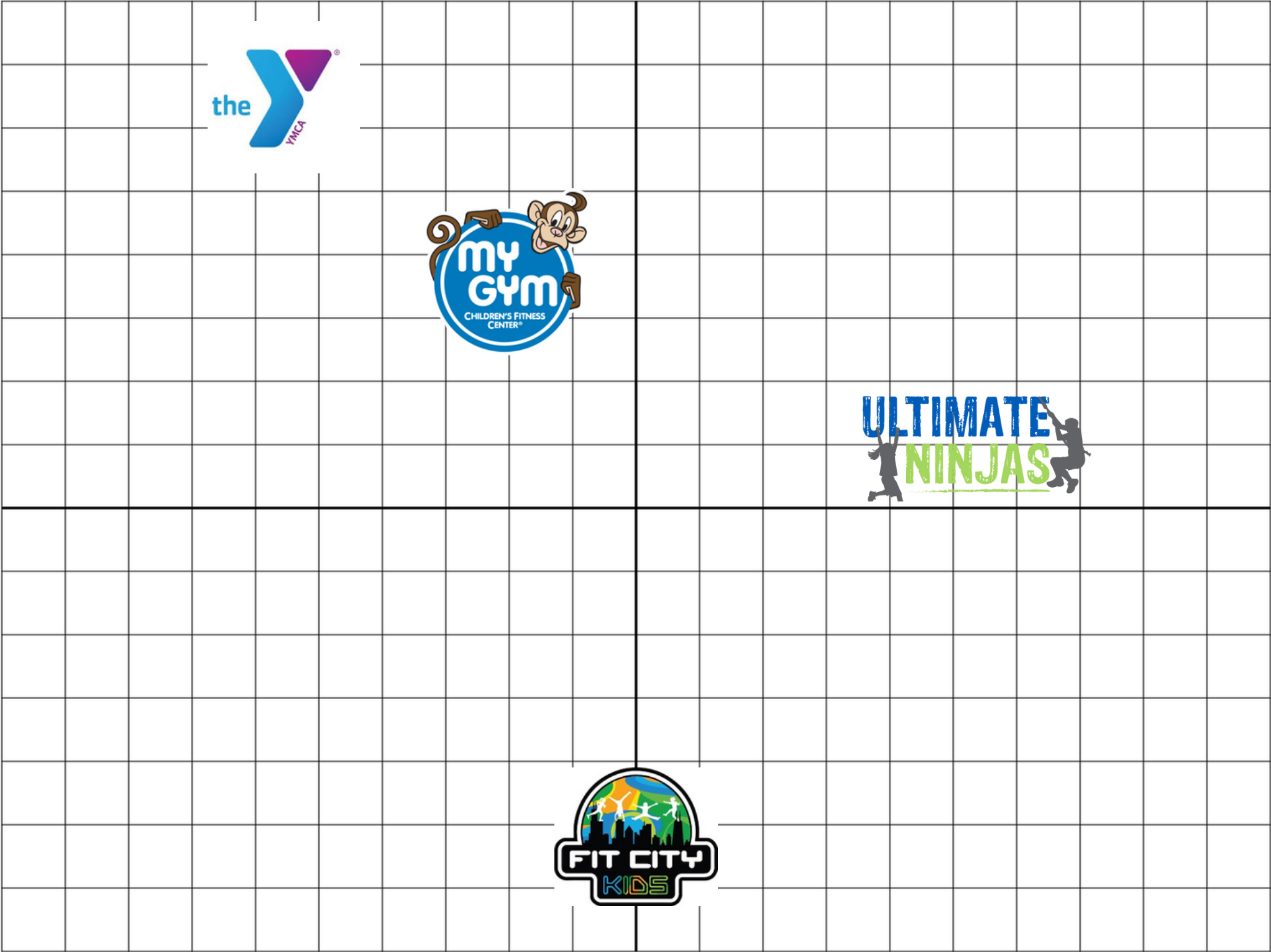
Market Positioning



Structured Classes



National Franchise



“Free Play”



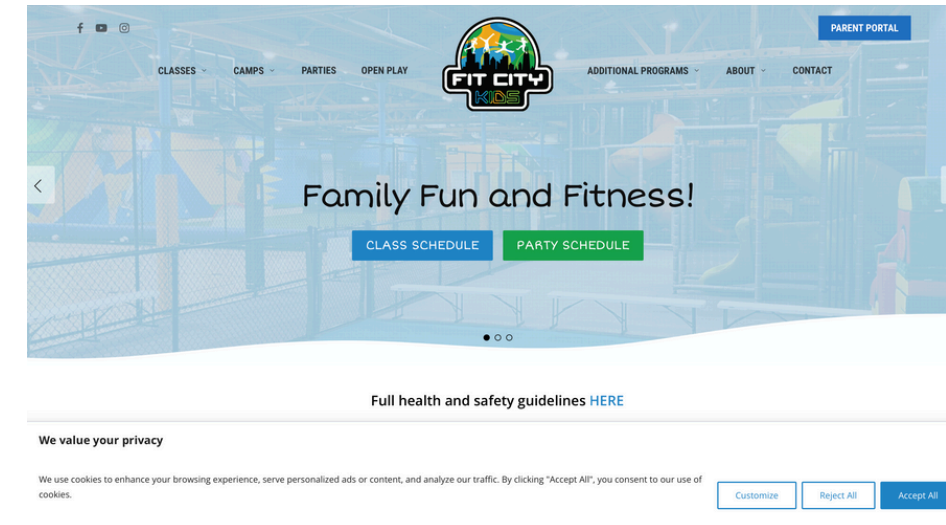
Small Business

Promotional Strategies

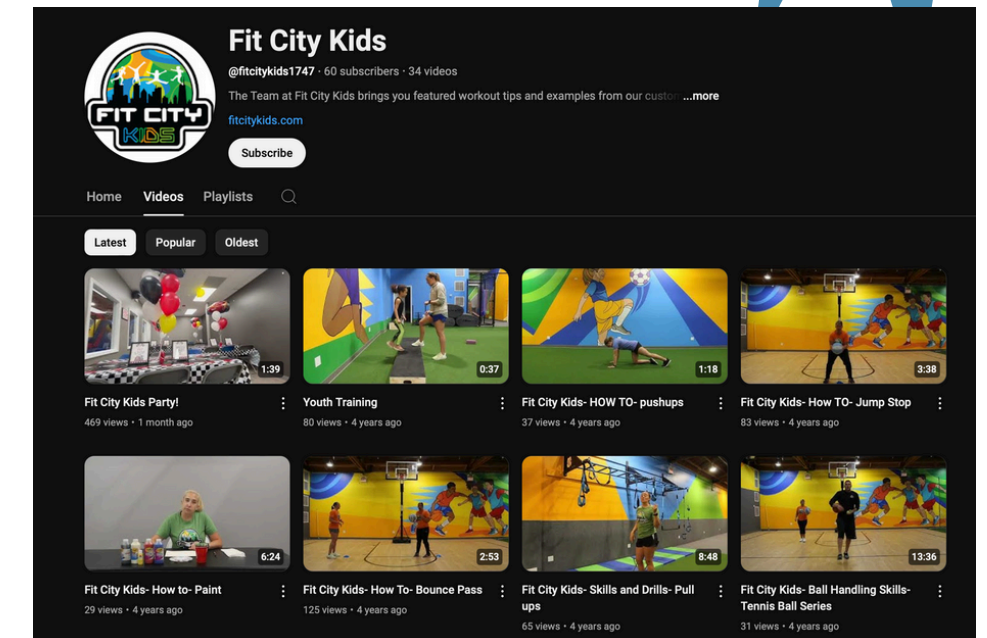
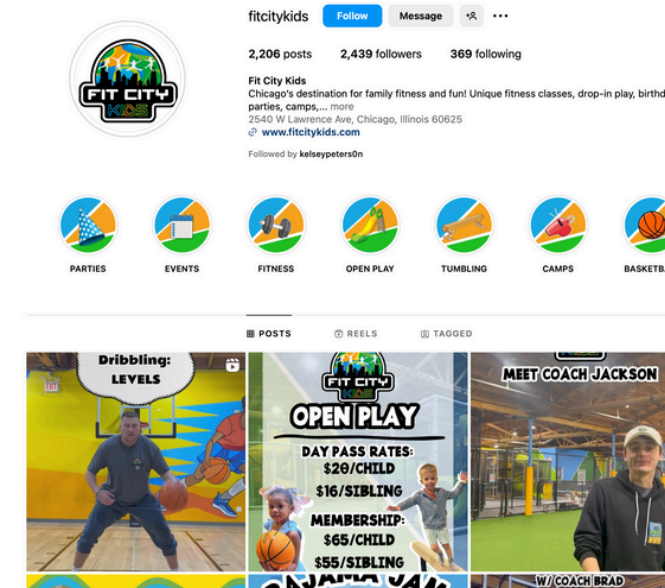
- Reach larger audience
- Increase online visibility
- Increase enrollment



Fit City Kids Website



@fitcitykids Instagram



Fit City Kids Youtube Channel



Fit City Kids Facebook Page



Creative Brief

FACT THAT MAKES US STOP AND THINK

47% of kids are not involved in an after-school activity. Children are staying home after school because of safety reasons, lack of outdoor space, and busy parents.

INSIGHT THAT MATTERS

Parents must choose between keeping their child safe, giving them a fun, active childhood.

THE CREATIVE STRATEGY

Show parents that they don't have to choose between giving their child a safe, or fun, active childhood

THE ONE THING WE'RE TRYING TO COMMUNICATE

Don't let your children fear fun!



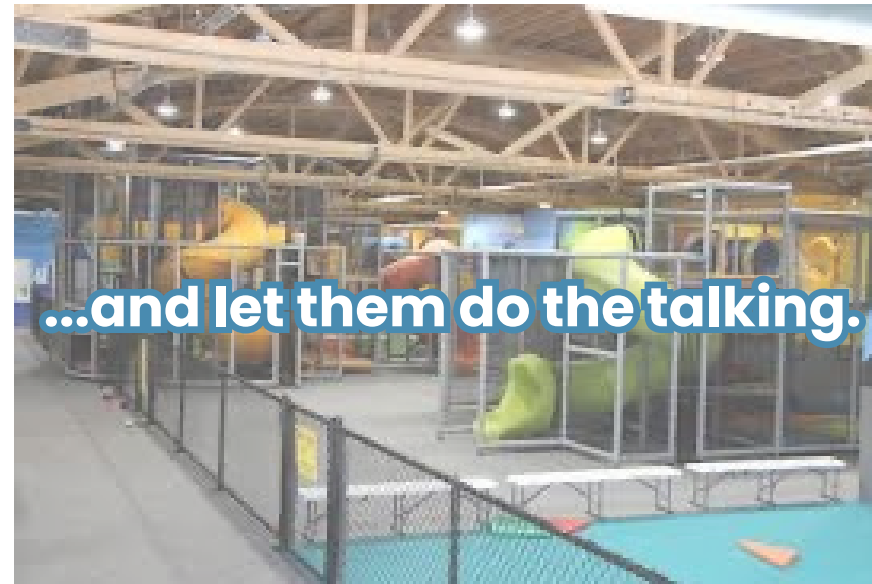


“Just Ask The Kids!”

We want to show that when it comes to fun, fitness and family-friendly spaces; kids know the best! We want to highlight real kids voices, ideas and feedback! We’ll position Fit City Kids as the place designed for kids, by kids—where movement meets imagination!



Ask the Kids- OLV



Video outline

Opening (0:00–0:05)

On-Screen Text: “We mic’d up some Fit City Kids...
...and let them do the talking”

🎵 Upbeat, playful music starts

(0:06–0:15)

Visual: Quick shots of kids putting on clip-on mics and giving introductions {ex- “Hi I’m ____ and I’m at ____ class”}

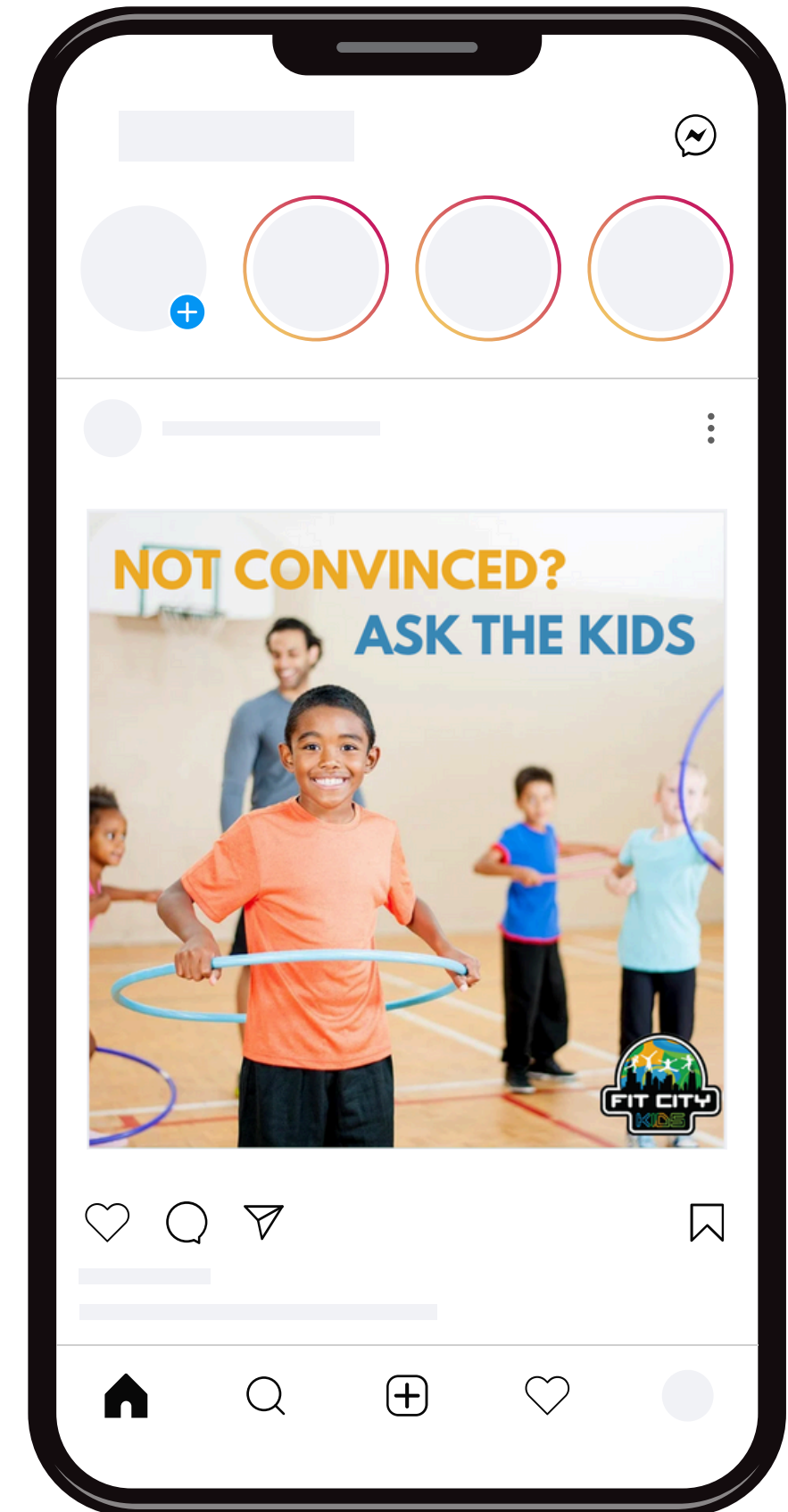
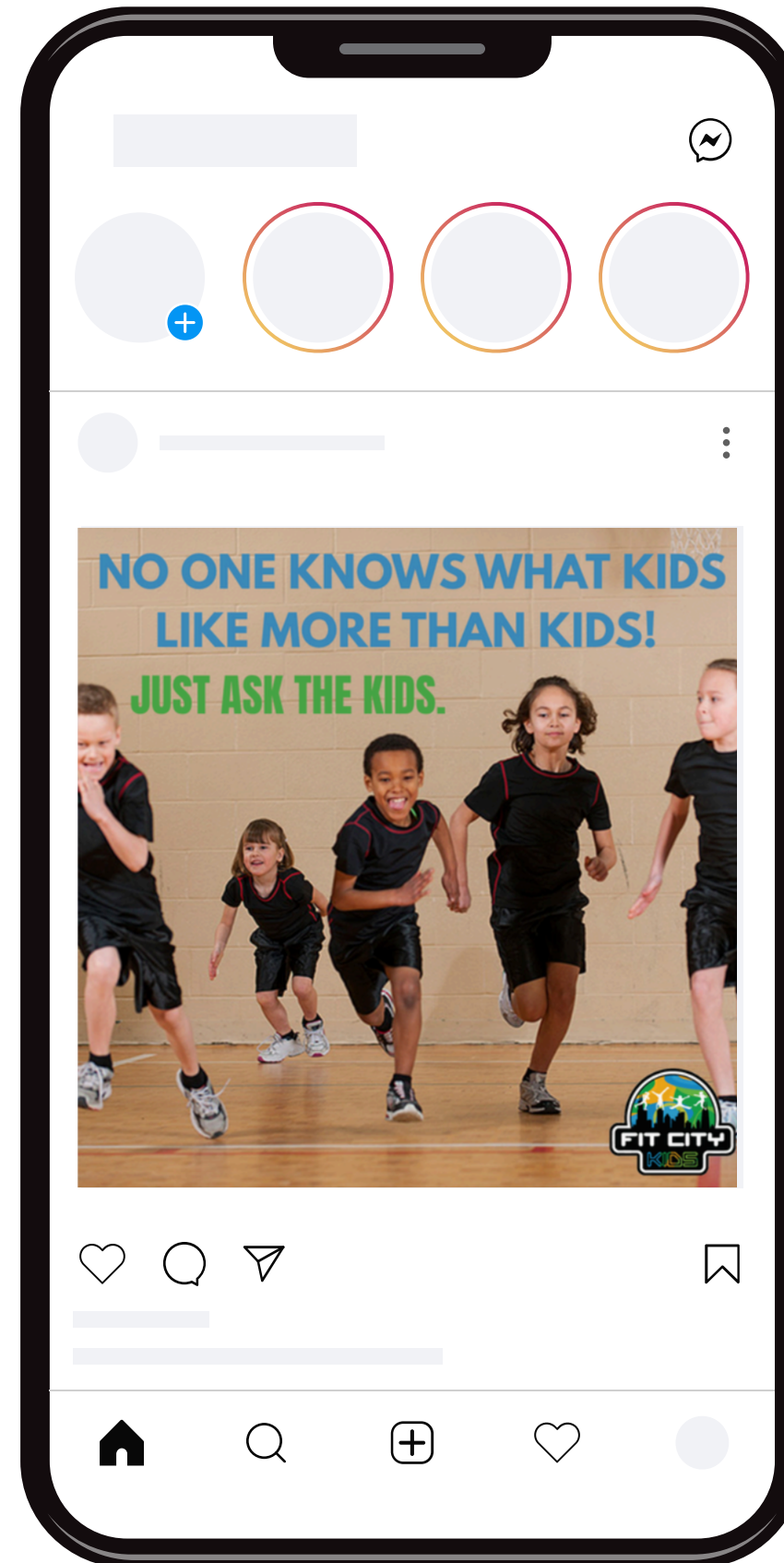
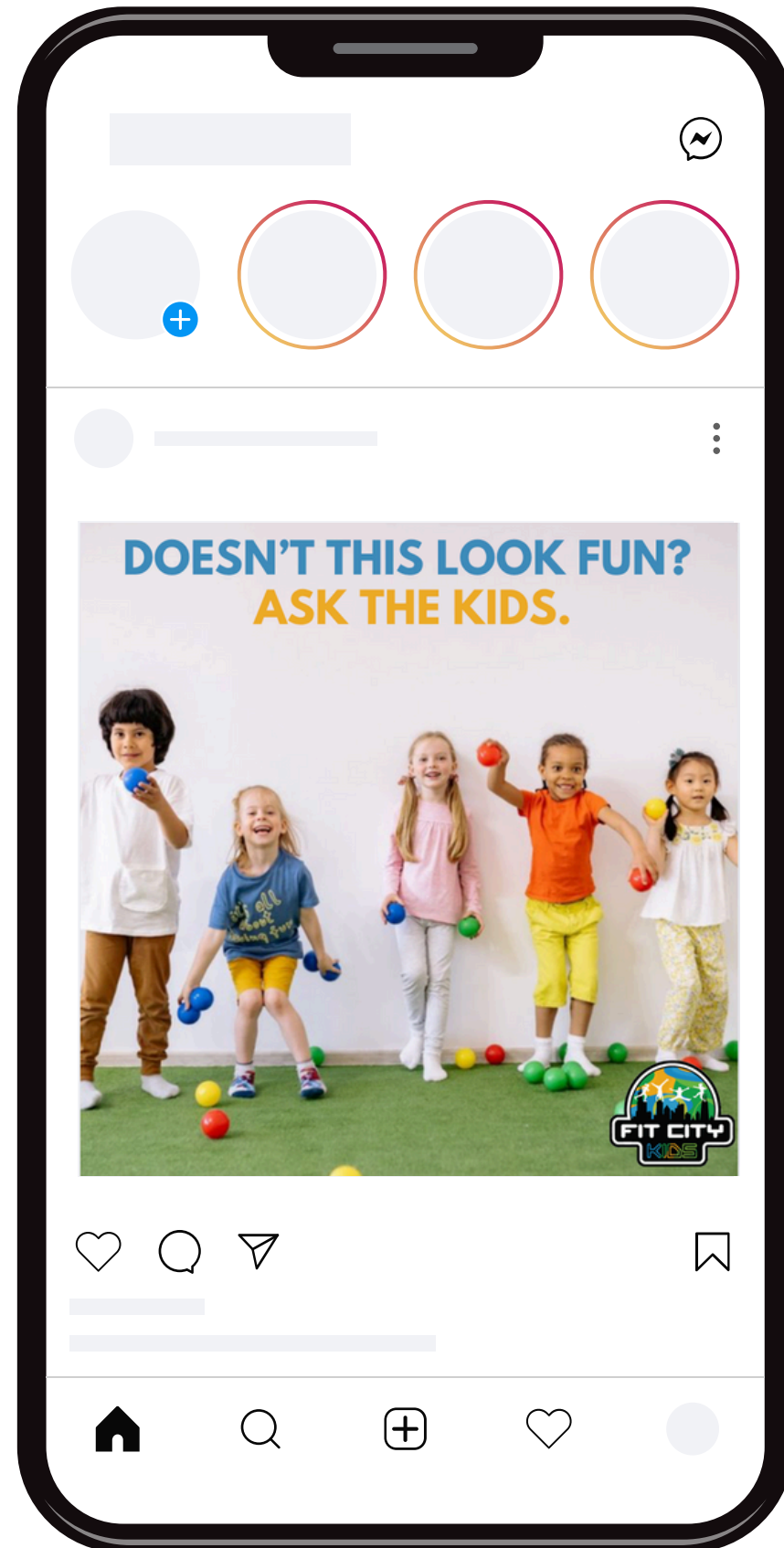
(0:16-0:50)

Visual: Kids running, climbing, jumping, and talking mid-play
Audio (mic’d up) ~script it endless~

On-Screen Text: “The best place for fun...Just Ask the Kids!”

End Credit Logo + 🎵 fun sound effect

ASK THE KIDS SOCIAL ADS



ASK THE KIDS CTA ADS





“Make Fit City Kids Your Playground”

Kids want to have fun all day, every day, and Fit City Kids provides a safe, reliable space within the Chicago area for just that. Through scheduled classes and additional open-play areas families can drop in at any time to have a blast. Fit City Kids is your own personal playground.



Your Playground- OLV



Video outline

Opening (0:00-0:05)

On-Screen Text: "Fit City Kids is your own personal playground"

🎵 Sound of rain, followed by playful music starts

(0:06-0:15)

Visual: Shot of a kid saying ("No matter the rain ")

On-Screen Text: "No matter the rain"

Visual: Shot of a kid saying ("No matter the snow ")

On-Screen Text: "No matter the snow"

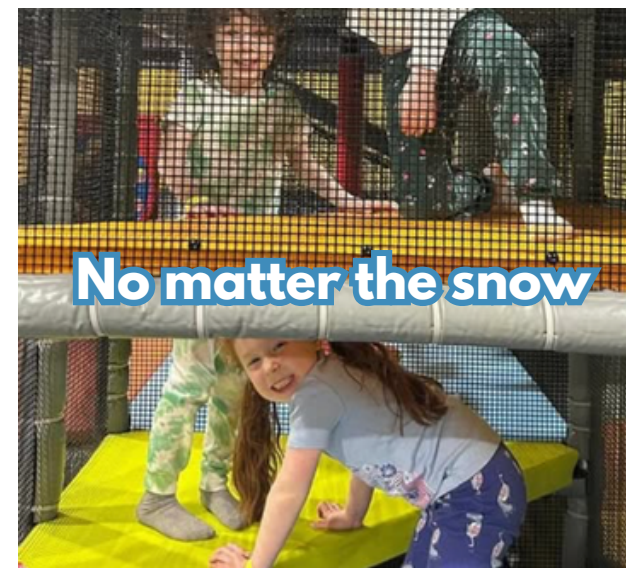
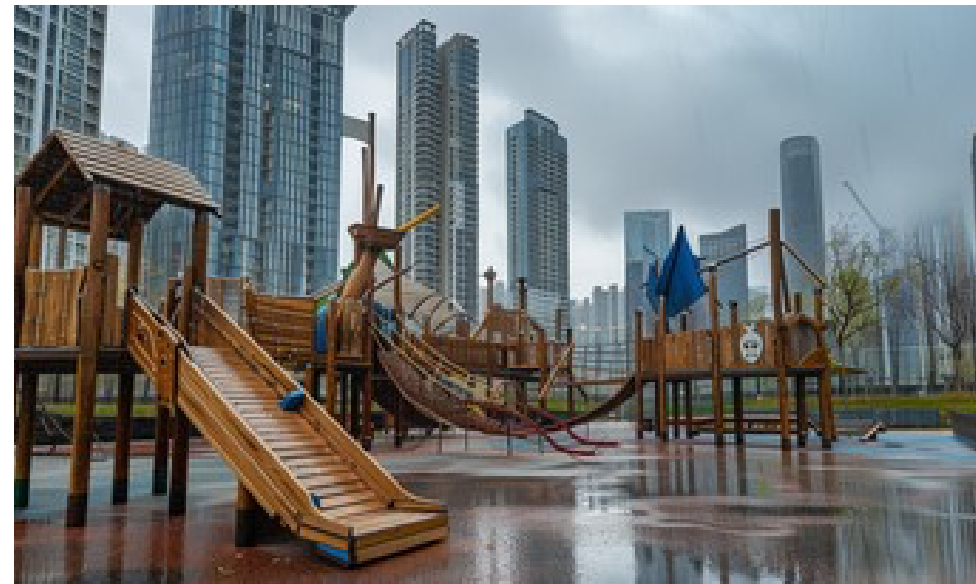
(0:16-0:35)

Visual: Kids having run at the Fit City Kids indoor gym, and shot of a kid saying

On-Screen Text: "Fit City Kids is fun"

On-Screen Text: "All day, Every day"

End Credit Logo + 🎵 fun sound effect



Fit City Kids Playground CTA Ads



FIT CITY KIDS X CRADLES TO CRAYONS

“Fit for Fun: A Day of Fun & Giving”

Fit City Kids Chicago is collaborating with Crayons to Cradles, a non profit dedicated to supporting underserved children and families in the Chicago area! The goal is to bring together the power of play, community, and philanthropy to create a day filled with fitness, fun, and giving back!



Cradles
toCrayons



FIT FOR FUN: EVENT RUN DOWN

General Overview

- Field day- Style event across local elementary schools
- Fundraiser + Donation drive + Fun Fitness activities
- Open to students, families, teachers and community

School Involvement

- Schools Participate through donation drive and sign-ups
- Incentives for classes with the most donations

Event Format

- Obstacle Course
- Team Relays
- Donation Station
- Nutrition Game Booth
- Swag Bag Pickup



CREATIVE ROLL OUT STRATEGY



WHAT YOU CAN DONATE:

- FOODS AND DRINKS
- CLOTHING AND BLANKETS
- SCHOOL SUPPLIES
- MEDICAL SUPPLIES
- CASH DONATIONS

Drop-off information:

11 – 13 MARCH 2028

From 08.00 AM – 17.00 PM
At 123 Anywhere St., Any City, ST 12345

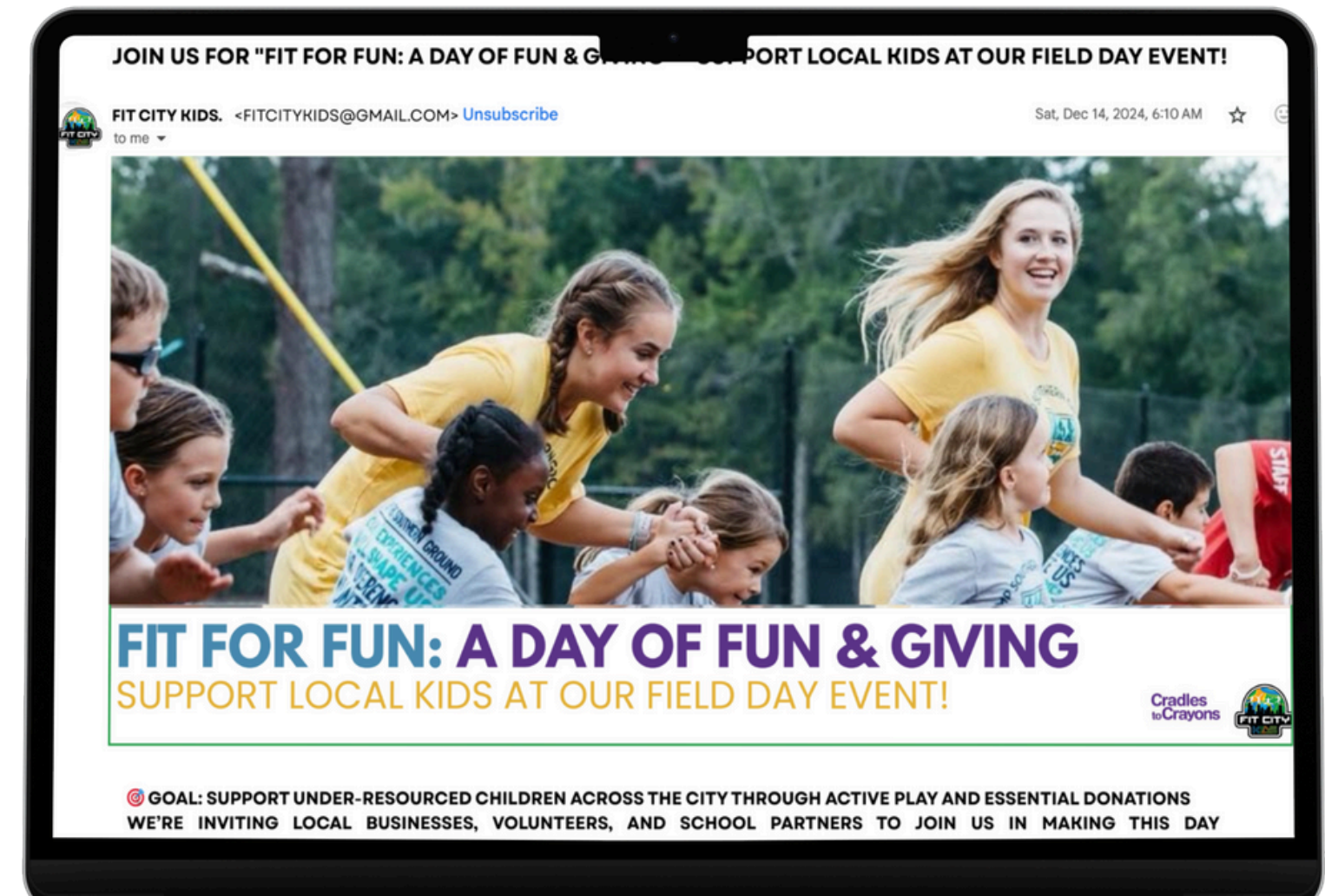


More information can be seen at: www.reallygreatsite.com @reallygreatsite



Social Ads

#FitForFun



Email Campaign

Flyers distributed at local schools

BRAND PARTNER INTEGRATION



LOCAL SCHOOLS



LOCAL BUISNESSES

SWAG BAGS



VOLUNTEERS



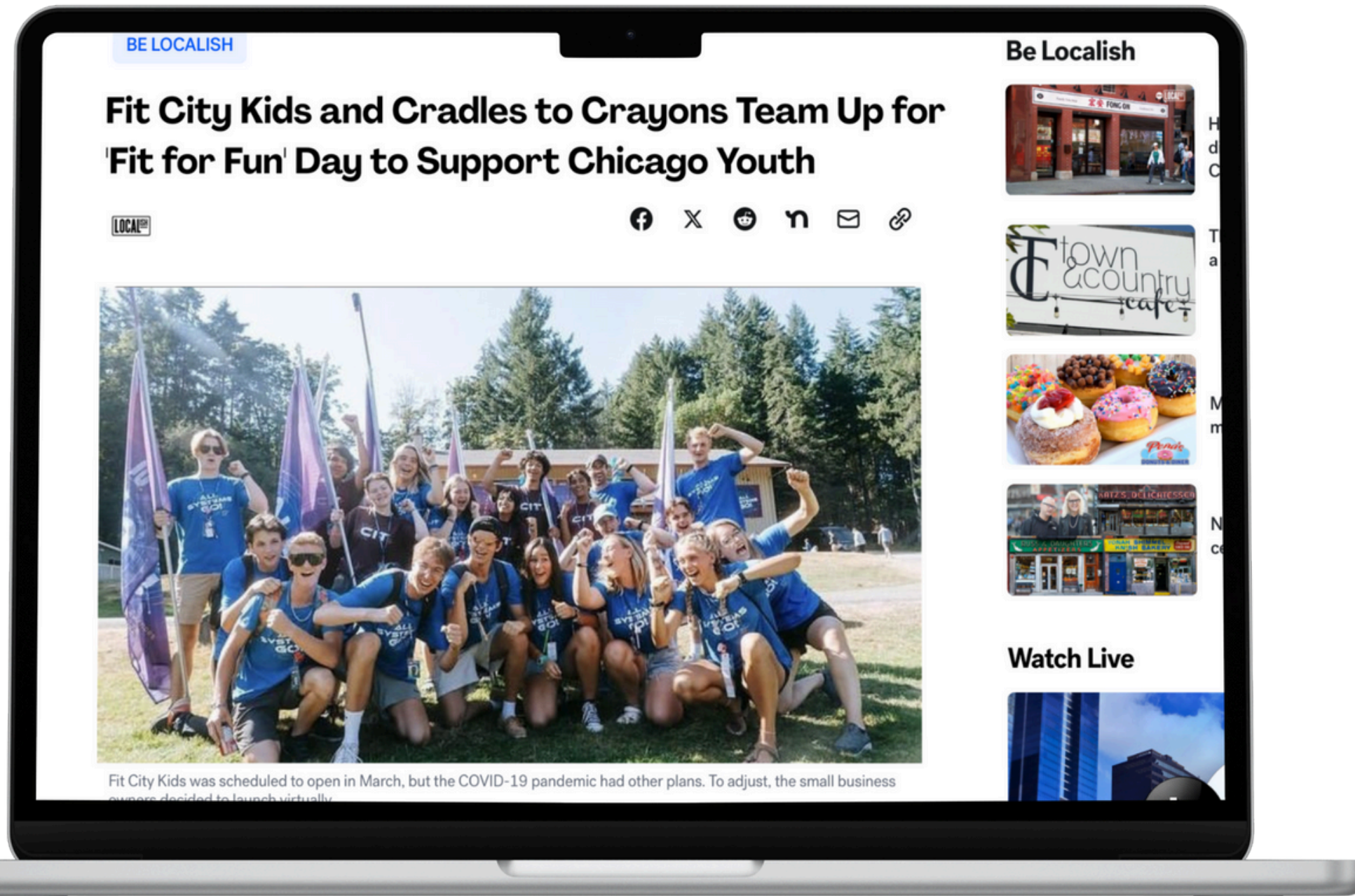
RAFFLE BASKETS



FOOD VENDERS



POST EVENT ROLL OUT



Local Press Outreach



Class with the most donations get a Fit City Kids Field Trip as reward!

Media Recommendation

