

Business Rebranding Job Ad

TITLE: Fitness business needs to be rebranded: Name, Logo, Stationary, Apparel, Website Updated w/ New Logo etc.

PRICE: TBA

JOB DATE: 1st April 2023

JOB DESCRIPTION:

Looking for someone to help us rebrand our Online & Face-to-Face Personal Training company. We will require:

1. New business name that fits our name brief
2. New logo and stationery (including email footers and letter heads).
3. New Gym shirt & training hoodie designs would be a bonus but urgent.
4. Website will need to be updated with the new logo & graphics. (Otherwise the website works & looks fine).
5. Updated social media graphics: Profile Pic, Instagram Story Icons, etc.

WEBSITE FOR REFERENCE & DETAILS ON OUR PREVIOUS BRAND: www.srpt.com.au

Many thanks!

Cheers
Seb

New Business Name Brief:

WHO ARE WE:

Most of the information on who we are and what we do can best be found on our current website www.srpt.com.au but ultimately, we are a face-to-face & online personal training company predominantly based here in Melbourne Australia with plans to branch out across the country as we grow.

OUR MISSION:

Our mission is to help you become the very best version of yourself. We'll teach you the skills you need to transform your body shape and keep it that way - skills you'll use for the rest of your life. Through our step-by-step program, you'll master the correct techniques. And you'll build confidence to take control of your own fitness journey.

In a nutshell:

- We're about teaching people how to be the best version of themselves
- TEACHING is the key word
- In our eyes, the gym is a place to learn, grow and build your body to support, and allow you to go out and do whatever you want in the world. Whether it's playing with your kids, downhill skiing, working a standard work day without having severe back pain or other ailments etc. It doesn't matter how simple, or extreme your goal is, we're here to help!
- MOVEMENT and Quality of life for our clients is most important to us! THEN Aesthetics, numbers, etc.
- We want to be the 'one-stop shop' for your training goals. So not only do we offer training programs and the option to upsell to face-to-face coaching with one of our coaches, but we also offer nutrition coaching, habit, motivation & mental coaching, virtual physio & virtual release work for strained or over-tight muscles.

IMPORTANT NOTE ON ABOVE:

- While all of our coaches work to these core values they do not all teach the same thing. ie. Some are strength coaches, some are group fitness coaches, some are more body building focused and some are fat loss experts just to list a few, so whatever new name and logo we choose needs to be applicable to all of these areas.

TARGET MARKET:

As per my previous point, our target market needs to be quite broad as different coaches within our company will target and train different populations depending on their niches' and specialties. That being said, a few common points that generally transpire across most of our clients will be:

- A desire to better themselves ie. They've joined a gym to improve SOMETHING. They've joined a gym because they want to be a better version of themselves.
- An interest in learning how to lift/ train/ move CORRECTLY, not just going through the motions. We're big on TEACHING here and people come to us for just that!
- This builds off the back of the first 2 but people who are interested in a holistic approach to getting fitter and healthier. We TEACH how to lift and eat for life. No crash dieting, fast 'shreds', ridiculous supplements or anything like that.
- Quality is very important within our brand. There are HUNDREDS, if not thousands of shitty coaches and/ or training apps on the market. Our trainers aren't necessarily the biggest, 'sexiest' or most 'unreal' people you've ever seen on Instagram and that's okay because we a) don't cheat, and b) don't photoshop and c) we all live a perfect example of a balanced lifestyle. We train, we eat, we still go out and socialise and have fun AND we look great! No obsessiveness, calorie restrictions, it's all about balance! To help counter this is an already noisy market we focus on high quality coaching, demonstrations, instruction and instructional videos which helps our material stand out.
- Generally tech savvy, look not always because the app is designed to help onboard new members with no experience so not always. But the vast majority of our long term online clients are tech savvy, they love the app, the coaching, the videos, the digital medals for personal bests etc. so it's definitely worth noting.

PROBLEMS WITH CURRENT NAME & LOGO:

I first started the company in 2017 as a sole operating Personal Trainer and have built it from there. The logo, brand and website were simple & have served me well however, in the next phase of our business development I'd like to start employing more personal trainers to work within the company.

There are 2 main reasons I'd like to rebrand:

1. I need something less personally named, so that other trainers can operate their own businesses within our company with less brand confusion.
2. Our company has been designed to work in and alongside the gym franchise; Anytime Fitness. That being said, the new name & logo need to make SENSE to be used in conjunction with Anytime Fitness without encroaching on their brand rights.

INFO ON HOW THE BRAND WILL PRIMARILY BE USED:

99% of our business runs through our training app. The main purpose of our business name is more or less just to name our Online Personal Training App for coaches to use and run their clients through.

Because of our target market, most of our clients come from new member sign ups to the gym. Essentially once a new member signs up to the club they are given an access key and an online training account with one of our trainers who'll help them every step of the way.

This part is still exactly the same, however, in the review we'll now be able to market directly online as well as face to face in the gyms. HOWEVER, it's still a *PRIMARY* concern that it works well with the Anytime Fitness Clubs.

PREFERENCE ON COLOURS:

Personal preference would be black and gold for the new logo. The service we provide is in all honestly, second to none so I'd love the logo to embody that too. In addition to this we've also got some rather 'premium rate' trainers onboard who charge around the \$150-200p/hr mark so it *makes sense* that the brand reflects a premium look as well I think.

I am however, open to any suggestions you might have in regards to the above. (or any of this). I like to think of myself as pretty open minded and unbiased, so I'd love to hear your thoughts! I think at this stage, I'm just trying to help portray everything that's in my head so far!