

THE CROFIT group brand



Our promise:

We are delivering a personalized superior online coaching experience in order to help our clients to achieve their Fitness and Nutrition goals and feel fitter.

What experience we want to create for our clients (customers):

Personalized, Superior Customer Service, Quality and unique brand content by overdelivering every time.

THE CROFIT group CORE VALUE :

THE CROFIT group celebrates and promotes the people who exercise and take care of their health by giving them the very best tools to achieve their Fitness and Nutrition goals through superior and unique online coaching experience.

THE CROFIT group brand drivers:

THE CROFIT group :

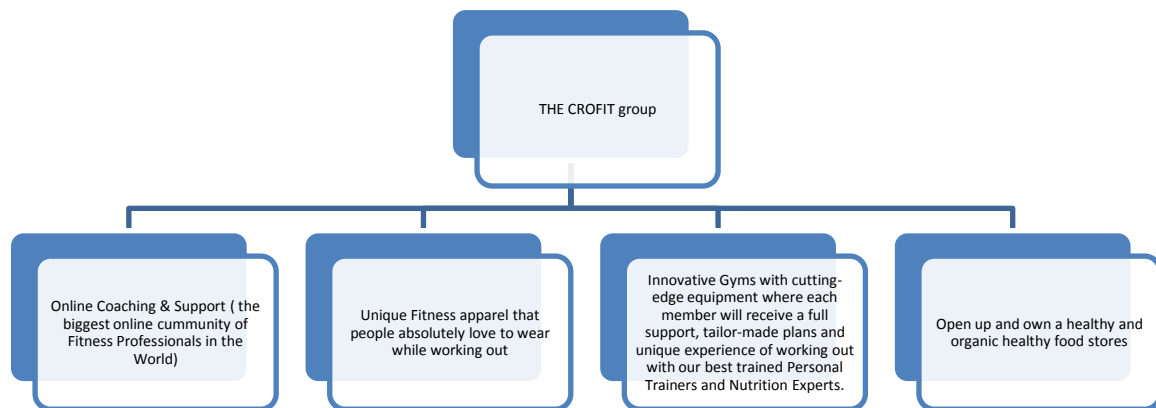
- „Helps me to stay fit and accountable for my Fitness Goals through online coaching, community and support.“
(Functional benefit)
- „Helps me with my diet.“
(Functional benefit)

- „Helps me structure my meals throughout the day.“
(Functional benefit)
- „Helps me stay committed to my Fitness and Nutrition Goals.“
(Emotional benefit)
- „Helps me to get my energy level up.“
(Functional benefit)
- „Being fit and in the shape is one of the biggest priorities in a person's life.“
(Emotional benefit)
- „Helps me to start my day right and in a healthy way.“
(Emotional benefit)
- „Helps me with my metabolism and my bad eating habits.“
(Functional benefit)
- „Helps me to gain more muscles faster and efficiently.“
(Functional benefit)
- „Helps me to lose weight faster.“
(Functional benefit)
- „Makes it fun to be a healthy professional.“
(Self-expressive benefit)
- „Using THE CROFIT group services tells the World that I care deeply about my health above else.“
(Self-expressive benefit)

- „Helps me to save money on paying overpayed and underexperienced Personal Trainers and Nutritionists.“
(Economic benefit)
- „Helps me feel fitter.“
(Emotional benefit)

THE CROFIT group brand architecture:

A house of brands



The brand persona

If THE CROFIT group were a person (how would you describe its personality):

- Personalized
- Healthy
- Energetic
- Fit
- Supportive
- Caring
- Reliable
- Quality-oriented

Positioning the brand

THE CROFIT group *Target Customer :*

➤ *Demographic Segmentation*

Professionals in their 20s and 30s with intermediate Fitness experience.

➤ *Geographic segmentation*

People around the World (preferably economically developed countries like Germany, France, Switzerland, Austria, Italy, Netherlands, Sweden... USA, Australia...)

➤ *Behavioral segmentation*

People who have some experience with online coaching, who have Internet connection, who have intermediate Fitness knowledge, who like to workout and who are serious in achieving their Fitness and Nutrition Goals.

➤ *Attitudinal segmentation*

People who think seriously and who have a Growth mindset.

People who believe in self-improvement and are Goals oriented.

THE CUSTOMER EXPERIENCE

1. Define customer touchpoints
2. Select drivers to emphasize

Empasis for Need Recognition Phase (THE CROFIT group)

„Being fit and in the shape is one of the biggest priorities in a person's life.“

Empasis for Informational Search Phase:

„THE CROFIT group helps you to stay fit and accountable for your Fitness Goals through online coaching, community and support.“

„THE CROFIT group helps you structure your healthy meals throughout the day.“

„THE CROFIT group helps you stay committed to your Fitness Goals.“

Empasis for Purchase Phase:

„ Health is our biggest asset.“

Empasis for Post-Purchase Phase:

„Using THE CROFIT group services tells the World that I care deeply about my health above else.

