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|  | **2010** |
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| ***Get Out!*** |
| Design Concept |

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# Business Concept

*Get Out!* – Group outdoor training, designed for you.

*Get Out!* provides group outdoor exercise and training, personalised to the individual. It offers the attention, service and support of personal training in a group environment, at a price that is sustainable over the long-term.

Training plans are designed for each individual, incorporating:

* Group outdoor training
* Nutrition guidance
* Custom designed at-home training program
* How-to CD to support at-home training program
* 2 x week Surprise session – this session is filmed, technique described and posted on the members’ only section of the website once a week

The program is designed by industry experts – exercise physiologists, psychologists, nutritionists and yoga instructors have all contributed to the development of the program.

# Marketing

## Target Market

### Demographic Attributes

* 30 – 50years old
* Male or female
* White collar, 9-5 style office jobs
* Computer literate
* Moderate to high disposal income
* Single, married/de factor and/or families
  + Likely to have children of varying ages
* Fitness level
  + 2/3 to ¾ will have low to average
  + ¼ will have medium to high fitness level

### Geographic Distribution

Live within a 5km radius of chosen park location

Woolloongabba/Stones Corner/Greenslopes

## Benefits and Key Messages

### Primary Benefits to the Consumer

The primary benefits to the consumer are:

* Personal attention and support to achieve your fitness goals
* Program structured to enable long-term commitment – a sustainable investment in your health

### Key Messages

* Personalised training in a group environment;
* Designed for you, to meet your needs;
* Affordable price that works within your budget; and
* Flexible schedule that works within your lifestyle.

## Graphic Design & Presentation

### Brand Descriptors

All graphic elements are to be integrated and reflect the business identify and service offerings. Adjectives that resonate with the brand are:

* Strong;
* Dynamic;
* Individual;
* Supportive;
* Energetic
* Welcoming
* Friendly
* Motivating
* Achieving
* Confident
* Open-air

### Colours

The following colours are not to be used as part of look and feel design and branding:

* Red/Black or Black/Red combinations;
* Lime Green;
* Orange.