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## **Creative Work Plan**

### **PUSH Media LLC Exercise DVD**

#### **I. Why are we advertising at all?**

We are advertising to promote the PUSH Media LLC exercise DVD. Our goal is to generate 100,000 new member subscriptions during a six-week period starting in January 2007. We will use an integrated marketing approach focusing more on public relations to draw in the initial member, followed by traditional advertising to help keep that member for at least six months. Research shows that over 9 million people today are more involved with stay-at-home exercising routines. Our advertising will communicate that this product is a new and innovated way to achieve their personal goals for staying in shape. According to the book *The Fall of Advertising, the Rise of PR*, we felt that by utilizing public relations we can drive consumers to subscribe to PUSH. We will then use advertising to keep PUSH fresh in their minds and to maintain their subscriptions for six months or longer.

#### **Background**

PUSH Media LLC has been around since 2004 and is headquartered in Miami, FL with offices in New York City. PUSH is privately held and venture-backed. Their program narrowcasts customized advice from recognized experts. Rather than merely providing a one-time lesson, the PUSH program builds on itself as the subscriber progresses. The subscriber can modify the programming with a profile through their website to reflect changes in his/her life, priorities, interests, equipment or activities. PUSH programming is available currently via customized DVDs.

#### **II. What is the advertising trying to achieve?**

Our focus is to send out a message to our audience that unlike most workout DVD's, this product can be customized to fit each individual consumer. With our advertising we will achieve the following objectives:

- Relay a message that this product is a program, not just another exercise tape.

- Stress the importance that PUSH is customized to fit each individual's personal workout preferences.
- That a personal trainer of the consumer's choice will develop a workout program that fits their specific needs and the goals that they want to achieve.
- Increase consumer awareness of PUSH through public relations and traditional advertising in order to draw people to their website.

### **III. Who are you talking to?**

Our target audience for this product will be primarily females. We will focus a majority of our message towards stay-at-home mothers, and new mothers. We feel that this target audience spends a majority of their time at home doing laundry, cleaning, and taking care of children. With all of these responsibilities, we feel that they would not have time to commit to a gym membership, go out for a jog, or find time outside of their already hectic schedules to workout. With PUSH, we will bring the gym to them.

### **IV. What do you know about the target consumer?**

The stay-at-home mothers that we are targeting are looking for a new, fast, effective way to achieve their fitness goals while staying in the comfort of their own homes. This target audience is more apt to building more long-term relationships and PUSH enables them to put a face to each of their personal trainers. The trainers will provide their opinions, background information, and offer a feeling of friendship to every member. This approach is especially beneficial to stay-at-home mothers as they are at a stage in their life where trusting relationships are important.

### **V. What is the main idea we need to communicate?**

The main idea that we are trying to communicate to our target audience is that PUSH is for everyone. No longer does the consumer have to worry about spending hours in a gym in order to achieve their personal goals. Never again do they have to balance taking care of the kids, making dinner, maintaining all the household chores, and then finding time to stay in shape. With PUSH, consumers have the ability to stay in the best shape of their life from the comfort of their own home. PUSH is customized to fit the

consumer's own personal needs and goals. A personal trainer of their choice will customize a workout routine that will help achieve their personal goals while keeping in mind the time constraints of their everyday life. Finally, a subscription to PUSH is only \$25 per month, which is cheaper than the normal gym membership cost per month.

## **VI. What is the best way of planting that idea?**

To plant this idea in the minds of our consumer's, we will focus on an integrated marketing approach. We will use public relations in order to draw our target audience to [www.PUSH.tv](http://www.PUSH.tv). We feel that their website is a strong selling point for PUSH. We will focus more on the process of drawing consumer's to the website. Once our target audience commits to subscribing, we will focus on traditional advertising to maintain their awareness and commitment to PUSH. The following suggest ways of creating awareness of the PUSH.tv website:

- Have Bob Harper, one of PUSH's personal trainers and previous personal trainer for Ellen DeGeneres, appear on the Ellen show to talk about the product, as well as offering a free one-month subscription to the members of her audience. The audience will recognize him for his involvement on NBC's The Biggest Loser. His testimonial will demonstrates credibility among our target audience.
- Design magnets to send out that feature the PUSH logo and the URL address of the website. This is effective for our target market due to the fact that they are more likely to hang things on their refrigerators and it serves as a constant reminder to them every time they go to open the refrigerator.
- As done in the past, we would like to offer free trials inside the boxes of cereals such as Special K.
- Set up a road-trip to malls throughout the U.S. featuring the PUSH personal trainers so that consumers can get a feel for the videos and put a face to the trainers.
- Offer a one-month subscription to members on the Oprah show. Oprah is always looking for new innovative exercise techniques and is always ready and willing to share it with the public. We feel that her word-of-mouth marketing is among the strongest and most respected among all celebrities.

- Have the product mentioned on the Regis and Kelly Show.
- Create an infomercial during the Christmas season and air them during Saturday mornings to target the stay-at-home mothers with an emphasis of the “new” New Year’s resolution.
- Stress the fact that these trainers are professional’s. One of which, Bob Harper, has trained celebrities such as Ellen DeGeneres, Gwyneth Paltrow, Ben Stiller, and Catherine Keener.
- Feature an individual who has had positive results with the PUSH videos to appear on Ellen. This appears will be coordinated with a surprise appearance by the personal trainer who created the video.

The following suggests ways of using traditional advertising after our target has committed in order to maintain focus and awareness:

- Search engine optimization, by changing the meta-tags to not say PUSH in front of everything but to have certain keywords.
- Send a cookbook each month bundled with the DVD offering new recipes each month customized toward each individual.
- Mass e-mails reminding subscribers to check out the latest on PUSH.tv
- Have contests and competitions on the website for those subscribers who are motivated through competition. It is a way for them to also keep track of their success.
- Create a “facebook” type page on the PUSH website where subscriber of similar body types and goals can discuss their progress. This will create a “lean on me” approach, as well as, build trusting friendships among stay-at-home mothers.
- Placing flyers in bags at grocery stores such as Kroger and Wal-Mart keeping the target up to date with the PUSH website.
- Create video banner ads for the web.
- Show example videos on the PUSH website to let the target get a feel for the product.

- Having an educational segment at the beginning of each DVD explaining why this specific plan works for their body type and how it is improving.
- Play music on certain areas of the website that demonstrates what they have to offer; since part of process is for the subscriber to choose the music they want for their individual DVD.

Finally, within our message to our target audience we want to stir away from the traditional form of advertising personal workout programs and machines. We feel that workout DVD's and machines such as Bowflex and the Total Gym give off false impressions by using celebrities or body builders who are in phenomenal shape to endorse the product. They claim that you can be in as good of shape as them by using these products, when consumers know full well that they did not get into that good of shape by using those products. We feel that this puts the hopes of the consumer on a level that makes them think that they can achieve the same results as they see on the infomercial when in reality it takes a lot more than just this DVD or machine to achieve these results.

## **VII. How do we know we're right?**

The stay-at-home mothers that we are targeting are looking for new, effective, and convenient ways to take care of their bodies. They no longer favor the "one size fits all" message that so many other DVDs give off. Our techniques of PR are targeted directly toward our target audience by creating trust and credibility that will lead them to the website. The website itself is very strategically constructed making it easy for our target audience to navigate and understand. Our target is concerned with their progress and looks for encouragement during their workout, which is why our traditional advertising will keep them hooked on the product. Our target respects and appreciates the time and effort put forth from PUSH to reach out to them on an individual level. They will now take the product more seriously because they value this sincerity.

## **Budget**

- **Cereal Box one-month trials: 17%**
- **Infomercial: 40%**
- **Direct Mailing + Magnets: 20%**
- **Promotional Road Trip: 20%**
- **Contingency Fund: 3%**