
Fitbit Integrated Marketing Communications Plan

Camp Agency

Integrated Marketing Communications - MKTG 384
Catherine Hessick
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Edited by:
Matthew Higgins
Ashley Rice
Preston Gilbert
Melinda Wang
Caroline Henry

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Executive Summary

The campaign objectives for our marketing agency are to grow the audience and success of the Fitbit activity monitor. Specifically, we want to increase awareness among our target audience by 10%. Also to increase product trial among target audience ages 35-49 by 5%. Finally, to create the understanding among 5% of our target audience that our product delivers a better quality product than competitors.

To achieve this, advertising will be placed in men and women's health and fitness magazines to spread awareness of the #GetFitStayFit campaign. Along with this, we will have a social media competition to increase awareness of the product's qualities and benefits over competitors. A social media campaign surrounding this hashtag with a sweepstakes will increase awareness of the product, and allow the company to easily track increased customer involvement. Finally, the plan will include a nationally run commercial, comparing Fitbit to its biggest competitor, the Apple Watch, and demonstrating Fitbit's benefits.

We expect our communication channels to help increase awareness for those who are unfamiliar with our product and brand, as well as the idea that our brand offers the same functionality as others but at a more competitive price. Through our communication channels, we expect to gear consumer preference toward Fitbit. The target audience for Fitbit is active people who care about monitoring their health and those focused on achieving lifetime fitness at a reasonable price. Our campaign theme and slogan #GetFitStayFit, helps promote the idea that the Fitbit is a tracker for people who actually want to get fit, not just wear a tracker for appearances or tech.

To summarize, our media plan will use media such as YouTube, magazines, and social media to convey our integrated marketing communication objectives efficiently. Our storyboard commercial will be run before/during YouTube videos created by fitness influencers. The magazine ad will be placed in Men's Health and Shape magazines to increase awareness among those in our target audience as well as consumers who are interested in fitness. The social media sweepstake accessible through Instagram requires the audiences participation in posting a picture along with the caption #GetFitStayFit.

Our media plan will be monitored and evaluated through online analytics trackers such as Hootsuite and Handbook. By tracking click-through rates, follower increases, engagement rates, social ROI, cost per acquisition, and conversion rates through weekly generated reports we will be able to see the impact our media plan has had on Fitbit's accessibility, awareness, and sales.

Part 1: Review of the Marketing Plan & Analysis of Promotional Program Situation

Industry Background

The health and fitness tracker and smart device market is increasingly one of the most developing and promising segments of the wearable industry. In 2016, 55.2 million of these devices were sold. This number is predicted to grow to 105 million in 2022 (Gordon, 2018). Revenue from these wearable devices was at 16.07 billion dollars in 2016 and is expected to grow to about 73 billion dollars in 2022 (Jacobs, 2018). Trends in the industry show an increase in smartwatches such as those sold by Apple, who held only a marginal market share in the beginning of 2015 but now stand at 63.4%. Reports show that 71 million smartwatches will be

sold by the end of 2018, and that this number could double by 2022. However, the sale of fitness trackers by themselves fell in 2017 (Lamkin, 2018).

Organization

Fitbit is a company that creates and sells fitness and health tracking devices. The company combines these devices with software and online services. These include an online dashboard, data analytics, social media tools, personal virtual coaching, and interactive workouts. Per the Fitbit CEO: “We have a wide range of products with different price points, styles, form factors, etc. And the mission for Fitbit is to use technology to help people get healthier and more active, by giving them data inspiration and guidance.” The Company competes with Garmin, Jawbone, Misfit, Adidas, Under Armour, Fossil, Movado, Apple, Google, LG, Microsoft, Samsung and Xiaomi in the wearable watch industry. It ranks as number 97 in its industry. Fitbit went from a market share of 45% in 2014 to only 9.5% currently in 2018 (IDC, 2018).

Fitbit offers various fitness devices, including the Fitbit Zip, Fitbit One, Fitbit Flex, Fitbit Flex 2, Fitbit Alta, Fitbit Charge, Fitbit Blaze, Fitbit Charge HR, Fitbit Charge 2, Fitbit Surge, Fitbit Accessories and Aria. These trackers can record steps, calories, distance, active minutes, sleep duration, heart rate, and even GPS-based information. The platform lets users connect through social media which allows them to compete with friends and family and set motivational or competitive goals. Fitbit’s mission is “to empower and inspire you to live a healthier, more active life. They design products and experiences that fit seamlessly into your life so you can achieve your health and fitness goals, whatever they may be.” (Fitbit, 2018).

Fitbit differentiates itself from other products in the market with its expansive collection of fitness trackers with specific features applying to each. Other companies have only a couple of models to choose from, while Fitbit's focus is on creating a diverse array of tracker options with a large price range. Fitbit also uses price differentiation to attract itself to price conscious buyers by offering a quality fitness tracker for a lower than average price. A beneficial angle of the brand is its less expensive options, especially compared to the Apple Watch, which is a main competitor for the company (Reuters, 2018).

There were 2.7 million wearable devices sold in the 2nd Quarter of 2018. The price of these products range from \$60 - \$300 (Hudson and Ralls, 2018). Fitbits can be purchased from a multitude of retailers such as the manufacturer's website, Amazon, AT&T, Best Buy, Brookstone, Dick's Sporting Goods, Kohl's, Nordstrom, REI, Target, Verizon, Walmart, Dillard's, Academy, Bed Bath and Beyond, Macy's. Fitbit is currently in the maturity stage of the product. This means that they already have a strong following but need to create an edge that differentiates Fitbit from other fitness trackers and smartwatches. This would include marketing Fitbit's cheaper prices and its focus on real fitness over other technology. Specifically, a brand image surrounding the hashtag #GetFitStayFit, a tracker for people who actually want to get fit, not just wear a tracker for appearances or tech.

External Review: Competitive position

The overall competitive situation with Fitbit is getting more and more intense by the day. The major competitors are Apple watches, Garmin, Samsung in the United States (Reuters, 2018). Worldwide there are many competitors, one of the main ones being Ximaoi (Pegoraro,

2017). In the second quarter of 2018, Fitbit has 9.5% of the wearables worldwide market share, Apple has 17%, and Garmin has 5.3%. It also shows that Xiaomi has 15.1% and Huawei has 6.5% (IDC, 2018). Thus, within the United States, the rising popularity of Apple Watches makes Apple our primary competitor.

The key target market for Apple is highly researched, and there is plenty of data pertaining to all of the different segmentations that apply to Apple. Geographically, Apple watches / Apple accessories in general are aimed at US and internationally, and in places with urban density. Demographically, they aim at people aged 20-45, Males and Females, newly married couples, high income earners, and professionals/ managers. Behaviorally, they are aimed at hard core loyal consumers, and people who are using Apple watches for recreation and self expression. They are also focused on people who are determined and ambitious, and aimed lastly at potential users/non-users. Psychographically, they're targeting the upper class, with a lifestyle classified as aspirer and or explorer (Dudovskiy, 2018).

Apple's position in the market has many different aspects and a lot of them are explained through the key target market. Their market share is 17%, and they are dominating the wearables market with key pricing strategies, and elite status. Apple's product mix consists of products such as Macbooks, iPhones, iPads, Apple Watches, Software, Accessories, Digital Content etc. Their place / distribution channels are Apple store locations, their company-owned website, and online stores for authorized sellers. Apple's promotional mix is based around advertising, personal selling, sales promotion, and public relations. Lastly, their pricing strategies are premium pricing and freemium pricing. The premium aspect of this means that people pay top

dollar for Apple's products, and the freemium part means they give away some free products such as 5GB of icloud storage (Greenspan, 2018).

Apple's current advertising and promotional strategies have varied facets. One of these facets includes Google's digital advertising network, which promotes on popular technology news websites. Apple also advertises on various other prominent websites who gladly promote Apple's highly trusted and coveted brand. The company uses a lot of personal selling in their stores because Apple employees are very knowledgeable and helpful, and they try to make their store experience like none other. An example of this is that there are no checkout lines, because all Apple employees have iPad's which can checkout any customer, anytime. Lastly, Apple does use sales promotions, and they usually happen in the Apple store locations or in other authorized reseller locations. An example of what one of these promotions may look like could be offering old model iPhones at a discounted price (Greenspan, 2018).

Apple's communication strategy is also multi-faceted and uses many different media channels to present their message. Apple's overarching theme is "think different," and they have had many successful TV commercials surrounding this. A quote that signifies what Apple is trying to accomplish is that, "The company uses such communications tactics to satisfy this element of the marketing mix, pertaining to business needs in reaching more customers worldwide." Summarized, this is saying that aligned with the advertising and promotions and marketing strategies above, Apple tries to use every channel possible to successfully continue to build their respected brand's name (Greenspan, 2018).

Apple's strengths are that their products are highly interconnectable, and that they are

easy to use, and also have a stylish look. They've built huge customer loyalty to the point where some people won't use anything but Apple products, for every possible tech item they own. Apple's weaknesses are that their products are priced very highly, and a lot of people cannot afford them. Another weakness they face is that people have been complaining that their products keep costing more and more as they come out with newer versions, but the newer versions really aren't that much different or special than their older, much cheaper products.

Fitbit's main advantage over their competitors is their already established reputation as being a fashionable and trustworthy brand. What truly separates them however is that they are the only fitness centric wearable technology, that is truly all about living a healthier and more active life. Because of this, it is attainable for Fitbit to truly dominate the fitness centric portion of the wearables market. Additionally, Fitbit has a much more affordable range of pricing to expand its consumer base. Apple has been boasting a battery life of 18 hours, however the Fitbit Versa has a battery life of 4+ days. Fitbit has the chance to gain back some market share and start having success again by their new and improved software.

SWOT Analysis

The strengths of Fitbit include its previously mentioned long-lasting battery life. For example, the Versa's long battery life, while Apple Watch series 4 lasts approximately 18 hours (Fitbit, 2018). Additionally, Fitbit is the leader in the wearable fitness tracker market. Also, the athleisure trend is becoming more popular and Fitbit recognizes this by offering a variety of different color accessory bands. They have fashionable colors such as gold, leather, coral, fuchsia, lavender, soft pink, etc. Finally, the pricing of Fitbit makes it more affordable for more

customers. Fitbit also has some weaknesses. For example, its major competitor, Apple, has more smartphone features, such as being able to text and make calls, and a larger display screen (Jerry, 2018). The Fitbit has a fairly small display screen which makes it harder for consumers to read the information. Also, the small display screen results in higher eye strain.

Despite these weaknesses, Fitbit has many opportunities it can benefit from. For instance, many companies are using sustainability as a selling point to consumers more and more. Fitbit can utilize this trend by pursuing sustainability as a competitive advantage. Furthermore, Apple is constantly innovating and coming out with new products. Apple has 4 series of watches now. The newest series, series 4, has built in cellular, allowing consumers to make phone calls, text, and stay connected even when their phone is not on them. Updates like these could expand Fitbit's consumer base even further. Overall, the wearable technology industry is undeveloped. For example, the industry lacks other wearable technology such as jackets or pants that track certain movements and offer other different features. Advances into these areas could also be a beneficial opportunity for Fitbit.

Finally, Fitbit also faces some threats. Sustainability is being used more and more as a selling point. This is an opportunity for Fitbit to pursue, however, as of right now, Fitbit does not thrive in being sustainable. Fitbit scores a 47 overall in the CSR rankings, which provides perspective on company rankings against each other. Furthermore, Fitbit scores a 42 for environment, lower than the average. On the other hand, Apple scores a 62 overall and a 71 on environment, scoring higher than average in the electronics industry (Charara, 2017). If consumers were to base their decision off of eco-friendliness, Apple would be the top candidate.

Additionally, technology is growing at an exponential rate. Tech start ups are appearing with new and innovated technology, creating more competition. Beyond this, there is already intense competition, Apple being its main competitor, and the many other strong competitors such as Garmin and Fossils' smart watches. Apple has already come out with 4 series of Apple Watches, and the next series may harm the sales of Fitbit, as they continue to offer substitute products.

Based on this SWOT analysis, there is a need for athleisure style as well as health and fitness products and services. Specifically, there is room for growth in wearable products that have a strong focus on fitness. Fitbit would benefit from an increase in marketing toward those that depend on affordable wearable tech for workouts rather than expensive smart watches.

Marketing Strategy/Goals

Based on the research done surrounding the current progress of Fitbit, particular goals need to be created. Our overall goal with our IMC plan is to increase our market share. Fitbit has been struggling in the past 5 years because of competitors like Apple. Our goal is to stop the fall of Fitbit's market share, and to attempt to increase our market share from where it currently is at, 9.5%. We also hope to increase the market share to 11% in the upcoming year. Currently Fitbit's sales volume in the second quarter of 2018 was 2.7 million wearable devices. We hope to increase this sales volume to 3 million in order to correlate with our market share increasing to 11%. Another marketing goal could be an increase in the number of posts listed under our hashtag on social media sites. Fitbit's current hashtag campaign #myreasonis only has about 2000 posts on Instagram. An easy way to measure our increase in brand equity and consumer interaction would be to look at the increase in number of posts that our new hashtag

#GetFitStayFit generates.

Additionally, there will be a focus on Fitbit's target markets. The first and most important segment of consumers we intend to target, called "Fitness Fans", tend to indulge in fitness related products; they are not as focused on brand name as they are on the performance of products. This target market segment includes single men ages 18-34 and married women ages 35-54 who tend to be recent parents. Additionally, these consumers tend to be members of the higher middle income class earning \$75K-99.9K+ annually. Furthermore, the psychographic/lifestyle patterns associated with this group are specific and identifiable; they are those who prioritize fitness and exercise, those who have gym memberships, and engage in physical activity 5+ times a week. They perceive their lifestyle to be "very healthy," and could also be interested in sleep tracking. Finally they are active and engage in activities such as swimming, cycling, team sports, and hiking.

Another target segment that is influential in the fitness and wearable technology market are crossovers, which includes those who wear activewear for both the purpose of exercise and also for casual wear when not exercising. These consumers tend to value an overall balanced life, putting an emphasis on time division between social, health and wellness, and professional endeavors. These consumers value information and want to be more informed about their lifestyle habits and how they can change them. This segment includes women ages 18-34 and men ages 35-54. They tend have an annual middle-income-level of earning, from \$50K-99.9K and are more likely to be parents. They perceive their lifestyle to be "somewhat healthy" or "healthy", are interested in sleep tracking, and also engage in swimming, cycling, fitness classes.

The third target market we are targeting are casual wearers. These consumers tend to wear activewear not for its intended purpose of exercising, but because it is casual and comfortable. They value consumer electronics for purposes outside from fitness tracking. This includes men ages 45+ and women aged 18-34. They perceive their lifestyle to be “somewhat healthy”. They want to be stylish, so attributes like colors and patterns matter to them. Men aged 45+ are the most likely demographic to wear activewear for casual purposes.

Part 2: Integrated Marketing Communications Program

Set Communication Objectives:

This section explains what needs to be accomplished in order for Fitbit to meet its marketing goals and how those objectives will be achieved. We expect our communication channels to increase awareness for those who are unfamiliar with our product and brand, as well as increasing the awareness that our brand offers the same functionality as other fitness bands but at a more competitive price. The magazine ads will allow those who are most likely already aware of our product to get a better understanding that our product is more geared towards tracking fitness while giving them some aspects that they want in a smart watch. Our watch uses price as a unique selling point. This ad will allow people to read and digest information at their own pace. The storyboard ad will attempt to make audiences aware that our product differentiates based on personality as well. Those who are active and work to be fit will have a Fitbit along with them on their journey. The sweepstakes employs user-generated content to

spread awareness by asking those who participate to post pictures with or without a Fitbit but are being physically active, allowing their followers to see people in their influence groups either using the product or attempting to win one.

Through our communication channels, we also expect to gear consumer preference toward Fitbit. With the use of our magazine ads in Men's Health and Shape, we expect to push consumers toward Fitbit as opposed to Apple. Since those reading Men's Health and Shape are probably well educated on both products, we will highlight the competitive advantages of Fitbit. The storyboard will highlight the different associations with Fitbit and Apple. It will portray Apple as being associated with tech geeks, while Fitbit is associated with fitness. We expect to increase sales through our sweepstakes. Winning one of five Fitbit bands will allow consumers to either add to their collection, or act as a "push" to purchase a Fitbit. By doing so, we hope to build brand loyalty that way the user will purchase the next generation of Fitbits.

Our campaign objectives are to increase awareness among target audience by 10%, increase product trial among target audience ages 35-49 by 5%, and to create the understanding among 5 % of target audience that our product delivers a better quality product than competitors. The campaign strategies we will use to do this will be to place advertising in men and women's health and fitness magazines to spread awareness of the #GetFitStayFit campaign and social media competition, as well as to increase awareness of the product's qualities and benefits over competitors. We will also provide cooperative advertising support to retail outlets to increase awareness of social media sweepstakes on Instagram, focused on the hashtag #GetFitStayFit. Finally, we will use a nationally run commercial comparing Fitbit to its competitor Apple Watch,

and demonstrating Fitbit's benefits.

Develop Creative/Message Strategy

The positioning strategy used for Fitbit is that it is less expensive than its competitors, and focuses strongly on the fitness aspect of wearable technology. Fitbit's main advantage over their competitors is its already-established reputation of being a fashionable and trustworthy brand. What truly separates them however, is that they are the only fitness-centric wearable technology that is solely about living a healthier and more active life. Because of this, it is attainable for Fitbit to truly dominate the fitness centric portion of the wearables market. Apple has been boasting a battery life of 18 hours, however the Fitbit Versa has a battery life of 4+ days. Fitbit has the chance to gain back some market share and start having success again from their new and improved software. Our campaign theme connects this with the Slogan #GetFitStayFit - a tracker for people who actually want to get fit, not just wear a tracker for appearances or tech.

Creative Recommendations

Our creative recommendation is to create three execution pieces, a social media sweepstakes, a magazine advertisement, and a storyboard for a YouTube advertisement. Our first execution piece is the sweepstakes. The sweepstakes we will be hosting is intended to increase awareness to boost Fitbit tracker sales. By asking people to post a picture tagging Fitbit and incorporating our hashtag #GetFitStayFit to enter into our sweepstakes, we are engaging our audience and spreading the word about Fitbit. Also, by making the prize a Fitbit band, this encourages the winners to purchase the actual tracker because there's no use for the band without

the tracker. This is expected to boost sales. The sweepstakes is intended to inform consumers of the importance of achieving and maintaining a healthy lifestyle. Our participants are required to post a photo of themselves being active with a caption indicating why they want to get fit and how they plan to get fit. Our participants will be promoting a healthy lifestyle as they enter into the sweepstakes. From those who posted using the campaign hashtag, five winners will be selected using a random number generator associated with numerical values given to each Instagram user's account that used the appropriate hashtag, and those five winners will receive a new Fitbit band of their choice.

Our sweepstakes will use an emotional appeal. Consumers will have their personal reasons as to why they want to get fit. Reasons might include health reasons such as obesity, or maybe he or she wants to pursue a sport, etc. The execution format for our sweepstake is slice of life. We are asking our followers to give a reason why they want to get fit and how they plan to stay fit. This asks our audience to consider problems associated with being unfit and solutions to overcome those potential problems.

The layout of our advertisement will vary from person to person, since consumers will be advertising Fitbit by posting to their personal Instagram account. However, the overall layout will consist of a photo of someone being active, followed by the reasoning for being active and staying active. The color and photo will depend on the participant. On the other hand, our advertisement that explains the sweepstakes will have "Fitbit" in large font and its logo on the top of the advertisement, so viewers are aware of the company hosting the sweepstakes. A visual representation of all the different Fitbit colors will be placed at the bottom of the ad to obtain the

viewer's interest. The pretty colors and appealing bands is meant to capture the audience's attention. The advertisement is mainly teal because we want it to be consistent with their logo color, so the audience can better distinguish the ad as being Fitbit.

The second execution piece and creative recommendation is a magazine advertisement. This will be used to increase awareness of the watch and to show it in action since the ad will involve a small workout. This way, readers can see exactly how helpful the tracker is in real life. As an advertising strategy, the piece will give consumers concrete evidence of its benefit in their fitness routine, especially when seeing how much a workout can be streamlined and supported with the technology. Because the magazines are health and fitness-related, viewers will be those who are already familiar with fitness or are committed to a healthy change. By showing a quick workout in which the tracker is involved, those viewers will have a relatable means of imagining using the watch in their own life.

The magazine advertisement will use an informational appeal. Specifically, it will focus on a feature appeal by highlighting the dominant traits of the product. It could also serve as reminder advertising because the hashtag #GetFitStayFit will be mentioned. The execution format is a demonstration since the workout will show the Fitbit in use. It will show images of a fit figure completing a few different exercises and ways in which the Fitbit is aiding in the workout. A section with a "Fitbit tip" will write out exactly the ways in which the tracker can expand on the circuit.

Finally, the storyboard of the YouTube ad will be used to increase awareness of Fitbit and to persuade its target audience that the Fitbit is superior to the Apple Watch. The advertising

strategy here is rather simple, but effective. The YouTube ad shows a lot of attractive happy people who are working out, biking or hiking and they are all wearing Fitbits, with really exciting music in the background. The ad juxtaposes these amazing sequences with boring Beethoven nerds who are wearing Apple Watches, and are all living a sedentary and “lame” lifestyle. The end of the ad compares the two lifestyles, leaving the audience with the clear idea that they should switch to Fitbit, or should be proud to have one already.

The ad will use an emotional appeal and humor-based approach in order to connect with the ad’s audience and make them feel how the ad intends for them to feel. The ad will make them have the clear concept ingrained in their head that Apple Watches are for the boring everyday nerd, and Fitbits are for the most beautiful, active and happy people out there. This makes everyone desire to be that beautiful and happy person, and feel like Fitbit will help them achieve that goal. The humor part of the ad is the over dramatization of how the nerds are presented, vs. the over dramatization of how fit and perfect all the Fitbit people seem in the ad.

The execution formats that the ad employs are comparison and humor. The ad directly compares the Apple Watch (Fitbit’s greatest competitor) and Fitbit itself in order to persuade the customer in Fitbit’s favor. Understanding the loyalty level of Apple users, we chose not to make the ad go after Apple in a serious way, but instead chose to playfully make Apple Watches for over dramatized nerds. The juxtaposition of the music between the nerd parts and the Fitbit athlete parts is also a huge part of the humor appeal, and allows for clear distinction between the two brands.

The YouTube ad will be laid out as the storyboard describes on the back. It gives a

description for every second of the 30 second commercial, and what music will be playing at all times. It is constantly visually appealing, and has great scenes that are sure to capture audience attention. From sunsets, to yoga models, to fitness models, to funny overdramatized nerds, it is definitely an enticing commercial to watch. All pictures are explained thoroughly through the storyboard on the back of the finished board. Product placement was key in this ad, having all the attractive and fit people wearing Fitbits, and all of the nerd's wearing Apple watches.

Media Recommendations

Our media recommendations are to use a selection of magazine print marketing content, social media marketing by user generated content through a social media sweepstakes, and YouTube advertisements associated with fitness influencers. Through these media recommendations we aim to highlight the advantages of Fitbit over its competitors, increase targeted advertising specifically to our target audiences (men 18-34 and women 18-34 and 45+), and to emphasize Fitbit as a brand is centered around fitness, and to increase awareness of Fitbit fitness trackers as lifestyle products as well. By coordinating our print media and rich media marketing efforts with the release of the social media sweepstakes, we will maximize the potential for the campaign to increase product sales and awareness.

For magazines, we have selected Men's Health and Shape as our mediums for content distribution. We chose these specific magazines because they cater to our target markets and allow us to access all three of those markets at the same time, while still tailoring content to each

group's specific interests. Men's Health is "the #1 source of information for and about men," "it's the brand for active, successful, and professional men who want greater control over their physical, mental, and emotional lives." (Men's Health, 2018) They have a total audience of 13,139,000 people, with 94% of that audience purchasing through subscriptions to the magazine, and 6% from newsstands. They have a median reader age of 43.6 years old, which falls within our secondary target market that includes middle-income earning men, ages 35-54 (Men's Health, 2018). These men consider themselves to be healthy, but health and fitness is not their only concern.

Our other two target markets related to men are fitness fans and casual wearers, ages 18-34 and 45+, respectively. Men ages 18-34 comprise up to 31.4% of Men's Health readership, and men ages 35+ comprise upwards of 69% of the magazine's readers. Men's health caters to these target groups because of its general focus on men's lifestyles not just fitness, as only one of our target markets are overly focused on fitness, it is beneficial that we reach those other "casual fitness" customers by catching them as they read about other topics unrelated to fitness, as well as when they want to read about fitness. Men's Health magazine addresses many different topics from fitness to fashion and grooming, food and nutrition, relationships, business/personal finance, and technology. This broad scope allows us to reach a large audience that have many interests all at once. The ad will run in the December "Tech and Gear Issue" to coincide with the holiday season and the promotion of new technology for the new year.

Similarly, to Men's Health, Shape magazine allows us to target multiple audiences at once. Shape has an average total audience of 5,384,000 people monthly, 91% of which are

female, with an average age range of 25-39. Shape is the second largest young women's magazine that identifies as a "young, educated, affluent women leading active lifestyles who use fitness, fashion, and beauty to be their best." (Shape, 2018) This description accurately reflects two of our target markets in terms of age, but they address our primary target market in terms of lifestyle trends and other demographics such as marriage status, education level, and employment status. Shape readers tend to be married with kids, 76% of them are employed, and tend to be members of the middle-class college graduates (Shape, 2018). Our ad will run in the December "Next-Level Holiday" issue to accompany the "Next-level Giving Gift-Guide" and the "Run, Stretch, Breathe Everyday" article.

For our social media efforts, our sweepstake is focused on user generated content on Instagram. We chose Instagram as one of our marketing mediums because of its large usage by a wide range of users, as well as the fact that it encourages interactions between customers and the brand being promoted. Instagram has reached 120 million United States based users and those users tend to be split almost equally amongst men and women users (50.3% female and 49.7% male). When surveyed, 71% of 18-29-year-olds responded that they used Instagram every day. 60% of the total Instagram users survey also stated that they use Instagram as a way to discover new products and, 75% of those users take action and purchase products due to things that they have seen on the social media platform. As of 2017, 90% of the top 100 brands in each market category have a presence on Instagram (Worthy, 2018).

These statistics support our target markets in many ways, but most importantly it supports those groups by engaging the users. By having the users generate their own content featuring

Fitbit and Fitbit's values, they are able to connect with the product on a more personal level. This also allows users to create our marketing content for us, reducing the spending that other marketing tactics would require. This sweepstakes will be available for entry through the first week of January so that magazine readers are able to see the ads in the December issues of Shape and Men's Health while also being encouraged on social media to participate. The winners of the sweepstakes will receive the winning prize of a selection of 5 interchangeable Fitbit bands right on time to help customers kick off their new year's fitness resolutions.

Our last marketing recommendation for Fitbit is to use 30 second video advertisements before/during five Alexis Ren YouTube videos, and seven Jeff Nippard YouTube videos. These two YouTube influencers post workout routines and fitness inspiration on YouTube and their other affiliated social media sites, promoting different brands and lifestyle aids. Alexis Ren currently has 712,139 subscribers to her YouTube channel, and Jeff Nippard has 911,600 subscribers (Youtube, 2018). Their videos cater directly to our target market of young adults, who are interested in fitness, fitness related trends, workout ideas, or are easily influenced by current hot topics. They also attract exactly the target market, and those that are somewhat interested. People who are not interested in fitness and fitness trends are less likely to watch these videos, allowing the number of viewers to be a more accurate representation of how many people actually viewed our ads. And with the connect of these major influencers, the rate of conversion into acquisition is predicted to be higher than with a stand alone ad.

For our media plan will be using medias such as Youtube, magazines, and social media to increase awareness and market share as stated in our objectives. Our storyboard commercial will

be run on YouTube to increase awareness of our brand enabling us to achieve our objective of increasing awareness among our target audience by 10%. We will simultaneously be helping to illuminate that the Fitbit delivers a better product for those consumers looking for a more fitness tracking oriented watch, among 5% of our target audience. The magazine ad will be placed in Men's Health and Shape magazines to increase awareness among those in our target audience as well as consumers who are interested in fitness. This ad will have more words and images therefore the magazine ad gives them the time to interpret the media at their own pace. The social media sweepstakes will be available solely through Instagram with the audiences participation in posting a picture along with the caption #GetFitStayFit. This media will allow us to quickly look through pictures that have been posted along with the caption to put participants in the sweepstake.

Considering geographic scope, our storyboard ad will be placed on YouTube which will reach all over the nation instead of dealing with local stations alone. With our magazine advertisement, as long as they are subscribed to one of the two magazines we have chosen, then they will receive our ad wherever they are. Lastly, our sweepstake will be available only to residents in the United States who are on Instagram and will use our hashtag so we may track their participation.

Our communications plan will run for three months. This would be considered flighting as we have a small budget to work with. Therefore we will have all three elements put to work at the same time. Both Shape and Men's Health magazines have a total reach of 20.6 million readers in the United States. We will run the ad in each magazine once. The GRP for the

magazine ad will be 10 because our frequency is very low and we wish to reach 10% of our target market. Our cost for the ad is very high at \$200,920, but with the readership number for the magazine being so high, the relative cost comes out to be \$9.75 CPM.

For our YouTube ad the total reach would come out to be about 300,000 people. This is calculated using the average number of views on Alexis Ren and Jeff Nippard videos. The ad will run on 12 different YouTube videos from Alexis Ren and Jeff Nippard. We will be on five of Alexis Ren's videos and seven of Jeff Nippard's videos. The Gross Rating Point for the YouTube ad will be 120 because our frequency is higher and we wish to reach 10% of our target market. The cost to run our ads would be an actual amount of \$290,000 spread out over 12 videos. Relatively, the videos get 250,000 views each. That would mean the cost per thousand would be about \$100. This seems high but these videos allow us to reach our target audience more effectively.

The breakdown cost of our ads by media class include \$200,920 for the print ad, \$290,000 for the YouTube ads, and there should be no cost for the sweepstakes, but \$75 allocated for the prizes. When separated by media vehicle the Men's Health ad will cost \$110,820, while the Shape ad will cost \$90,100 (Men's Health, 2018) (Health, 2018). The YouTube ads are spread out over two YouTubers. The first one for Alexis Ren would cost \$30,000 per video for five videos totalling to \$150,000 (Influencer Marketing Hub, 2018). The second one for Jeff Nippard costs about \$20,000 per video for seven videos totalling to \$140,000 (Influencer Marketing Hub, 2018). Total costs for the ads come out to be \$490,995.

Public Relations Recommendations

For our public relations recommendation, we reiterate that our target market consists of men ages 18-34 and women ages 35-54. The objective of our public relations is to build brand-to-customer bonds by allowing potential customers to interact indirectly with the brand. We will create a Facebook event that is public to invite people in individual cities to come workout during our Fitbit sponsored workout event. These events would be held near Fitbit office locations in San Francisco, Boston, San Diego, and Issaquah. This activity would have no extra cost to run as they are placed in public spaces such as parks, and would use a current Fitbit employee to take the crowd through a workout.

Monitor, Evaluate & Control

To monitor, evaluate, and control our marketing campaign we will posttest our media strategies through online analytics tracking of Youtube traffic, viewer demographics, social media interactions, hashtag usage, click through rates, geographic click tracking, and monitoring of changes in sales over time after the campaign has been run.

To measure the success of the social media sweepstake, we advise using a Hootsuite subscription to track hashtag usage by user. All posts that use the hashtag #GetFitStayFit will be tracked through their analytics platform and the data will be exported and monitored. The posts using the hashtag will also be monitored every day for appropriateness; posts featuring racially insensitive, gender exclusive, and illegal content will be removed and disqualified from the sweepstakes. This will allow us to control the brand image created by the social media campaign, while also allows for the use of user-generated content and interactions. Hootsuite will also be

able to track click-through rates, follower increases, engagement rates, and social ROI through weekly generated reports. These reports will then be compared to past engagement and social network data to measure the effect of the campaign.

To measure and evaluate the effectiveness of the YouTube ads, we will use YouTube's Advertising platform to monitor impressions, interactions, and CPA. By including "Learn More" and "Buy Now" buttons alongside the 30 second video ad, we will be able to track conversion and acquisition data to understand how influential the running ads are on consumers' purchase decisions. We will also use the Handbook YouTube channel tracker to monitor data on the Alexis Ren and Jeff Nippard channels, tracking changes in subscriber numbers, subscribe and viewer demographics, and fluctuations in view repetitions.

By tracking this data we will be able to see the impact of the content and mediums that we have used to promote the Get Fit Stay Fit campaign. If the data shows that these ads have been detrimental to Fitbit's sales and projections, then we will use the extra money in our budget to create new ads or tweak current ads to boost performance.

Budget Summary

The total costs of the campaign would be \$492,003. From our budget of \$500,000 we would have about \$7,997 left over. The magazine ads in Men's Health and Shape would be \$200,920 for one run in each magazine. Our storyboard commercial that will be shown on YouTube channels for Alexis Ren and Jeff Nippard will total to \$290,000. For our sweepstakes, we will be giving away 5 Fitbit bands, allocating \$75 to do so. In addition we will be subscribing to Hootsuite for a year to track analytics (\$368), and Handbook for a year to track the YouTubers

we are using for our storyboard ad (\$640).

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