

Hexagon Marketing



FINAL YEAR PROJECT



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OF *TODAY'S AGENDA*



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BRAND POSITIONING & PERCEPTION

***BASED ON
PRIMARY AND
SECONDARY
RESEARCH***



SWOT Analysis

* Points derived from surveys, interview and social media audit.

- It has an affordable price range
- The good range of facilities offered
- Highly accessible

S

W

- Lack of Promotion
- Poor staff management which results in poor customer service

- The growing sports consumer base (*Singapore: Share of People with Gym Memberships by Brand 2020 | Statista, 2020*)
- People are increasingly growing more health conscious

O

T

- Trends may shift and gyms may be replaced with other alternatives
- Seasonality of gyms; Specialised gyms that are popular now because of the current trends

POEMS

People

	M	F
Children (13 years old)	3	
Young adults (late teens early 20s)	5	
Adults (late 20s)		2
Adults (30s)	6	
Adults (40s)	1	
Adults (above 55)	3	
Staff members	2	

Services

- Helpdesk with staff to assist (one on each floor)
- Rubbish bin
- Water coolers
- Washrooms
- QR codes on equipment which lead to videos demonstrating how to use them

POEMS

People

	M	F
Young adults (late teens early 20s)	10	3
Adults (30s)	2	2
Adults (40s)	4	
Adults (50s)	1	
Staff members	3	2
Young adults (late teens early 20s)	10	3
Adults (30s)	2	2

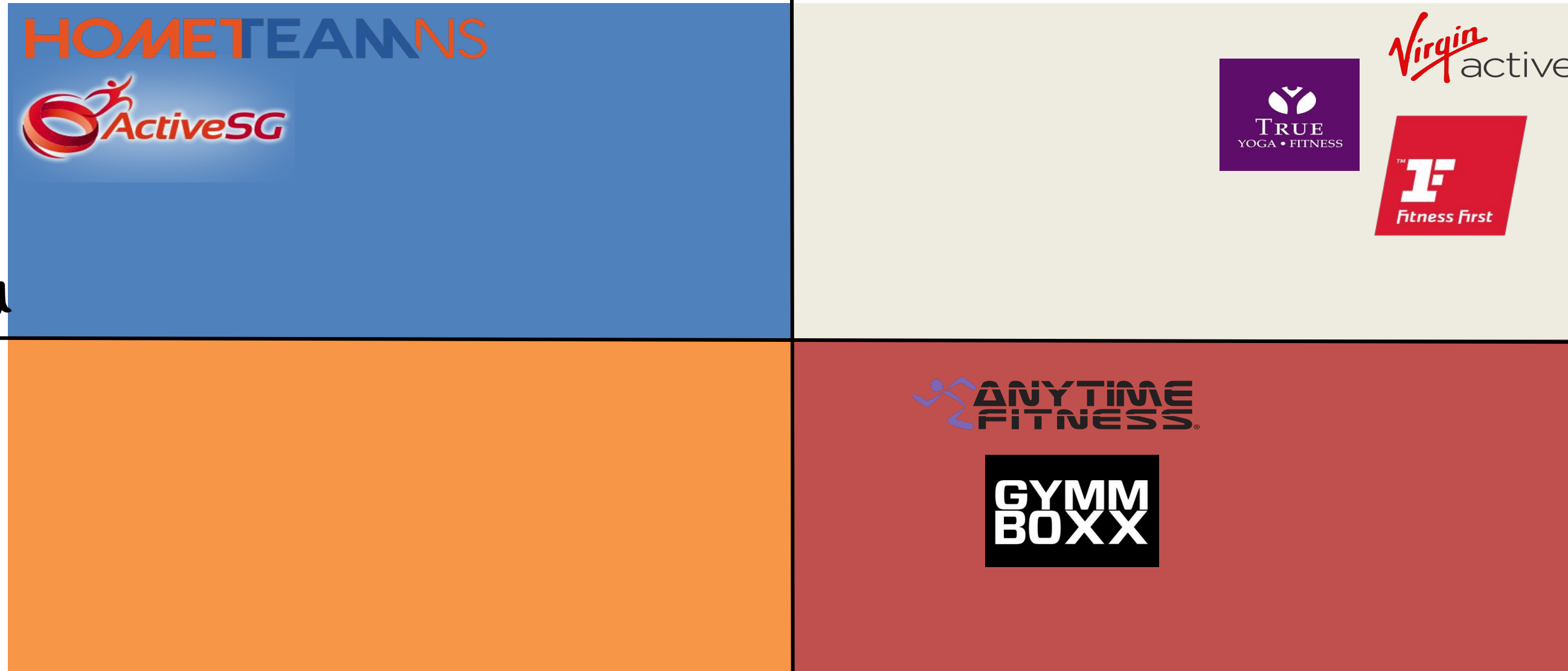
Services

- Free Wi-Fi
- Helpdesk for assistance
- Ladies’ corner
- Rubbish bins
- Vending machines (with drinks, sports items)
- Water coolers
- Washrooms

Perceptual Map

* The following Perceptual Map is plotted based on surveys and interview results

High Variety of Facilities

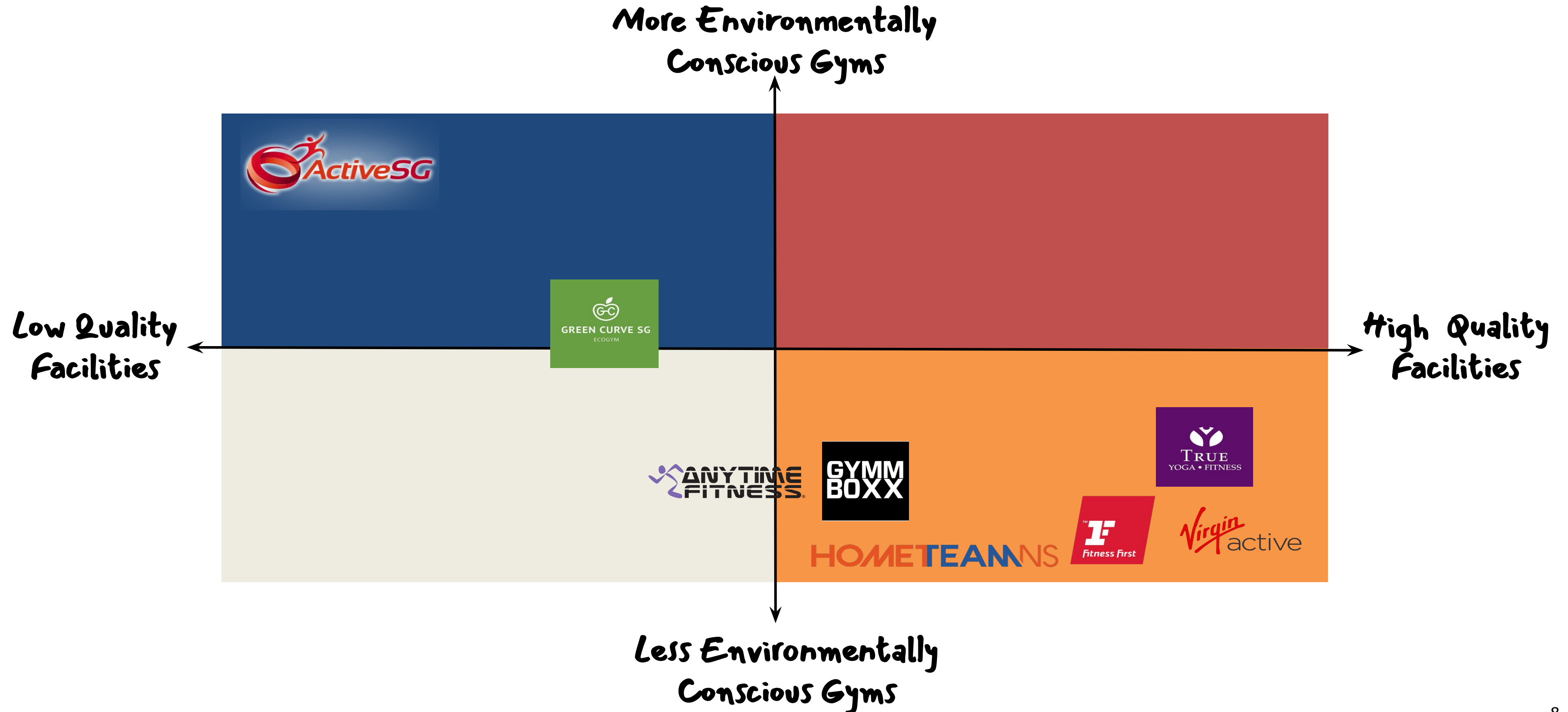


Least Personalised Experience

Very Personalised Experience

Low Variety of Facilities

Perceptual Map





***BASED ON
PRIMARY AND
SECONDARY
RESEARCH***

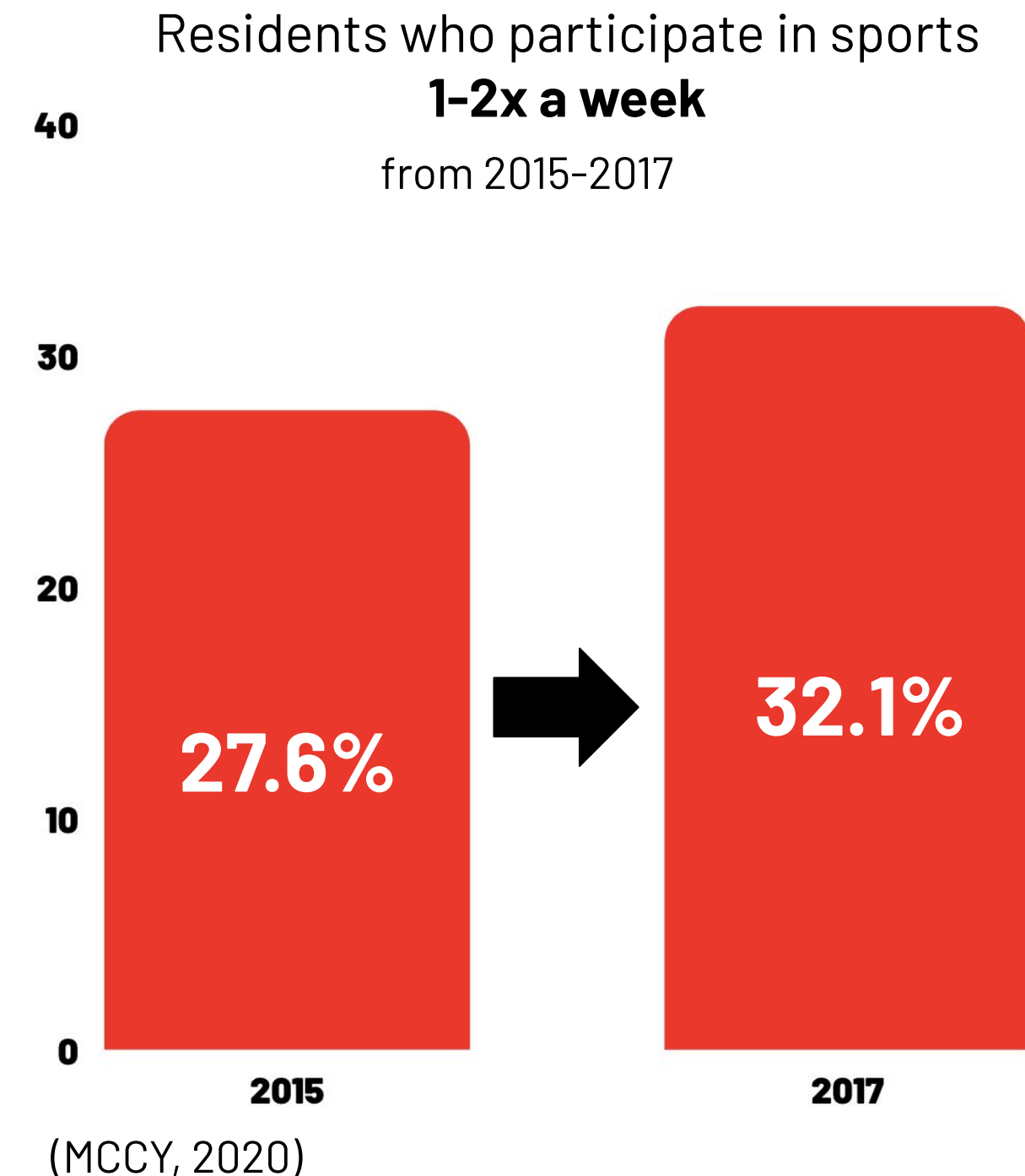
CATEGORY ANALYSIS



Category Analysis (STEEP)- ActiveSG

Social:

- Residents have become increasingly more active, according to the National Sports Participation Survey. (2018).
- Gym attendance drastically decreased due to COVID-19 limitations. (Singapore: Gym Attendances 2020 | Statista, 2020).
- **33%** of respondents spend less on sports equipments during COVID-19. (Singapore: Sports Equipment Spending COVID-19 Impact 2020 | Statista, 2020)
- **61%** of respondents said they would only choose a gym with a convenient location for them (Singapore: Reasons for Choosing Certain Fitness Studios 2020 | Statista, 2020)

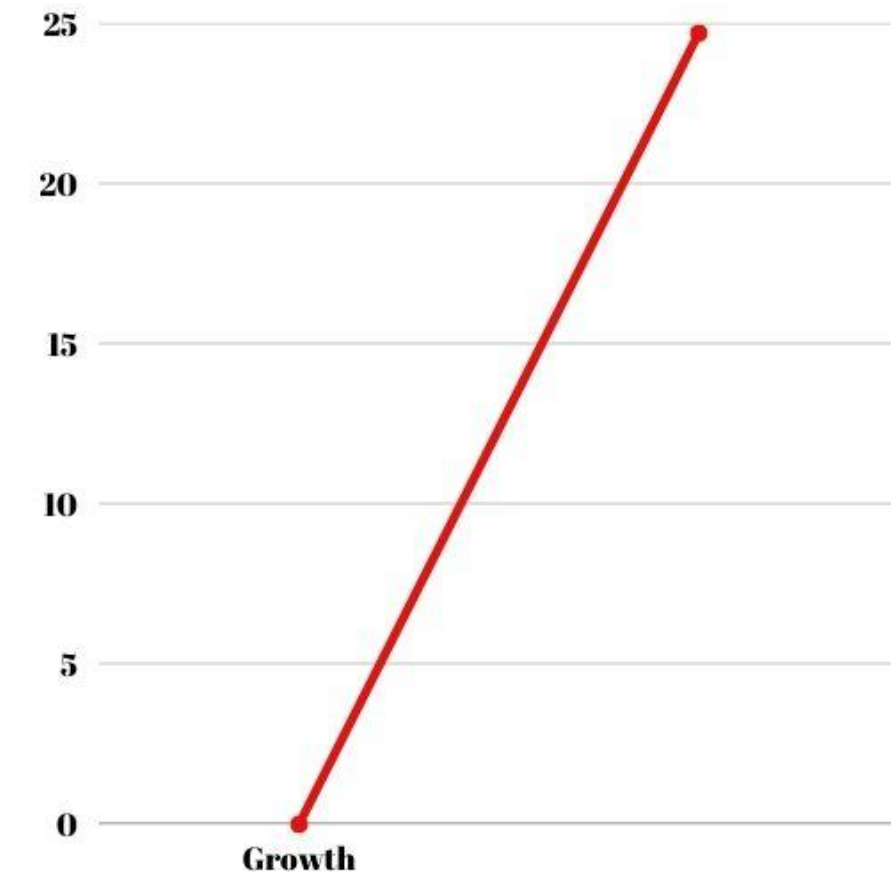


Category Analysis (STEEP)- ActiveSG

Technological:

- Technology has created more adaptive and innovative prosthetic limb designs for disabled people, allowing them to participate in more sporting activities comfortably (De Luigi & Cooper, 2014)
- In Singapore, there has been a Artificial intelligence can be integrated into ActiveSG. AI sector has had large growth (Singapore: Analytics and AI Startups Funding H1 2020 | Statista, 2020)

Growth of **24.7%** in the digital fitness industry



(Singapore: Digital Fitness & Well-Being Revenue Growth | Statista, 2017)

Category Analysis (STEEP)- ActiveSG

Economic:

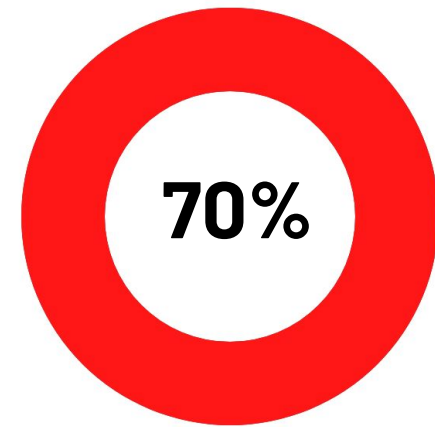
- Free ActiveSG \$100 could be appealing to many as the unemployment rate in Singapore increased to **5.1%** in 2020 due to COVID-19. (*Singapore - Unemployment Rate 2020 | Statista, 2020*)
- Average household income increased by **1.5%** in 2021 in relation to inflation (*Singapore: Change in Average Monthly Household Income 2021 | Statista, 2021*)

Environmental:

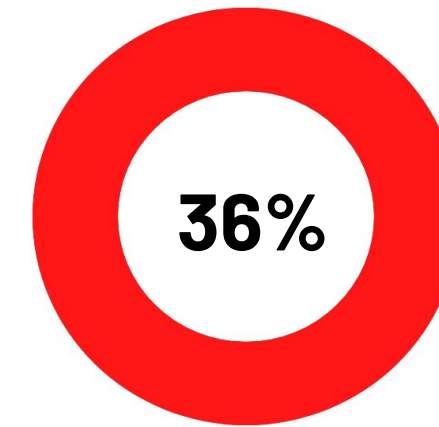
- Launched initiative to collect old shoes from the community, turning the shoes into running tracks. Over **100 targeted collection points** were opened all around the island.
- Gyms have high carbon emission (Wicker, 2019) and the air in gyms can be polluted by chemical emissions (Anderer, 2021)

Category Analysis (STEEP)- Industry

Social:



people stating their reason for exercise being for better physical health.



people have started exercising twice a week.

(National Sports Participation Survey, 2018)

Technological:

- Private gyms in Singapore generally have better equipment, such as body composition counters equipped at the gym for users to track their progress.
- High end private gyms such as Virgin Active or True Fitness offer services such as a sauna, and even an iPad Bar.
- Gyms can look to incorporate things such as virtual reality, or even devices which aid in recovery, such as percussion therapy devices which is a new technology.

Category Analysis (STEEP)- Industry

Economic:

- The lower your income bracket, the less physically active you are, with those making less than 75,000 a year becoming less physically active since 2010 and those making more than 75,000 becoming more physically active. [PAC,2019]

Environmental:

- Gyms open 24/7 use a significantly higher amount of energy and electricity compared to other gyms which aren't.
- Green Curve SG is the first eco gym in Singapore, featuring equipment which are eco friendly, as well as offering a book per use system.

46%



of gym cancellations are
due to **costs**

50%



new gym memberships quit
within the **first six months**

[IHRSA, 2018]

COMPETITOR ANALYSIS

***BASED ON
SECONDARY
RESEARCH***



Competitor Analysis

Vision	To be a lifestyle destination for Singaporeans to live better through sports.
Background	Founded in 2014 under Sport Singapore, a Statutory Board under the Ministry of Culture, Community and Youth (MCCY)
Category	Fitness
Character	Encouraging, helpful, available, personal
Difference	Free \$100 for members to spend Various facilities and outlets Personalised Instagram accounts for each branch to reach out to each neighbourhood in a unique way
Benefit	Very convenient for members

USP

Competitor Analysis

	Vision	Background	Category	Character	Benefit	Difference
<i>Anytime Fitness</i>	Improve the self esteem of the world	Founded in 2002, more than 2 million members and over 2500 locations worldwide	Fitness	Dedicated, innovative, encouraging	Creates a gym experience tailored to the needs of members	Creates gym experience tailored to the needs of members
<i>Gymmboxx</i>	Delivering quality fitness & wellness experience	Founded in 2010		Tough, rugged, caring	Open 24/7 throughout the year, transparent fixed rates, constantly manned for safety	Members can trust the brand and work towards their goals with peace of mind
<i>Fitness First</i>	To be the fitness leaders who inspire people to go further in life.	Founded in 1993, more than 230,000 members		Reliable, encouraging, helpful	Specifically focus on yoga and fitness, different membership types depending on user's needs, personal training	Users who are fixated on yoga can continue to pursue that in an environment catered specifically toward it

Competitor Analysis

	Vision	Background	Category	Character	Benefit	Difference
Virgin Active	To enrich people's lives through Activeness	Opened in 1999	Fitness	Straightforward, motivational, innovative	Hundreds of different classes each week, personal trainers and live on-demand workouts	Members can personalise their experiences and experience the benefits of the gym from the comfort of their own homes
True Fitness	Giving customers the very best exercise experience possible while providing peace of mind.	Founded in 2004		Helpful, reliable, warm-hearted	Users who are fixated on yoga can continue to pursue that in an environment catered specifically toward it	Specifically focus on yoga and fitness, different membership types depending on user's needs, personal training
HomeTeamNS	The Pride of Home Team NSmen and their families	Launched in 2005, with a membership of over 200,000	Recreation (non-profit)	Connected, caring, energetic	Not focused on fitness and offers a wide range of fun activities for families	Members can bond with loved ones at different facilities as well as work out



USER & RESEARCH *FROM SURVEY AND INTERVIEWS* FINDINGS



TAKEN FROM SURVEY:

"How often do you exercise?"

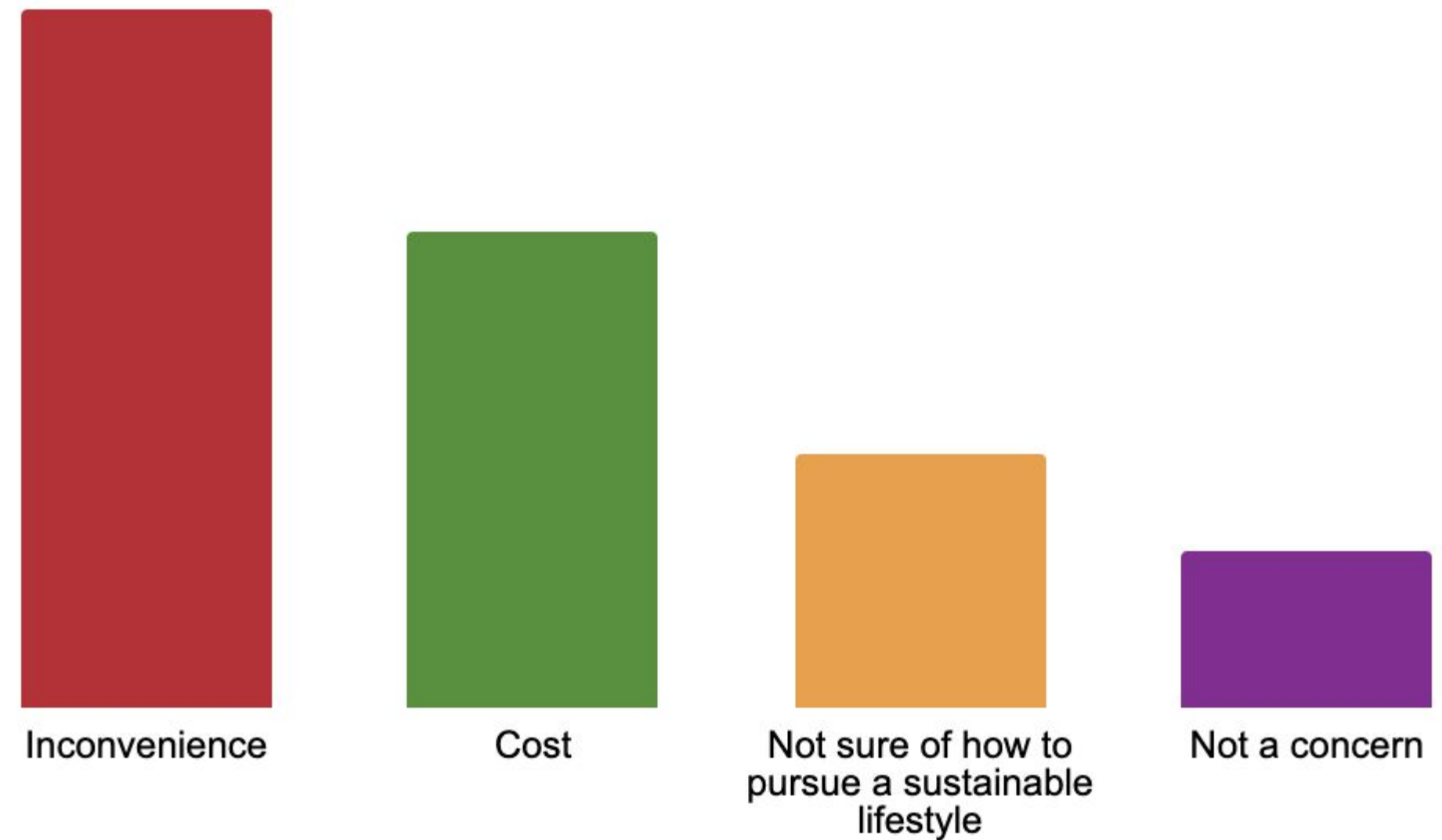
Based on 127 respondents



TAKEN FROM SURVEY:

"Rank by importance the factors that impede your efforts towards living a sustainable and more environmentally friendly everyday life"

Based on 127 respondents



TAKEN FROM SURVEY:

“What would encourage you to go to ActiveSG centres more often?”

- “more private spaces for women/muslim women”
- “separate workout spaces for those who need it”
- “Convenience”

“If you already have a pre-existing membership at other private gyms, what sets the private gyms apart from the ActiveSG gyms, and what made you want to sign up at these places?...”

- “Private gyms are less crowded”
- “It’s more curated and private gyms tend to have more privacy”

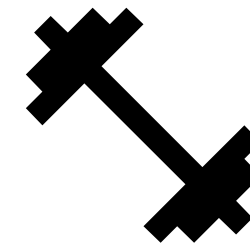
For ActiveSG members, what are some cons of the centres that you’ve experienced?

- “Overcrowded”
- “Lack of privacy”
- “too many men around for women to feel comfortable”

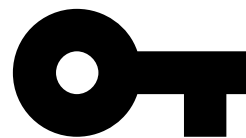
INSIGHTS



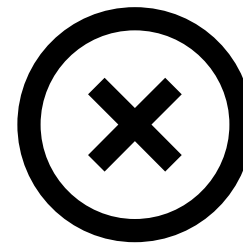
*(Internal)
Motivation to Exercise*



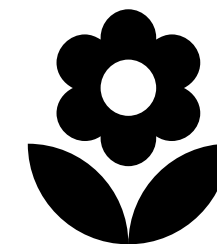
*(External)
Decision Making Factors
for Gym Commitment*



*Main Priorities
in Life*



Why not ActiveSG



*Views on
Sustainability*



(Internal)

MOTIVATION TO EXERCISE

People are more likely to work out in ActiveSG gyms if they have company

Friends have a big influence on their decision making, a lot of them would only follow friends to a gym or sign up at a gym

Being active by walking around and setting weekly targets

Incentives and vouchers heavily motivate them to work out and keep fit

Motivation for exercise is to maintain a healthy body

INTERVIEW

POEMS

RESEARCH

SURVEY

RESEARCH/SURVEY



(Internal)

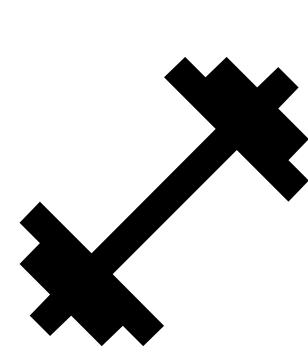
MOTIVATION TO EXERCISE

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1. Friends play a big part in decision making
2. Social circle keeps life fun
3. Likes to try new things with friends and loved ones



(External)

DECISION MAKING FACTORS

Convenience, price, and quality are still more important than sustainability when considering where to make a fitness commitment

Most important factors when deciding on where to workout are location and cost

Having accessible equipment is important

People favour the accessibility and convenience of ActiveSG gyms, and wouldn't mind utilizing them if the facilities get an upgrade

ActiveSG very accessible for people who live close by or want to save money

Muslim women who wear hijabs are more inclined to spend money on gym pods so that they can have privacy

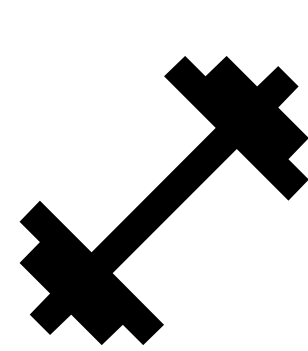
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RESEARCH/SURVEY



(External)

DECISION MAKING FACTORS

Convenience, price, and quality are still more important than sustainability when considering where to make a fitness commitment

Muslim women who wear hijabs are more inclined to spend money on gym pods so that they can have privacy

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1. Privacy is important for females
2. Value and look for convenience, affordability and quality

INTERVIEW

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RESEARCH

SURVEY

RESEARCH/SURVEY



MAIN PRIORITIES IN LIFE

Despite their busy schedules, people set aside time in order to exercise and remain fit

Cannot / very hard to find time when balancing work, school, social and keeping fit

How do we manage work and a healthy lifestyle

Place importance on family time

Concern about monetary needs

INTERVIEW

POEMS

RESEARCH

SURVEY

RESEARCH/SURVEY



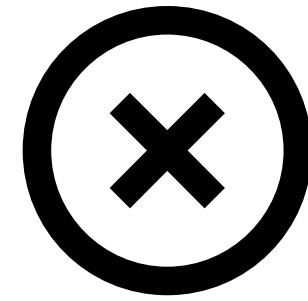
MAIN PRIORITIES IN LIFE

Cannot / very hard to
find time when
balancing work, school,
social and keeping fit

How do we manage
work and a healthy
lifestyle

1. Maintaining a healthy friendship is a priority
2. Hard to maintain friendships with a busy work life
3. Unsure of how to lead a sustainable lifestyle





WHY NOT ACTIVE SG

ActiveSG is too public, they want to be in a more private place when gymming

Would prefer private gym over ActiveSG if it were easily accessible and affordable rate

ActiveSG doesn't do enough to maintain their facilities

ActiveSG is lacking in gym equipment quality compared to other fitness facility providers

ActiveSG is lacking in gym equipment quality compared to other fitness facility providers

Special amenities like free WiFi do not affect users' views of ActiveSG as the facilities and crowds are still their biggest concerns

Although ActiveSG has many locations, it is generally not seen as convenient

People tend to go to gyms with more facilities, even if it cost more

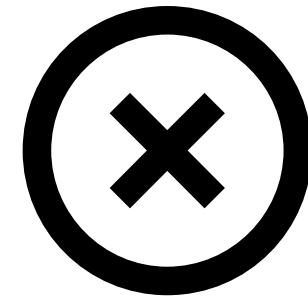
INTERVIEW

POEMS

RESEARCH

SURVEY

RESEARCH/SURVEY



WHY NOT ACTIVESG

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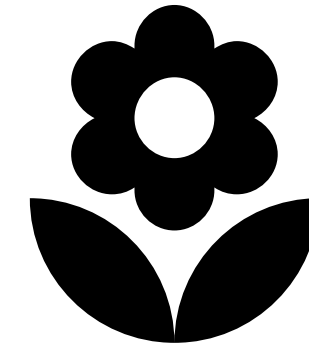
Would prefer private gym over ActiveSG if it were easily accessible and affordable rate

People tend to go to gyms with more facilities, even if it cost more



1. Privacy is important when going to the gym
2. Value exclusivity

VIEWS ON SUSTAINABILITY



People will only help with climate change if it fits comfortably in their schedule or will not be too much of an inconvenience

It would be nice to know HOW they are helping with sustainability

Never heard of any sport facilities in SG that incorporate sustainability

Social media plays a huge part on letting the target audience know what is going on in the world

People are not convince that the steps taken to be sustainable are effective and are well done

Education since young help keep them in mind when trying to do 3 Rs (cartoons shown in school and public)

Being healthy and being environmentally friendly don't coincide

How do we make being environmentally friendly fun?

INTERVIEW

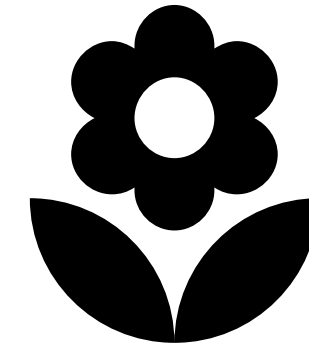
POEMS

RESEARCH

SURVEY

RESEARCH/SURVEY

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Never heard of any sport facilities in SG that incorporate sustainability

Education since young help keep them in mind when trying to do 3 Rs (cartoons shown in school and public)

How do we make being environmentally friendly fun?



1. Would personally like to see ways they are helping with sustainability
2. Incorporate fun into being sustainable

INTERVIEW

POEMS

RESEARCH

SURVEY

RESEARCH/SURVEY

***BASED ON
INSIGHTS***

**PERSONA &
USER JOURNEY**

PERSONA **HOMEBODY HAYLEY**

Likes

- Alone time
- Working out
- Using social media
- Private place for them to work out

Dislikes

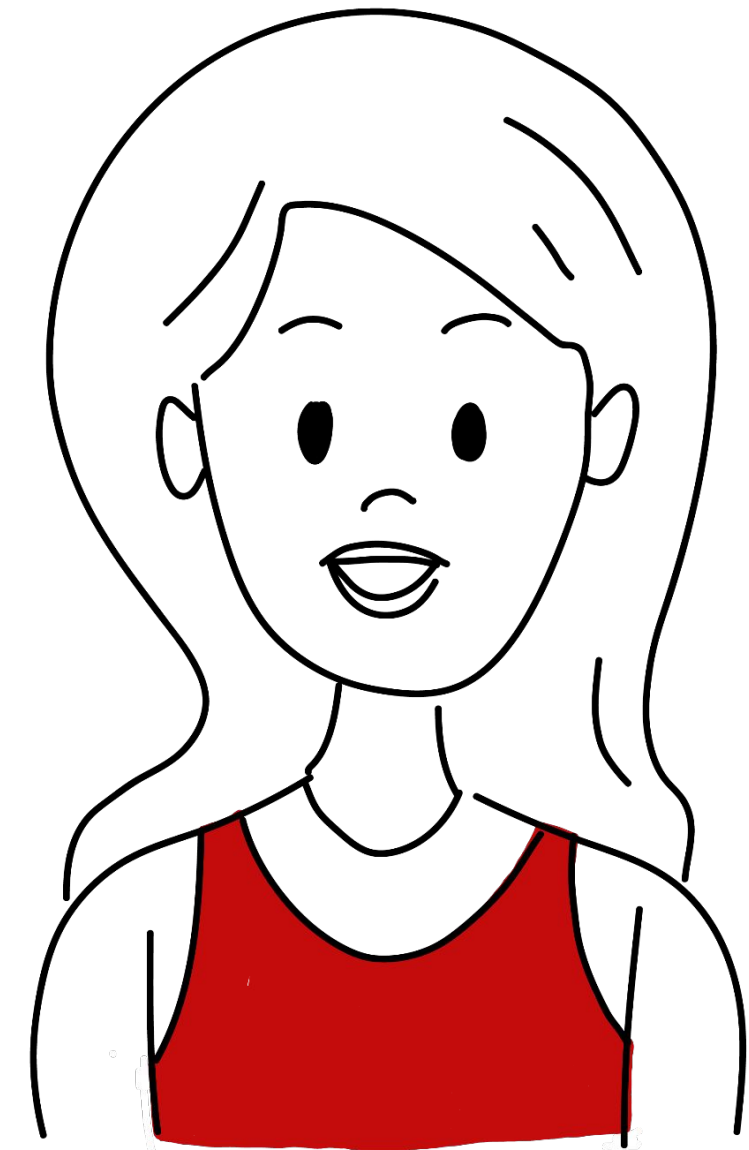
- Socialising
- Crowded places
- Poor quality of fitness facilities

Motivations

- People to work out with
- Doing good for the environment
- Lose weight

Pain Points

- Time constraints
- No privacy when exercising
- Have a busy schedule that doesn't allow for much personal time
- Hard to find time to balance work, social life and keeping fit



30, Single, Preschool Teacher,
Lives with Parents

PERSONA **HOMEBODY HAYLEY**

Values & Beliefs

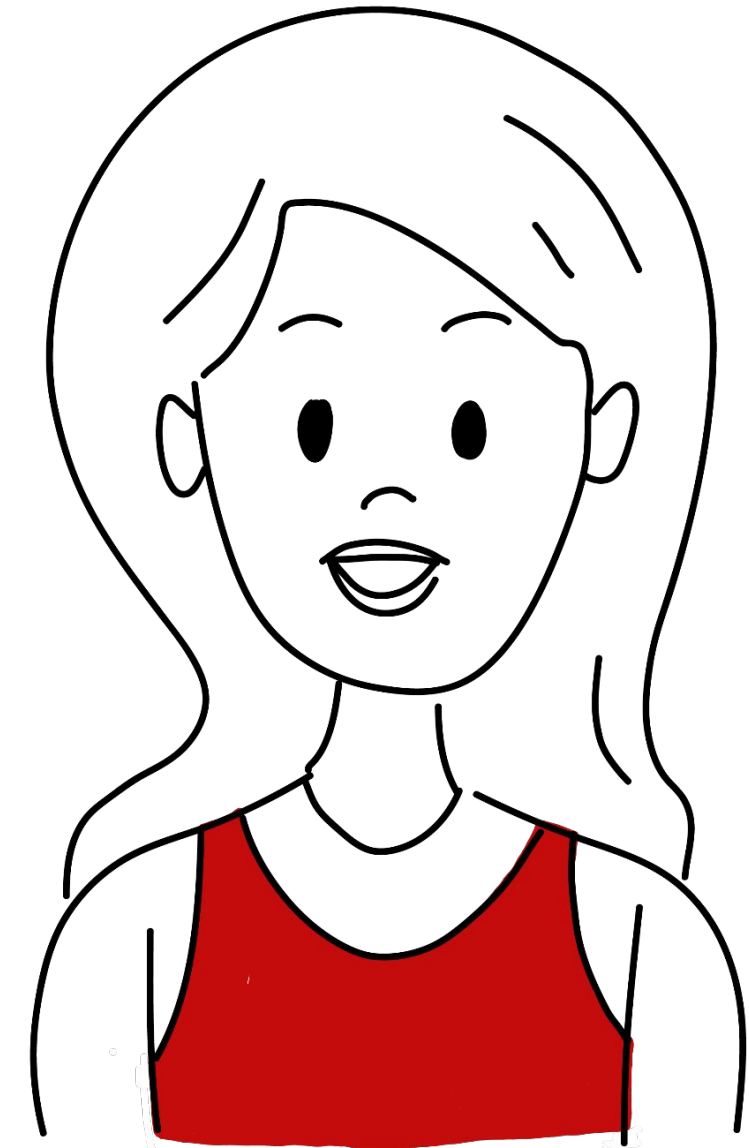
- Healthy lifestyle
- Thrifty
- Privacy and personal space
- Can achieve anything through dedication and effort

Need Statement

Hayley needs to have her own personal space and privacy, as well as time to go to the gym. She needs to maintain her habits of living a healthy and sustainable lifestyle.

Quotations

- "If I have work, then I won't even go (workout)"
- "I have considered signing up for a gym but I don't have time"
- "If my friends go then I would go"
- "The way I was raised taught me that I need to practice sustainability"



**30, Single, Preschool Teacher,
Lives with Parents**

PERSONA HECTIC HECTOR

Likes

- Affordable products
- Convenience
- Proper routine
- To do fun and interesting things

Dislikes

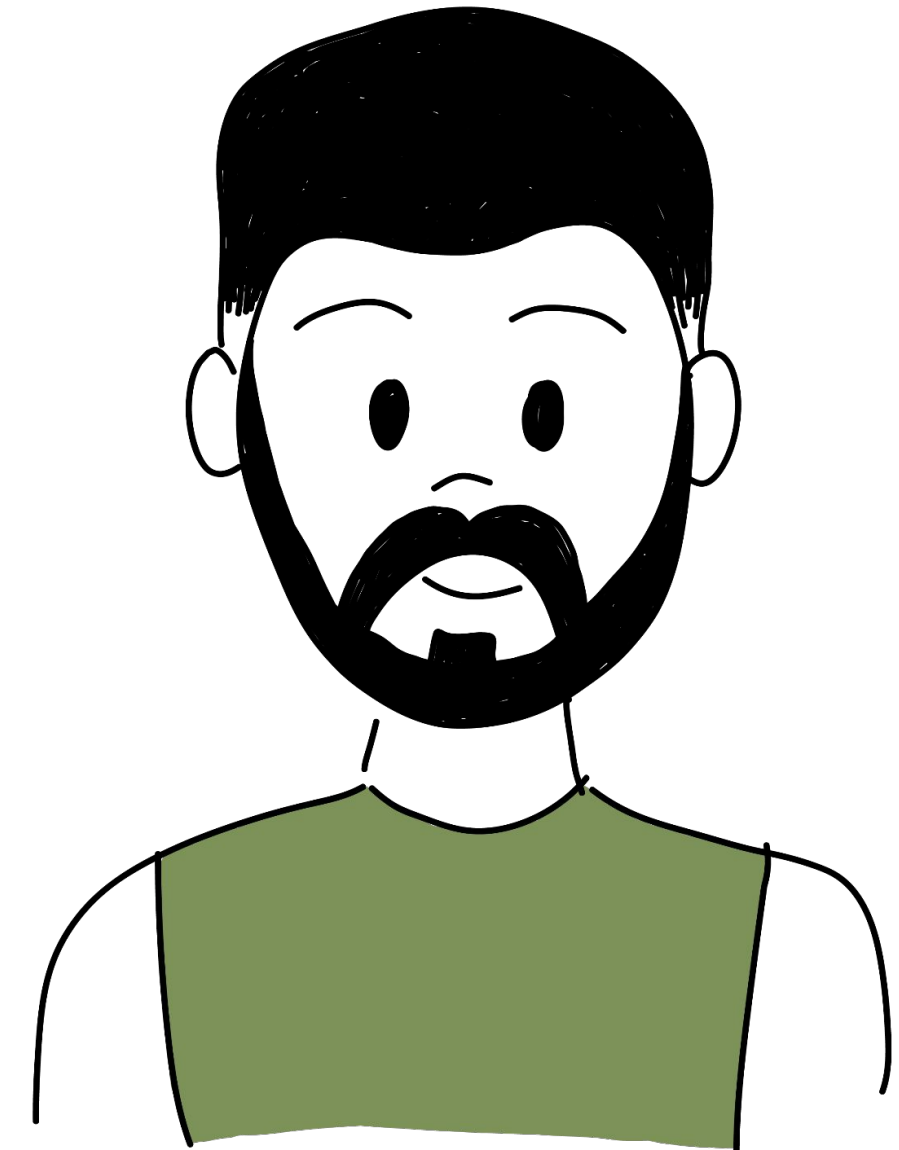
- Things done half-heartedly
- Inconsistency
- Having to go out of their way
- Having to wait to use gym equipment

Motivations

- Incentives and rewards
- Gaining a healthier body
- Staying natural by not taking unnatural supplements

Pain Points

- Not enough time to do what he wants to do
- Concerned about climate change but doesn't know how to help
- Inconvenient to go green



37, Married, Accountant,
Lives with wife & child

PERSONA HECTIC HECTOR

Values & Beliefs

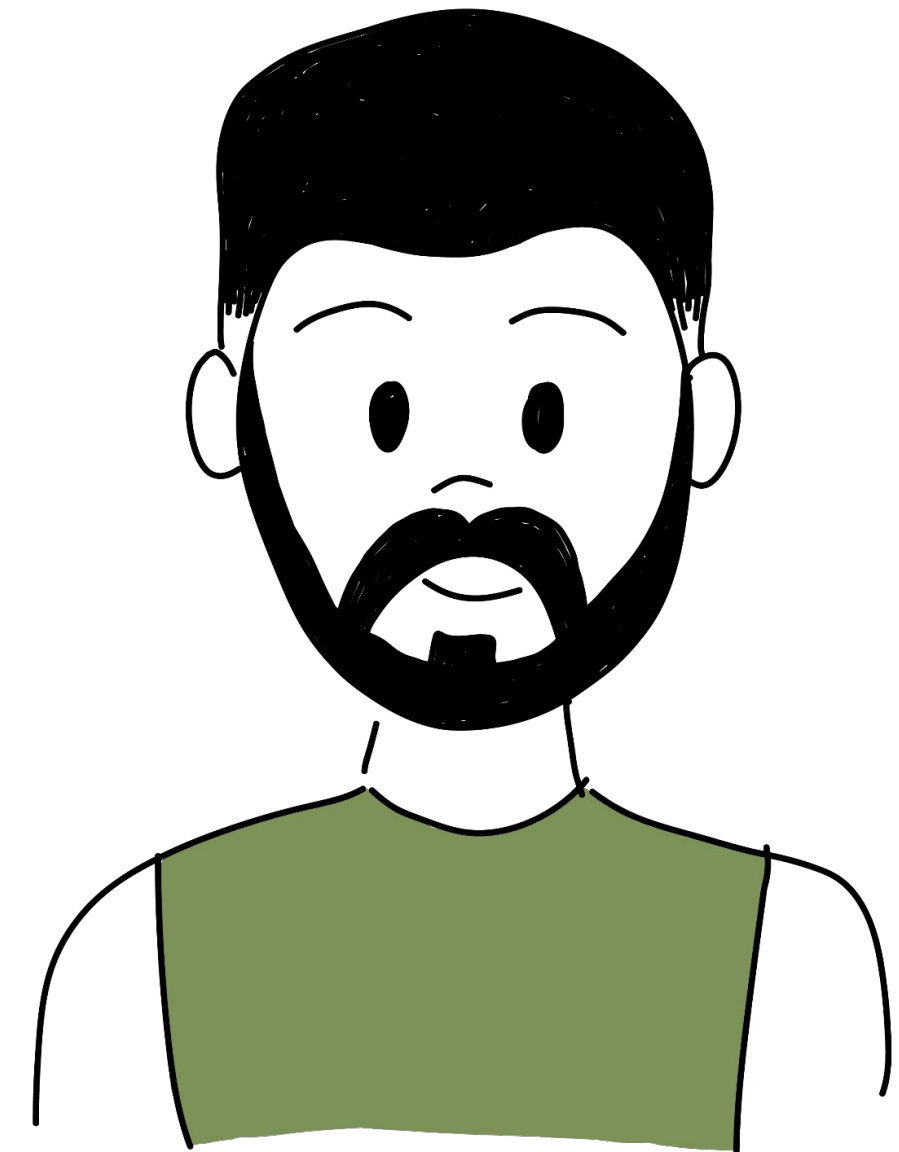
- Family time
- Reasonable to pay a higher price for quality
- Climate change is a real threat
- Convenience, price and quality are main concerns

Need Statement

Hector needs to have a convenient way to play his part in saving the environment, while balancing all other aspects of his life, including family, financial, and fitness.

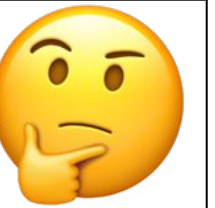
Quotations

- "Will the price point be worth it for the commitment?"
- "Incentives are attractive as we need to buy our necessities"
- "Every week I aim to exercise at least 3 times"
- "I had to queue for the ActiveSG gym equipment.. I do not have the time or patience to stand and wait for others to complete their workout"
- "To go out to recycle things may be a bit tedious"



37, Married, Accountant,
Lives with wife & child

USER EXPERIENCE JOURNEY – HECTOR

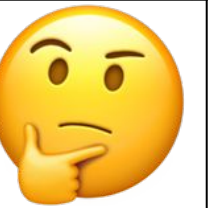
Day in a Life of Persona	Thinking	Doing	Feeling	Touchpoints / Opportunities	Feeling After Touchpoints
Waking up	- "What do I need to get done today?"	- Freshen up - Shower - Read news on phone - Scroll social media - Watch videos	- Fresh - Ready for the day	- Social media ads	- Mostly indifferent 
Send children to school	- Mentally going through agenda for the day - "What do I need to buy for the house?"	- Listening to music - Scrolling social media - Looking out of bus window	- Calm	- Social media ads - Out of home ads	- A little curious 

Day in a Life of Persona	Thinking	Doing	Feeling	Touchpoints / Opportunities	Feeling After Touchpoints
Running errands	- "What should I cook for lunch?" - Thinking about how he's gonna complete his agenda	- Buying groceries - Talking to friends/ neighbours in shops - Surfing social media and internet	- Bored - Tired	- Social media ads - Website - Word of mouth	 - Increasingly interested
Return home	- "The house is in a mess" - I wish I could lose a little weight" - Should I sign up at ActiveSG? - When will the kids be home?"	- Cooking and cleaning - Texting friends asking about ActiveSG - Surfing social media	- Energised - Excited to possibly join ActiveSG	- Social media ads - Word of mouth	 - Strongly motivated

<i>Day in a Life of Persona</i>	<i>Thinking</i>	<i>Doing</i>	<i>Feeling</i>	<i>Touchpoints / Opportunities</i>	<i>Feeling After Touchpoints</i>
Lunchtime	- "I should try it out" - "Where's the nearest gym?" - Should I take the kids with me?"	- Eat lunch with kids - Sign up for ActiveSG - Tell family & friends - Invite kids along	- Excited to try the ActiveSG gym - Happy to be spending time with his kids	- Social media ads - Out of home ads	 - Committed
Exercise	- "What equipment should I use?"	- Try out all the equipment to refresh his memory - Check website for tips and help - Makes sure the kids are exercising safely	- Motivated - Energised - Happy	- Word of mouth - Website	 - Sense of fulfilment

<i>Day in a Life of Persona</i>	<i>Thinking</i>	<i>Doing</i>	<i>Feeling</i>	<i>Touchpoints / Opportunities</i>	<i>Feeling After Touchpoints</i>
Go home	- "What a good workout" - "What's something healthy we can have for dinner"	- Scroll social media - Search online for healthy food - Uses website to source for healthy food	- Tired - Hungry	- Social media ads - Out of home ads - Website	- Content 
Dinner	- "What other classes and facilities should I try?" - "I want to go again soon"	- Messaging friends and family to join him - Posts on social media about experience - Checks website for facility details	- Content	- Social media - Website	- Excitement to keep going to ActiveSG gyms 

USER EXPERIENCE JOURNEY - HAYLEY

Day in a Life of Persona	Thinking	Doing	Feeling	Touchpoints / Opportunities	Feeling After Touchpoints
Waking up	- "What should I do today?"	- Freshen up - Eat breakfast - Read news - Scroll social media - Watch videos - Listen to music	- Tired - Groggy - Gloomy	- Social media ads	- Slightly intrigued - Mostly indifferent 
Travel to work	- Preparing for day ahead - "What do I have to do at work today?" - "What can I do for the environment today?"	- Sitting in the bus - Listening to music - Scrolling social media	- Gloomy	- Website - Out of home ads	- Intrigued 

<i>Day in a Life of Persona</i>	<i>Thinking</i>	<i>Doing</i>	<i>Feeling</i>	<i>Touchpoints / Opportunities</i>	<i>Feeling After Touchpoints</i>
At work	- Contemplating tasks to complete - "What should I eat later?" - "How are the students doing?"	- Work - Interacting with colleagues - Surfing the internet	- Bored - Impatient - Hungry	- Social media ads - Website - Word of mouth	 - Interested
Lunchtime	- "What do I feel like eating?" - "If I sign up at ActiveSG, what activities would I do?" - "When was the last time I recycled?"	- Eating - Chatting with colleagues about ActiveSG - Drinking from her own bottle and straw	- Full - Happy - Excited to go to the gym	- Word of mouth	 - Very interested

<i>Day in a Life of Persona</i>	<i>Thinking</i>	<i>Doing</i>	<i>Feeling</i>	<i>Touchpoints / Opportunities</i>	<i>Feeling After Touchpoints</i>
After work	- "Which ActiveSG centre should I go to"	- Going home to change - Signing up on ActiveSG app - Travelling to nearest centre	- Excited - Full of anticipation	- Social media ads - Out of home ads	- Motivated - Excited 
Exercise	- "What should I work on first?"	- Exercising - Looking up workout routines - Listening to music	- Happy - Fulfilled	- Social media ads - Word of mouth - Out of home ads	- Rewarded 

<i>Day in a Life of Persona</i>	<i>Thinking</i>	<i>Doing</i>	<i>Feeling</i>	<i>Touchpoints / Opportunities</i>	<i>Feeling After Touchpoints</i>
Go home	- "I'd love to come back again soon" - "What should I eat when I get home?"	- Scroll social media - Listen to music	- Proud of myself	- Social media ads - Out of home - Word of mouth	- Empowered - Confident - Tired 
Dinner	- "I need some healthy food"	- Sharing experience on social media	- Hungry - Fulfilled	- Social media ads - Website	- Content - Happy 

OUR BIG IDEA

BEYOND ACTIVE

Active in exercise,
active with your loved ones, and making
an active environmental choice



THE CAMPAIGN

Divided into two sections,
one targeting each persona.

CONFIDENCE BEYOND COMFORT

①

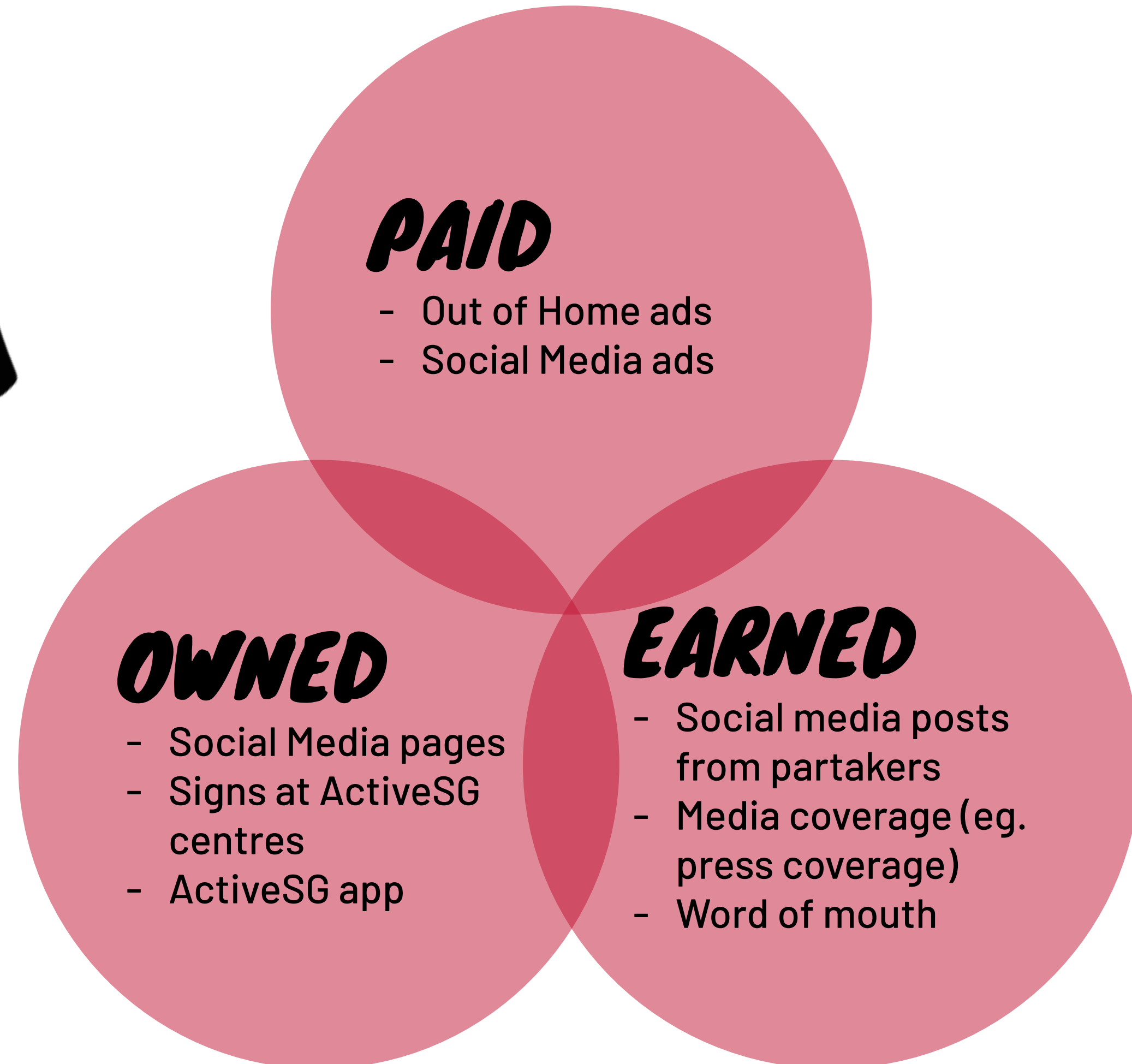
For our Homebody Hayley target audience. We aim to portray ActiveSG as a brand that encourages confidence and stepping out of your comfort zone.

FATHERS BEYOND FITNESS

②

For our Hectic Hector target audience. We want to encourage this demographic to use fitness with ActiveSG to forge a stronger bond with their family and loved ones.

POE FRAME- WORK



OUR PROTO- TYPES

* SOCIAL MEDIA

* OUT-OF-HOME

* BRAND FILM

MOCKUP

SOCIAL MEDIA

To show new users examples of what to bring to different exercises,
this will make them more confident to exercise.

Headphones
Headphones help you stay focused in the gym.

Lifting Straps
Helps when you're lifting heavy weights and your grip strength is weak. These are a gamechanger when used right!

Wrist Wraps
Helps with keeping your wrists stable and prevention of injury.

Shaker Bottle
A shaker bottle always comes in handy when you need your post-workout protein shake!

what's in our bags gym

BA Share YOUR gym essentials with us
#MyActiveEssentials

Nose Clips
Nose clips help keep water out of your nose while you're swimming.

Swimming Cap
Helps you keep your hair out of your way while underwater.

Swimming Goggles
Works great to help keep water out your eyes, and is a must-have for any swimming bag.

Water Bottle
Hydration is always a must when it comes to swimming, or any form of exercise!

what's in our bags swimming

BA Share YOUR swimming essentials with us
#MyActiveEssentials

Headphones
Music is always great for when you're on a run. A pair of headphones goes a long way.

Face Mask
A face mask always comes in handy - just in case you need to go indoors.

Running Shoes
Running shoes help to protect you from injury, and any runner needs a pair of reliable running shoes.

Water Bottle
Hydration is always a must when it comes to running, or any form of exercise!

what's in our bags running

BA Share YOUR running essentials with us
#MyActiveEssentials

MOCKUP

SOCIAL MEDIA

Getting ActiveSG users to
participate in recycling items
in a convenient way.



**HAVE YOU EXERCISED
TODAY?**

YES

NO



**SMALL EFFORT
BIG IMPACT**

*DID YOU KNOW? One large tree can provide a day's supply
of oxygen for up to four people*



MOCKUP SOCIAL MEDIA

Getting ActiveSG users to participate in recycling items in a convenient way.



MOCKUP

SOCIAL MEDIA

Showing our audience how to properly
use gym equipment

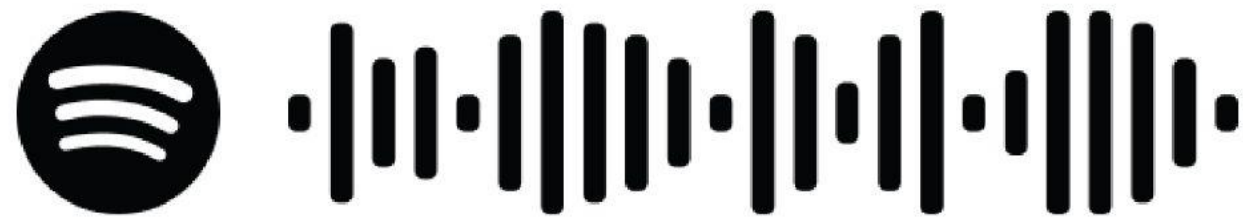


MOCKUP

OUT OF HOME

To bring awareness of going beyond to sport lovers while they are listening to music.
Our playlist motivates and encourages our listeners to be confident.

ACTIVESG'S GYM PLAYLIST FOR THE COOL, CONFIDENT, BEST VERSION OF YOURSELF



ACTIVESG'S GYM PLAYLIST FOR THE COOL, CONFIDENT, BEST VERSION OF YOURSELF



ACTIVESG'S GYM PLAYLIST FOR THE COOL, CONFIDENT, BEST VERSION OF YOURSELF



ACTIVESG'S GYM PLAYLIST FOR THE COOL, CONFIDENT, BEST VERSION OF YOURSELF



MOCKUP

OUT OF HOME

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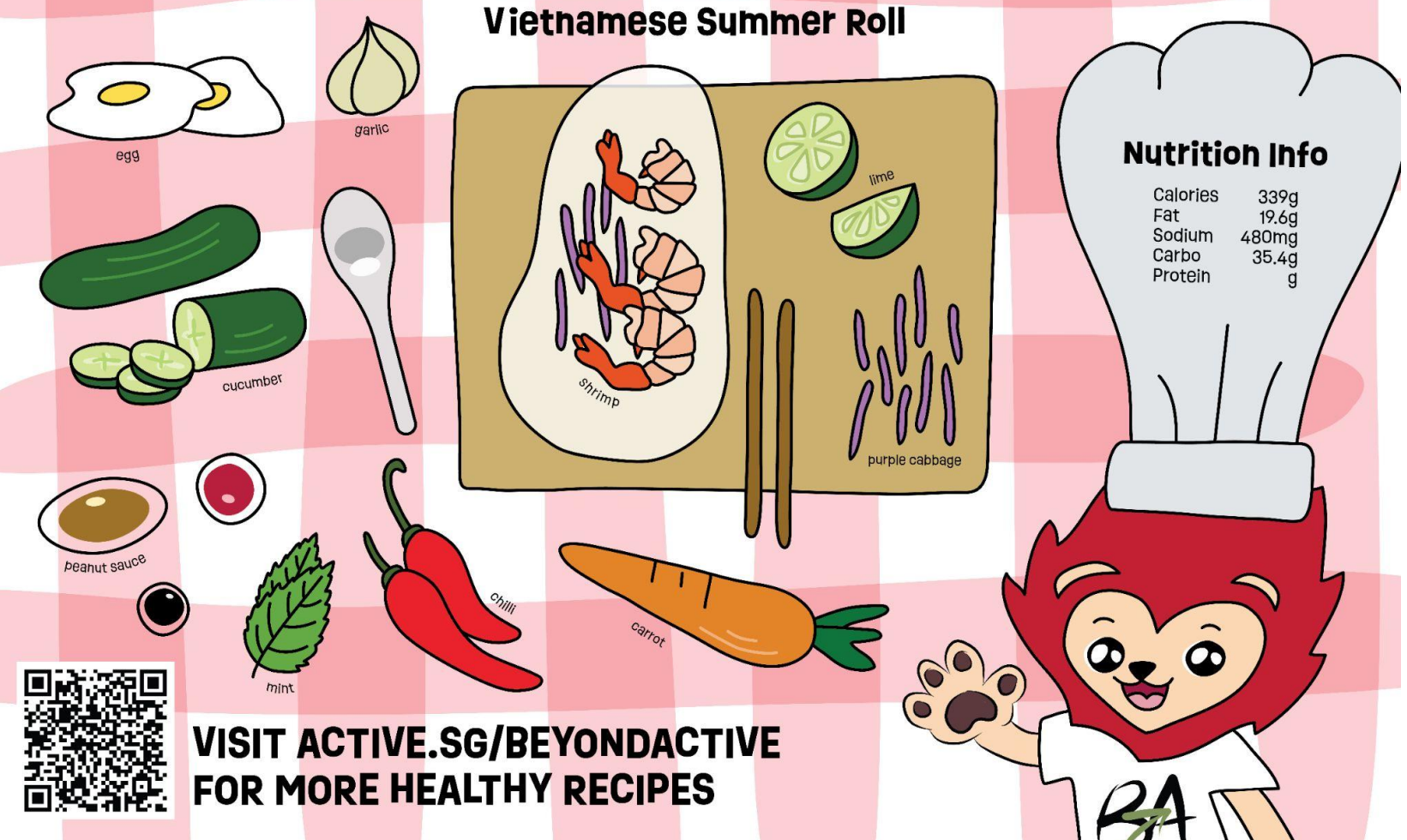
YOU CAN LOOK GOOD INSIDE AND OUT

Edamame Tortilla Wrap



YOU CAN LOOK GOOD INSIDE AND OUT

Vietnamese Summer Roll

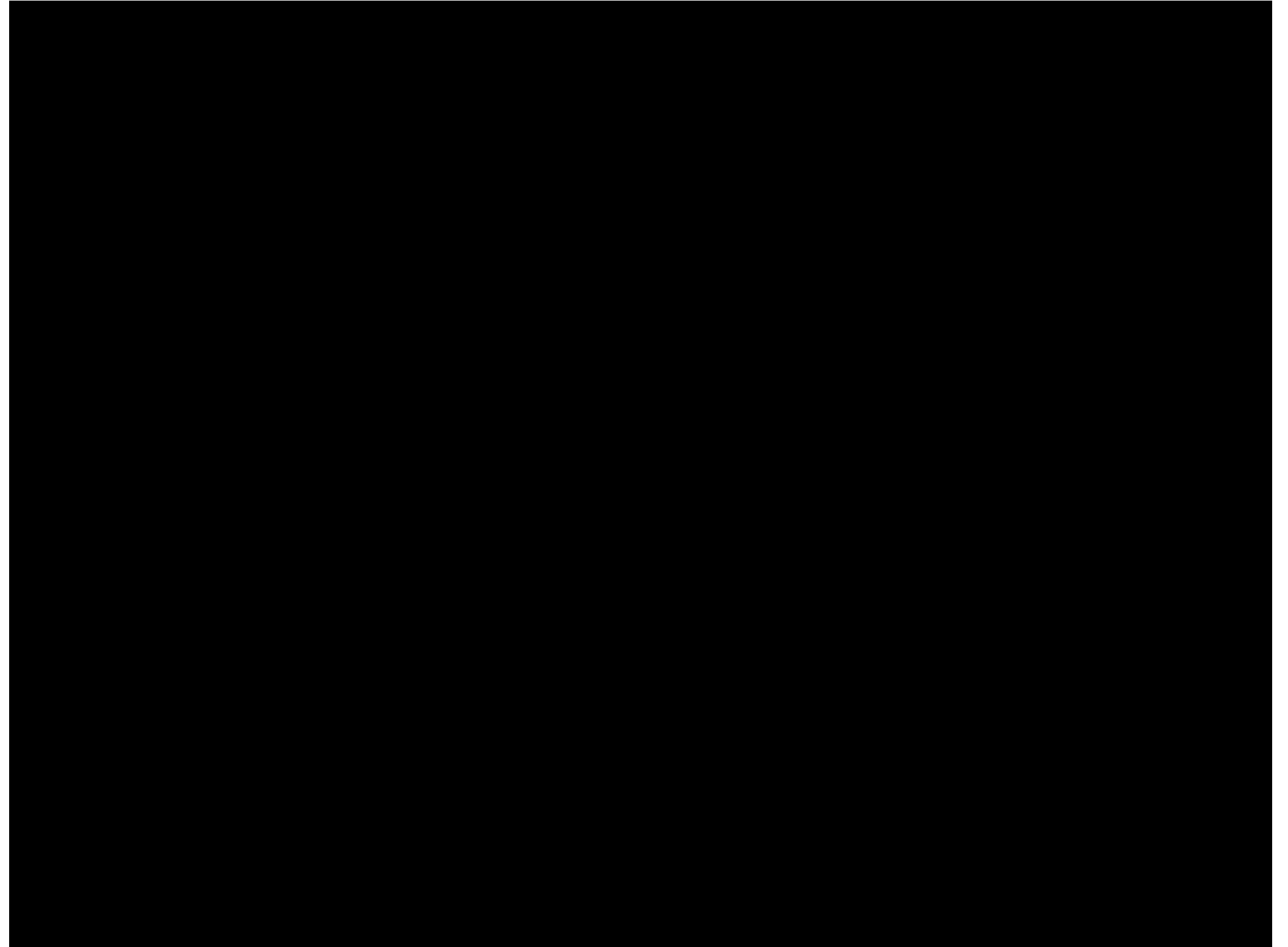


PROTOTYPE **BRAND FILM**

The brand film introduces ActiveSG's goal of Zero Energy Sports Centres to the audience, and frame it as the brand taking action to fight this problem.

The key message of the film will be that ActiveSG is **making a change and the audience should too.**

PROTOTYPE **BRAND FILM**



MEDIA SCHEDULING



Media Week	1	2	3	4	5	6	7	8	9	10	11	12
Social Media (WIMB)												
Social Media (Go Green)												
Posters												
Community Centres												
HDB Lift Landing Ads												

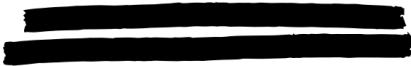
MEDIA BUDGETING



Item	Quantity	Estimated Cost	Source
Poster Printing	1000 Pieces	\$6000	The One Inkjet
Sticker Printing	4000 Pieces	\$1500	Botak Sign
Instagram Budget	90 Days	\$13,000	Instagram
Facebook Budget	90 Days	\$17,500	Facebook

Total Expenditure: \$38,000

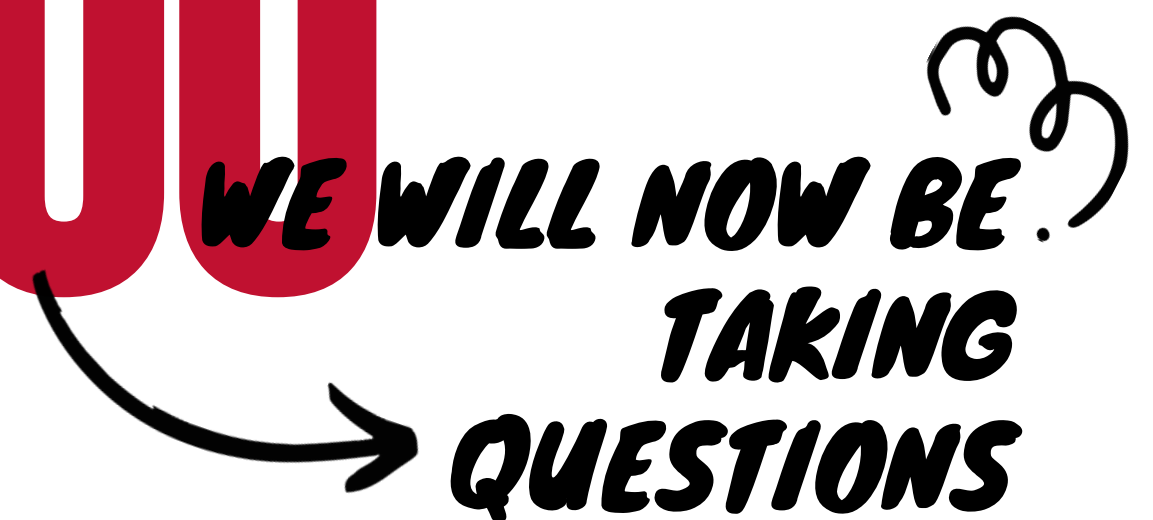
Expected KPIs & ROI



Metrics	Percentage
User-Generated Content	Increase by 15%
Website Traffic	Increase by 35%

THANK YOU

*WE WILL NOW BE.
TAKING
QUESTIONS*



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