



FitSnack Agency

Where nutrition and fitness meet...

4.28.15

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Where nutrition and fitness meet.

Objectives

- Give our target market permission to INDULGE SnackNation.
- Target our market year-round during the “Lean & Bulking” seasons.
- Reach a target of 55%-60% of all proactive consumers in health and fitness.

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National Target & Rationale

Rationale

- The older age group holds more interest in eating healthy and maintaining a healthier diet.
- Trainers have the knowledge and discipline required to build/alter a routine.
- They possess the authority as an expert that will give their clients permission to indulge.

Personal Trainers

- Men
- Caucasian
- Ages 21-34
- 4-5 Years of experience

Meet John

He's been a personal trainer for the past six years and knows exactly how to motivate his clients as well as how a physical routine is not enough to maintain a healthy physique.



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National Geography

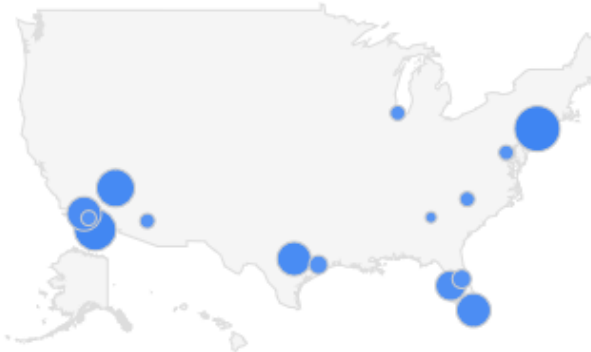


City Personal Trainer Index

New York.....	100
San Diego.....	98
Austin.....	93
Miami.....	91
Houston.....	85

State Personal Trainer Index

Florida.....	100
New York.....	92
Nevada.....	91
Texas.....	90
California.....	88

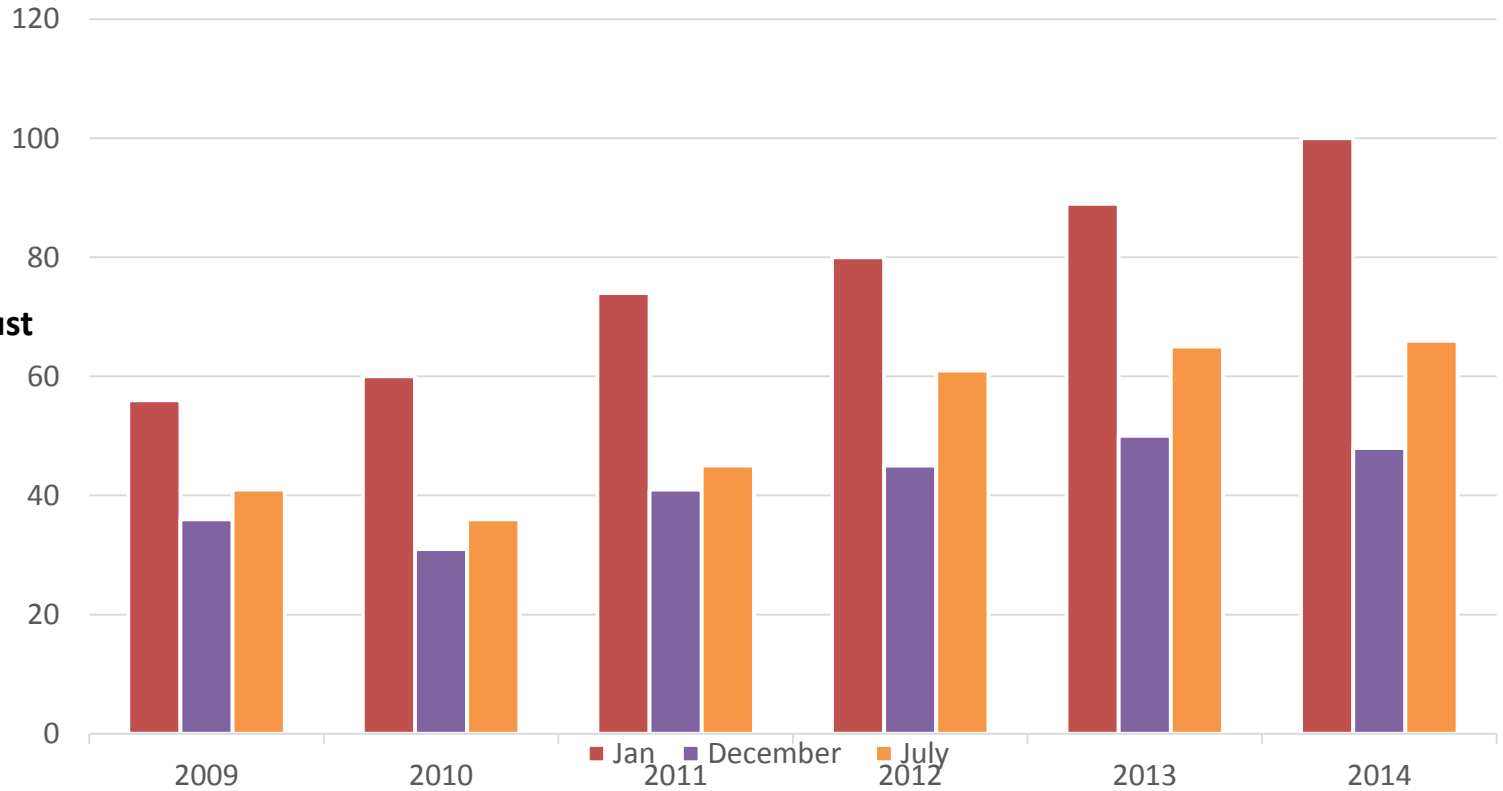


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National Seasonality

Introductory Periods
Mid December- Beginning January



Emphasis- July to August

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National Strategies/Tactics



Personal
Trainer App



Digital
Platform



Conferences



SNACKNATION
App



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Local Research



Distribute to our target market throughout the Greater Houston Hispanic population.

- Female Personal Trainer
- 21-34 Hispanic Women
- College Educated – Health/Nutrition
- Works out 3-4 times a week with clients
- 4-5 years of professional work experience in Fitness Training

*****Personal trainers have the ability to influence their clients and other surrounding people about what they should do to stay healthy.*****

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Local Target Persona



Meet Sofia Smith. She's 26 and a graduate from the University of Houston with a degree in Sports Administration and a minor in Nutrition. Currently she's a personal trainer at a local gym in the Northwest side of Houston. Striving to give her clients the best she can offer, she's always looking for new alternatives to give her clients the upper-hand.

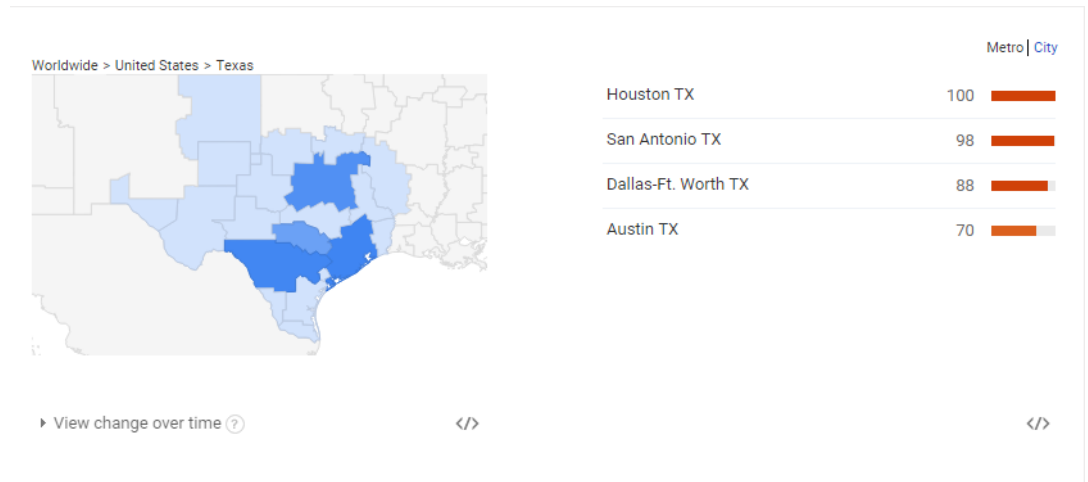
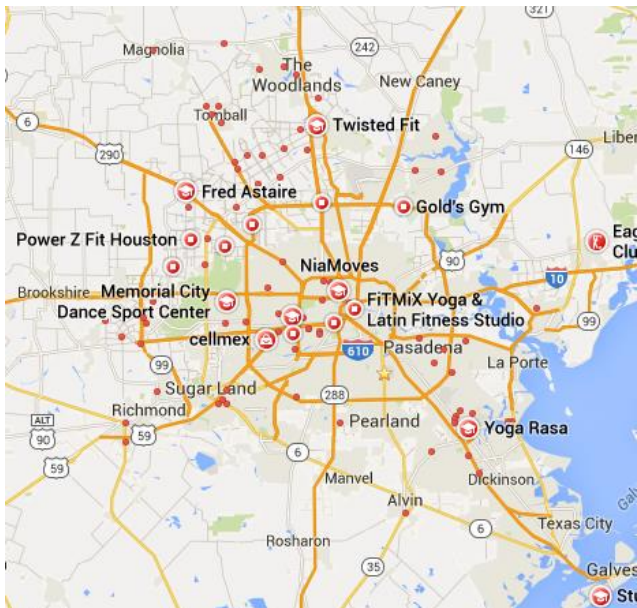


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Local Geography

- Houston holds the highest interest in the rising Zumba fitness fad and has over a hundred locations that offer classes as well as one-on-one personal training.
- Out of the 2 million inhabitants of Houston, 37.9% of the total Hispanic population are women who exercise on a weekly bases.



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Local Seasonality

- Pre-summer & throughout, consumers begin preparing to get their bodies in-shape.
- Our seasonality revolves around the universal time known throughout the fitness community as “Cut Season”.
- This is an important time that requires fitness goes to shed body fat through working out and hone in on proper dieting.



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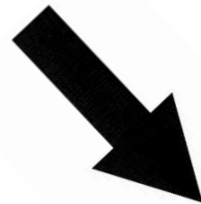


Local Seasonality

- In these months (April – November) personal trainers are going to do their best to get their clientele into the best shape of the year.
- With that comes strict dieting with little room for error. This is when all indulgence goes out the window.
- But this is also the time when the highest frequency of meals and snacking occur.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
April 2015						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	Notes:	

April 2015 Calendar. Printable calendar available from www.calendarlabs.com



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
November 2014						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	Notes:					

November 2014 Calendar. Printable calendar available from www.calendarlabs.com



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Local Strategies/Tactics



Health Seminars

Get the step-by-step
blueprint for success
at "**You. Optimized.**"
with Brad Davidson

Local Charity Partnership



HOUSTON

Sharing the strength of our home

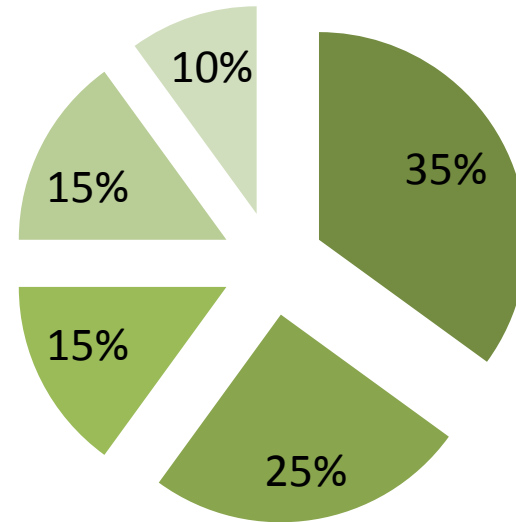
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- \$3 Million Budget

National Budget

- Mobile
- Event Sponsorship
- Advertisements
- Digital
- Promotional Items

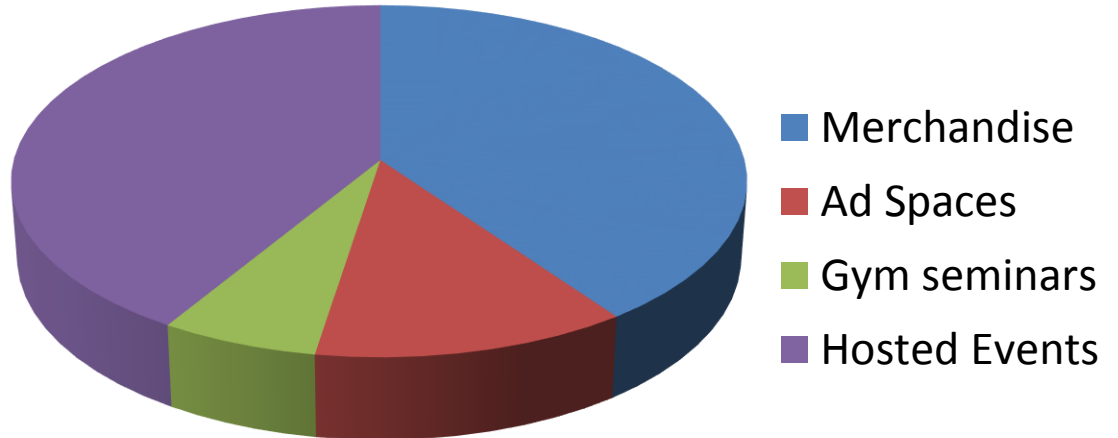


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Local Budget

- \$100,000 Budget



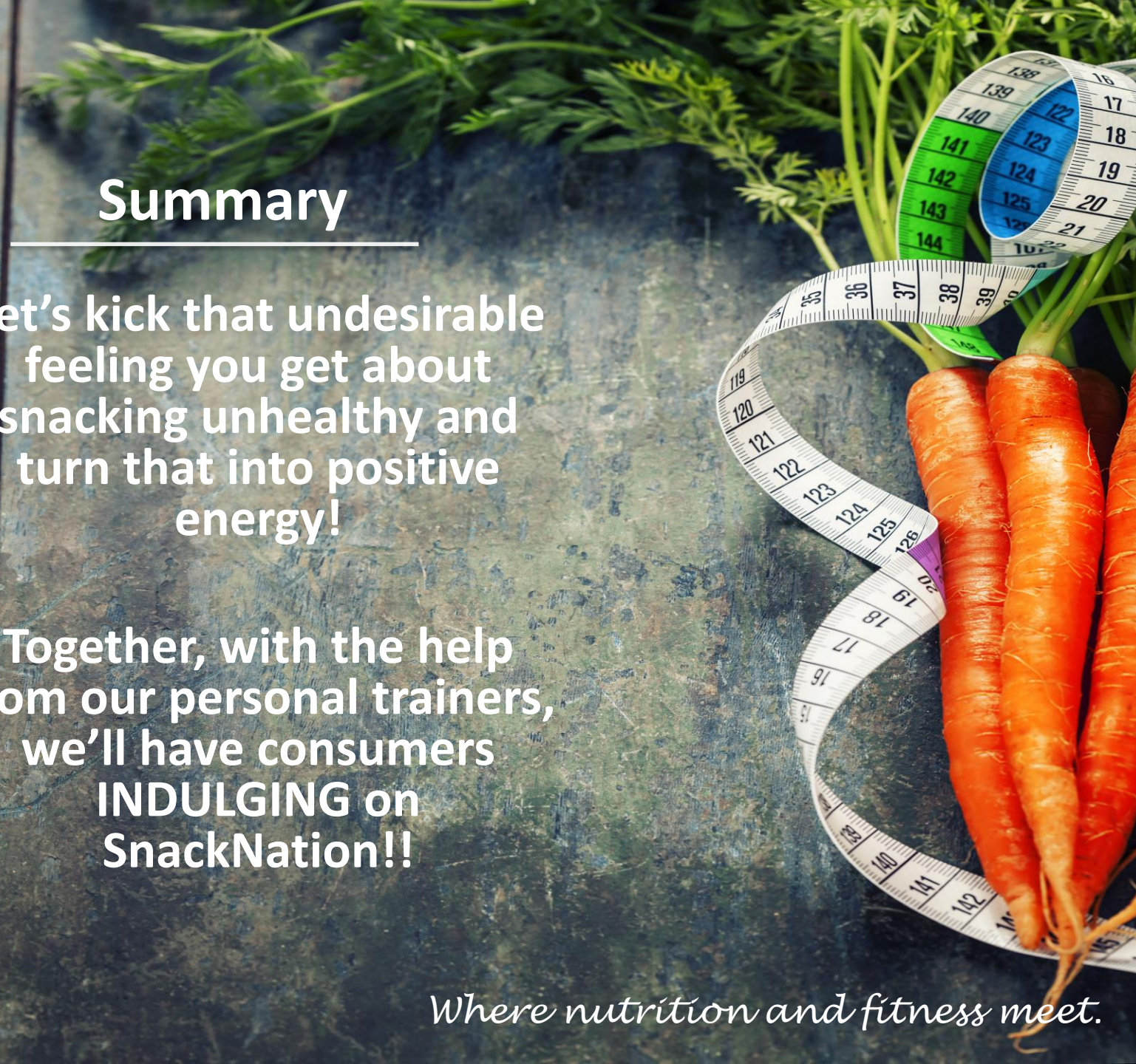
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Summary

Let's kick that undesirable feeling you get about snacking unhealthy and turn that into positive energy!

Together, with the help from our personal trainers, we'll have consumers **INDULGING** on **SnackNation!!**

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Opportunities

- Personal trainers giving away knowledge about SnackNation will help push sales.
- Positive feedback from their personal experiences will persuade any target market to better their snacking habits.
- Establish confident relationships with future customers.

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A collage of fitness and nutrition items including dumbbells, fruit, water, sneakers, and snacks. The items are arranged around a central dark grey area where the text is located. The items include a green apple, an orange, a water bottle, a measuring tape, blue and yellow sneakers, a blue towel, blue dumbbells, cherry tomatoes, blueberries, strawberries, oats, and spinach.

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Thank You

Jesse Atkinson, Jose Garcia, Madeley Nastri,
Alexandria Sauls, & Kim Vera

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A top-down view of various fitness and nutrition items arranged around a central dark grey board. In the top left, there are blue dumbbells, a green apple, and an orange. In the top center, a clear plastic water bottle lies on its side. To its right is a red and yellow measuring tape. In the top right corner, a pair of blue and yellow sneakers is visible. In the bottom left, there are cherry tomatoes, blueberries, and strawberries. In the bottom center, there are oatmeal granola and several square, golden-brown crackers. In the bottom right, there is a pile of fresh green spinach leaves. A light blue towel is partially visible on the right side of the board.

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Q & A

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