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IMC Campaign Plan

MKTG 325 01: Marketing Communications

Gannon University

Submitted By: Ellie Malesiewski, Sarah Stravinsky, Wes Parker, Hope Dinner

Submitted To: Anne O'Neill

Submitted On: December 4th, 2024



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Proposed Promotional Plan





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Elevate Agency

Welcome to Elevate Agency, where we persistently raise the bar in the promotion's world. Our agency specializes in helping transform companies' brands and providing great results through our marketing and promotions strategies. Here at Elevate, we have a driven team of experts dedicated to elevating your concepts and aspirations, helping you reach your company's goals and objectives, and connecting you with your target audience. Let's take your company to new heights!



Our History

Elevate Agency was started in 2012 with a small team of creative experts dedicated to creating new and exciting ways to collaborate with brands to create promotional communications. From the very beginning of Elevate, we have been focused on creating strong relationships with our clients while crafting promotional communications that help to truly capture and enhance their brand.

John Green opened the agency in Pittsburgh, PA where he wanted to create an advertising agency that created new and fresh ideas for clients, while constantly evolving with changing technology. He wanted a team of industry professionals, who are raising the bar and giving insight into a new and modern way of thinking in the promotions industry. John wanted to hire people who would help the company as well as the clients get a different perspective on what each brand needs.

Here at Elevate, our values include operating with integrity and transparency with our clients and partners, utilizing teamwork, creating a respectful and supportive environment, and providing the highest quality service to every client we serve. Our company's mission is to create impactful advertising strategies and solutions while fostering meaningful relationships with our clients. We are dedicated to ensuring all who collaborate with our company are being worked with in a respectful and comfortable environment. By leveraging the latest technology and trends, we aim to elevate our brand's stories, seek to drive engagement, and set new standards in the industry.



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Get To Know Us



Account Services Manager - Sarah Stravinsky

Sarah started with the company in 2019. She went to college at North Carolina State University and got her bachelor's in marketing. She has over 6 years of experience in the advertising industry.

Sarah has a passion for creating strong relationships between her clients and pushing successful promotions. She serves as a liaison between clients and our team to help ensure the vision of our clients is met. Sarah is constantly committed to leading her clients to success and is always looking for ways to elevate the company.



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Research/Account Planner – Hope Dinner

Hope started with the company in 2014. She attended Gannon University, where she earned her bachelor's degree in marketing and graduated in 2010. Hope has over ten years of experience in the advertising industry.

Hope is skilled in collaborating with teams to ensure that campaigns resonate with the target audience and achieve the objectives for the client. Key responsibilities that Hope takes on are to perform market and competitive research, analyze market and research data, develop new ideas based on research, monitor social trends that can affect customer behavior, and act as a liaison between the creative team and management.



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Creative Director – Ellie Malesiewski

Ellie started working with Elevate in 2013. She attended Penn State University where she studied advertising and digital media. Ellie has over 12 years of experience in creating engaging and enhancing advertising materials to connect brands with their target audience.

Ellie started her career by creating copy and visuals for advertisements, and she has grown through her creativity to a higher position of overseeing the creative department of our agency. Ellie leads a team of graphic designers and copywriters to create advertisements that stand out and get results. With a passion for creativity and a focus on achieving client goals, she brings fresh ideas to every project.



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Public Relations Specialist - Wes Parker

Wes joined the Elevate team in 2013. He attended the University of Toledo where he studied public relations and communications. Wes has over 10 years of experience in public relations and media services. He knows how to use the media efficiently while creating meaningful relationships with publics.

He specializes in creating effective strategies that help brands stand out and connect with their audiences. Throughout his career, he has worked with various clients, using his skills in public relations, media relations, and event planning, to achieve great results. Wes is committed to building strong relationships and finding creative ways to reach people in today's fast-changing media world.



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Our Philosophy

Here at Elevate Agency, we believe in the importance of creating a respectful and comfortable space when working with each client. We strive to help tell each brand's unique story and approach each project with a strategic and innovative mindset. We cater to each client promptly while delivering creative and fresh ideas. We are here to raise the standards of advertising agencies while providing a youthful and fresh touch. We pride ourselves on understanding each brand's vision and tailor each project to meet their specific needs with communication and strategy. Our team's commitment to immediate responsiveness and communication between clients helps to ensure they feel heard and valued during every stage of the process. Come partner with our agency as we seek to craft captivating advertisements that inspire and elevate your brand to new horizons!



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Summary of Product

The full-service gym, headquartered in Pittsburgh, Pennsylvania, will operate through 25 locations across western Pennsylvania, offering a premium fitness experience. Members can enjoy spacious workout areas with top-level equipment, weights, machines, and amenities. Each facility includes the latest equipment, luxurious amenities, and a range of fitness classes, including personal training, yoga, Pilates, and a variety of others. The gym also features qualified trainers who provide tailored fitness and nutrition plans that are unique to each guest. Additional benefits included are an indoor track, steam and sauna rooms, locker rooms with amenities, a spa with massages, and other health support services such as a limited smoothie café that offers health-conscious options. The budget from now until all centers are open is \$350,000. The first fitness center opens in January 2026 and other locations open every few months until the last location opens in July of 2026.



Research Summary

When attempting to understand how numerous factors shape consumer perceptions and boost engagement, utilizing and understanding research that examines consumer behavior and preferences on promotions is vital. Elevate Agency's research collected surveys on participants from ages 18-81, with a mix of open and close-ended questions, allowing for a comprehensive understanding of a wide array of preferences, behaviors, and attitudes toward promotions.

The first notable findings were in media engagement and consumption. An overwhelming majority of respondents engaged with social media daily, primarily on Facebook, then Instagram, and last but still mentioned, X. Most respondents specifically recalled advertisements from social media platforms such as Instagram, but television and YouTube ads were recalled as well. More respondents noted they watched over 10 hours of television weekly, and older demographics were less influenced by online ads or social media. Many respondents said they engaged with podcasts regularly, and the same for streaming content, which highlights potential avenues for targeted advertising.

Participants also showed a preference for text messaging over email or phone calls. Continuing, a substantial number of participants said they followed online personalities, with many saying they would have a higher chance of buying products endorsed by these influencers, signaling that social media personalities can affect consumer behavior. Also, when asked, respondents noted they favored humorous and relatable advertisements over emotional storytelling or other approaches. Around half of respondents admitted that promotions led them to unplanned purchases, with most expressing a willingness to switch brands for a better offer.



Aside from media and advertising, data was also collected on fitness center usage, preferences, amenities, and costs. A notable number of respondents visited fitness centers infrequently. This shows a potential disconnect between consumer engagement and gym offerings. A majority had kept gym memberships for over a year, with popular choices including less costly options like Planet Fitness. Many of those interviewed expressed a reluctance to invest in a cost-heavy membership, pointing to a need for gyms to adopt competitive promotional strategies. Continuing, most respondents reported that they made purchases based on discounts or coupons, which emphasizes the effectiveness of promotional offers. In the surveys, there was a particular seasonal decline in membership interest in the summer months.

When asked about their priorities for a fitness center, respondents made it clear they valued high-quality equipment and cleanliness at the forefront. Also, there was a clear desire for a supportive community atmosphere. These insights show that centers should showcase their enhanced facilities and welcoming environment through promotions. A final notable finding was that most participants had overall high satisfaction with their gyms, showing that gyms may not necessarily need to focus heavily on complaints but rather on their positive aspects.

These findings reveal that integrated marketing strategies using mixed media channels such as social media, television, and/or even podcasts and streaming, can capture a broader audience. While humor and relatability can be valuable, targeted messages should not be overlooked as well. The research showed a disconnect between consumer engagement and fitness center offerings, with many respondents not visiting gyms often. Competitive pricing and



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promoting essential amenities, such as high-quality equipment and cleanliness are crucial for attracting and keeping members. Finally, creating a position as a supportive, friendly fitness center cannot be overlooked.



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Proposed Objectives

- To increase brand awareness and social media traffic by achieving 250,000 impressions through digital ads, social media content, and website content within eight weeks.
- To achieve 500 new memberships for each location by developing strategies to attract individuals to the fitness center, focusing on building long-term relationships and personalized experiences for new members within two months.
- To create community engagement and awareness surrounding the brand over the next 10 months.
- To develop partnerships with at least 2 influencers or online personalities to create promotional content and events, aiming to reach an additional 50,000 potential customers within the next six months.



Proposed Target Audience

For the high-end regional fitness center, the proposed primary target audience for this facility is both men and women who are the ages of 35-60 with higher incomes, who are actively working on improving their health, as well as seeking more luxurious gyms in the western Pennsylvania area. The target audience can be people of these demographics looking for trainers who can better their fitness experience, quality amenities, and high-end equipment. Some consumers who fit this description may be actively seeking a new gym or looking to switch from their current gym, so reaching those potential customers is essential.

A secondary proposed target audience for the regional fitness center is fitness enthusiasts from the ages of 23 -34. The secondary audience is targeted to both genders, male and female. The characteristics of the secondary audience are that they routinely go to the gym, look for specialized classes, advanced/new equipment, trainers that are knowledgeable about features of the gym, and seek to advance their current lifestyle in a health-conscious way. This proposed secondary audience could also include fitness influencers in the area. The luxury gym gives the average gymgoer the ability to network with other gymgoers, forming relationships and creating a healthy and comfortable environment.

The business-to-business aspect for another secondary proposed target audience would include colleges or universities, that are looking to enhance the offerings that are included on campus, and hospitals that are looking to partner for rehabilitation programs or fitness classes that meet their needs.



The Proposed Big Idea

Proposed slogan: "Where Wellness Meets Luxury"

Imagine a fitness center that feels more like a high-end retreat. Your luxury gyms, based in Pittsburgh and across 25 locations in western Pennsylvania, redefine what fitness can be for those who seek the best. You're not just a gym; you're a place where health and luxury go hand-in-hand, designed to make every workout feel like a step toward a better, more balanced life.

With spacious workout areas, top-of-the-line equipment, and a range of classes, you create an experience that fits each member's goals. Whether you're looking for personal training, yoga, or Pilates, your highly qualified trainers are here to craft a fitness plan just for you. And it's not only about working out - you also offer relaxing amenities like steam and sauna rooms, a peaceful spa, and a cozy café with health-conscious smoothies.

Proposed Slogan: "Where wellness meets luxury" - You combine luxury and fitness to create an inspiring space where you can focus on your well-being. Every visit should feel like a reward to members, supporting their health, refreshing their minds, and elevating members' lifestyles. Here, you'll find a complete experience that goes beyond exercise to deliver a true sense of wellness and relaxation, making you feel your best every time you walk through the doors.



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The Proposed Logo



This is the logo we are proposing for your luxury fitness center, which includes the name "Blue Horizon Fitness" directly on the design. The logo incorporates the gold color, representing Pittsburgh's "City of Gold" heritage, and the blue color symbolizing the three rivers that surround and define the Pittsburgh area. By combining these elements, we've created a logo that feels both luxurious and locally inspired. The added name enhances brand recognition and connects the idea of a fresh, bright horizon with a high-end fitness experience.



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Proposed Promotional Tactics

- I. Social Media Presence and Website – Direct Marketing/General Advertising
- II. Billboard – General Advertising
- III. Influencer/Celebrity Endorsements – Public Relations
- IV. Sweepstakes – Sales Promotion
- V. Cause Related Marketing Event – Sales Promotion
- VI. Themed Events – Public Relations
- VII. Grand Opening Event – Public Relations



Proposed Promotional Tactic I: Social Media Presence & Website

Social media is an ideal method of building engagement with the community around our fitness center leading up to its official launch. By creating an Instagram page, we can showcase your brand and unique offerings in a way that resonates with your target audience, particularly those in Western PA who are actively seeking new fitness experiences. Strong social media engagement can resonate with your target demographic, and with an Instagram page your premium facilities and amenities can be highlighted, giving potential members a taste of what sets you apart. Content made by our creative department will feature the gym's luxurious spaces, equipment, and offerings, and can showcase your qualified trainers and their approaches to fitness. We'll maintain a cohesive brand aesthetic with your signature blue, gold, and black colors. Regular posts, stories, and short-form videos will keep followers engaged and invested in your journey leading up to the opening of each location. Launching the page six months before the first gym opening to generate interest and build a base of followers will create brand familiarity and build anticipation in the fitness community, while early access to promotions and behind the scenes content will also excite your followers and lead to increased engagement and memberships. By using a mix of visual content, influencer partnerships, and interactive stories, our in-house agency research shows that we can foster a loyal community, have a greater reach, and influence purchasing decisions. We can start with Instagram, but we recommend incorporating other platforms along the way such as Facebook and TikTok.



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We also recommend setting up a website. Having a website is essential for growing your brand as it serves as the central hub for potential customers to learn about your services, book classes, buy memberships, and connect with your gym. A professional, user-friendly website enhances your credibility, builds trust, and provides an accessible platform for showcasing your unique offerings, such as luxury equipment and specialized classes. It also allows you to create a seamless online experience for memberships and integrate with social media for wider reach. In today's digital world, a strong online presence is key to attracting new clients and retaining existing ones.



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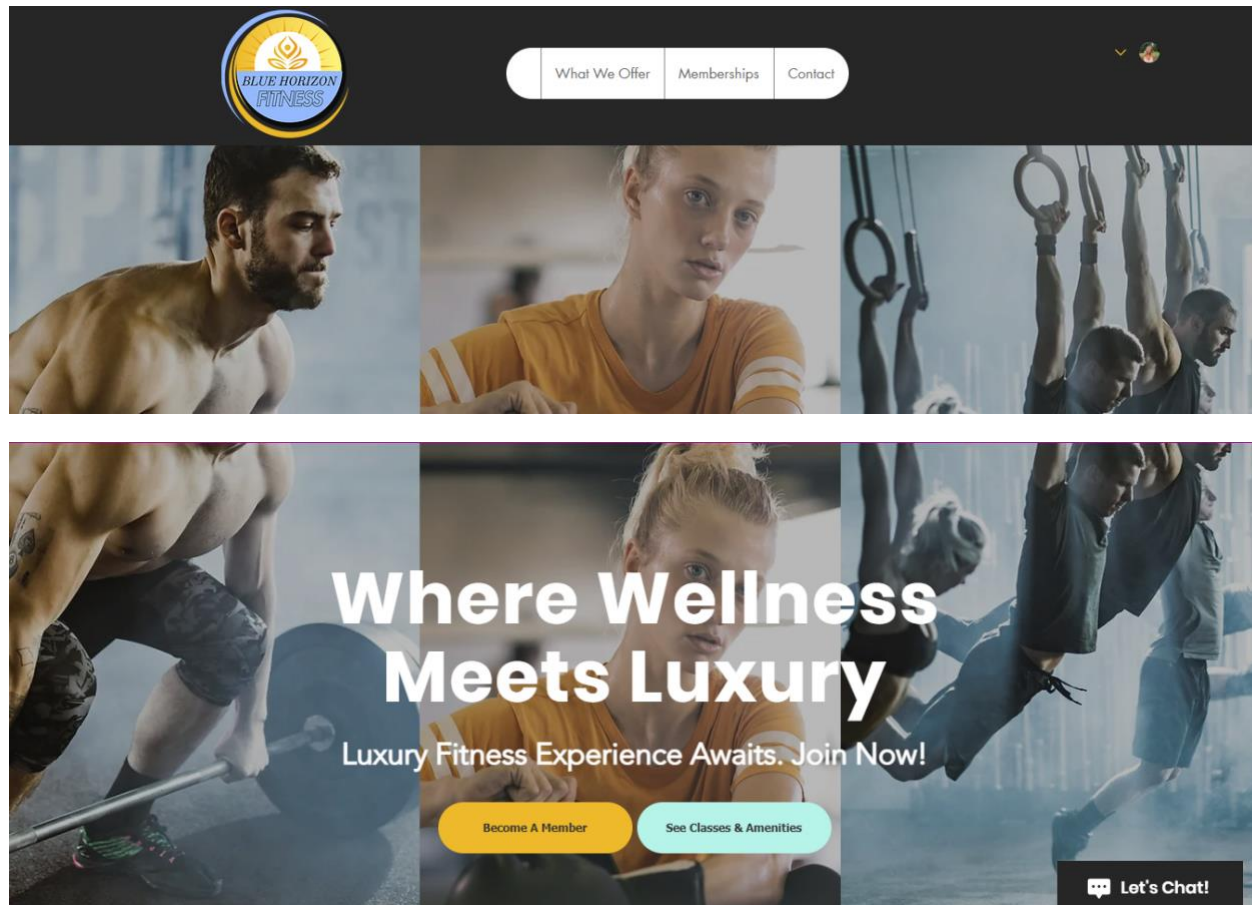
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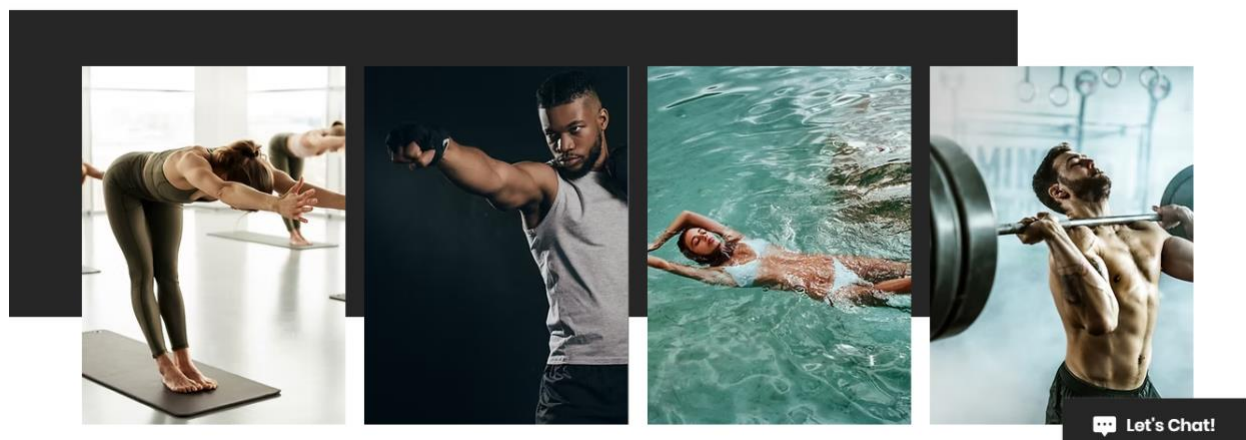
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Sample Website:



What We Offer





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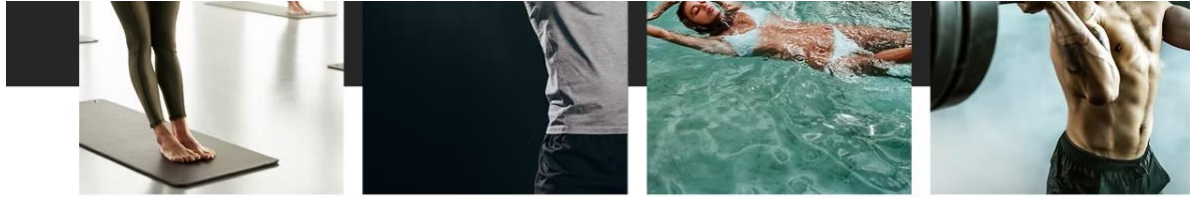
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Yoga & Pilates

Experience a variety of Yoga and Pilates classes designed to improve flexibility, strength, and mindfulness for all skill levels.

HIIT Workouts

Discover the power of high-intensity interval training (HIIT) with our dynamic and challenging workout sessions that deliver unparalleled fitness benefits.

Aqua Fitness

Make a splash with Aqua Fitness, a low-impact, full-body workout that uses water resistance to improve strength, flexibility, and cardiovascular health—perfect for all fitness levels.

Intensive Training

Engage in extreme workout sessions under the guidance of our certified trainers to push your limits and achieve extraordinary results.

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Memberships

Choose which plan works best for you.



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Essential Membership

\$50.00

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Premium Membership

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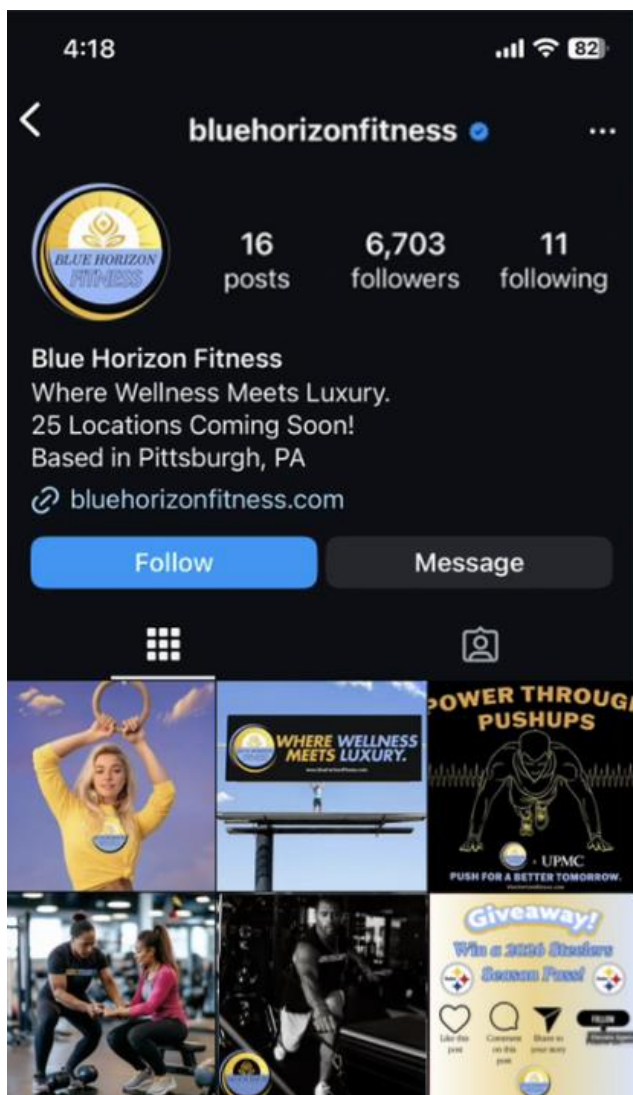
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Sample Instagram Page:



Sample Posts:



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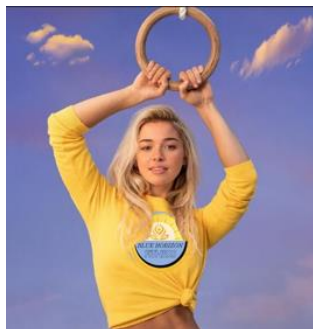
*Blue Horizon Fitness trainer instructing a client in a “Where Wellness Meets Luxury.” tee.



*Pittsburgh Quarterback Russell Wilson, featured as a Blue Horizon Fitness brand athlete in a “Where Wellness Meets Luxury.” tee.



*Viral influencer Livvy Dunne posing for a Blue Horizon photoshoot wearing a Blue Horizon logo tee.





Proposed Promotional Tactic II: General Advertising - Billboard

A billboard is a way for people to see your service/product while just driving by and allows you to showcase what you have to offer. We are proposing placing a billboard on major highways within Pittsburgh areas in order for the fitness center to start being recognized. The placement of the billboard is vital to its success, which is why we suggest placing several in the city of Pittsburgh as well as popular surrounding areas such as interstate 79, interstate 579, and other popular areas all along western Pennsylvania. We can utilize the colors of this fitness center, along with the slogan, to catch the eyes of all who are driving by. The colors of the fitness center being blue and gold, with a solid black background helps to create a bold visual of the fitness center. We kept the billboard simple with just the slogan and website in order to position it in the mind of the consumer. A billboard needs to be captivating and dynamic, and our proposed billboard does just that for the fitness center.

Elevate Agency proposes the billboards should launch within 12 weeks of the opening date for the first fitness center, in order to gain some traction before the grand opening. Getting the name of the fitness center out before opening will help create success in gaining new members. With primary research done in-house from our agency, we yielded information that people within the past year remembered ads on billboards more than ads on the television. We believe using a billboard to promote the new fitness center will help gain traction for the grand opening.



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Sample Billboard:



digital



In person



Proposed Promotional Tactic III: Public Relations- Influencer/Celebrity Endorsement

Blue Horizon Fitness is a brand-new concept, so it's important to introduce the gym in a way that feels fun, exciting, and trustworthy. As part of our integrated marketing strategy, Elevate Agency recommends that we utilize influencer or celebrity endorsements to boost brand awareness and create buzz around your new fitness center. By using a popular figure, we can boost credibility and visibility. Our research conducted by the research department here at the agency, tells us that many consumers follow online personalities, and many say they would have a higher chance of buying products endorsed by these influencers, signaling that social media personalities can affect consumer behavior.

We recommend using two online personalities to help you reach both your primary and secondary target audiences. We suggest working with two influencers to connect with both your primary and secondary target audiences. To reach your primary audience—men and women ages 35-60 who enjoy fitness and sports—we recommend a popular professional athlete like Russell Wilson, the quarterback for the Pittsburgh Steelers, who has over 5 million social media followers. For your secondary audience—fitness enthusiasts ages 23-34—we suggest someone younger with a strong presence in the health and wellness space, such as Livvy Dunne. Livvy is a famous gymnast, internet personality, Sports Illustrated swimsuit model, former USA national gymnastics team member, and current LSU Tigers gymnast, with a social media following of over 8 million. These influencers will promote Blue Horizon Fitness to their followers and help



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bring credibility to your brand. Influencers will promote your organization on various social media platforms such as Instagram, Facebook, and TikTok.

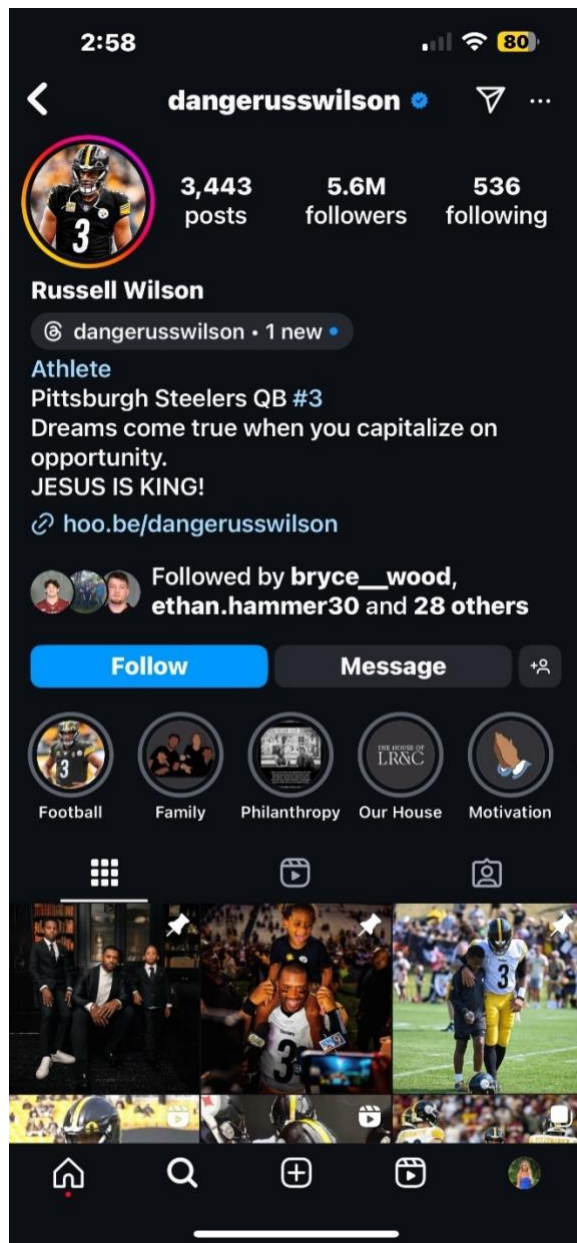


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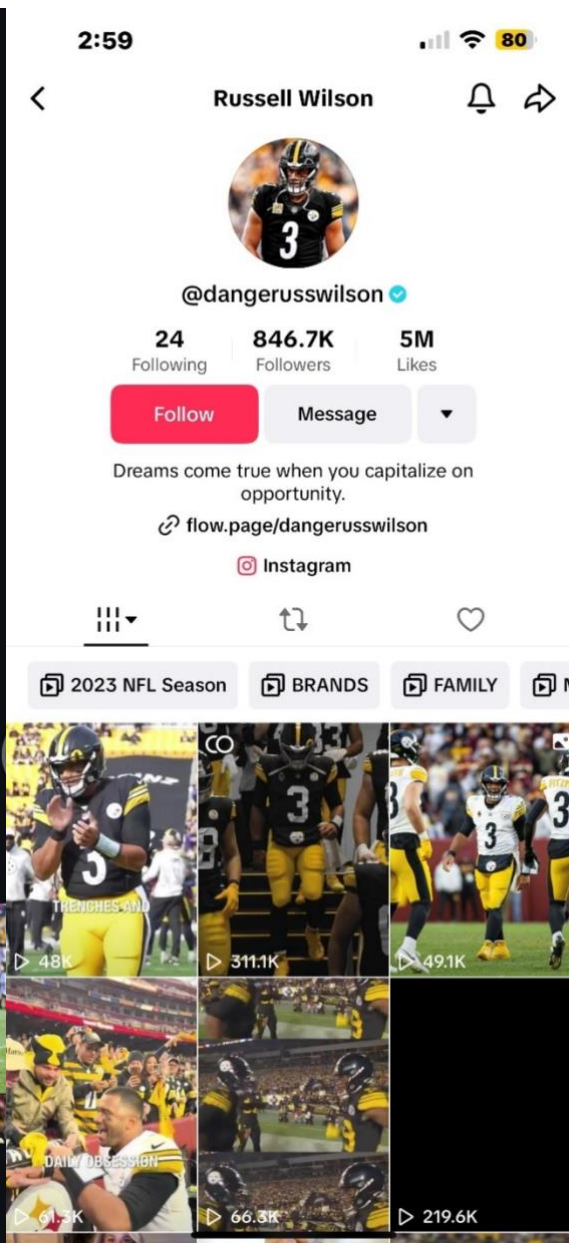
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Russell Wilson:



Instagram



TikTok

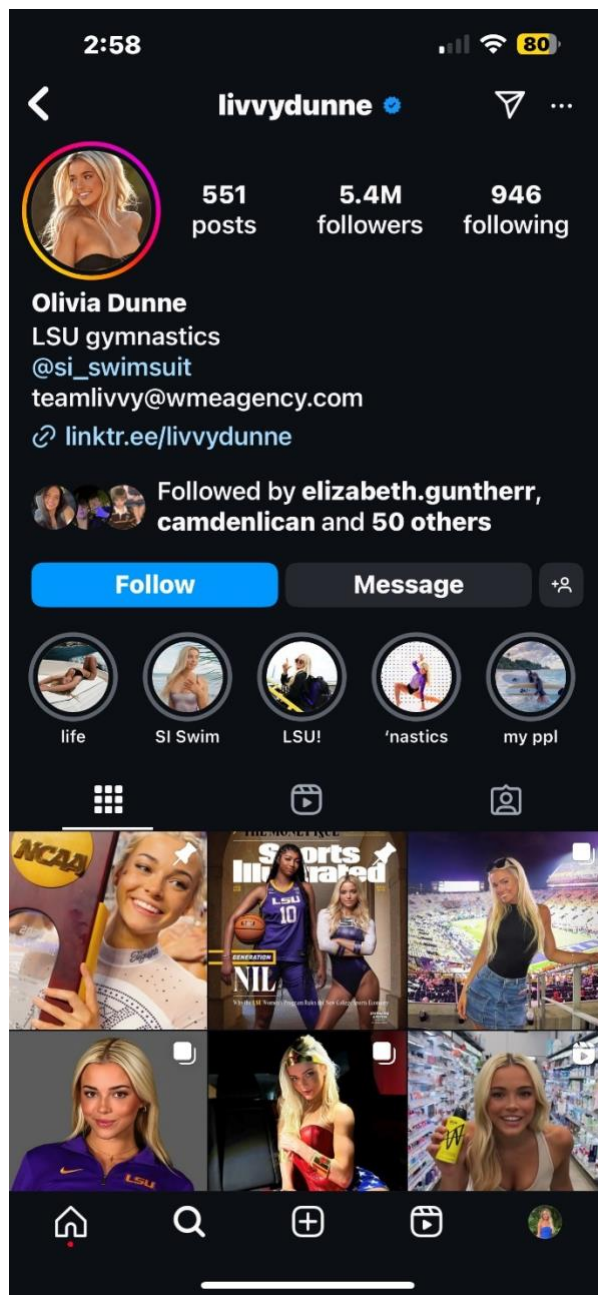
Livvy Dunne:



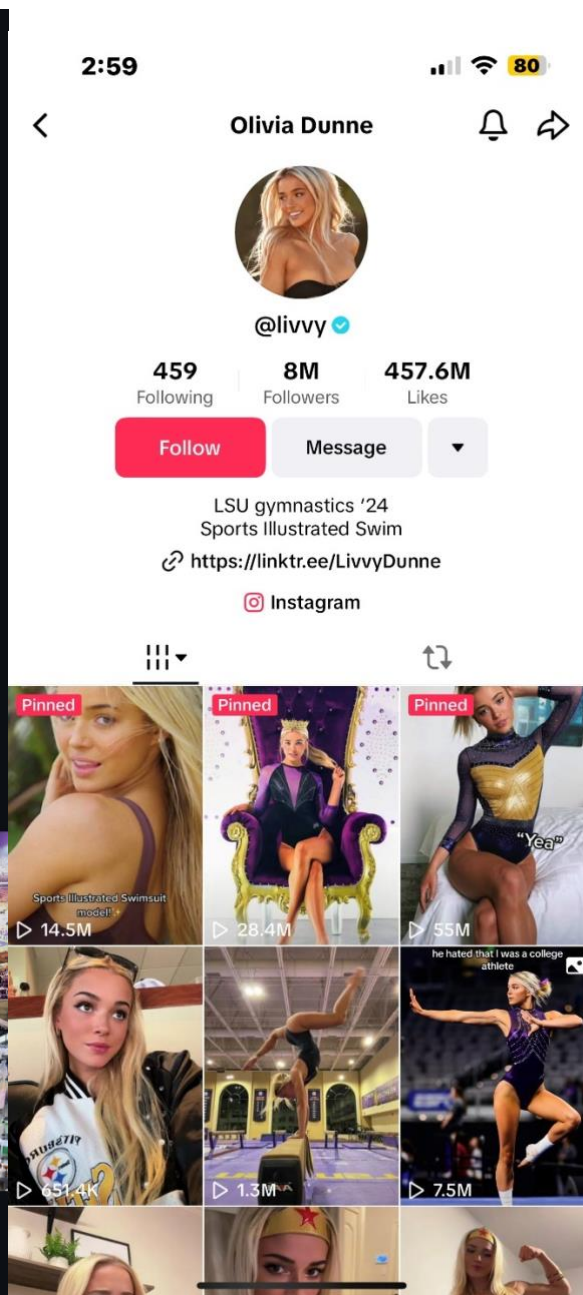
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Instagram



TikTok



Proposed Promotional Tactic IV: Sales Promotion- Sweepstakes

At Elevate Agency, we believe in creative and effective strategies to engage both existing and potential customers. One of the most impactful tactics we recommend is running a sweepstakes via social media, specifically on Facebook and Instagram. This approach not only incentivizes participation but also strengthens your online presence and brand awareness. The idea for this sweepstakes is to create a visually appealing post designed to grab attention. This post will highlight the exciting opportunity to win a highly popular and exciting prize: a Steelers season pass for the upcoming season. The Steelers are a part of our regional identity, with a fan base that spans across different age groups and demographics. Offering a season pass as a prize tap into this passion and provides a high-value incentive that will appeal to a wide audience. This prize not only excites participants but also aligns with your goal of fostering engagement and increasing brand visibility. This prize is also guaranteed to generate excitement and buzz.

To enter, followers will be instructed to complete four simple actions: like the post, share the post, comment on the post, and follow your page. Each of these steps serves a distinct purpose. Liking increases the post's visibility on social media algorithms. Sharing extends the post's reach by exposing it to the networks of your followers. Comments generate engagement and create a sense of community. Lastly, requiring participants to follow your page ensures that your content continues to reach a growing audience even after the sweepstakes ends.

Once the sweepstakes ends, you can announce the winner on your social media platforms. This step not only builds excitement but also reinforces transparency and trust, as it



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demonstrates that the contest was legitimate and rewarding. Additionally, the winner announcement provides another opportunity to engage with your audience and encourage further interaction. You can use this moment to thank all participants and highlight future campaigns or giveaways to keep them engaged. Sharing the winner's reaction or a testimonial can also humanize your brand and enhance its relatability.

This sweepstakes campaign presents a win-win opportunity. By offering an exciting prize and encouraging social media engagement, we can drive significant growth in your online presence while creating a stronger connection with your audience. This strategy promises both immediate and long-term benefits as we continue to expand your reach and strengthen your brand.



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Sample sweepstakes post:





Proposed Promotional Tactic V: Sales Promotion- Cause-Related Marketing

At Elevate Agency, we understand the power of combining fitness with philanthropy. To maximize community engagement and increase awareness, we recommend a cause-related marketing campaign for UPMC, titled “Power Through Pushups”. This initiative will not only promote a healthy lifestyle and promote brand image, but also raise funds for a meaningful cause.

The campaign encourages participants to complete as many pushups as they can in two minutes, with each repetition being recorded and contributing cash to a charitable cause. Additionally, a corporate sponsor or donor could match these per-rep donations with another financial contribution. The top pushup performers/fundraisers will be offered exclusive prizes like branded merchandise, or a VIP experience through one of your local partners. These incentives will increase turnout and build hype around the event and the brand.

The campaign will run in-person at the fitness center, with both in-person and online signups through the website, and the challenge will be promoted online and on social media platforms using the hashtag #PowerThroughPushups to build a sense of community and increase the momentum around the promotion and the brand by getting the campaign onto more screens and thus being engaged with. Throughout the campaign, regular updates and coverage of participants will be shared on social media, detailing how much has been raised, the number of pushups completed, and the impact the event has on UPMC, keeping participants informed and motivating/engaging viewers.



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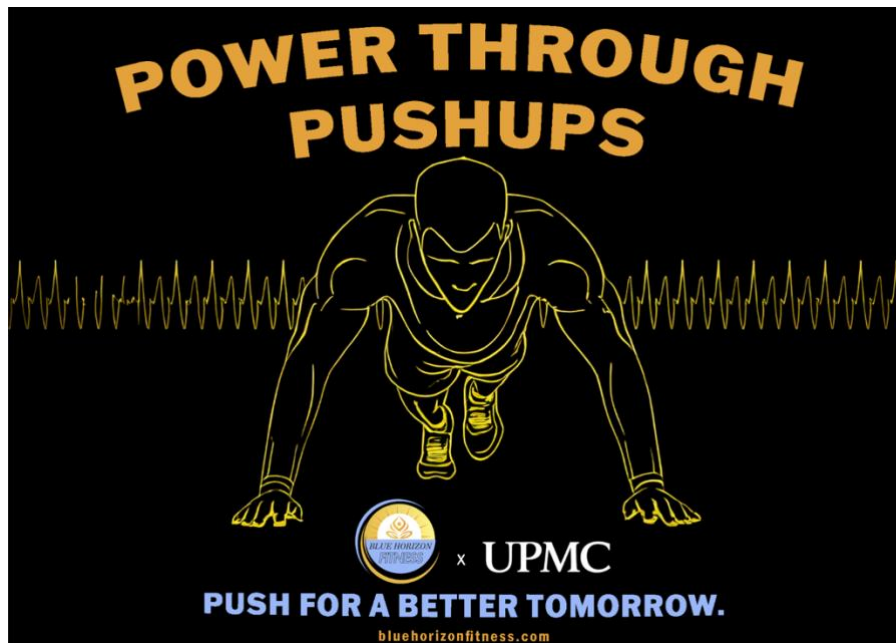
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The outcome of this campaign linking physical fitness with a cause will engage both fitness enthusiasts and those passionate about giving back. It demonstrates a clear value exchange, where participants commit to better their health while also supporting a noble cause that the whole community can get behind. Additionally, the integration of social media allows for a broad reach, increasing brand awareness for the fitness center and UPMC, cementing the center as a leader in community health initiatives. Long term, the campaign will gain the brand significant visibility, strengthening their reputation and community support. By encouraging participants to join in and share their successes, the campaign will keep people connected to a mission to raise money for a cause and ensure they feel positively about the fitness center.





Proposed Promotional Tactic VII: Public Relations-Themed Events

At Elevate Agency, we understand the beneficial relationship between organizations and their public. To establish and maintain this relationship, we propose conducting themed events. One event we have in mind is a blindfolded yoga. This not only promotes the fitness center but also connects with the community.

The themed event will run in-person but will also have in-person and online signups through the website. The event will be a slower pace yoga class with simple but impactful poses. The duration of the event is 90 minutes. During the event each participant will be required to check in and then will be handed a blindfold and the yoga props required for the class. After the class there will be refreshments of smoothies and protein bars for each participant. After the event has occurred there will be a follow-up of posts and videos from it, which will allow the fitness center to hear the feedback from the participants on areas that need to be improved on. Then the fitness center can use this momentum to host other themed events.



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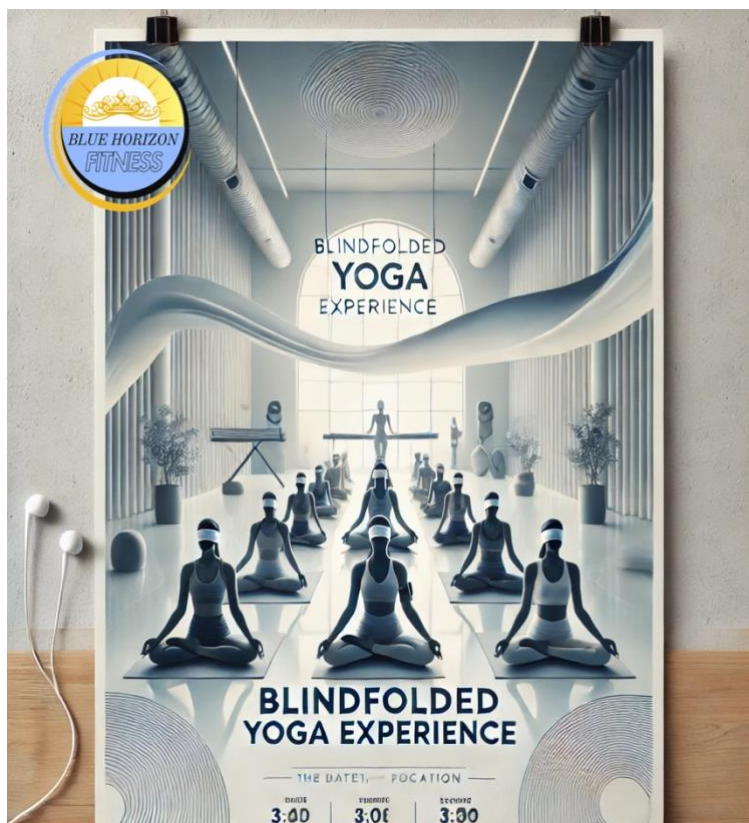
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Sample themed event post:





Proposed Promotional Tactic VIII: Public Relations-Grand Opening

Elevate Agency recommends that we do a grand opening event for Blue Horizon Fitness.

During this grand opening event, we will have a variety of different promotional tactics being utilized in order to gain attraction around Blue Horizon. This will create excitement in the community and bring awareness to your organization. During this grand opening, there will also be a variety of different attractions available in order to gain attention for the big opening of Blue Horizon, and to get people interested.

The grand opening will be held at the Pittsburgh location on October 21, 2025. The doors will open at 9:00 am, and the event will go until 5:00 pm. The first attraction at our grand opening will be for any person present that signs up to be a member with Blue Horizon on the day of our grand opening, they will get a new gym bag. Having the new members gain something free for signing up to be a member, will cause them to keep coming back and get new customers excited. During this grand opening, Blue Horizon will also partner with other local businesses around the area to gain sponsorship and also provide some free samples from these local wellness brands. Some of the local businesses they will partner with will include: The Pittsburgh Juice Company, Honeygrow, and Clean Juice. The Pittsburgh Juice Company will provide ginger juice shots to all who come to the event, Honeygrow will provide wraps and sandwiches for customers, and Clean Juice will be partnering with the café to make smoothies for the customers.

During the event, we will have a special guest appearance of Livvy Dunne, who will host a private workout class for the first 50 members who attend the event and sign up. The private



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session will be held from 10:00 am through 11:30 am, and it will be a Pilates class. Another special guest appearance will include Russell Wilson. Russell Wilson will be at the event from 12 pm- 3pm signing different items for any members in attendance.

The grand opening event will also include an Instagram live on our social media page showcasing all the different attractions going on during the event. During this Instagram live, there will also be a virtual tour for people who are unable to attend the grand opening event. We will show the new fitness center, introduce who the trainers are, and create more traction for the event. The event will also have its own Hashtag Campaign, so while new members are taking photos at the event, they can not only tag our Instagram page, but also use our hashtag. The hashtag for our event would be, #GrandOpeningAtBlueHorizon. Showcasing this grand opening on social media will bring awareness to the brand while also positioning in the consumer's mind to give them an insight to what your brand is all about. Extra attractions at the event will include a DJ playing music at the indoor track.

By offering a variety of different events and attractions during the grand opening event, it will help to cater to a mix of different interests and help the fitness center gain attraction. Creating an event to attract new members is vital, and it will help set the tone for a successful future of Blue Horizon. A grand opening event can open many new possibilities for Blue Horizon. Starting with the first location, however, we can do many other grand openings on a smaller scale for the other fitness centers opening across Western PA.



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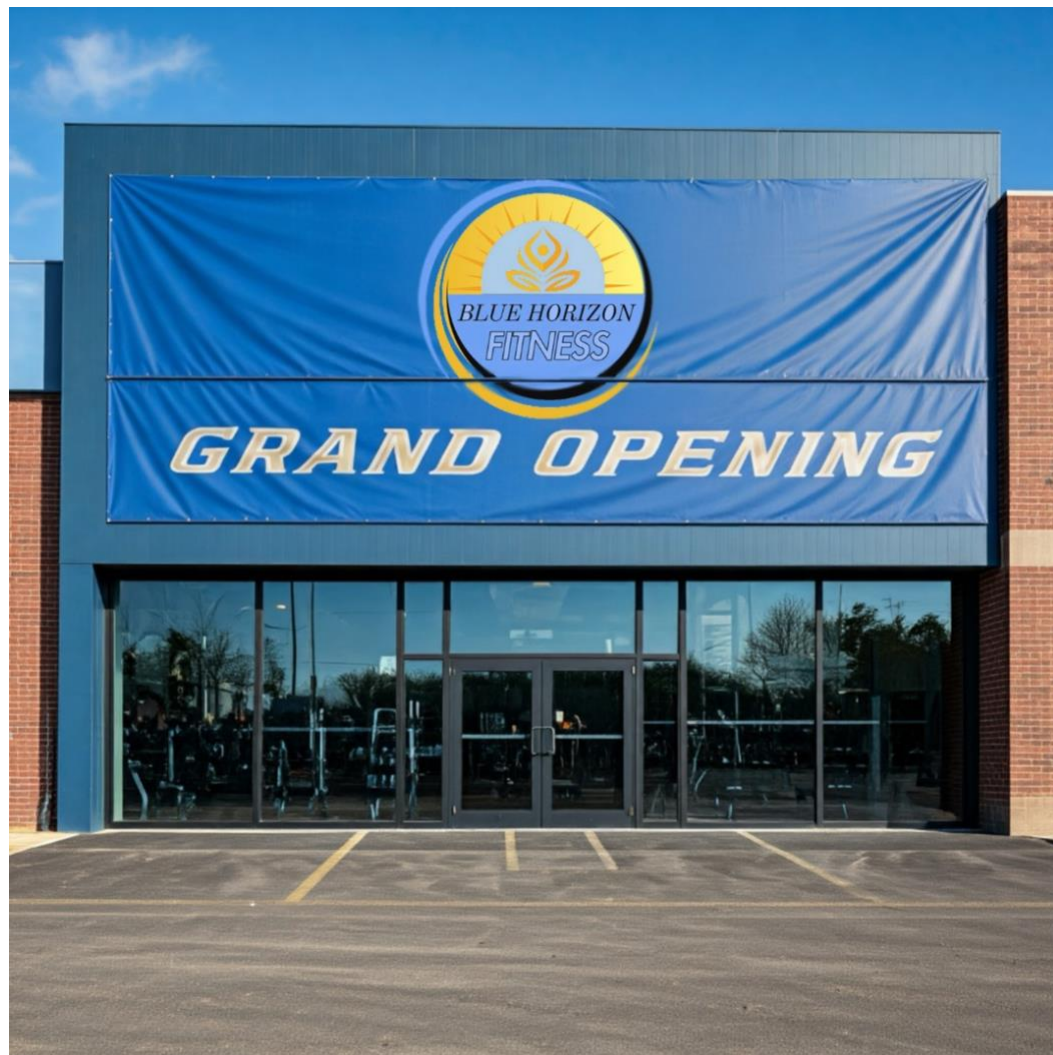
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Proposed Promotional Timeline

January–February 2025: Social Media and Website Development

- **Social Media:**
 - Launch Instagram, Facebook, and TikTok platforms.
 - Develop a content calendar with posts, stories, and short-form videos showcasing luxury amenities, trainers, and behind-the-scenes content.
 - Begin influencer collaborations and plan for future promotional posts.
- **Website:**
 - Design and launch a professional website featuring gym details, class schedules, and membership options.
 - Integrate the website with social media platforms.

March–April 2025: Early Promotions and Sweepstakes

- Launch a **social media sweepstakes** (Steelers season pass giveaway) to build engagement.
 - Encourage participants to like, share, comment, and follow the page.
 - Use the campaign to increase visibility and follower base.

May–July 2025: Influencer and Publicity Campaigns

- Begin influencer/celebrity endorsements:



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- Partner with influencers like Livvy Dunne and Russell Wilson to promote the gym through posts, videos, and events.
- Launch coordinated campaigns targeting primary (35–60) and secondary (23–34) audiences.
- Engage with media outlets to generate positive publicity and awareness.

August 2025: Billboard Campaign

- Install eye-catching billboards in Pittsburgh and along major highways such as Interstates 79 and 579.

September 2025: Pre-Opening

- Promote events through social media, offering sneak peeks of the gym.
- Finalize logistics for the grand opening event.

October 2025: Grand Opening Event

- Hold the grand opening at the first Pittsburgh location on October 21, 2025.
 - Include special attractions:
 - Free branded gym bags for new sign-ups.
 - Guest appearances by Livvy Dunne (private Pilates class) and Russell Wilson (meet-and-greet).



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- Collaborations with local wellness brands for food and beverage samples.
- Instagram Live showcasing the gym, trainers, and event highlights.
- Launch the hashtag campaign **#GrandOpeningAtBlueHorizon** to encourage user-generated content.

November–December 2025: Cause-Related Marketing and Seasonal Promotions

- **Cause-Related Marketing:**
 - Host the "Power Through Pushups" campaign in partnership with UPMC, raising funds for charity through fitness challenges.
 - Promote the campaign on social media using the hashtag **#PowerThroughPushups**.
- **Seasonal Promotions:**
 - Launch holiday membership gift packages.
 - Promote New Year fitness resolutions with special offers.

January–July 2026: Expansion and Ongoing Promotions

- Celebrate the opening of additional locations with targeted advertising and promotional events.
- Continue influencer campaigns and seasonal social media engagement.
- Maintain momentum with member success stories and community engagement initiatives.



Budget

1. Digital Advertising (Social Media, SEO, and Google Ads) - \$90,000
 - Social Media Advertising: \$70,000
 - Instagram, Facebook, TikTok, and YouTube targeted ads.
 - Monthly spend: \$10,000 for 7 months (January–July 2025).
 - Google Ads and SEO: \$20,000
 - Search and display ads to capture high-intent customers.
 - SEO optimization for website visibility.
2. Content Production (Social Media, Website, and Advertising) - \$50,000
 - Professional photography and videography for social media, ads, and the website.
 - Monthly fitness tips, brand campaigns, and promotional content.
3. Influencer Partnerships - \$60,000
 - Partnerships with high-profile influencers like Livvy Dunne and Russell Wilson.
 - Estimated cost: \$30,000 per influencer campaign, covering posts, videos, and events.
4. Out-of-Home Advertising (Billboards) - \$45,000
 - Lease billboards in high-traffic Pittsburgh locations for 6 months.
 - Focus on Interstates 79, 579, and other key routes leading up to the grand opening.
5. Grand Opening Event - \$60,000
 - Breakdown:
 - Venue decor, lighting, and entertainment: \$20,000.
 - Catering and beverages (local wellness brands): \$15,000.



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- Fitness events and guest appearances (e.g., Livvy Dunne and Russell Wilson):
\$10,000.
- Invitations, signage, and branded merchandise: \$5,000.
- Event staffing: \$5,000.
- Giveaway items (gym bags): \$5,000.
- 6. Sales Promotions (Sweepstakes and Cause-Related Marketing) - \$20,000
 - Sweepstakes campaign: \$10,000
 - Prize costs (Steelers season pass) and promotional post design.
 - Cause-related marketing campaign: \$10,000
 - “Power Through Pushups” event logistics, branding, and donation facilitation.
- 7. Website Design and Maintenance - \$25,000
 - Luxury website design featuring class schedules, membership portal, and blog.
 - Maintenance and updates through July 2025.
- 8. Seasonal and Local Promotions - \$20,000
 - Holiday campaigns and New Year membership drives.
 - Local pre-opening events for VIPs and early members.



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Summary of Allocations

Digital Advertising, \$90,000

Content Production, \$50,000

Influencer Partnerships, \$60,000

Out-of-Home Advertising (Billboards), \$45,000

Grand Opening Event, \$60,000

Sales Promotions, \$20,000

Website Design and Maintenance, \$25,000

Seasonal and Local Promotions, \$20,000

Total, \$350,000