

# GYMSHARK

BE A VISIONARY.

TO DESIGN AND LAUNCH A 4-TIERED LOYALTY PROGRAMME FOR GYMSHARK, ATTRACTING EXISTING CUSTOMERS AND NEW PROSPECTS

## VISION:

#ToUniteThe  
ConditioningCommunity

## USP:

FOUNDED IN 2012

131 COUNTRIES



OVER 500 STAFF

\$1.45 BILLION

## PRIMARY RESEARCH INSIGHTS

INNOVATIVE  
QUALITY  
FOCUSED  
AGGRESSIVE  
TRENDY

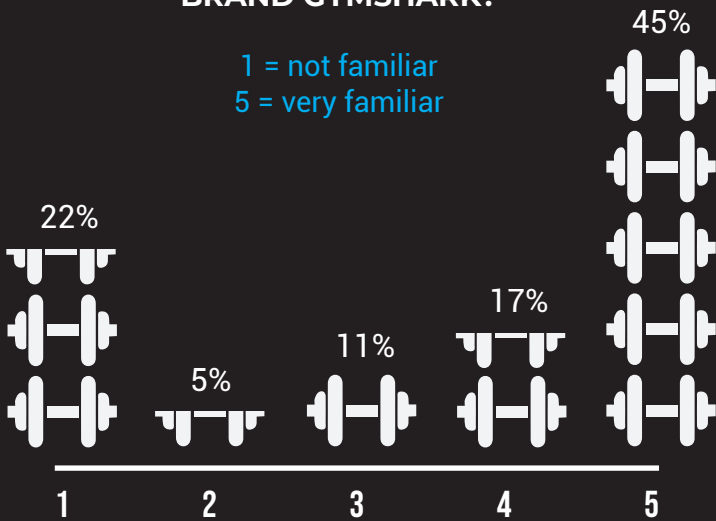
### CONSUMER PERCEPTIONS



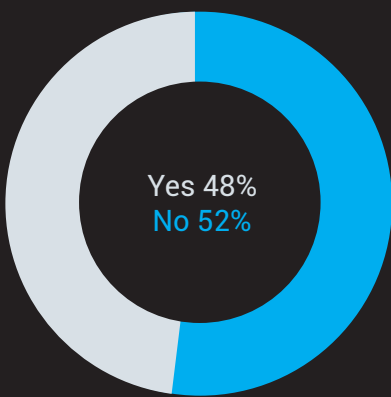
EXPENSIVE  
OVERHYPED  
SIMPLE  
BASIC  
MISLEADING

### HOW FAMILIAR ARE YOU WITH THE BRAND GYMSHARK?

1 = not familiar  
5 = very familiar



### HAVE YOU SHOPPED FROM GYMSHARK BEFORE?



## ABOUT MARKET HEALTH

The sports apparel market is anticipated to be worth \$191.4 billion by 2023. There has been an increase in health awareness as well as an increase in adoption of fitness activities due to consumers wanting to adopt healthier lifestyles (Kumar, 2019). Gymshark is one of the fastest growing activewear brands in the US in 2020, competing against brands such as Lululemon and Nike (Drayton, 2020).

## RESEARCH METHODS

### AT A GLANCE



1

ONLINE  
SURVEY



2

FOCUS  
GROUPS



MANY

REPORTS,  
ARTICLES &  
DATABASES



LACK PERMANENT  
PHYSICAL SPACE FOR  
EXPERIENTIAL RETAIL.



MOST CUSTOMERS  
ONLY SHOP 1.9-2  
TIMES A YEAR.

## KEY ISSUES



MORE PROMOTION AND  
WORK NEEDED FOR  
CONDITIONING APP.



PERCEPTIONS OF THE  
BRAND BEING TOO  
EXPENSIVE.

## OBJECTIVES

1

- To get 33% (a third) of Gymshark's current loyal customer base (including VVIPs and VIPs) to join the loyalty programme in the first 6 months of Year 1.
- To become a loyalty leader in the fitness apparel industry and grow revenue 2.5% faster than competitors by the end of Year 1.

2

- To retain 75% of customers who signed up to the loyalty programme in Year 1 by offering personalisation to incentivise them to strive to the next tier.
- To have 25% of initial loyalty programme sign ups reach The Burner level by the end of Year 2.

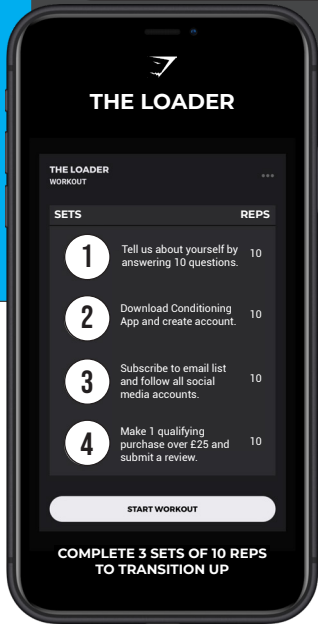
3

- To increase the engagement on social media (Instagram and Twitter) through the Surprise and Delight strategy #IAmLiterallyVisionary, by 15-20% by Year 3.
- To achieve a YOY increase in total revenue by 25% up until Year 3.

LOYALTY PROGRAMME - "THE GS VISIONARCHY"

\* Or choose to gift Tier Bonus to charity of choice

REWARDS:



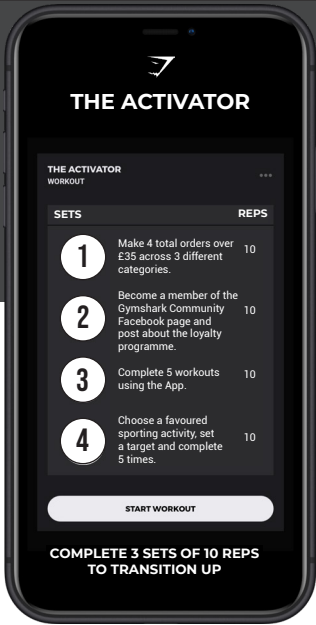
For joining: 10% off next purchase.

Early access to products and sales.

Birthday bonus (10% off one order on your birthday).

Automatic entry into annual give away competitions.

The Loader Bonus (Welcome Box including water bottle, phone arm strap, leaflet about the loyalty programme)\*.



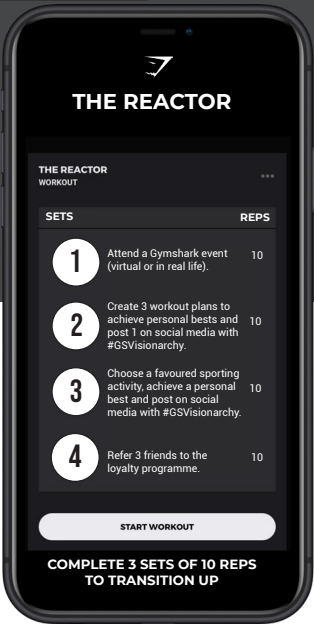
Get passes to attend 1 live fitness class a month on the App.

Access to exclusive member-only products.

Priority customer service on App chat function.

Free shipping activated.

The Activator Bonus (product of the category that most money was spent on when 4 orders were made)\*.

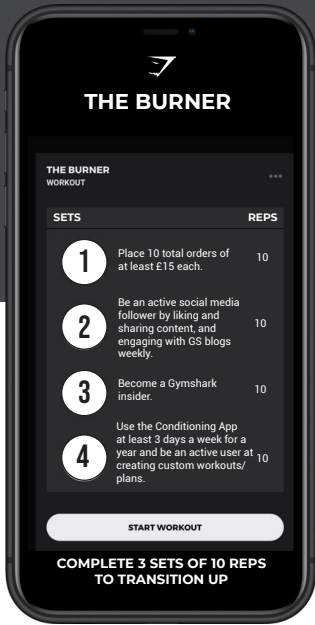


Get passes to attend 3 live fitness classes a month on the App.

Eligibility to vote on upcoming products.

Automatic invitations to GS events and other renowned fitness events.

The Reactor Bonus (GS branded product relating to favourite sporting activity - based on questions answered when joining e.g. yoga mat, tennis equipment, resistance bands etc.)\*.



Day at the GS head office - ability to use the Gymshark Lifting Club.

Access to everything on the Conditioning App without having to pay.

Get passes to attend 5 live fitness classes a month on the App plus a personal training session with a GS coach/athlete of choice.

The Burner Bonus (GS branded phone case with first initial on)\*.

TEST AND LEARN PERSONALISATION STRATEGY

TEST ONE

'SIX PERSONA' IDENTIFIER

- Year 1 data: workouts/sporting activities, times/weight loads/personal bests etc.
- Survey sent to loyalty programme members (email/mobile number data collected).
- Questions: how often do you exercise, why, do you listen to music, what motivates you?
- Fitness-based rewards can be personalised.

TEST TWO

PRODUCT PREFERENCES

- Year 1 data: purchase details, most popular product/collection, products abandoned at checkout etc.
- Focus groups per persona for each gender to gain a deeper understanding.
- Relevant content regarding product-based rewards pushed to consumers through email marketing and website content such as recommendations.

TEST THREE

UK VS US COMMUNICATION

- Year 1 data: favourite Gymshark athlete (FB Community), engagement with Gymshark athletes on social media and the App.
- Experimental emails: several versions of different tones of voice and spelling to see what resonates with UK vs US.
- Measure through read/click through rates and conversions/call to actions.

95%

OF LOYALTY PROGRAMME MEMBERS WANT TO ENGAGE WITH PROGRAMMES THROUGH NEW AND EMERGING TECHNOLOGIES. (Small Buz Genius, 2020)

SURPRISE & DELIGHT

BE A VISIONARY.  
LITERALLY.



WHAT?

- VR goggles/glasses/headset.
- Tapping into virtual reality, gamification and personalisation trends.

WHO?

- Sent to top 20 customers who reach Tier 4 first in a GS branded, PR box.
- Data analytics through the Conditioning App will identify these consumers.

HOW WILL IT EXCITE CUSTOMERS?

- Valuable, expensive gadget of life-time value.
- Ability to gamify Conditioning journey and feel part of the Gymshark Community.

ALLOWS USERS TO:

- Create characters and follow/connect with others all over the world (community building).
- Connect with the Conditioning App to tie in with tracking performance metrics/health metrics.
- Choose any location/environment to work out.
- Partake in fitness classes in a mentally/physically stimulating way (new live classes on the App).
- See health monitoring data such as heart rate and calories burned in front of users' eyes (future potential).



APP AMENDMENTS

SOCIAL MEDIA CHANNELS



90% ALL 81% MALES



88% USA 70% 18-29

EMAIL/TEXT MARKETING

MESSAGES

Gymshark

Hey Visionary, we have some very exciting news...

#RepSetGo

CUSTOMER FITNESS CHALLENGE ON SOCIAL MEDIA

COMMUNICATION PLAN

IMPLEMENTED IN YEAR 1

PROMOTIONAL VIDEO



PROMO CARD IN DELIVERIES

GYMSHARK CENTRAL BLOG

GYMSHARK

WE HAVE SOME VERY EXCITING NEWS! GET READY, GET SET, GET LOYAL...

Breaking News: Meet The GS Visionarchy. A new loyalty program that you didn't even know you needed... Until now.



By Gymshark

Posted 2 June, 2021

COUNTDOWN TIMER

27

DAYS

22

HOURS

14

MINUTES

