

# Campaign Brief

*Unroll Your Best Self: Discover Fitness Co.'s New Yoga Mat*

## Overview

Fitness Co. is thrilled to announce the launch of our brand new yoga mat, meticulously designed to enhance every aspect of your practice. This campaign aims to generate significant brand awareness for Fitness Co. and create excitement around this innovative product. We want to showcase how our new mat can transform a user's yoga experience, offering unmatched comfort, stability, and durability. Through authentic content, we seek to inspire a broad audience to discover the superior quality of Fitness Co. products and consider our new yoga mat as an essential tool for their wellness journey.

## Target Audience

Our target audience is broad and inclusive, encompassing individuals aged 18-55 who are interested in health, wellness, fitness, and particularly yoga or Pilates. This includes both seasoned yogis looking to upgrade their equipment and beginners starting their practice. They are health-conscious consumers who value quality, comfort, and performance in their fitness gear. They appreciate brands that align with a mindful and active lifestyle and are open to discovering new products that can enhance their physical and mental well-being.

## Key Messages

- Experience unparalleled grip and stability, allowing you to hold poses with confidence.
- Enjoy superior comfort and cushioning that protects your joints during every practice.
- Crafted with durable, high-quality materials designed for longevity and sustainability.
- Perfect for all levels, from beginners seeking foundational support to advanced practitioners needing reliable performance.
- Elevate your yoga journey with a mat designed to enhance your focus and flow.

## Deliverables

- 1 Instagram Reel (30-60 seconds) showcasing the mat in use during a yoga flow.
- 3 Instagram Stories (15 seconds each) highlighting key features (e.g., grip, cushioning, material) and including a 'Swipe Up' or 'Link in Bio' call to action.
- 1 Static Instagram Post with a high-quality image of the mat, either standalone or integrated into a lifestyle shot, with a compelling caption.

## Guidelines (Do's & Don'ts)

- Do demonstrate the mat's superior grip and stability in various poses.

- Do highlight the comfort and cushioning for joints during practice.
- Do emphasize the durable and potentially eco-friendly aspects of the mat's materials.
- Do maintain a positive, encouraging, and authentic tone.
- Don't solely focus on aesthetics; ensure functional benefits are clearly communicated.
- Don't mention competing brands or make direct comparisons.
- Do use high-quality visuals and good lighting.

## Required Hashtags

#FitnessCoYogaMat #NewYogaMat #YogaEssentials #MindBodyConnection #FitnessCo #YogaLife