

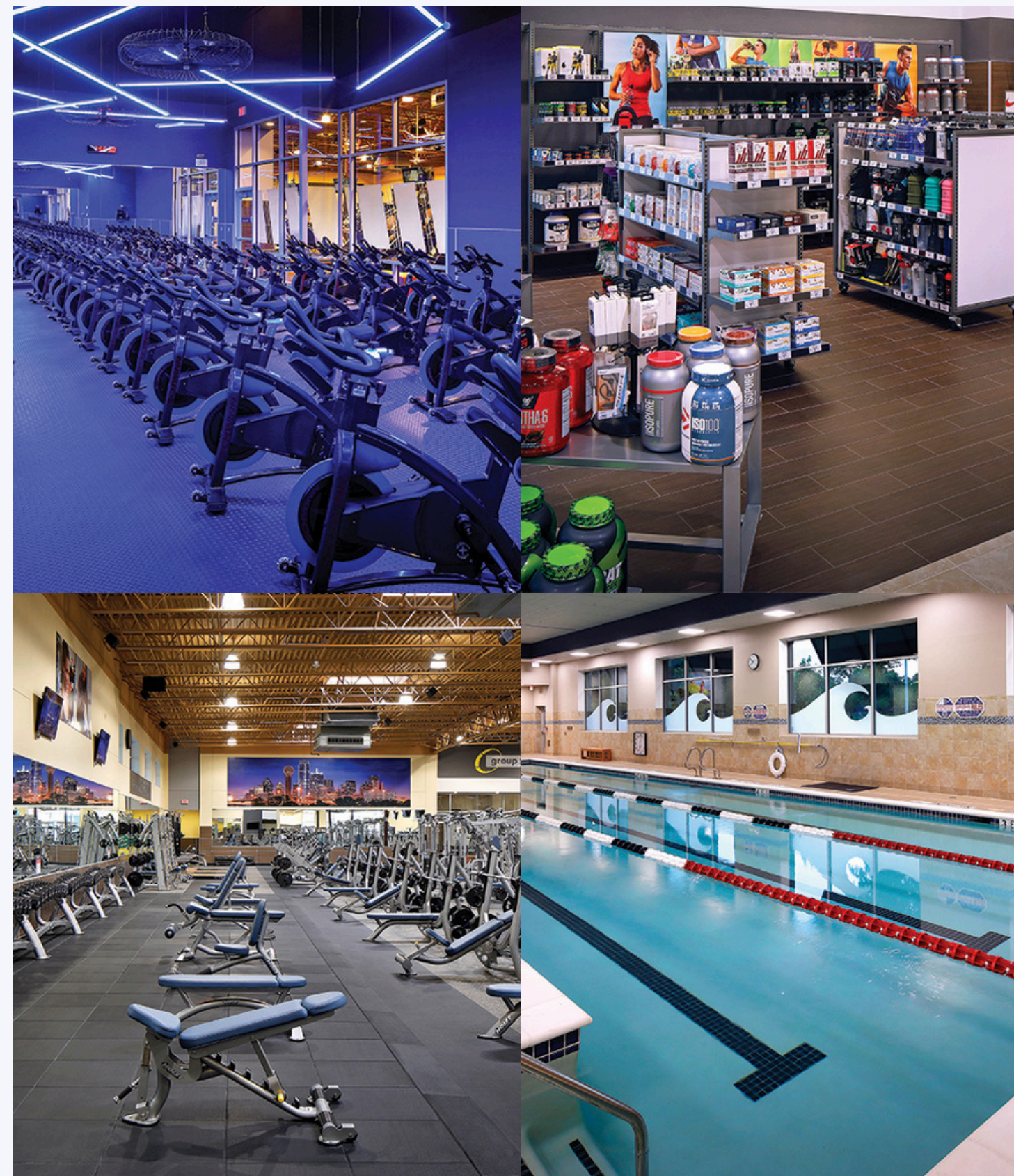


BRAND STRATEGY FOR LONG TERM GROWTH

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November 19th, 2024



SITUATION

"24 Hour Fitness, a trusted fitness name, now faces evolving customer demands for holistic and personalized health solutions."

QUESTION

"How can 24 Hour Fitness rebuild its brand identity to not only stay competitive but also redefine its role as a partner in holistic lifestyle transformation?"

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COMPLICATION

"Traditional gyms struggle in a saturated market as consumers seek integrated fitness and wellness, with competitors offering low-cost or niche services."

ANSWER

"Eliminating Competition Through Differentiation"

Target Segment

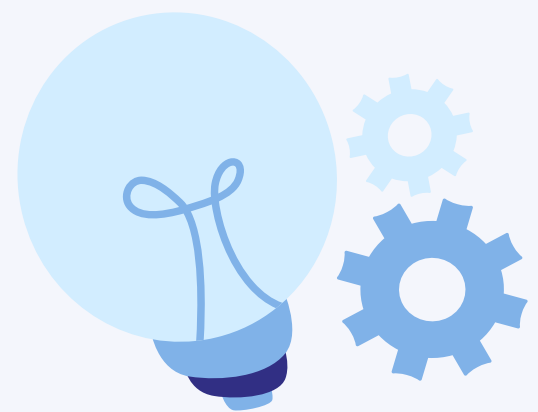
1.	Young Professionals
2.	Families
3.	Mid Income Earners
4.	High Income Earners
5.	Casual gym goers

Unique Value Proposition

Unlike traditional gyms
our fitness and wellness services
helps beginners to fitness enthusiasts,
who want to achieve their unique
health and wellness goals,
by reducing the barriers of accessibility,
personalization,
and enabling tailored fitness plans and
holistic support for a wellness journey.

BLUE OCEAN STRATEGY

Unlocks scaling, revenue,
and expansion by tapping
into an underserved holistic
wellness market beyond
gym-goers.



ELIMINATE

Current Pricing Structure

Sole Reliance on Gyms

REDUCE

Complexity of offerings

Physical store first approach

Templatized experiences

CREATE

24Wellness Sub Brand and
personalized plans

24Sports offering in key areas

Regenerative offerings

Supplements packaging

RAISE

Personalized
Experiences
and Wellness Plans

Premium Services

Community Engagement

Digital Content

Sub-brand “Wellness 24”

WHY?

- Clear Differentiation: Targets a distinct audience focused on holistic wellness.
- Preserves Core Identity: Avoids diluting the 24 Hour Fitness brand.
- Expands Market Reach: Attracts wellness-focused customers.
- Tailored Experience: Aligns with unique values and expectations of the wellness segment.

WHAT?

Introduce - Meditation, Yoga, Zumba, Dance, Pilates, Boxing, Sport centers, and supplement packages.

PRICING

TIERS	SUPER SPORT	ULTRA SPORT
24X Gym + Wellness (Meditation, Pilates, Yoga, Zumba, Dance)	\$39.99	\$54.99
24Pro 24X + Nutrition + Static supplements	\$74.99	\$84.99
24Ultra 24Pro + Dynamic Supplements + Regenerative services Club (Running , Cycling, Walking) Sports: Volleyball, Basketball, Badminton; Squash; Boxing	\$119.99	\$139.99

Booster Package: Full
Body Check + Curated
Nutrition + Curated
Supplements = Dynamic
Pricing

Small Stores (24Sports) :-
Active and Sport: \$69.99
(Sports: Boxing, Golf,
Tennis, Squash, Pickleball)
(Based on location & user-
personas

If Gym + Wellness together :
Super Sport: \$20 ;
Ultra Sport: \$25

Recomendation

1) Rebrand as a Lifestyle Leader

Introduce 24X, 24Pro, 24Ultra, and 24Sports packages.

Launch 24Wellness for digital wellness and personalized health solutions.

2) Expand Market Reach

Target underserved regions and niche segments like families and seniors.

3) Optimize Monetization

Simplify pricing tiers, add digital-only plans, and introduce loyalty incentives.

