

RedSplash

Using focused research to adjust the launch plan and ensure a considerable investment delivers a healthy return

Case Study



Create a brand image

Red Splash was initially engaged by 8tive to look at its new gym concept aimed at the sports minded cyber generation of youngsters.

We were asked to create visual images appropriate to this audience ready for the launch of the 8tive brand including the brand identity, posters and a local advertising campaign.

Investigative minds

In reviewing the client brief, our background in developing brands led us to dig a bit deeper.

We asked if we could find out more about the target audience and how they would react to the brand proposition and the whole concept of exercise and play in the way it had been described in the brief.

Our client agreed that this would be money well spent and gave us their approval to proceed.

Talk to the market

We set about engaging with the target market by convening a number of focus groups covering different target ages and backgrounds.

We discovered that whilst they loved the concepts that were put before them they would not buy into them in the way that our client had envisaged.

This unexpected reticence of the target audience put at risk the whole launch plan and the financial investment made by 8tive in this new and exciting concept.

A new route to market

The structure of how the new gym concept was to be sold had to be re-considered. The research already undertaken though served us well as it had produced a clear indication of an alternative go to market strategy.

Taking the feedback from the focus groups the concepts were refined and more clearly targeted at the age group most likely to engage and the model altered to reflect the way in which they would buy.

Working with 8tive, we then reshaped the business plan and the financials around the new concepts.

An additional bonus

The outcome of this activity also showed us that a further strategy which had been under consideration of taking the concept into schools was now also financially more viable.

We discussed our ideas with contacts in the educational system and received very positive feedback. We then took the new ideas back to our research groups and they too were enthusiastic about the changes.

Launch back on plan

8tive now has a new brand identity in ReaXions along with strong imagery shaped and tested with its target audience.

In addition, the company has a revised go to market strategy encompassing a totally new opportunity which it is able to support within the original budget.

The new business plan has secured the financial health of the company which would have been at risk had it proceeded with its initial plan.

The company is now finalising its plans to launch into selected schools and is about to open its first centre.



8tive Limited

ReaXions – a new way for young people to exercise and have fun.

Created by an expert in physical fitness, with its genesis in the USA, the new ReaXions fitness concept is targeted at youngsters who hate gyms but enjoy play and competition which in the process helps establish and maintain their levels of fitness.

With a significant investment in state-of-the-art equipment the ReaXions brand will make its first move into the UK market through a schools strategy focused upon providing key elements of the Government's drive for healthy life styles within the school syllabus.

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