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Executive Summary

Orange theory was founded in 2010 and was created by a mom with a mission. Ellen Latham, a single mother found her passion for fitness by teaching pilates classes in 1996. Ellen wanted to create a science based franchise that incorporates listening to your body while nourishing it.

Products

Orangetheory Fitness provides all equipment for the workouts. The equipment includes freemotion REFLEX treadmills made specifically for Orangetheory, multiple sets of hand weights along with workout bands and other weight equipment and a water based rowing machine.

Social Media Marketing

Orangetheory is marketing well by designing their own app where their clients can schedule classes via cell phone. During the pandemic, OT kept marketing their brand by publishing at home workouts. They continue to post on all social media platforms about the studio's upcoming events.

Target Audience

Orangetheory has established their brand for a wide audience. OT members are extremely loyal and consistent with the brand. OT also appears to not just women but men too. The average age range is 25-40 years old in middle class and upper class. Ages 50+ also attend to get back in shape and in good health along with middle age men with a stable job also join OT.

Executive Summary

Social Media Strategy

The goal of a good business is great marketing. Orange theory connects to their target audience by marketing on social media platforms, websites, and articles that are relevant to their target audience. They stay up with what's trending to make sure that they can stay in the know.

Creating buzz

Orange Theory's social media is all about competition. Everyone loves a healthy competition so OT makes an effort to host any type of competition like a fall fit challenge or a challenge in the spirit of a holiday approaching. They have a global lists of 1,500 Orangetheory locations.

Creating Community

Orange Theory makes sure that it's more than just a workout studio and that it's a family. Their website and social media is all about lifting each other up to achieve your goals. They make sure to show a behind-the-scenes feel of each studio and the fun environment as well. It shows personality and authenticity.

Positioning

Orangetheory fitness is very consistent when it comes to social media. Each studio location has its own social media page where they post a list of their challenges, class schedule, hours, and fun posts like for birthdays or if an individual reached 100 classes.

Executive Summary

Conclusion

Although Orangetheory may be on the more pricey side, they still have done a great job at marketing on their social media and slowly widening their target audience. They are keeping their online presence consistent through their strategy of sharing the studios personality on their social media platforms. This has also helped them become successful and grow their brand.

Analysis of Primary and Secondary

Primary Target Audience:

- ▶ 25-40 years old
- ▶ Upper-middle class income
- ▶ Male and (primarily) female
- ▶ Interested in losing weight

Secondary Target Audience

- ▶ 50+ years old
- ▶ Influenced by society to stay healthy to live longer

Venn Diagram

SECONDARY TARGET
AUDIENCE PERSONA: Keep
moving Mary
TYPE: Need-based
Customers

PERSONAS WITH
NEED THAT
ORANGE THEORY
CAN SATISFY

PRIMARY TARGET
AUDIENCE PERSONA:
Bodybuilder Brad
TYPE: Loyal customer

PERSONAS WITH
ENOUGH **MONEY**
TO AFFORD
ORANGE THEORY

PERSONAS
INTERESTED
IN **LEARNING**
ABOUT
ORANGE
THEORY

PRIMARY TARGET
AUDIENCE PERSONA: Die
Hard Debby
TYPE: Loyal customer

SECONDARY TARGET
AUDIENCE PERSONA: Keep
moving Mary
TYPE: Need-based
Customers

Personas

Optimal Target Audience



Persona name: Die Hard Debby
Name: Debby
Type: Loyal Customer
Role: Stay at home mom
Technographic Profile: Creator

Die Hard Debby

“I am a stay at home mom who has barely any time for myself, but when I do have time I always get my daily workout in every morning after I drop my kids off at school.”

Motivations:

- Stay in shape
- Get out of the house
- Have “me” time
- Be in a routine

Goals:

- Be consistent with classes

Pain Points

- If kids are home, no time to go to OT
- Canceling last minute because of kids
- Moving away

Behaviors

- Eats very healthy
- Spends time with her family
- Loves reading books and magazines



Persona name: Keep Moving Mary
Name: Mary
Type: Need Based Customer
Role: Retired
Technographic Profile: Spectator

Keep Moving Mary

“My name is Mary and I just started going to Orangetheory because my doctor said that I need to be more active to stay in good shape at my age of 65. I love the instructors because sometimes I have to modify certain exercise and they are great at helping with that.”

Motivations:

- Be more active so I can be with my grandkids.
- Stay healthy so I can live longer.

Goals:

- Be more active
- Feel young again
- Be more mobile
- Get out of the house

Pain Points:

- Sometimes too intense on the body
- Too fast paced
- Inconvenient location
- Injuring oneself

Behaviors:

- Enjoys magazines and newspapers
- Activities at a slow pace
- Enjoys having a routine.



Persona name: Bodybuilder Brad
Name: Brad
Type: Loyal Customer
Role: Full time job in Commercial Real Estate
Technographic Profile: Critic

Bodybuilder Brad

“I love Orangetheory because I get a set of weights to myself and I don’t have to share with anyone. I also get my daily cardio in and lifting in. It’s also fun to compete with other people in the class to see who can run the fastest and lift the heaviest.”

Motivations:

- Work to provide money for my family
- Be as muscular and possible
- Very Busy

Goals:

- Spend what I have to to for a workout studio
- Provide a nice things for my family
- Be proud of what I look like

Pain Points:

- The class times don’t match with my availability often
- Expensive for 1 hour workout class

Behaviors:

- Works in an office all day
- Enjoys reading
- Enjoys cooking for his family

Works Cited

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OTF Heart Rate Monitors and Technology. Orangetheory Fitness. (n.d.-b).

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