

CAMPAIGN PLAN

FAMILY MARTIAL ARTS

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Leicher

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FAMILY
MARTIAL ARTS

EXECUTIVE SUMMARY

This semester our advertising team is working with Family Martial Arts of Texas to update their social media and website, modernize their logo and help them find techniques to improve retention with students.

Currently, FMA is one of the top martial arts studios in the Waco area and has successfully found its target market. We believe making their website easier to navigate will help current and potential clients get information on the studio, the staff, types of classes and pricing.

Through secondary research, we discovered methods of communications of advertising and social communication that are most effective for FMA's target demographic in Central Texas. Finding a strategy to reach a larger audience will help FMA attract more students. From our research, we recommended ways for FMA to help achieve their monthly goals for 30 new students combined for their two locations.

Abby Granata, our graphic designer, conducted research by comparing competitors' current logos to find ideas for a potential secondary logo for the studio. The current logo is outdated and not easily transferable on merchandise and other items the studio could potentially profit on.

Overall, Family Martial Arts of Texas has a successful business model which allows them to be differentiated in the market. Through our team's recommendations, FMA can grow to a larger market and build its clientele.



MARKET RESEARCH

Background

Family Martial Arts of Texas was started about 30 years ago by James Londenbergh with the idea of a fun, carefree environment for families to work out together. Currently, FMA has two locations in Waco and China Spring. At FMA, they offer three programs; Martial arts for kids 18 months and up, martial arts for adults and community outreach.

FMA's target market is the upper-middle-class families within the Waco and China Springs community. The current targeting strategy is aimed at mothers of potential students. Their enrollment process starts by inviting students to visit for free and then they can sign up with a VIP pass. The VIP pass allows new students 30 days to try out the classes or they can apply that towards a \$100 credit. When families sign up they only have to pay for two members. FMA's goal is to have at least one new prospect a day and have 20 new students at their Waco location and 10 for their China Springs location.

Even though Londenbergh mentioned FMA does not have a serious competitor because they have such a niche market, Central Texas Family Karate is a potential threat. Central Texas Family Karate offers an after-school program, similar to daycare. In comparison, FMA encourages the parents to join their kids during classes and to participate as a family.

Their advertising strategy includes high search engine optimization, posting on Facebook and Instagram, hosting demo events and word of mouth. In the past, FMA has not seen success in paid advertising, especially for traditional media.

Problem Statement

During the past 30 years, FMA has not had a negative quarter but there are ways for the business to improve through modern updates. After discussing how FMA can improve, Londenbergh stated the main problems include:

- The website is outdated and difficult to navigate.
- The primary logo is outdated.
- Social media is static with minimal posts.
- Low staffing.
- Fall-out after two months and right before Black belt.

Findings

Secondary Research

After our initial meeting with Londenberg, many objectives were expressed, including:

- Rebranding of logo and website.
- Methods of online advertising (no paid advertising on traditional media).
- Social communication revisions.
- Staff recruitment.

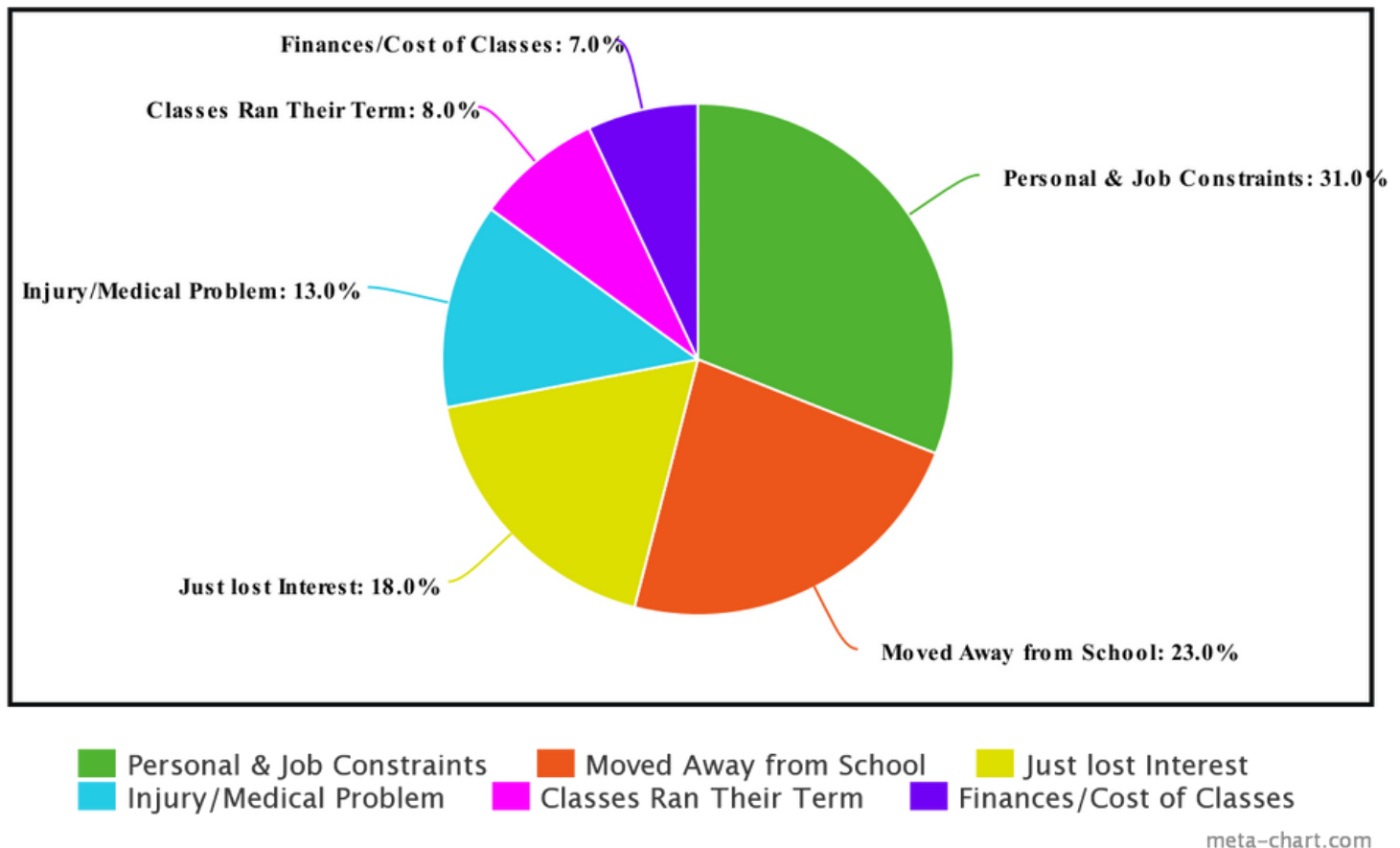
Our focus of secondary research is geared towards which communications of advertising and social communication are most effective for FMAT's target demographic in Central Texas. Here are some key findings we found:

- 1000 adult participant survey (equivalent to 19.8 million Americans) shows that 21 percent of adults (head of household) have taken Martial Art at some point.
- Only 2.8 percent (equivalent to 2.7 million American adult martial artists) are still active martial art practitioners today.
- About 5.7 million American children practice some type form of martial arts today



The top six reasons why most American martial art students quit are as follows:

Reasons Why Students Quit Martial Arts (per 1000 American Adults)



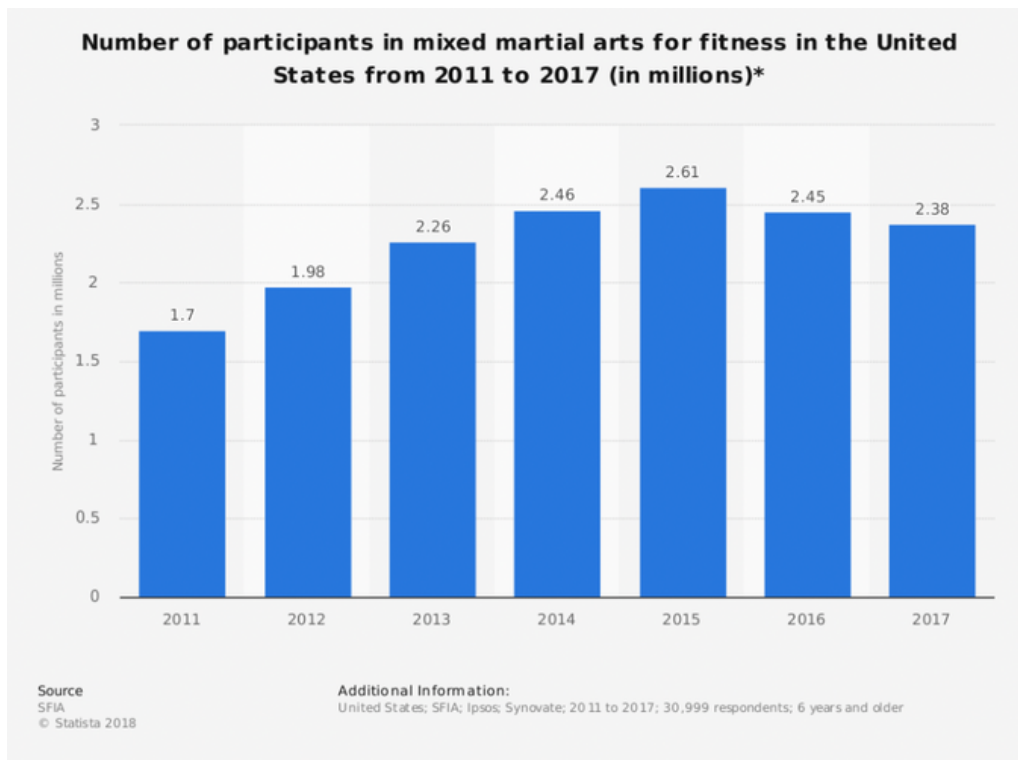
This research report shows that 54 percent of martial art students may quit because of personal/job time constraints and moving away from school, factors that martial art schools cannot control (Fighting Arts, 2014). Londenberg expressed that the main dropout points of receiving belts in martial arts are the period between yellow to green belt, and brown to black belt.

In addition, Londenberg expressed long-term goals, which were the optimization of organizations' income, staff, functions and location, and career-based programs for long-term committed students of martial arts.

Demographics:

- Consumers aged 7 to 11 make up 30.4% of the market in America
- Consumers aged 25 to 34 make up 19.6% of the market in America
- Consumers aged 18 to 24 make up 12.8% of the market in America

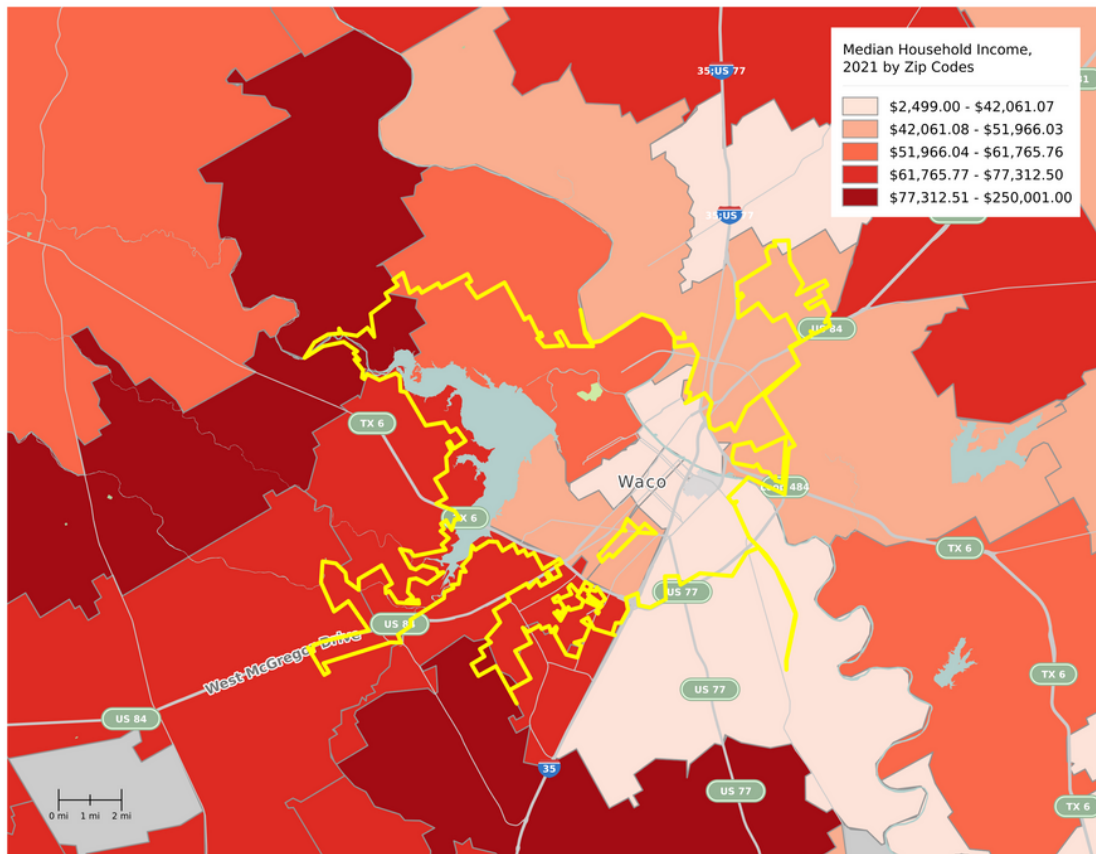
The increased popularity of the UFC has made MMA mainstream and encouraged a lot of people to begin training. With this, the recreational practice has grown significantly. About 73% of those who practice MMA do it solely for physical fitness. Texas currently has 7.5% of martial arts establishments in the country, which is the 3rd largest percentage in the country. In 2021, there was a 14.8% increase in the amount of martial arts establishments in America.



This chart above highlights the increase in people doing MMA for fitness which shows the increased popularity and the overall growth of the sport.

When evaluating why students decide to quit martial arts, there are seven main reasons. According to Dave Kovar, a martial arts teacher, those reasons include:

- No retention systems and procedures.
- No life skills curriculum.
- Students do not feel safe.
- Schools set unrealistic goals.
- Poor training environment.
- Unenthusiastic or poorly trained instructors.
- Poor quality classes.



(Data from simplyanalytics.com)

The map above separates McLennan County by its median income. FMA's main demographic is aimed at upper-middle-class families with an income of \$50,000 and up. Both of their current locations are within the regions shown on the maps above. If FMA would be interested in establishing a third location it would be best to aim for the darker red regions depicted on the map.

When creating the secondary logo, we compared competitors' logos, created a mood board, made preliminary sketches and visual research on typography. Through this process, Abby, our Graphic Designer, created multiple options for FMA to consider for a secondary logo. As our research continues, we want to get feedback from the staff and students.

FMAT Social Media Secondary Research

Through analyzing both Facebook and Instagram platforms, research reveals that FMAT has a larger following and interactions. Prioritizing the social media approach, FMAT receives more extension and production through Facebook compared to Instagram. FMAT has 1,590 likes compared to 234 followers on Instagram. Moreover, Facebook provides more ways for FMAT to share information and generates more interactions compared to Instagram.

The following data presented covers monthly reactions, posts, comments, and shares produced by FMAT's Facebook page over the past eight months.

August

Number of times posted: 4
Number of total reactions: 3
Total comments: 0
Total shares: 0

September

Number of times posted: 3
Number of total reactions: 1
Total comments: 0
Total shares: 0

October

Number of times posted: 21
Number of total reactions: 116
Total comments: 17
Total shares: 19

November

Number of times posted: 18
Number of total reactions: 41
Total comments: 11
Total shares: 0

December

Number of times posted: 14
Number of total reactions: 18
Total comments: 1
Total shares: 1

January

Number of times posted: 14
Number of total reactions: 63
Total comments: 4
Total shares: 4

February

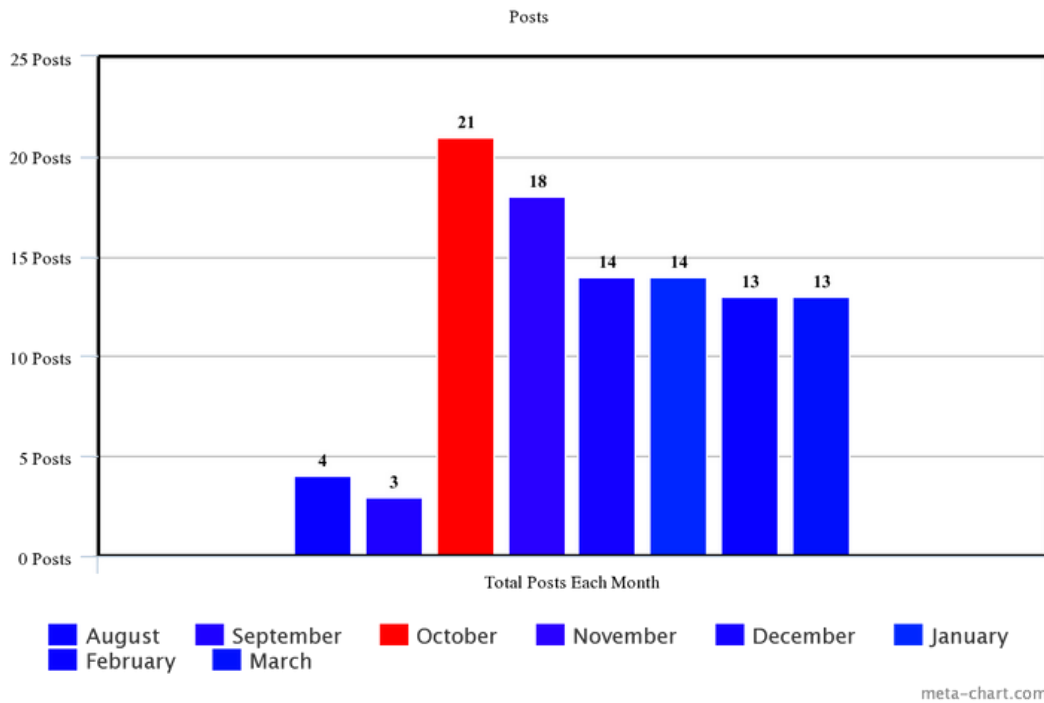
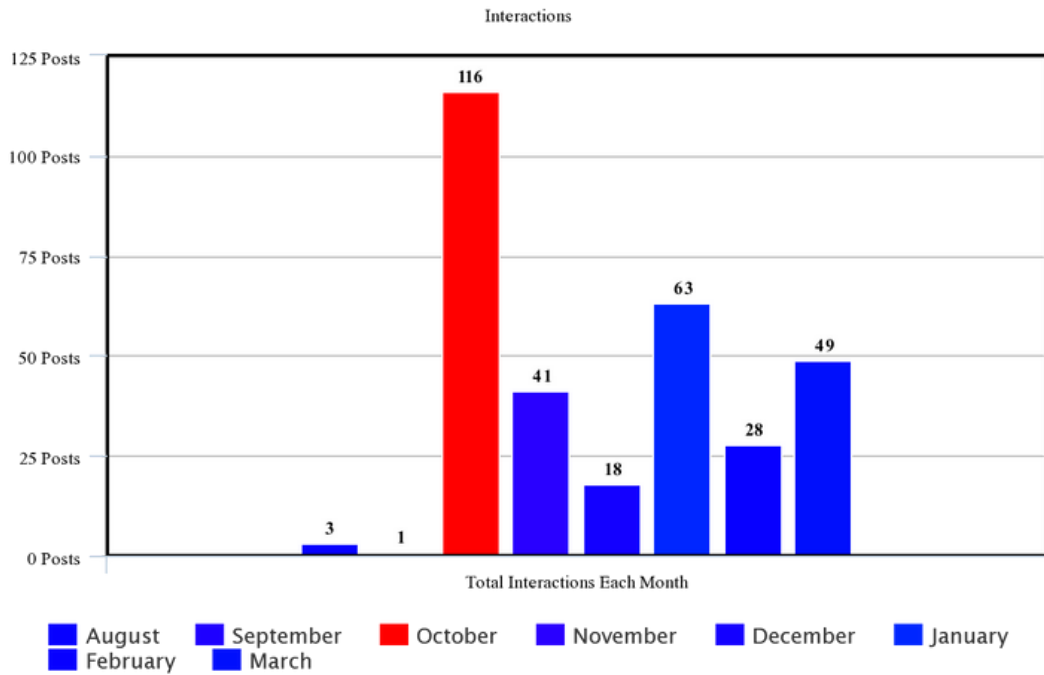
Number of times posted: 13
Number of total reactions: 28
Total comments: 8
Total shares: 0

March

Number of times posted: 13
Number of total reactions: 40
Total comments: 7
Total shares: 0

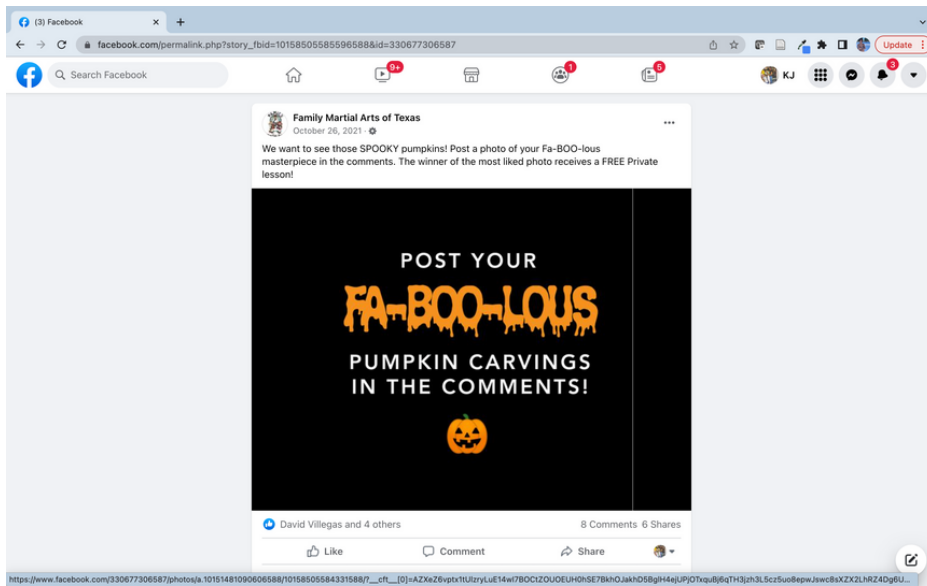


Bar Graphs of Interactions and Posts Each Month

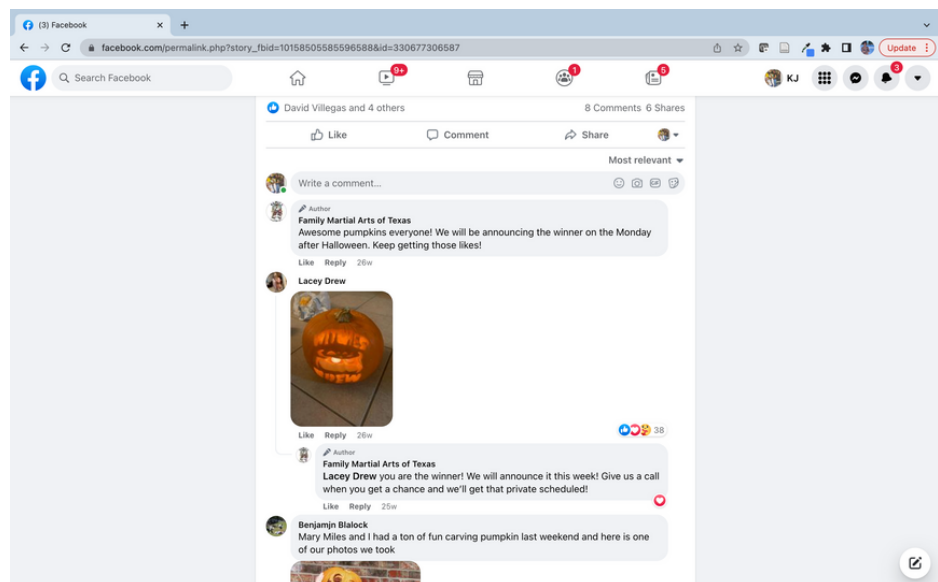
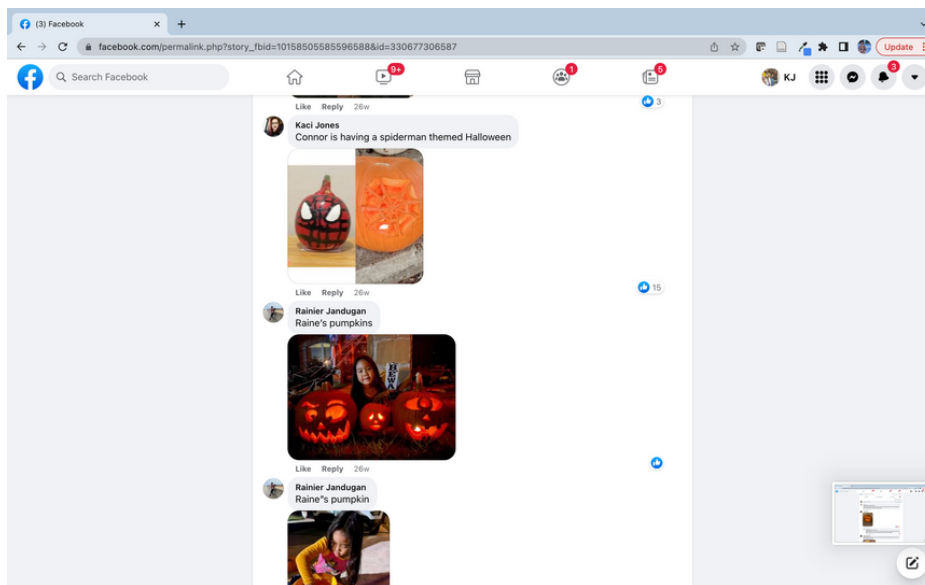


Screenshots of top three most interactive posts

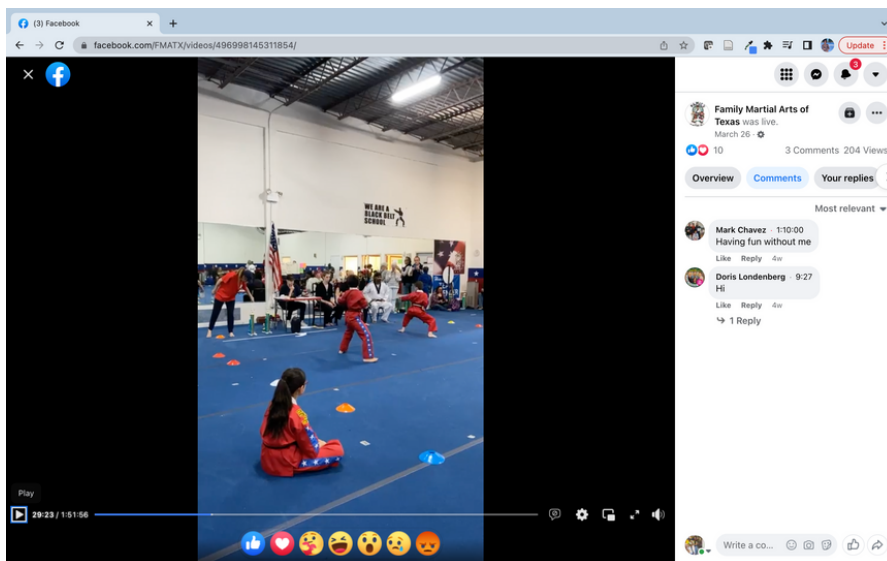
#1: Pumpkin Carving Contest (October 26, 2021)



(8 comments, 73 votes)

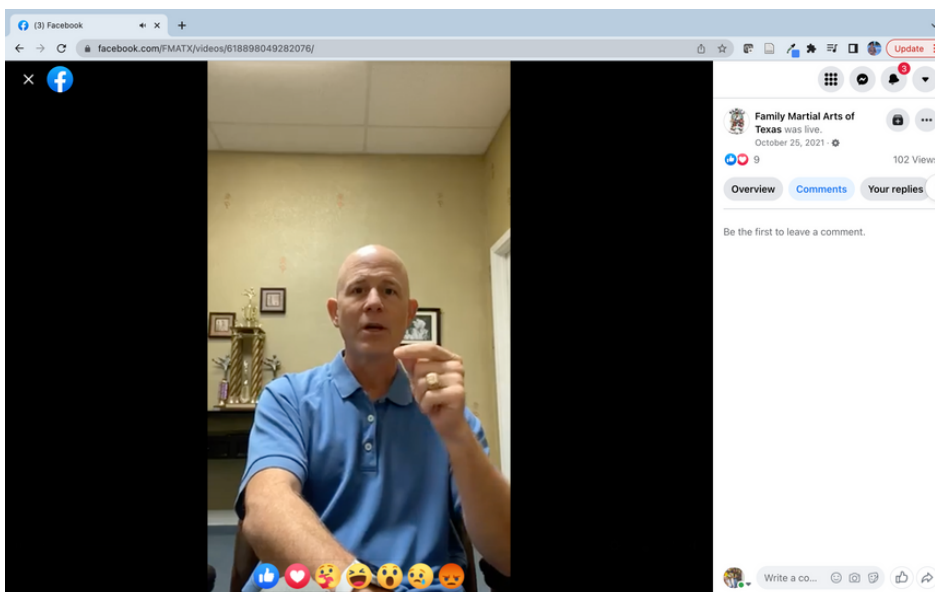


#2: Class demonstration (March 26, 2022)



(10 reactions, 204 views)

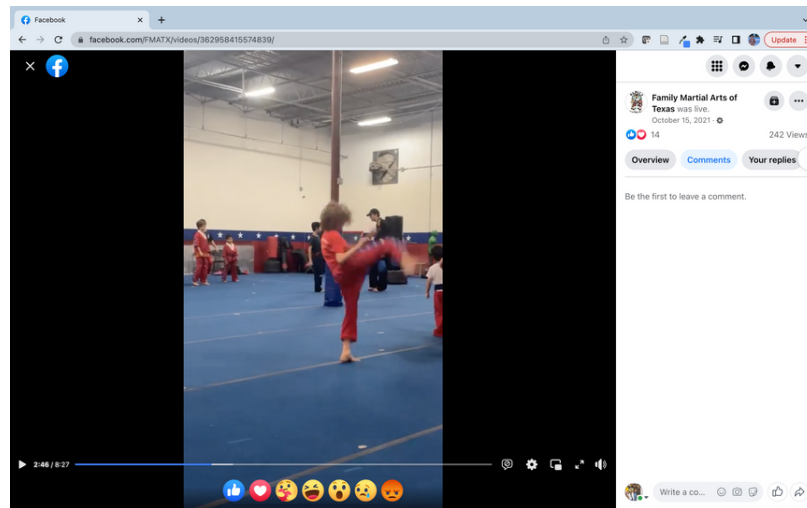
#3: What's Up Monday (October 25, 2021)



(9 interactions, 102 views)

The month of October 2021 produced the most posts, comments, interactions and shares. Within that month, the post on October 15th titled, "Kicks and Tricks Class! A favorite for our Leadership students!" received the most interactions during the month. This post featured a Facebook Live in which Facebook followers could see demonstrations of students practicing kicks and tricks in a class. 21 live videos (21%) posted over the eight month period, with the rest of the 79% percent of posts covering flyers, announcements, and motivational posters.

Screenshot of Kicks and Tricks Class! A favorite for our Leadership students!" post



Overall, the FMAT's Facebook activity averaged per month (August 2021-March 2022):

- 8 posts
- 38.75 interactions
- 6 comments
- 2.8 shares
- 21% of posts were live videos
- Times posted during the day ranged from 8AM-6PM during the day

Social Media Assessment

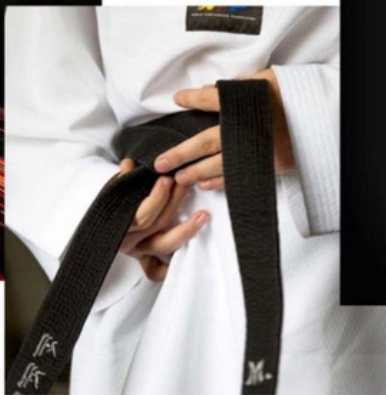
Moving forward from this assessment of secondary data research on FMAT's Facebook, we are confident that the following social media trends will garner more activity and involvement on the page:

1. Continuation of posting the What's up Monday videos. The content of these videos received favorable and consistent reactions, as well as comments. It is a great way to balance out the number of live videos compared to photos and announcements.
2. Continuation of posting short motivational tips and quotes that relate to children. These types of posts were the third most popular next to the What's Up Monday videos and live look of classes.
3. Save announcements for the Facebook stories to make pages less cluttered. Since 79% of the posts in the last 8 months were not videos,
4. Post more live demonstration videos and class live videos. Although few in quantity, these posts generated the most reactions and comments on average. For most of FMAT's demographics, they love to see what their kids are learning in the dojo, and will tend to interact, comment, and share more with their circles. This will produce more brand extension and retention because families are creating, viewing, and sharing original content.
5. Generate more content geared towards audience participation. The number one most interactive post regarding comments and interactions was the "Fa-Boo-Lous Pumpkin Carving Contests" back on October 26, 2021. Many people submitted carvings in the comments and voted on many of the submissions. FMAT's demographic was highly responsive in this participation post, and will continue to generate more participation on social media with more participation encouraging use of posts.

Visual Research
COMPETITOR LOGOS



Visual Research
MOOD BOARD



Visual Research
PRELIMINARY SKETCHES

FAMILY



GOOD TIMES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

hogback

abcdefghijklmnop
qrstuvwxyz
0123456789

NEO TECH

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

HIRO MISAKE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

yoruKa

abcdefghijklmnop
qrstuvwxyz

HEIST

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Visual Research

INITIAL LOGO DESIGNS/CONCEPTS



FAMILY
MARTIAL ARTS



Works Cited

FightingArts.com - Why Students Quit. (2014). Fighting Arts.
<http://www.fightingarts.com/reading/article.php?id=36>

19 Martial Arts Industry Statistics, Trends & Analysis - BrandonGaille.com
Martial Arts Studios in the US - Industry Data, Trends, Stats | IBISWorld

Kovar, David. 7 Reasons Why Students Quit and How to Prevent Them.
Kovarsystems.com, 2019. https://cdn2.hubspot.net/hub/314845/file-365408473-pdf/KS_7_Reasons_E_Book.pdf

Simplyanalytics.com



SITUATION ANALYSIS

S

- Family-oriented
- Only have to pay for two family members
- VIP pass (30 days free or trade-in for the value)
- Been around for 30 years
- Community outreach - word of mouth
- Presence in the community

W

- Fall out after 2 months
- Website
- Mostly word of mouth

O

- Improve social media
- Secondary logo
- Create relationships with organizations in the community
 - Elementary schools = holy grail
- Google SEO
- Merchandise

T

- Central Texas Family Karate
- Staffing

PRIMARY RESEARCH REPORT

For primary research, we conducted a survey through Qualtrics to get an insight into opinions of the current FMA logo compared to a possible new logo. Below are illustrations of the current logo and the new proposed logo.

Current Logo



Responses on the current logo:

- Not modern.
- Not youthful.
- It does align with FMA's values.
- Would not see themselves wearing this logo on an article of clothing.

New Logo



Responses on the new logo:

- Very modern.
- It is youthful.
- It aligns with FMA's values.
- Would see themselves wearing this logo on an article of clothing.

CREATIVE BRIEF



Client: Family Martial Arts of Texas

Name of Client: James Londenberg

Address: 7005 Woodway Drive #111

Objectives:

- Create new, modernized business logo
- Update FMA Social Media pages (Facebook, Instagram)
- Develop strategies to keep students enrolled
- New prospect every day
- 20 new students for the Waco location a month
- 10 new students for the China Springs location a month
- Strategize ways to improve staffing
- Increase brand awareness

Target Audience:

FMA's target market is the upper-middle-class families within the Waco and China Springs communities. More specifically, mothers of potential students. Mothers who wish to implement lessons of strength and obedience to their children.

The Big Idea:

A martial arts studio that puts family at the center of their values.

Current Position:

FMA is one of the top martial arts studios in the Waco area and has successfully found its target market.

Future Position:

Wan to maintain their current position in the market through steady and consistent growth. FMA has a goal to have a new prospect every day and 20 new students for their Waco location and 10 new students for the China Springs location a month.

CAMPAIGN OVERVIEW

The Big Idea:

"A martial arts studio that puts family at the center of their values."

**KICKS
TOGETHER**

The current slogan at FMA is "The Family that Sticks Together Kicks Together", however, we believe by shortening it to solely "Kicks Together", better embodies FMA's values.

Kicks Together tie in all of FMA's values which include family, discipline, growth, strength and confidence. At FMA it is more than only training with your family, but the studio as a whole is a family together.

MEDIA EXECUTION OVERVIEW

Facebook mock post with New Logo



Family Martial Arts of Texas

Today at 5:30pm • 

...

What's up Monday!



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14

14 Comments 5 Shares

 Like

 Share

View more 16 Comments



Write a comment...



23

SOCIAL MEDIA CALENDAR EXAMPLE

Date/Time	Post	Platform	Done yet?
Monday, May 2nd at 4:30 PM	What's up Monday! Post about happenings around FMAT and weekly updates.		
Wednesday, May 4th at 6:30 PM	Facebook Live In class instruction for parents to see.		
Friday, May 6th at 11 AM	Motivational quote of inspiration for the week (or for the weekend).		

FAMILY
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***BRAND
GUIDE***

01 LOGO

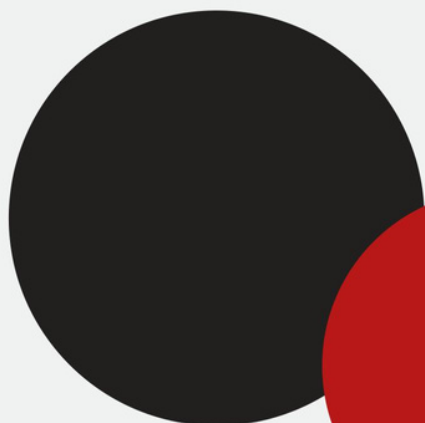


MAIN HORIZONTAL WORDMARK

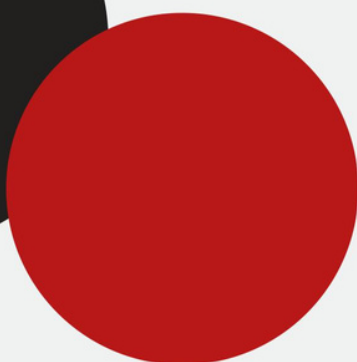


SUBMARK/ICON

02 COLORS



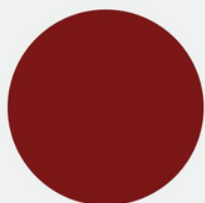
CHARCOAL
#231f20
RGB [35, 31, 32]
CMYK [70, 67, 64, 74]



FIRE RED
#b91918
RGB [185, 25, 24]
CMYK [19, 100, 100, 10]



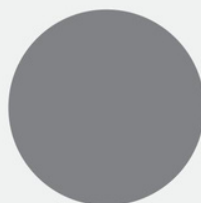
ACCENT ROYAL BLUE
#1947b9
RGB [25, 71, 185]
CMYK [91, 79, 0, 0]



RUSTY RED
#7c1818
RGB [124, 24, 24]
CMYK [30, 98, 95, 38]



DEEP BLUE
#102c66
RGB [16, 44, 102]
CMYK [100, 92, 32, 21]



SLATE
#808285
RGB [128, 130, 133]
CMYK [52, 43, 41, 6]



SNOW
#ffffff
RGB [255, 255, 255]
CMYK [0, 0, 0, 0]

03 TYPOGRAPHY: HEADING

AA

HIRO MISAKE
REGULAR

ABC

HIJK

PQRS

VWXX

04 TYPOGRAPHY: COPY

Aa

Montserrat

Thin

ExtraLight

Light

Regular

Medium

SemiBold

Bold

ExtraBold

Black

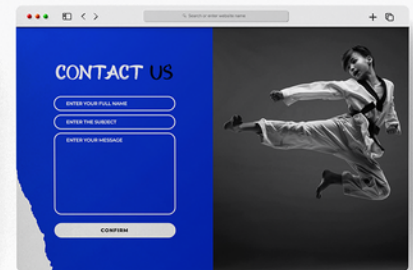
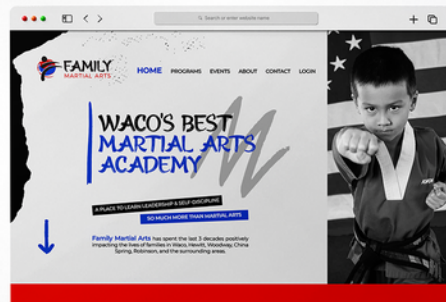
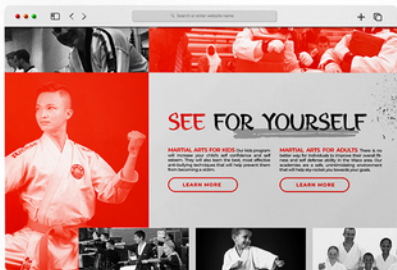
ABC

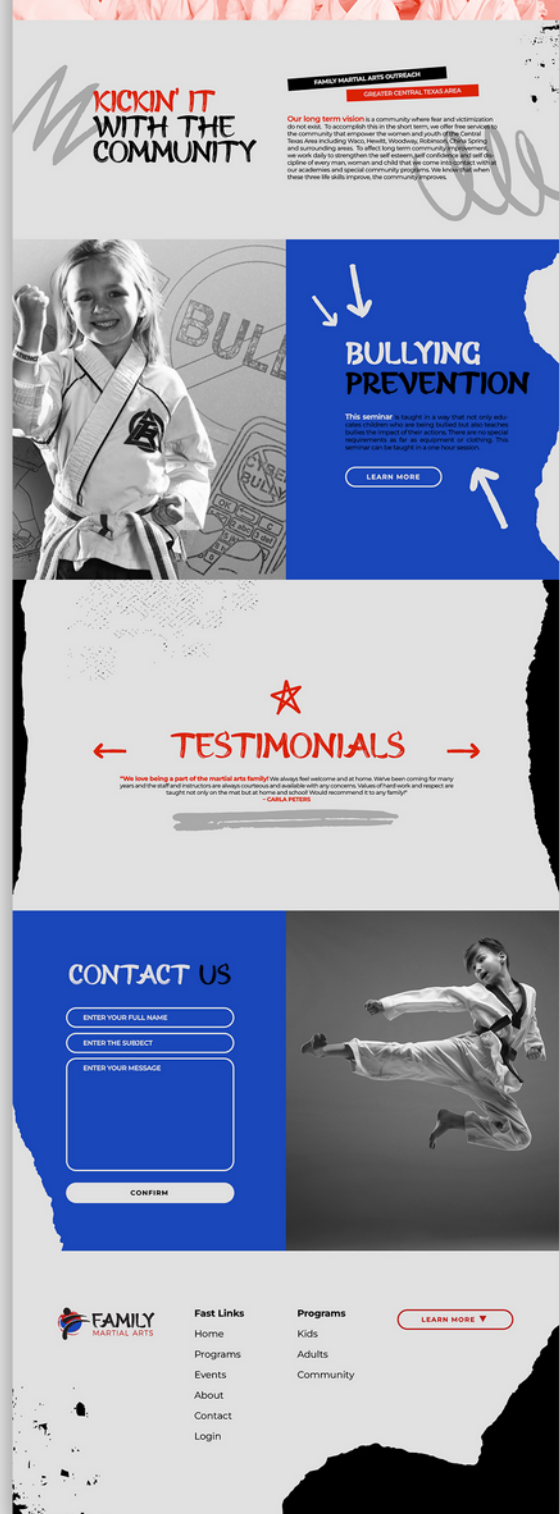
HIJK

PQR

WVW

WEBSITE REDESIGN





MERCHANDISE

T-SHIRTS



WATER BOTTLE



STICKER



ESTIMATED BUDGET

FMA Budget			
	Cost	Quantity	Total
Social Media			
Facebook	\$0.35	300	\$105.00
Instagram	\$0.70	300	\$210.00
Website			
Freelancer	\$1,000	1	\$1,000.00
Merchandise			
T-Shirts	\$11.60	100	\$1,160.00
Water Bottle	\$8.07	100	\$807.00
Sticker	\$1.44	300	\$432.00
Total			\$3,714.00