



BRIEF
CASE STUDY COMPETITION 2017

COMPANY:

Reebok (Adidas Croatia d.o.o.)

COORDINATOR:

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BUSINESS CASE CATEGORY: Marketing

NAME OF THE BUSINESS CASE:

Position Reebok as the leader in „tough fitness“ category through „Gym is Everywhere“

REEBOK TODAY:

Reebok's aim today is to inspire people all around the world to be the best they can, the best version of themselves and the best they can be in their society. Reebok believes that we, as human beings, were created to move and existing in motion is crucial for living life to the fullest. It is the guiding principle behind the brand, as well as the slogan of the global marketing campaign **Be More Human** since 2015 till today.

Reebok believes that fitness can be the driving force of that movement, but not just regular fitness, but its new, more social and intensive version. Reebok's version, or the so-called **Tough Fitness**.

Reebok believes that this type of fitness will motivate people to become better in every aspect of their lives – better leaders, better parents, better friends and stronger and more determined



people, capable of doing anything they set their mind to. This way people do what is best for their body, they sharpen their minds and become the best versions of themselves. Tough Fitness can prepare everyone that is ready to participate for overcoming obstacles and difficulties in life. You will become capable and ready for everything. Except for the well-known benefits of leading a healthy and active lifestyle on a personal level, Reebok believes that everyone who decides to be in shape throughout their lives contributes the most to the world we live in. The so-called FitGen or the fit generation is Reebok's target group today. Fit gen considers fitness the center of their lifestyle. They are the leaders of the new fitness movement and they are active throughout the world. They love challenging fitness and are proud of what they do. The fit gen members are mostly between 25 and 35 years of age, they work out at least three to four times a week and take part in various activities.

BUSINESS CASE TOPIC DESCRIPTION:

Create a marketing plan / strategy how to connect the „Gym Is Everywhere“ concept with future Reebok's customers through:

- Reebok X Challenge local concept
- (earning) the attention of the media, encouraging the conversation between Fitgen “influencers” about the “Gym is Everywhere” story; reviving the philosophy of “Tough Fitness” and the “Be More Human” slogan
- Creating and keeping the conversation with the Fitgen community about the topic on how to embrace “Tough Fitness”, using natural surroundings, available to everyone
- Positioning Reebok as the leader in “Tough Fitness” category, enabling the FitGen to be the best versions of themselves, physically, mentally and socially through the “Gym Is Everywhere”/RXC concept

**ADDITIONAL INFORMATION:**

<http://reebok.hr/>

<http://reebokxchallenge.hr/>

<https://www.facebook.com/ReebokCroatia/?ref=ts&fref=ts>

<https://www.instagram.com/reebokcroatia/?hl=hr>

SOLUTION FORMAT: PPT, Word, Excel, video... (all details must be attached along the PPT (in notes or a separate document))

MANDATORY SOLUTION ITEMS:**A detailed marketing plan with conducted research and improvement suggestions**

Plan summary:

FINANCIAL GOAL – (for example: profitability, conversion increase of the participants into customers in relation to the year 2016. 20% through bigger XX)

MARKET SIZE – Croatia only; 4,2 million residents, focus: the city of Zagreb

MARKETING GOALS – achieve the leading position in the so-called tough fitness segment, bigger market share, loyalty of the customers to the brand

Plan points:

1. SHORT HISTORY OF THE COMPANY AND BUSINESS
2. Market analysis (Competition, target group, SWOT...)
3. GOALS
4. Elaboration of the marketing strategy

3.1 REEBOK XCHALLENGE (BRAND) PLATFORM – ENVIRONMENT AND INTERNAL ANALYSIS, SWOT

3.2. RXC MARKETING STRATEGY; M. MIX for RXC/TOUGH FITNESS

3.3. RXC SUCCESS KEY FACTORS, KEY PROBLEMS

3.4. MARKETING CHANNELS (MIX) & ACTIVITIES (marketing strategy choice)

SCORING CRITERIA

CRITERION	GRADE	CONTRIBUTION TO FINAL GRADE	TOTAL
Wholeness of the solution – contains all mandatory items of the solution	0-5	20 %	
Creativity and innovativeness of the solution	0-5	30 %	
Feasibility of the solution	0-5	20 %	
Wholeness of the presentation	0-5	15 %	
Quality of the solution	0-5	15 %	
		TOTAL:	

**Helpful questions for solving the case:**

- researching the market of the Fitgen – who are they
- researching the so-called “trainer and social influencers” in the domain of “lifestyle”, running, media, for #GYMISEVERYWHERE – getting their support is crucial for the campaign communication and RXC concept in the right moment and organically towards potential customers – offline & online
- what kind of promotion and trade activities should be included in the planning
- which advertising channels should be used for the biggest reach of the target group? (digital - which media specifically, social networks)
- which media partners should they have and how to include them?
- how to increase the attendance of the local event

- how to increase the engagement of the participants at the local events on social media?
- which types of promotion should be used with event partners in stores?

ADDITIONAL BENEFITS: Reebok gift sneakers for all members of the winning teams (1st, 2nd, 3rd place)