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EAM 391 - 001: Final Project

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Karve Studio

PR Plan - Fall 2013

Current Status

Karve Studio North Scottsdale first introduced their Zumba classes on November 1st and in the past month, has had tremendous success. Based of the Lotte Berk Method and calisthenics, Karve is an interval-training based class that tones and shapes the entire body through ballet barre conditioning, free weights and yoga and Pilates principles. This method leads to quick and noticeable results that help shape the long, lean lines of a dancer. Each student is shown individualized attention during the group class setting, providing a safe environment for training.

Zumba provides a nice complement to the already popular Karve classes by giving clients a cardio workout twice a week. Class sizes continue to grow and are near full capacity more and more. For the past two years Karve has been awarded the Arizona Foothills Best of Valley Winner, which has been extremely influential in attracting new students into the facilities. Along with a morning show feature on Sonoran Living, the North Scottsdale location is growing fast for having only been open for a little over a year.

Target Audience

Karve has a primary and secondary target audience. The primary target audience consists of high school girls as well as new and expectant mothers. High school girls are beginning to learn about their bodies and Karve studio offers them a safe environment to start their healthy journey. New and expectant mothers are also in the primary category, our workouts include movements that will cause pregnancy complications

Middle-aged women (35-65) along with college students make up our secondary target market. These individuals have a busy schedule between classes and work and often look for convenience over anything else.

To effectively target our primary audience, we offer student discounts and packages for new and expectant mothers. Along with that, we will try and get coverage placed in pregnancy magazines as well as keep up with social media and build a twitter network.

Overall Goals & Message

The number one goal of Karve studio is to retain our membership of our current students. By retaining our students, we believe that it will create a positive image that will ultimately assist us in achieving our secondary goal of our enrollment at a full capacity. We hope to sell out all of our classes, which in turn will force us to increase the number of classes offered.

Our final goal is to provide a safe environment for all of our students in two ways. The first is the physical definition of safety. We want all of our students to get the best possible workout without injuring themselves. The second is emotional safety. Changing into a healthy lifestyle is an extremely emotional time ones life; we hope that we can provide a facility in which they feel comfortable.

By enforcing the fact that all teachers go through extensive training and are required to take multiple classes and continue their training, we hope to confirm the message that our staff is trained and understands how to adjust moves for each individual. Since class sizes are capped below 40, teachers are able to focus more attention on each student.

Outlets & Pitch Strategy

Our press kit and EPK will include an updated website, links to class videos and clips of previous press coverage. Detailed class schedules, class descriptions and instructor bios will also be included along with all social media links.

Pitch Strategy

Our pitch strategy focuses on New Years resolutions and providing a one-stop shop to our clients. With all-inclusive memberships and the ability to get in two Zumba classes and as many Karve classes as desired a week, clients will be able to shape the body they want. The studio also does challenges leading up to events like the end of summer, special holidays and some times just because. Along with those challenges, there are also special 90-minute themed classes. We will also pitch TV an in studio demo idea. This will give live viewers an idea as to what the classes are like. Journalists wishing to write stories will be provided with free classes for both Zumba and Karve. These three pitch points will be used to pitch to a variety of different outlets.

Outlets

Outlets we will be pitching to include local and national fitness magazines, pregnancy magazines and teen magazines. Local will be pitched ideas directly related to studio events, where as national will be pitched for the studio to be included in a larger story about new fitness models and New Years resolutions (a detailed list of outlets is included at the end).

Promotional Events

Our first promotion event that we are organizing is an all day Zumba-thon. While looking at possible dates, we came to the conclusion to hold this event January 1st. This is the beginning of the New Year and in past years the number one resolution has been to lose weight and become a healthier individual. We plan to hold this event in a public space such as a mall or shopping center so that it acts almost as a flash-mob but is a bit more staged and planned out.

Our second promotional event is a program named "Karve-A-Friend." This program will target new students by word of mouth advertising. Current students will receive a free class whenever they bring a new student as a guest. If they have a membership plan, they will receive an account credit for the value of a class.

A third promotional event that we are looking into is a "Spend & Give Program." In this program, current students will get a \$50 credit if they refer a friend who spends over \$100. This promotion and the Karve-A-Friend program will both have limits on how many times they can be redeemed, but those have not been determined yet.

Our final promotional program is a community class. Either weekly or every other week, a donation based class will be offered. Proceeds from these classes will be donated to a local or national charity that will change for each class. We will keep a variety of causes that relate to current issues.

Timeline Coverage

For our Zumba-thon on January 1st, we have prepared a PR schedule beginning 5 weeks prior.

Weeks Prior	Plan	Notes
5 Weeks	Begin to plan event details and alert TV and Radio of the event. More details to be provided as details are confirmed, but this will get the event on their radar.	Make sure to have location confirmed by end of the week and date, time and location sent to media.
4 Weeks	Begin social media blitz and send more detailed information to TV and Radio interested in promoting. Also send event info to print and digital news outlets for placement on calendars. Create stagnant web page with more information about the event for general public to access.	Have a developed hashtag to start social media conversation. Keep an eye and make sure to respond daily to tweets, IG and Facebook posts.

3 Weeks	Follow up with TV & continue social media.	Keep an eye and make sure to respond daily to tweets, IG and Facebook posts.
2 Weeks	Provide TV with anything necessary for coverage. Pitch to print and digital media. Continue social media.	Keep an eye and make sure to respond daily to tweets, IG and Facebook posts.
1 Week	Coordinate final coverage with local media. Start heavy social media promotion.	Keep an eye and make sure to respond daily to tweets, IG and Facebook posts.
Week Of	Finalize details of event with official media list, posters that include the hashtag and time and location.	Constantly update social media and make sure all details are worked out.

Special Considerations

One of our major special considerations is rehearse with the owners of Karve on how to answer questions regarding the studio, ownership, challenges and class styles. We want all of the answers to drive new students to Karve Studio.

We also look to begin prepping for a demonstration segment on a local television regarding the benefits of Zumba and Karve Studio. We want something ready to go at all times just incase it's possible to get last minute placements.

~ Pitch Letter Sample ~

NAME OF PERSON HERE-

I really enjoyed your article on REFERENCE OLD ARTICLE/STORY HERE and wanted to let you know about Karve Studio North Scottsdale's latest class addition. After celebrating a year of business, the studio is pleased to be offer Zumba classes starting November 1st. After winning Arizona Foothills Magazine's Best of the Valley award last year during their first year of business, the studio is once again nominated and owner Alyssa Spencer couldn't be more excited to be expanding into other classes. Zumba is a fast paced cardio dance class while the signature Karve classes are a slower fine-toning class. Combined, the two will provide an all around fitness experience to help women of all ages start get in the best shape of their lives.

Below is a press release and owner Alyssa Spencer is available for interviews if desired. If you would like more information, photos or a tour of the studio and complementary class, please let me know.

Contact: Arin Segal
Email: arin@ateenview.com
Phone: 480-544-6624

Karve Studio brings the HOTTEST Dance Party to North Scottsdale

SCOTTSDALE, AZ - Karve Studio North Scottsdale is pleased to add Zumba classes in conjunction with their already popular barre classes to help women and teens of North Scottsdale sculpt and tone their bodies. Beginning November 1st, clients will be able to not only sculpt and tone through the Lotte-Berk Method, but also dance their hearts out and get in some great cardio with the worldwide phenomenon of Zumba. A full class schedule and more details on the studio can be found at www.karvestudio.com. Located at the DC Ranch Crossings Center- 18261 North Pima Road, Suite E115 - the studio is easily accessible by the Loop 101.

Owner Alyssa Spencer decided to add Zumba classes because, "the combo has great benefits! The muscle and strength building & sculpting and toning will come from our trademark Karve Ballet Barre classes, while Zumba will provide cardio & develop coordination & stress relief!" Clients can also expect to see yoga classes offered once or twice a week in the near future to further balance their training.

Pricing will soon be available through the MindBody online system, but Owner Alyssa Spencer says, that there will be packages available to combine barre classes with Zumba classes and that auto pay clients will have an option to increase their auto pay to include Zumba or receive discounts on Zumba classes.

Having just celebrated their one-year anniversary, the North Scottsdale location is once again nominated for an AZ Foothills Best of the Valley award, which they won last year. The studio is excited to continue growing and clients are ready to add some dancing into their typical barre schedule. This location will be the only Karve Studio location to offer Zumba classes along with their already popular barre classes. Zumba is a high-energy dance infused workout that will act as a

nice complement to the slightly slower and more isometric toning focused Karve classes.

About Zumba: Founded in 2001, Zumba Fitness is a global lifestyle brand that fuses fitness, entertainment and culture into an exhilarating dance-fitness sensation! Zumba® exercise classes are "fitness-parties" that blend upbeat world rhythms with easy-to-follow choreography, for a total-body workout that feels like a celebration. We offer different types of Zumba classes, plus DVD workouts, original music collections, apparel and footwear, video games, interactive Fitness-Concert™ events, a quarterly lifestyle magazine and more.

About Karve Studio: Arizona's original ballet barre fitness studio. Light weights are used to define the arms and shoulders, core conditioning trims the waistline, and ballet barre techniques sculpt out long, lean thighs. Coupled with safe, orthopedic stretching, Karve is the most efficient way to change your body.

Karve Studio Bio

Based on the Lotte Berk Method and calisthenics, Karve is an interval-training based class that tones and shapes the entire body through ballet barre conditioning, free weights, yoga and Pilates principles. This method leads to quick and noticeable results that help shape a long and lean physique. Each student is shown individualized attention during the group class setting, providing a safe environment for training. While listening to motivating music, students are guided through class with options to increase or decrease difficulty of moves to meet their current fitness level. Throughout the class, each muscle group is worked intensely, and then followed with a targeted stretch to ensure muscles are kept long and lean.

After founding the first studio in Mesa, Arizona, owner Kendra Jordan didn't waste much time expanding the studio to other areas of the state. A teacher and follower of Karve's Scottsdale/Southbridge location, Alyssa Spencer decided to open a studio in North Scottsdale in the fall of 2012. Recently, Spencer decided to add two Zumba classes a week, while also offering a stretch class once a week. Spencer said that Zumba was a great addition because, "The muscle & strength building and sculpting & toning will come from our trademark Karve Ballet Barre classes. Zumba will provide cardio, stress relief and develop coordination!" As the studio continues to grow, Spencer couldn't be more excited to continue bringing women of the valley a safe and effective method to tone and sculpt their bodies.

Media Pitch List for Karve Studio North Scottsdale

Outlet: Scottsdale Health Magazine

Contact: Michelle Glicksman (michelle@richmanmediagroup.com / 480.229.3122)

Why: Distributed at gyms around the valley and content relates to the studio. Readership are potential clients.

Outlet: Arizona Republic

Contact: Ken Alltucker (ken.alltucker@arizonarepublic.com / 602-444-8285)

Why: Wrote an article about Zumba and its risks in May. This can be a counterbalance showing that Karve is a good studio with well-trained teachers.

Outlet: Phoenix New Times

Contact: Becky Bartkowski (email submission through website: <http://www.phoenixnewtimes.com/feedback/EmailAnEmployee?to=1468926>)

Why: Wrote an article about boutique fitness studios over the summer. Could be for a fall feature about more studios.

Outlet: DC Ranch Community Center

Contact: Kimberly Crowther Miller (Kimberly.crowther@dcranchinc.com / 480-538-3545)

Why: Outreach for residents in community near studio to do a community engagement event with karve surrounding the launch. I.e. free mother daughter zumba class)

Outlet: Arizona Midday

Contact: Danielle Baker ((602) 257-1212 | arizonamidday@12news.com)

Why: Morning show with two women who have covered fitness and nutrition recently.

Outlet: HeidiPowell.net

Contact: Bonnie (bonnie@chrispowell.net) OR SW PR Shop (Jennifer Shoucair Weaver - Jennifer@sw-prshop.com / 213-289-5553)

Why: Wife of celebrity trainer Chris Powell. About to have a child and lives in Scottsdale near studio. Karve could be a great option for her to take classes and get back in phenomenal shape and feature on her blog.

Outlet: Self Magazine

Contact: No real solid contact found, but there is an email form to their 'fitness expert' Meaghan Murphy (<https://secure.self.com/contact/email-fitness>)

Why: National magazine for a feature relating to New Years resolutions. Karve can be a spotlight of places to achieve goals.

Outlet: Raising Arizona Kids

Contact: Vicki Louk Balint, but most posts are contributed by the community so Karve staff or clients could write a piece (general email box is the only email listed -<http://www.raisingarizonakids.com/contact-us/>)

Why: Local magazine that targets parents. Will be helpful to get to moms and expectant mothers to know about karve and it's benefits.

Outlet: Pretty Active

Contact: Megan (meganmjeffery@yahoo.com)

Why: Local blog that focuses on fitness and wellness as a whole. Growing readership and has many friends in the Arizona area so she can spread by word of mouth.

Outlet: Nourished Fitness

Contact: Email form (<http://www.nourishedfitness.com/about-me/contact/>)

Why: Arizona blog that has decent readership and focuses on fitness. Can tap into the mid twenty – early thirty market in Arizona.