

Analyze The Top Market Player - Mission:

Market/Niche: **Fitness Industry**

Brand/Business doing well:

- Ontario Fitness

Perform full research on their target market and avatar.

Their target market/avatar seems to be people living in or close to Ontario who are overweight or over the recommended body fat percentage and have a desire in losing weight and getting fit.

What are the reasons their customers decide to buy?

Because Ontario Fitness intrigues the desire of becoming fit and healthy. If you look at their Instagram page you can see a majority of their posts are their client's body transformations from where they go from looking overweight and unhealthy to having nice, mass or lean muscle. This obviously intrigues the customer's desire to change their lifestyle so they decide to purchase.

How are they getting attention?

They have lots of coaches that have big followings on social media, these coaches vary from nutritionists to bodybuilders to cardio trainers. They also seem to have built a good local community with lots of testimonials on their Instagram highlights and posts. They have built a good following too

How are they monetizing their attention?

They have a **MASSIVE** variety of information on their account. Such as healthy recipes, gym music suggestions, discount codes, Q&As, giveaways, inspirational stories, photography, at-home workouts and more. I also assume they have previously ran ads.

What is this brand doing better than anyone else?

Most other fitness brands on Instagram don't post testimonials or client transformations or even half the information that Ontario Fitness provides. It all around seems more inclusive than most other fitness brands on Instagram which makes it eye-catching, especially with their amazing logo and design scheme. Very impressed considering it's a local business instead of a global business.

What mistakes (if any) are they making?

They haven't posted anything since late 2020. This is a shame because their account looks so promising and professional. They had a good community and decided to abandon it. This gives their competition A LOT of time and resources in order to completely overtake them now.

What can other brands in the market do to win?

Take ideas from Ontario Fitness' page and apply them to their own pages. They can also improve their layout, logo and page design to be more accordingly, clean and professional. They can also start to run ads and possibly hire a graphic designer to create their advertisements and logos.