

## Analyze The Top Market Player

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1. Perform full research on their target market and avatar.
2. What are the reasons their customers decide to buy?
3. How are they getting attention?
4. How are they monetizing their attention?
5. What is this brand doing better than anyone else?
6. What mistakes (if any) are they making?
7. What can other brands in the market do to win?

### Day 1

Gymshark avatar: it appears that this is tailored to several types of people but obviously they all go to the gym. While they have both men and women, it appears this is mostly weightlifting and training. All of their photos posted are of in shape and fit people. Men are muscular and buff and the women are fit, toned and in shape as well.

Analysis of the posts that Gymshark is tagged in vary however and is broad to include some folks who are not as in shape. Still, there are many people tagging themselves into Gymshark's Instagram account that are very in shape. I suspect a lot of these people who purchase their products range from people who simply go to the gym very regularly to people who are trying to be fitness influencers.

Pain points are from desire I believe. They have ads commenting about reaching your fitness goals and seem to push an overall positive "you can do it" message or "I will win/conquer" motifs. It's truly inspirational. Despite being tired, their website and messaging makes me wanna do a gym sesh right now.

They seem to simply provide workout clothing and gear that's highly aesthetic, breathable and overall designed for physical performance.

### Day 2

Gymshark started as a response to a passion of lifting the founders had. Originally they drop-shipped supplements for a short while before turning into a clothing brand. They sent their products to a few prominent weightlifters who apparently liked their clothes and became ambassadors for the brand.

This brand is mostly lifters but they've incorporated yoga, running and other cardio elements and members into their brand a little bit.

The avatar is a gym rat truly dedicated to fitness and physique, mostly via weightlifting. Someone who spends quite a bit of time each week in the gym. This includes professional and semi pro lifters who attend competitions. They also have people generally hard core enough to attend those events as spectators as well.

They've created a sense of "gym rat community" both online and in person from their marketing campaigns on the internet to in person gatherings and events all across the world. Their traffic appears to be grass roots level and organic in that it's worn at the gym by enough people for the rest to notice. Their traffic is also aided by sponsored professional athletes to wear and advertise their clothing as well.

People decide to buy because of the name and brand. It's known in the gym rat / meathead community. Their products also appear to be top quality from material to design. They even have seamless leggings for women that appear very comfortable. They now offer the full package from all sorts of clothes, to events, to even information regarding anything to do with fitness.

Their span is wide as explained above, then their products are excellently photographed for the viewer to see the quality.

I think overall the thing they do the best is stay tied to their community and family. They talk about it and they also emphasize this through the many articles and live events they put on worldwide.

I don't see any mistakes except for possibly 2. One, they don't always speak in an English that Americans understand. This isn't common in their copy but it is there. I found myself unsure of the meaning of a few insignificant phrases here and there. Two, I don't see them advertising to much of the cardio community. This however appears to be intentional as they might be trying to stay niched down into lifting only. They specifically have a "hate cardio" hashtag on their

Instagram account which leads me to believe they are happy with just the lifting portion of gym rats.

Other brands need to:

1. Partner with some big names in the field (send them their products, get them as ambassadors)
2. Create value beyond the product (informative blog posts, newsletters, live events)
3. Build their tribe (define and focus on their identity, then emphasize it in all they do when they create value in #2).