



# **ONTRAK PROJECT PROPOSAL 2021**



# Why OnTrak ?



## ✘ Exciting Growing Market

The global sports apparel market generated around **US\$181 billion in revenue** in 2019, an increase of more than US\$7 billion on the previous year. Rising revenues are forecast to continue and estimated to reach around **US\$208 billion** in 2025.\* Trends also show the growing number of people exercising. The market size of the global fitness and health club industry has been steadily increasing in recent years, **exceeding US\$96 billion** in 2019.\*\*

## ✘ More Than Just a Sports wear

In recent years, the sports apparel and athletic wear markets have benefitted from changing consumer trends. A growing interest in health and wellbeing has led to increased participation in fitness activities. There is also a greater demand for clothes that are both stylish and comfortable, from men and women who have busier lives than before. In the US, **64 % of adults** said they wore sports clothes and sports shoes as part of their **everyday life**.

## ✘ E-commerce The Way To Go

With consumers increasingly relying on online shopping – It is estimated that **95% of purchases** will be made online by 2040. In 2017, ecommerce was responsible for **\$2.3 trillion in sales**, which is expected to nearly **double to \$4.5 trillion** by 2021. In the US alone, online shopping already accounts for **10% of retail sales** and is expected to grow at a year-on-year rate of 15%.\*\*\*





## Our Challenges



Seems as an elitist brand image, limited to elite athletics and relied heavily on relationships within tight athletics community  
— **Unable to capture increasingly growing new market share**

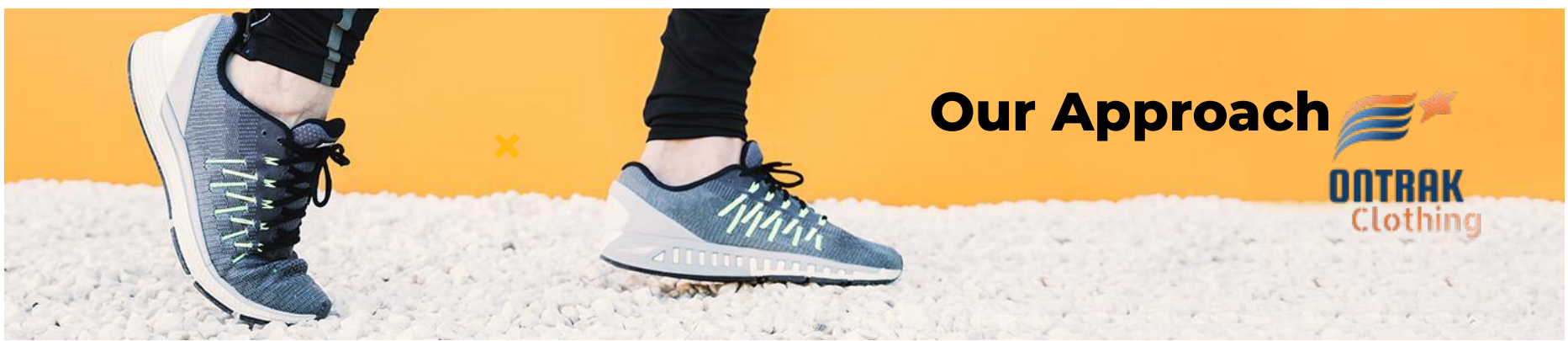


Minimal Digital Presence losing out to digitally competent competitors  
— **Unable to engage with digital savvy audience on an international scale and tap into e-commerce growth**



Insular organization with traditional approach  
— **Little collaboration within organization**





# Our Approach



## Revamp & Refresh

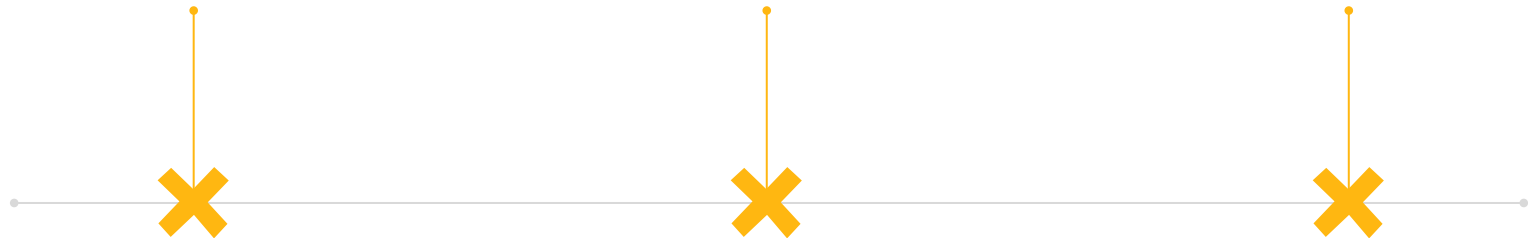
Brand mission to capture increasingly fast growing sports enthusiasts customer base. **Unleash your power** – Inspire consumers to own high performance products

## Engage & Educate

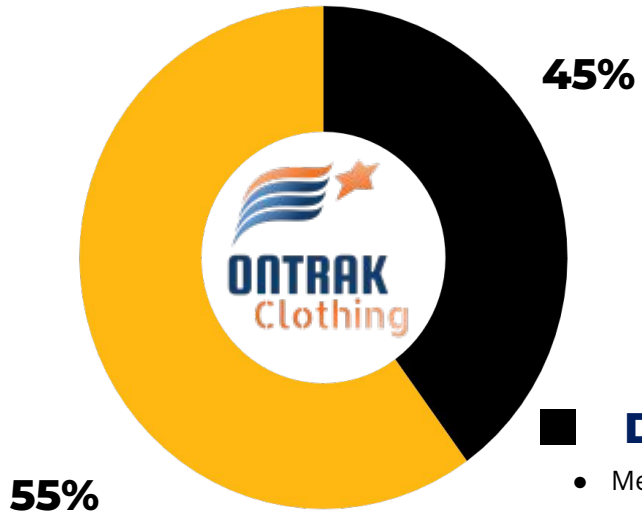
Connect with latest cutting-edge technology product trends. **Empower your performance** – build a loyalty community program with latest health and fitness tips

## Invent & Innovate

New digital platforms to tap on the exponential e-commerce market share and digital savvy audience. Encourage more collaborations amongst cross-function departments within organization



# Target Segment



## Demographics

- Men/Women
- 23 – 40 years old (Millennials)
- Professionals, Managers, Executives
- Mostly single, newly married couples
- Middle to high level disposable income

## Psychographics

- Enthusiasts" runners
- Has a secondary sport (indoor/outdoor)
- Participate in sports events
- Digitally savvy, heavy user of social media
- Active social life
- Seek quality fit and feel. Value tech advanced products
- Uses apps to track fitness progress
- Adopt healthy food/nutrition's
- Invest in new tech lifestyle gadgets
- Join online community groups for updates
- Comfortable in wearing active leisure wear for social meet ups



# Our Customer Journey (Micro-Moments)



- I want to know about fitness trends 2021;
- I want to lead a healthy lifestyle;
- I want to start a fitness regime



*Browse articles on popular fitness trending now; Install health/fitness apps*



- I want to improve my running performance;
- I want to look good while running;
- I want to track my running/fitness performance



*Join community group on social; Follow fashionable fitness influencers*



- I want to know what OnTrak sells;
- I want to know reviews on OnTrak products;
- I want to get the best price for OnTrak



*Visit OnTrak website and social media pages; Read reviews on OnTrak websites/media platform and watch related YouTube channels*



- I want to recommend OnTrak products;
- I want to know OnTrak upcoming promos/events;
- I want to share my experience with the fitness community



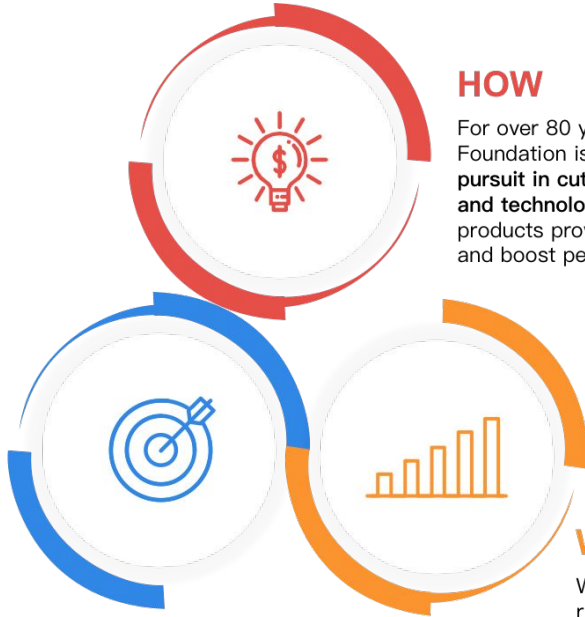
*Leave online reviews on website, blog, forum pages; Sign up for OnTrak newsletters/alerts*



# Brand Mission, Purpose & Value

## WHY

At OnTrak, we are passionate about running to increase one's performance and to stay healthy. We believe in empowering our customers to **unleash their power** within in achieving their fullest potential!



## HOW

For over 80 years, OnTrak's Foundation is laid in our **relentless pursuit in cutting-edge innovation and technology**. Our superior quality products provide excellent comfort and boost performance

## WHAT

We provide the **highest quality** running shoes and sports apparel for elite runners and running enthusiasts who want push their limits and increase their performance. There is always something unique and compelling for everyone

## Mission

Everyone has equal access to our premium and high-performance sports products developed with cutting-edge innovation and technology

## Purpose

OnTrak's superior quality products work hard to improve one's performance and enables individuals to be the best version of themselves!

 **ONTRAK** Clothing **× TAGLINE: Unleash Your Power**



# Customer Journey & Our Brand Values



**SEE**

**I want to** improve my running performance to participate in races and marathons; **I want to** know the best sports brands that focus on performance and comfort

## MASLOW'S SAFETY

Reach out to new customer segment by creating an **OnTrak** App that tracks customer's running performance, goals, including vlog of Olympians sharing how they train for their races



**THINK**

**I want to** find out more on various high-quality sports brands and their products

## MASLOW'S SAFETY

Ensure **OnTrak** ranks high on for comfort and high-quality running shoes and sports apparel; a result of organic search and paid advertisements on social media platforms



**DO**

**I want to** find out which **OnTrak** running shoes meet my needs and/or if there is any latest promotions/offers for their products

## MASLOW'S ESTEEM

**OnTrak** App and website featuring latest product launches, online exclusive, enabling online purchases with easy return & refund policies in place



**CARE**

**I want to** show off my **OnTrak** shoes and I want to share my running and training tips

## MASLOW'S ESTEEM & SELF-ACTUALIZATION

Creating a section on **OnTrak**'s app and website for key influencers and Olympic runners to share their stories and running career

## Brand Values

### PASSION

*Using sports in uniting the community*

### INTEGRITY

*We are honest and ethical*

### PERFORMANCE

*Running and health are why we exist*

### CUSTOMERS FIRST

*We are committed in meeting customers' needs*

### QUALITY

*We strive to produce highest quality all-time*



# Content Plan



To Entertain



## Viral Video

Produce videos that sparks attention and drive user engagement on social media

Channels: Social Media

To Educate



## Influencer Endorsement

Engage famous athletes to endorse OnTrak products and outlined key selling features

Channels: Website, Blogs, Social Media

### Business Goals:

- To create brand awareness
- To Maximize leads generation campaign from channel subscribers/followers

HERO

To Educate



## Sports Tips

Posting of sports-related tips and how OnTrak products helps improve overall performance

Channels: Website, Blogs, Social Media

To Inspire



## Fun Facts

Posting of sports related contents and unique features of OnTrak products to inspire and to connect with users

Channels: Website, Blogs, Social Media

### Business Goals:

- To educate unique selling point of OnTrak products
- To inspire and create more sports enthusiasts

HELP

To Inspire



## Newsletter

Updates on latest launches and initiatives

Channels: Email

To Convince



## Customer Review

Customers reviews are best testimonies of products

Channels: Website, E-commerce, Social Media

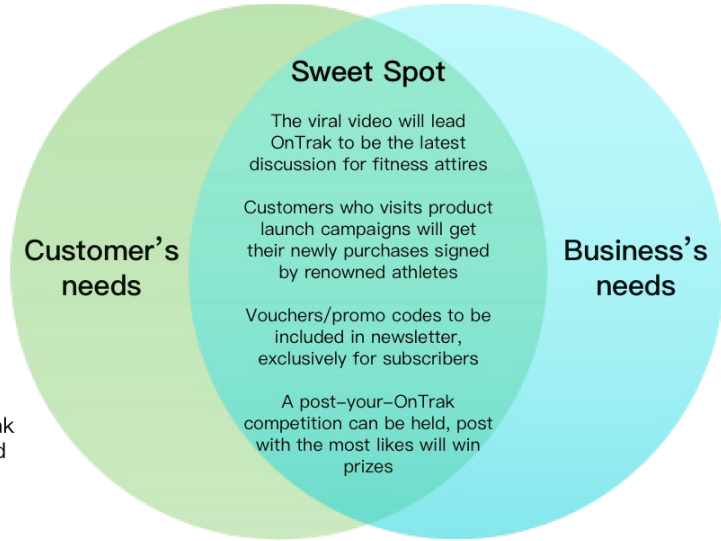
### Business Goals:

- To stay connected and increase customer-engagements
- To drive prospective customers to OnTrak e-commerce landing page



HUB

# Sweet Spot



## Sweet Spot

The viral video will lead OnTrak to be the latest discussion for fitness attires

Customers who visits product launch campaigns will get their newly purchases signed by renowned athletes

Vouchers/promo codes to be included in newsletter, exclusively for subscribers

A post-your-OnTrak competition can be held, post with the most likes will win prizes

**Customer's needs**

**Business's needs**

**See**  
Searching for fitness attires

**Think**  
Getting to know Ontrak products, features and prices

**Do**  
Making purchase and securing future incentives

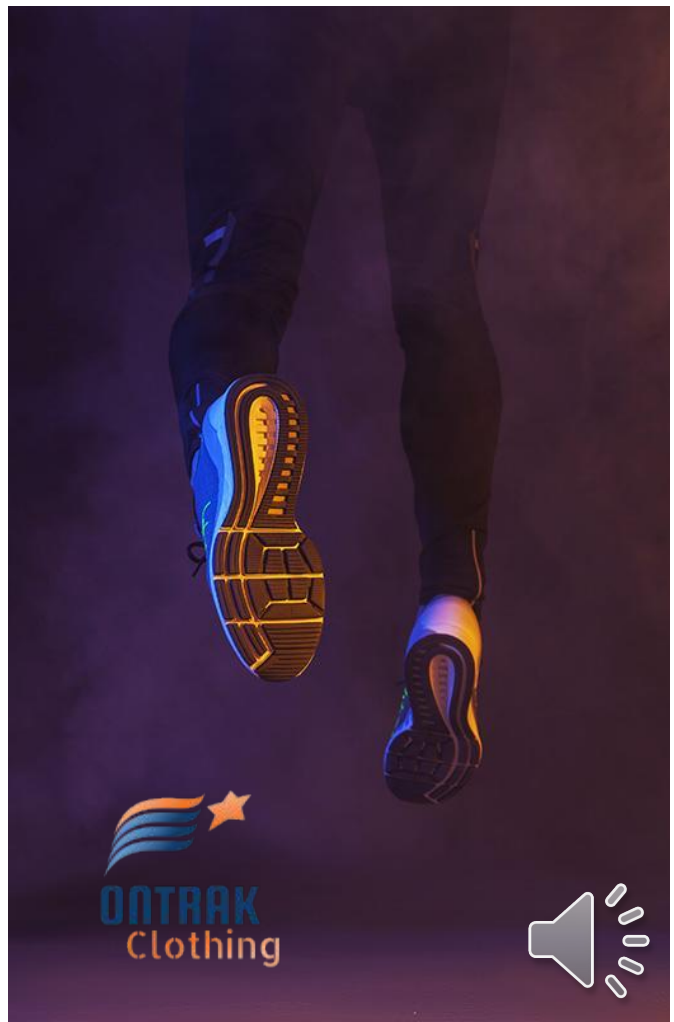
**Care**  
Sharing their latest purchase

**Entertain**  
Create viral videos to attract attentions

**Educate**  
Engaging celebrities to endorse products and outline key features

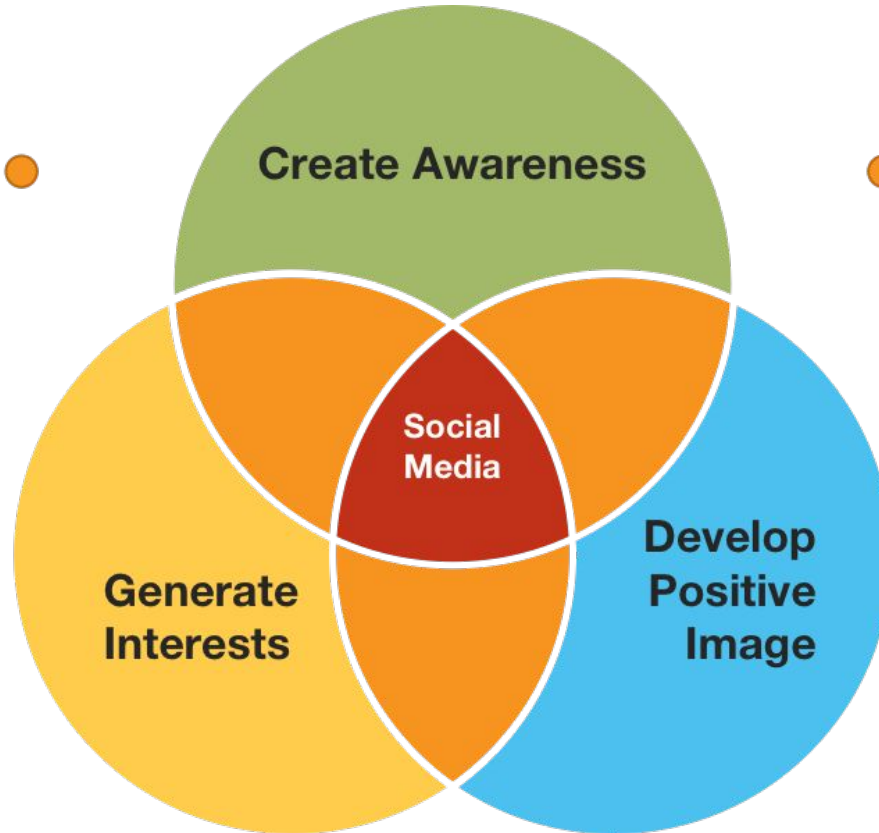
**Inspire**  
Newsletter campaign to update on new products and offers

**Convince**  
To attract and retain customers



# Social Engagement Strategy

**SOCIAL LISTENING** ●



**SOCIAL MONITORING** ●



# Social Engagement Strategy

**Objective:** To grow the brand and top-of-mind awareness through reach and engagement with target audience



Phase 1

**Paid Media**

## #Unleashyourpower Campaign



Invite influencers and users to share posts on their toughest workout they can do and tag others to challenge. #Unleashyourpower

Boost reach and specific targeting through Social Media

Phase

**Organic Media**

1

## Influencer Program



Product seeding and encourage UGC posting on IG Stories and Twitter. #ThisIsOnTrak

## Setup Interest Groups

Share fitness tips, key sporting events coverage, running trends and other interest topics

**Organic Media**

## Optimised Current Social Presence

Perform active social listening and monitoring using HubSpot software



Regular posting of new events & happenings, polls & contests, latest promotions and brand content

Jump in anytime to retweet, share and repost relevant content from others

Encourage customers to post photos and reviews of their OnTrak products. #ThisIsOnTrak

Focus on social customer service by offering prompt advices, resolution and support

Phase 2

**Paid Media**

## #RunOnTrak Campaign



Sponsor a reality show featuring running enthusiasts on their run journey across key cities. Runners to live tweet during the run. #RunOnTrak

Phase

**Organic Media**

2

## Short-form Video Campaign



Develop a series of lifestyle videos with OnTrak's product placement and integration in a runner's daily workout routine. #RunOnTrak



# Bringing It Together

## Collaboration

- Online and retail stores to work closely together to embody customer centricity to deliver omni channel experience
- Cross-functional meetings for better alignment and coordination between departments to review customer journey to ensure top performance across social channels

## Digital Champion

- Chief Executive Officer to lead by presenting new brand mission and vision into key functions that leverage on rich brand history and also focus on adopting digital first mindset



## Customer First

- Set SMART goals with a strong focus on customer centricity
- Special attention on Social Media Listening and Social Media Monitoring to assist customer throughout their buying journey
- Chief experience officer set goals with KPIs with data driven decision making to deliver timely and efficient customer experience

## Innovation

HR & Talent Development to organize internal seminars and workshops to enhance digital awareness and skills for employees to identify and hire new talents to drive business goals



# THANKS

## Resources

- [\\*https://www.statista.com/statistics/254489/total-revenue-of-the-global-sports-apparel-market/](https://www.statista.com/statistics/254489/total-revenue-of-the-global-sports-apparel-market/)
- [\\*\\*https://www.statista.com/topics/1141/health-and-fitness-clubs/](https://www.statista.com/topics/1141/health-and-fitness-clubs/)
- [\\*\\*\\*https://kinsta.com/blog/ecommerce-statistics](https://kinsta.com/blog/ecommerce-statistics)

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