MissFit Market Research and Branding Campaign:
Strategic Branding for a Pole Dancing Fitness Company

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ABSTRACT

The following study is an investigation of how to strategically brand a pole dancing company called MissFit in a way that helps reshape the public’s current perceptions of pole dancing. Although it originated as an exotic dance form inside strip clubs, pole dancing has transitioned into the mainstream world. It continues to grow in popularity as many women have begun to realize its various physical and mental health benefits. Pole dancing competitions are now held all over the world, legitimizing it as a competitive sport and art form. However, much of the public, especially older generations, still view the activity as a taboo, often associating it with “stripping.” This study focuses on market research that examines the public’s current perceptions of pole dancing as well as the effects of choice words and images on those perceptions. The results are then analyzed to create a strategic plan for branding a new pole dancing fitness company called MissFit. The strategic plan is designed to effectively brand MissFit in a way that attracts target markets, communicates key messages, and helps reinforce positive depictions of pole dancing as a recreational activity.
# TABLE OF CONTENTS

Chapter 1 ............................................................................................................................... 1
  Introduction ......................................................................................................................... 1
  Statement of the Problem ................................................................................................. 1
  Background of the Problem .............................................................................................. 2
  Purpose of the Study .......................................................................................................... 3
  Setting for the study ........................................................................................................... 3
  Research Questions ......................................................................................................... 3
  Definition of Terms .......................................................................................................... 4
  Organization of the Study ................................................................................................. 5

Chapter 2 ............................................................................................................................... 6
  Literature Review ............................................................................................................. 6
    Introduction ..................................................................................................................... 6
    Similar Companies: What’s out there? ........................................................................... 8
    Branding for Pole Dancing .............................................................................................. 9
    Attitudes Towards Pole Dancing ................................................................................... 11

Chapter 3 ............................................................................................................................... 13
  Methodology ..................................................................................................................... 13
    Data Sources .................................................................................................................. 13
      Participants ................................................................................................................. 13
    Survey Design ................................................................................................................ 14
    Data Collection ............................................................................................................. 14
Data Presentation ................................................................. 15
Limitations ................................................................. 15
Delimitations ................................................................. 15

Chapter 4 ................................................................. 17
Data Analysis ................................................................. 17
  Situational/Data Analysis ................................................................. 17
Public Relations Plan ................................................................. 20
  Goals/Objectives ................................................................. 20
  Target Audiences ................................................................. 21
  Strategies/Tactics ................................................................. 21

Chapter 5 ................................................................. 24
Discussion and Recommendations ................................................................. 24
  Summary ................................................................. 24
  Discussion/Recommendations ................................................................. 25
  Conclusion ................................................................. 28

References ................................................................. 30

Appendix ................................................................. 36
LIST OF TABLES

Table 1. Age Survey Question ................................................................. 36
Table 2. Gender Survey Question ............................................................. 37
Table 3. Pole Dancing Participation Question ........................................... 37
Table 4. Reasons For Pole Dancing Survey Question ................................. 38
Table 5. Exposure to Pole Dancing Survey Question ................................. 39
Table 6. Likert Scale Perceptions of Pole Dancing (before images) ............. 40
Table 7. Likert Scale Perceptions of Pole Dancing (after images) ............... 40
Table 8. Likert Scale Effective Branding Test ........................................... 41
LIST OF FIGURES

Figure 1. MissFit Website Screen Shot .................................................................42
Figure 2. MissFit Logo ..........................................................................................43
Figure 3. MissFit Business Card ............................................................................43
Figure 4. MissFit Facebook Screen Shot ...............................................................44
Figure 5. Pole Dancer Images Shown In Survey ....................................................45