Drenched Fitness: Marketing Toward Men

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By
Erin Sydni Abzug

Dr. David Askay
Senior Project Advisor
Signature
Date

Dr. Bernard Duffy
Department Chair
Signature
Date

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Introduction

The inner workings of organizations have been dissected and examined to understand the communication processes both within organizations and between organizations and their consumers. For organizations to function properly, internal communication structures need to be running properly, as does external communication with the organization’s environment and multiple publics. An open system, one that communicates with its clients and environment, will not only listen to, but also implement collected feedback and recommended changes, allowing the system to survive. On the other hand, a closed system, one that does not monitor, listen to, or implement feedback from its environment, will enter a state of entropy (Fahs, 2014). After reaching out to Drenched Fitness, a premier group fitness studio in southern California, about their current communication tactics and their marketing strengths and weaknesses, the gym has stated that communication with the external male population has not been effective or developed to its full potential. Drenched Fitness hopes to better their communication and effectively reach a wider male population to keep themselves in the open system realm and to increase male enrollment in their co-ed, group exercise classes.

The gym’s current client market consists of primarily women between the ages of 30 and 45. Drenched Fitness would like to increase this population by drawing in a larger amount of men roughly between the ages of 30 to 50 years old. The struggle to target men has been due to a lack of implemented tactics specifically targeted at males and also concerns from males themselves about the idea of joining the gym’s co-ed, class based, fitness program. Men have voiced that they would rather not partake in group exercise classes as classes have been stereotyped as feminine and unable to provide them what they would like to receive out of a
workout. Secondly, men have indicated that they believe that women at Drenched Fitness are going to outperform them. These seem to be huge barriers for men due to the fact that mens’ egos and inclinations for competition are at risk. Overcoming these barriers and having the ability to target both the male population and the female population is not only a marketing goal of Drenched Fitness, but also has been for many other companies, as the technique of targeting both genders has provided success and benefits to many well known businesses.

Gender is frequently used to implement market segmentation strategies for three reasons: gender is easily identifiable and measurable, gender is accessible through various communication channels, and gender is large enough to be profitable. These three traits meet the requirements for successful implementation (Putrevu, 2001).

American journalist Edward Wong from the New York Times quoted that “Nike’s executives have come up with strategies they hope will take advantage of the differences between how women and men conceive of sport, how they shop for clothing and shoes and what they think of celebrity athletes” (Putrevu, 2001). Another well known business, Honda Motor Company, Ltd launched the Honda Fit “She’s” model in 2012 which targeted women with the car’s pink stitching on the upholstery, pink gold chrome finishes, and pink key (Krashinsky, 2012). The model was also marketed as having “plasmacluster air conditioning technology” to be beneficial for the skin. While another popular industry, the beer market, has been primarily aimed at targeting men by creating an image of being in control of life, in 2009 Molson Coors launched a two-year, multimillion-dollar project called the BitterSweet Partnership which was designed to evenly balance their marketing toward both genders. The company zoomed in on women as a potential growth segment to increase sales (Krashinsky, 2012). The use of gender
segmentation in these well known companies and industries has shown the importance of paying attention to both males and females as each gender calls for unique marketing tactics and each gender provides growth and different image development for companies. As gender has proven to be commonly and successfully used in marketing, the exploration into how it can be used in an effective manner is necessary for its implementation at Drenched Fitness.

In order to overcome the barriers existing which prevent men from being attracted to Drenched Fitness, the creation of message content that sparks attention and triggers a man’s likelihood to attend Drenched Fitness needs to be addressed. Previous research has been conducted to understand the male information processing system and to understand what types of message content is going to make their brains inclined to pay attention to and adhere to information. Additionally, research on organizations’ value systems has been examined to explain that when an organization’s set of values matches their consumers’ value systems, consumer identification and commitment will occur. Drawing from these concepts and an assortment of communication theories and their implications, marketing advice and a marketing plan will be proposed that should be effective at targeting the male population to fill the holes in Drenched Fitness’ desired target audience.

**Audience Analysis**

An audience analysis was conducted on a similar male demographic to Drenched Fitness’ in order to understand the needs and values of men in regard to their gym environment tendencies and experiences. Understanding what men would like out of their gym experience is beneficial in order to specialize message content to match their needs. A variety of communication concepts and theories informed the development of the audience analysis in the
form of a survey of questions (see Appendix A). The survey was then administered to Estrada’s Gym in San Luis Obispo, California. Estrada’s Gym has a large amount of weights and strength training equipment and is an all male’s gym with a male demographic similar to that of which Drenched Fitness would like to attract. The men who are members of Estrada’s Gym range from mid 20s to early 60s. Estrada’s Gym was the subject of this audience analysis instead of Drenched Fitness because at the current time, Drenched Fitness is not reaching their potential to target men. Therefore, choosing an already established, all men’s gym allows for the ability to understand what is drawing these men to this gym and to understand a currently active male audience’s perspective.

As seen in Figure 1 the results of the survey reported that 73 percent of men had heard about Estrada’s Gym from being referred by a friend or family member, while 27 percent learned of the gym through word-of-mouth. One-hundred percent of the men surveyed have made friends at Estrada’s Gym and 73 percent of men indicated that a sense of community is very important to them, while 27 percent of the men indicated that they would categorize a sense of community as important. When asked how likely it would be for these men to attend a co-ed, group exercise class, the answers ranged from unlikely to very unlikely. However, when asked what would make them inclined to attend a co-ed, group exercise class three answers tended to appear: a sense of competition, a planned workout, and a planned workout time. When asked how likely it would be for these men to read an Estrada’s Gym’s monthly newsletter if one were to be implemented, 90 percent responded that they would be likely to read this material. Men specified that the most important aspect of a gym to them is the equipment or having room to complete
their workout. The reasons why these men have stayed at Estrada’s Gym is because they indicated they have friends there or the gym has not changed much since they joined.

Mens’ likes and dislikes discovered through this survey in combination with communication theories will help to inform how to create a successful campaign that will appeal to Drenched Fitness’ desired audience.

Figure 1: Audience Analysis
Theoretical Background

Using the information from the audience analysis in combination with communication theories will create a model for how to market toward men.

Brain Lateralization

Research has shown that men and women’s brain functioning differs, causing each to process information differently. Understanding how men and women decode and process information is essential to being able to target them with messages. A well established theory accounting for certain differences between the way men and women process information is brain lateralization. The human brain is comprised of the left hemisphere specializing in verbal abilities and the right hemisphere specializing in spacial perception (Putrevu, 2001).

Lateralization, or specialization, occurs in one hemisphere causing that hemisphere to become dominant in one’s behavior. The left hemisphere is typically found to undergo more lateralization, strengthening verbal abilities. However, gender differences in cognitive functioning have been found with tasks of spacial and verbal skills, suggesting that each gender experiences lateralization differently. The timing of when lateralization takes place effects one’s capability of spacial and verbal skills and accounts for the gender differences. Conclusions suggest that “…lateralization begins earlier in girls, thus giving them an advantage in the verbal domain while boys show superior spatial skills due to delayed lateralization” (Putrevu, 2001, p. 3). With women being more adept at verbal skills it would seem they are inclined to and skilled at both comprehensively and verbally processing information-rich messages. Men, on the other hand, are more in tune with visuals, shapes, and sciences, seeming to be more analytical and
more responsive to content with less written or verbal information. These brain hemispheric
differences influence how men and women understand and evaluate information.

**Nonverbal Reinforcement.** With the right hemisphere, where spacial abilities are
developed, being dominant in men and allowing them to excel in spacial skills this suggests that
they may benefit more from nonverbal reinforcement including pictures, graphs, and other
visuals (Putrevu, 2001). The use of nonverbal communication also has the benefit of condensing
otherwise lengthy, textual information, into a briefer visual as succinctness has tended to be
agreeable men. Additional research on the tendency of men to favor conciseness of information
has been developed into the selectivity model which further explains their processing of
messages.

**Selectivity Model**

The selectivity model created by Meyers-Levy (1989) and further explained by Sanjay
Putrevu (2001) proposes that men do not participate in a comprehensive processing of all
available information when drawing a conclusion or making a judgement. Rather, men are
classified as “selective processors” who focus on what is readily available and rely on heuristics-
mental shortcuts that provide them with an inference. Because men process information based on
heuristics they are more likely to pay attention to and be interested in overall message themes or
ideas than to engage in the decoding of detailed messages.

An example of a heuristic is choosing to eat at restaurant B rather than restaurant A
because restaurant B has more cars in the parking lot. The fact that the parking lot was more
crowded at restaurant B provided an inference that this restaurant is better than restaurant A.
The heuristics that men use to process information have typically been found to be “efficiency-striving heuristics, often in the form of predominant self-oriented schemas...Meyers-Levy suggests that males streamline their processing of external world information by focusing on how information affects them as individuals” (Hallahan, 1995, p. 2). This suggests that for men to be stimulated when receiving message content, heuristics that are relatable and allow the man to be self-focused should be implemented. Men are going to respond less favorably if a message does not directly relate to their individual needs.

Relating back to the restaurant heuristic example, yet exchanging restaurant A and restaurant B with gym A and gym B, if gym A is trying to attract men, gym A should advertise an attribute that men value from a gym such as competition. The process still parallels the example of the restaurants but now reads gym A was chosen over gym B because gym A has a sense of competition.

**Self-Focused Heuristics.** The heuristics to tap into for attracting men should be related to the man and allow him to be self-focused and directly impacted by the message content. Rather than addressing men as a collective group of people, message content that speaks on an individual level, addressing the man as a single, will allow him to focus on how that message content is going to effect him directly. The fact that men have been described as self-focused invites some of the information gathered from the audience analysis at Estrada’s Gym to come into effect, as the analysis provided information about what men care about. Men specified that if they were going to attend a co-ed, group exercise class then a sense of competition, a planned workout, and a planned time to workout would be most likely to entice them to participate.
Message content that addresses how Drenched Fitness fulfills these needs would be likely to spark activity in a man’s brain functioning and persuade them to attend the gym.

**Conciseness and Simplicity.** Being selective processors who rely on message themes and readily available information rather than an exhaustive amount of information on a topic, men are more likely to be influenced by messages that are concise, simple, and which avoid secondary detail. These messages should create an overall theme that activate a man’s heuristics. An extensive amount of text with detailed information and explanations would not be an effective marketing tactic. Even if elaborate information is provided, the selectivity model suggests that men will still base their judgment on only a subset of the provided information.

**Item-Specific Processing**

In relation to this self-oriented thinking of men is another useful theory for informing the creation of message content. An additional explanation for the differences between genders processing information has been dichotomized into item-specific versus relational processing. Item-specific elaboration focuses on “attributes that are unique or distinctive to a particular message,” (Putrevu, 2001, p. 7) while relational elaboration “(emphasizes) similarities or shared themes among disparate pieces of information” (Putrevu, 2001, p. 7). Men engage in item-specific processing as men seem to concern themselves with self-focused goals, focusing on unique message attributes that will impact them directly, rather than attributes that are common to all people or all organizations. Women, on the other hand, tend to focus on all attributes of a message since they are concerned with the whole impact of a message and its relationship and communal goals, leading to more creative or imagery dominated interpretations (Putrevu, 2001). Men have therefore been classified as more logical due to their attention to a few salient
attributes while women have seemed to be more subjective, finding relationships between all available cues (Putrevu, 2001). Drenched Fitness will benefit by focusing on their salient attributes in order to align with a man’s tendency to be logical.

**Unique Attributes.** Item-specific processing can be implemented to stimulate a man’s brain functioning by highlighting clearly identifiable, noteworthy, and distinctive attributes of a company. Research conducted to understand males’ and females’ preferences for different website functions supported that “websites targeting men should not emphasize features common to the product category, but instead focus on one or two features that are unique to the advertised product or brand. In contrast, women, as relational processors, would value category-based messages that focus on the common themes of the claim rather than the unique features” (Kim, Lehto, & Morrison, 2007, p. 432). The item-specific processing technique adds support to the fact that men are influenced by specific message themes, rather than common themes which females tend to adhere to. To attract men, Drenched Fitness would benefit by communicating characteristics of their gym that are distinct to them specifically. These attributes can range from their use of high intensity interval training, their time arrangement of classes, specific community involvement, to characteristics of their trainers, and other unique aspects of Drenched Fitness where other fitness and health organizations differ. Further, the language used to express these attributes can also be used tactically to adhere to men by focusing on objectivity rather than subjectivity.
Objectivity versus Subjectivity

Evidence suggesting that men and women respond differently to objective versus subjective advertising claims should also be implemented by marketers in their use of language when trying to target a specific gender.

According to Darley and Smith (1995), there are two criteria that make a claim objective. One criterion is the extent to which the message associates the brand with a tangible product such as a physical attribute that is directly apparent through sight or touch. The second criterion is the extent to which the claim includes factual information “that can be measured by a standard scale not subject to individual interpretation” (Darley & Smith, 1995, p. 42). An example of how to implement a tangible and factual, therefore objective message, is to state “‘This car has a V-8 engine,’” (Darley & Smith, 1995, p. 42) representing a tangible attribute and then to finish by stating, with “‘a purchase price of only $8879,’” (Darley & Smith, 1995, p. 42) representing a factual statement. In contrast to objective claims, subjective claims include emotional impressions of intangible or nonphysical features unable to be directly perceived because they lack physical reality. This type of language is represented as stating a car has “‘beautiful styling,’” (Darley & Smith, 1995, p. 42) which is nonphysical. Secondly, subjective messages are subject to individual interpretations that cannot be measured, such as “‘a surprisingly low price,’” (Darley & Smith, 1995, p. 42).

Darley and Smith suggest that males tend to be more analytical and logical, favoring objective message content, while females tend to be more intuitive, favoring subjective message content. Males’ language will focus on physical attributes and reflect readily available, objective states, while females focus on evaluative ideas with language reflecting interpretation,
subjectivity, and the use of more adjectives. Therefore, message content developed should be written in language that compliments the tendency of men to focus on objective--factual and tangible--attributes of a product.

Objective Language. Language targeting men needs to include facts that can be measured by a standard scale, rather than personal interpretation, and tangible, rather than nonphysical attributes. Personal interpretation messages are exampled by “Drenched Fitness is the best cardiovascular workout” or “our trainers are upbeat and educated.” To change these messages into factual information they might read: “Drenched Fitness’ group exercise classes employ high intensity interval training that has the ability to improve heart health by lowering cholesterol and improving fat burning” or “our instructors are all certified personal trainers.” These messages can be proven by concrete evidence.

Secondly, tangible attributes of Drenched Fitness would include things like the layout of the room to the type of equipment that can be found at the gym and what each piece of equipment offers to one’s workout. Objective language can create positive judgements of messages, which is important as a man’s self-generated judgment is a strong indicator of how he will relate to a product or service.

Self-Generated Judgements

According to researchers Kim, Lehto, and Morrison (2007), as contrasted with men, women tend to be comprehensive processors who gather and consider all available information and sources before coming to a judgement. Women are more strongly reliant on other-generated and external sources to formulate their thoughts, meaning they consider outside information rather than their own opinions. Men, on the other hand, tend to rely on self-generated
A study on gender differences in an online travel information search, Internet Tourism & Travel (2001), was conducted to understand how men and women use online information differently. In this study, women planning a trip visited sites that contained entertainment, map, restaurant, and local information while men planning a trip visited information on flights, accommodation, rental cars, and weather. These differences in types of information sought also show that as item-specific processing suggested, men are more concerned with attributes and logistics that are going to directly affect them at the moment. While entertainment might be an important component of a trip, entertainment cannot be of a man’s concern if he cannot arrive at the destination in the first place, hence focusing on transportation initially. Additionally, women were reported as having a higher number of visits to various travel sources, both online and offline, which is support for the fact that women are more thorough and reliant on external information gathering than are men. If men are reliant on their own opinions to form impressions of a company, it would be beneficial for an organization to understand what their male audience is interested in and find congruity between those values and their own in order to show similarities and increase brand affinity.

Value Congruity. Finding what a male audience values and matching up with those potential consumers’ value systems is advantageous for an organization because a congruity of brand and consumer values leads to consumer-brand identification. Consumer-brand identification has a positive influence on consumer behavior, one being that consumers find the brand more attractive, but also influencing: “consumer buying-related decisions, brand
preference, consumer loyalty, psychological sense of brand community and brand commitment, consumer satisfaction and a higher possibility of repurchase, positive word-of-mouth, and consumer’s willingness to pay a price premium” (Tuskej, Golob, & Podnar, 2013, p. 53). In order for these positive behaviors to occur, the brand needs to create and communicate consumer identity because “a consumer tends to create powerful relations with brands because they express and enhance one’s identity, which play an important role in a consumer’s life” (Tuskej, Golob, & Podnar, 2013, p. 54). When identification with a brand is established, the consumer begins to perceive the brand’s meaning and qualities as their own, morphing the brand into an extension of themselves, and allowing for more affinity toward the brand. If men feel more rapport with Drenched Fitness, these positive consumer behaviors are likely to occur.

**Self-Congruity Theory.** The concept of overlapping value systems has been formulated into the self-congruity theory which is defined as a mental comparison of the similarity or dissimilarity of an organization’s values and the consumer’s set of values (Tuskej, Golob, & Podnar, 2013). The self-congruity theory explains that when values match, consumers feel affinity toward the brand because these brands are allowing the consumer to maintain and express their sense of self openly and genuinely (Tuskej, Golob, & Podnar, 2013). Because individuals have a need for self-consistency and self-esteem, especially men who have been identified as self-focused and self-centered, organizations that have similar values to their consumers allow the consumer to feel like if they participate in the organization they are also moving themselves in accordance to practicing their personal value system.

Value congruity leads to strong consumer identification and commitment to the brand, influencing positive consumer behaviors and allowing people to form relationships with the
organization, working in align with the organization to achieve it’s goals. A company will also benefit from employing the self-congruity theory because as the theory’s process starts with a consumer identifying with a brand and later committing to it, the consumer then becomes inclined to spread positive messages about the brand through word-of-mouth (Tuskej, Golob, & Podnar, 2013). As Drenched Fitness has indicated that their main marketing tool at the current time is word-of-mouth, the self-congruity theory, ultimately leading to the circulation of more word-of-mouth messages, further propels their marketing tactics at work.

**Value System Overlap.** The information provided to men can only serve so much of a purpose until men rely on their self-determined assessment of a product. Rather than hard selling men with the company’s own opinions and with what the company feels are their important qualities, there will be more success providing brief and necessary information to men which allows them to draw their own conclusions. While an organization might value certain aspects of their business, instead of persuading men to accept and value those as well, men respond more when provided with concrete information on which they can then draw their own conclusions.

There appears to be a great amount of benefits when an organization’s value system aligns with their customers’ value systems. The implementation of the self-congruity theory can give Drenched Fitness these benefits if their message content can portray values that are shared with their current and potential male clients. The audience analysis conducted at Estrada’s Gym reported that men value the opinion of friends and family members, due to the fact that 73 percent of men had learned about the gym from a friend or relative. Since it seems that men trust and value the opinions of their friends and family members, with the marketing tools Drenched Fitness creates, there should be a way for the readers to share the messages with their social
network. This can be simply implemented by providing a share link on electronic content. If another man receives the same message content created by Drenched Fitness from their male friend or family member, it seems that the receiver would value the information passed on to him because they trust the sender. Another option is to employ a promotion of if a man brings a first time Drenched Fitness friend to a class, both participants get that one class for free. Again, if men are connected to their social network and value the opinions of their friends, it follows that a man’s friend would be inclined to attend if their friend speaks well of the exercise. Again, if the self-congruity theory is implemented, an outcome of the theory is the generation of word-of-mouth, leaving the sharing of message content to most likely happen effortlessly.

Additionally, 100 percent of men surveyed at Estrada’s Gym have made a friend or friends there and the majority of these men classified a sense of community as either very important or important to them. As one of Drenched Fitness’ five core values is community, Drenched Fitness should take this opportunity to pride themselves on their sense of community that they have established both within the gym and outside of the gym, emphasizing the community activities done by groups of Drenched Fitness members. If Drenched Fitness can illustrate their community through message content, value systems will overlap.

The members at Estrada’s Gym further expressed that they also value the equipment at the gym, the fact that they have enough space to exercise, and that the gym has not changed much since they have joined. Drenched Fitness’ message content should capitalize on these points by providing messages that show the value of their equipment as well, the fact that every individual has their own treadmill and specific place to workout on the floor, and that Drenched Fitness values the longevity, growth, and continuation of their business.
Summary

Based on the communication concepts and theories of brain lateralization, the selectivity model, item-specific processing, objectivity versus subjectivity, and self-generated judgements Drenched Fitness’ marketing messages should be comprised of what these concepts suggest: nonverbal communication, conciseness and simplicity, self-focused heuristics, unique attributes, objective language, and a value system overlap (see Figure 2).
Figure 2: Flowchart of Theories
Implementation

Drawing from the theories of communication detailed along with the specifics of the audience analysis, I have created example messages for Drenched Fitness. I have created two electronic newsletters embedded with communication concepts that should attain Drenched Fitness’ goal of marketing to the male population.

Channel

Cassell, Jackson, and Cheuvront (1998) have characterized the Internet as a hybrid channel of health communication, being a combination of a mass medium and an interpersonal medium. The mass medium component of the Internet comes from the Internet’s ability to reach large and geographically dispersed audiences. This large reach component and the ability to reach remote consumers who may not physically be in the presence of Drenched Fitness, is a quality that would be necessary for Drenched Fitness’ message outreach. However, “although mass media channels have proven capable of reaching and informing large audiences, interpersonal channels have been more successful in influencing attitudes and motivating behavior change,” (Cassell, Jackson, & Cheuvront, 1998, p. 71) supporting the need of the interpersonal aspect of this hybrid channel.

To qualify as interpersonal communication that influences behavior change, interpersonal communication must be both transactional and response dependent. Communication that is transactional allows for both the sender and receiver of the message to engage in the communication exchange and provide feedback. Communication that is response dependent means that the adoption of or attention to message content is dependent on the participation of the receiver. Persuasive messages only provide information and from there it is the choice of the
receiver to participate in the persuasion, “however, messages perceived as relevant to or congruent with existing attitudes or needs are more likely to facilitate personal involvement in the persuasion process” (Cassell, Jackson, & Cheuvront, 1998, p.74). As I have implemented the self-congruity theory into the message content I created, the messages are already congruent with the values of Drenched Fitness’ audience, increasing the likelihood that receivers will participate in the persuasion. Additionally, the Internet allows for this transactional component because blogging, commenting, and sharing links create constant feedback, creating the sense of an ongoing conversation.

Due to the fact that the Internet provides both mass communication and interpersonal communication, therefore being persuasive, Drenched Fitness’ marketing tactics will be effective if distributed through the Internet. The Internet also has the capacity to “foster ‘virtual’ communities by enabling persons with common health interests to maintain electronic contact” (Cassell, Jackson, & Cheuvront, 1998, p.72). Creating an electronic community will further foster a sense of community in the gym, something that is important to the audience.

Drenched Fitness has previously expressed the thought of implementing a newsletter for their clients. In combination of Drenched Fitness’ inclination to a newsletter with the fact that men rely on their own judgements of a product, making hard selling men not the most influential, an electronic newsletter would be a channel that is not only this hybrid channel of health communication, but also can be designed to be brief and informational, without being intrusive and ornamented. In order to understand how men would be receptive to a newsletter, the audience analysis survey questioned men on their likelihood to read a newsletter. The results
showed that 100 percent of the men at Estrada’s Gym would be likely to read a newsletter if one were to be implemented.

This newsletter should be distributed via e-mail directly to the male audience, but also published on the Drenched Fitness website, offering two places for it to be found. In the e-mail, while the newsletter will appear upon opening, there will also be a “click here to leave a reply” link that will connect to a common webpage to comment as well as show on-going conversations, allowing for both sender and receiver to be a part of the communication (see Figure 3). It will be Drenched Fitness’ responsibility to reply in a timely manner to these comments in order to maintain a sense of an interpersonal conversation. The newsletter e-mail will also include a link to the Drenched Fitness website, increasing traffic, and will also have a “share” button that will connect to Facebook, Twitter, and Google+. Again, these sharing features allow for the interpersonal feel of the Internet, but also align with men enjoying a sense of community and trusting friends and family.
John Smith  |  June 2, 2014 at 10:55 am

Thanks for the updates...does the coupon for a free class accompanied by a friend expire?

REPLY

Julie Kennington  |  June 2, 2014 at 11:13 pm

Hi John,
Yes, the coupon expires June 30, 2014. Hope to see you soon!

REPLY

Figure 3: Example of Comment Webpage
May Issue

Double the Drench

Share this coupon below for the chance to sweat twice as hard, run twice as fast, & lift twice as heavy

Drenched for 2
JOIN OUR ATHLETIC, SCIENTIFICALLY PROPORTIONED CARDIOVASCULAR AND STRENGTH TRAINING WORKOUT
FIRST TIME FREE IF ACCOMPANIED BY FRIEND

Share

60 minutes broken up into a back- and forth combination of allotted time for both treadmill drills and strength training - TRX bands, stability balls, large range of dumbbells, benches, and more

Variety Of Arranged Times

Sweat Us In Your Schedule

5:30 AM
7:00 AM
8:15 AM
9:30 AM
10:45 AM
12:00 PM
12:15 PM
5:30 PM
6:45 PM

Our Secret....
HIIT METHOD
High Intensity Interval Training

HiIT burns the fat, without losing muscle mass

Schedule today:

Use our equipment to stimulate the After Burn Effect where you will increase your metabolism and continue burning calories for up to 24 hours after training

CLICK HERE TO LEAVE A REPLY

http://www.drenchedfitness.com

unsubscribe from this list  update subscription preferences
**Application.** The first newsletter was built by applying the communication concepts and theories in combination with the audience analysis. Conciseness and simplicity is apparent throughout the newsletter in headings and descriptions. The self-focused heuristic of competition was implemented by the inclusion of a free class coupon to share and in the coupon’s description of working out twice as hard when bringing a friend. The second self-focused heuristic used to build the newsletter was planned workout times which is apparent in the image of listed times of Drenched Fitness’ classes. The concept of overlapping values with using the values of community and trust in family and friends was included in the newsletter with the coupon. Another value used was mens’ appreciation of equipment which was included in a description of Drenched Fitness’ class set-up and equipment offered.

Nonverbal communication appears in the form of the after burn effect chart where men can visually see how their metabolic rate functions after exercise. The description of the after burn effect as well as the description of Drenched Fitness’ classes were written with objective language and unique attributes, highlighting what differentiates Drenched Fitness’ workouts from others. Together, these concepts created the first newsletter targeted at men.
Double the Drench

Share this coupon below for the chance to sweat twice as hard, run twice as fast, & lift twice as heavy.

Value System Overlap: Community & Trust in Family/Friends

Value System Overlap: Equipment

Variety Of Arranged Times

Sweat Us In Your Schedule

60 minutes broken up into a back - and - forth combination of allotted time for both treadmill drills and strength training - TRX bands, stability balls, large range of dumbbells, benches, and more

Our Secret...

HIIT Method

High Intensity Interval Training

Self - Focused Heuristic: Planned Workout Times

Self - Focused Heuristic: Competition

Unique Attributes & Objective Language

Unique Attributes & Objective Language

Nonverbal Reinforcement

Objective Language

Schedule today:

https://client.mindbodyonline.com/AIPhones.asp?

studycode=12390

HiIT burns the fat, without losing muscle mass

Use our equipment to stimulate the After Burn Effect where you will increase your metabolism and continue burning calories for up to 24 hours after training.
Newsletter #2

Drenched Fitness - A Premier Group Fitness Studio

June Issue

Start Your Summer Sweat

Can’t make it into Drenched this week? We still have a HIIT challenge for you

5
BURPEES
30 SECONDS PLANK

5
PUSH UPS
30 SECONDS PLANK

5
TRICEP DIPS
30 SECONDS PLANK

5
SQUATS
30 SECONDS PLANK

5
MINUTE JUG/JUMP ROPE
30 SECONDS PLANK

REPEAT 5X

The Drenched Dish

The Love Run

What: Our Drenched team booth at the Love Run
When: Sunday, June 8th; first race begins at 7:45am
Where: 2011 Townsgate Road, Westlake Village, CA 91361
Why: Join our Drenched team in helping to support the Love Run which provides its proceeds to the Senior Concern’s Meals on Wheels program which strives to supply nutritious, prepared meals to those elderly in need in our community. As we provide our own Drenched nutrition program and foster an environment of health, we want to share that access to fresh food with all.

Class Split!

Drenched Fusion
Core Fusion
Yoga Fusion

Drenched Fusion fused too much together…so we split it into two to target your goals more efficiently.

Core Fusion: 15 minutes on treadmill;
45 minutes of core strengthening, working all muscles that originate from stabilizers and core: gluteus, abdominals, rector spinae, etc.

Yoga Fusion: 15 minutes on treadmill;
45 minutes of yoga

Sign up today: https://lists.winbodyjrp.com/ASPhone.asp?subcode=10209

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MailChimp
Application. The second newsletter was also created with the research of communication theories conducted. Conciseness and simplicity are apparent throughout the entire newsletter with short headings and descriptions of events. The self-focused heuristic of a planned workout was implemented twice in the newsletter. The first time a planned workout appeared was in the inclusion of an alternate high intensity interval training exercise offered to men if they could not come into Drenched Fitness that week. The second place a planned workout appeared in the newsletter was in the description of the classes of Core Fusion and Yoga Fusion. The concept of value system overlap appeared in highlighting a sense of community in describing an event Drenched Fitness is soon to partake in, the Love Run. By describing that Drenched Fitness has a team that will be there in support of the run, community is fostered. The Love Run was also described using objective language to adhere to men.

Nonverbal communication was used in the newsletter in the form of a picture of a man doing a push-up on the offered high intensity interval training workout. Additionally, nonverbal communication appeared in the use of a picture used to entice men to sign up for the Love Run. This communication was combined to create a coherent newsletter targeted at men.
Conciseness & Simplicity: Apparent throughout newsletter

Drenched Fitness - A Premier Group Fitness Studio

June Issue

Start Your Summer Sweat

Can't make it into Drenched this week? We still have a HIIT challenge for you.

The Drenched Dish

The Love Run
What: Our Drenched team booth at the Love Run
Where: Sunday, June 8th; first race begins at 7:45am
Why: Join our Drenched team in helping to support the Love Run which provides its proceeds to the Senior Concerns Meals on Wheels program, which strives to supply 2 nutritious, prepared meals to those elderly in need in our community. As we provide our own Drenched nutrition program and foster an environment of health, we want to share that access of fresh food with all.

Self - Focused Heuristic: Planned Workout

Nonverbal Reinforcement

Value System Overlap: Sense of Community

Class Split!

Drenched Fusion
Core Fusion
Yoga Fusion

Drenched Fusion fused too much together...so we split it into two to target your goals more efficiently.

Core Fusion: 15 minutes on treadmill; 45 minutes of core strengthening, working all muscles that originate from stabilizers and core: gluteus, abdominals, erector spinae, etc.

Yoga Fusion: 15 minutes on treadmill; 45 minutes of yoga

Sign up today: https://clients.mindbodyonline.com/ASP/home.asp?studioId=152800

Self - Focused Heuristic: Planned Workout

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Evaluating Success

Distribution

While the above newsletters should be distributed electronically via e-mail by Drenched Fitness, print versions were created in order to distribute them to a similar demographic to Drenched Fitness to test their success (see Appendix B). Both newsletters along with a survey questioning mens’ reactions to the message content were given to various gyms in San Luis Obispo, California and were filled out by their male members between the ages of 18 to 63 (see Appendix C). A substantial amount of information was gathered through the use of these surveys and the results will be reviewed followed by a discussion of the newsletters’ success.

Results

Newsletter #1. After distributing the surveys to a variety of gyms, of the 27 men who participated, 14 men indicated that they would either be likely or very likely to attend Drenched Fitness after reviewing the first newsletter. Seven men remained neutral to attending the gym after seeing the newsletter, and six men stated that they would be unlikely to attend Drenched Fitness based on the newsletter.

The 14 men who stated that they would be likely to attend Drenched Fitness, also stated that they would be likely to share the presented coupon on the newsletter with a friend. Those who remained neutral to attending Drenched Fitness also indicated that they would still be likely to share this coupon, while the six men who are not in favor of attending the gym are not likely to share this coupon. Additionally, the majority of men reported that they would not share this newsletter with their friends via Facebook, e-mail, or another means of electronic
communication, indicating the ability to share the newsletter did not stand as effective as suggested by theory.

When asked what they like best about the newsletter, with the ability to choose more than one characteristic, 16 men reported they best liked the planned workout times, seven men reported the high intensity interval training, followed by six men indicating the HIIT graph, and five men stating what the gym offers. Furthermore, four men enjoyed the ability to share the coupon and four men indicated the briefness of the newsletter is what resonated best with them.

Questioning if the newsletter addressed the mens’ needs of a gym, half indicated that the newsletter either moderately or extremely met their needs while the other half of men indicated that it somewhat addressed their needs. When asked to specify why the newsletter did not resonate with them, the majority of men reported that the colors and font were hard to read and could have been more visually stimulating. While there are areas to improve upon in the first newsletter creation, the majority of men are likely to attend Drenched Fitness.

It should be pointed out that while a lot of men did report being “neutral” or selecting “somewhat” as an option to certain aspects, it should be clarified that on a five point scale ranging from very unlikely to likely or not at all to extremely, “neutral” and “somewhat” still score a value of a three points out of five points.

**Newsletter #2.** Focusing on the second newsletter, 16 men are either likely or very likely to attend Drenched Fitness, while seven men are neutral, and four men are unlikely to attend Drenched Fitness based on their reading of the second newsletter. Twelve men said they would be likely to share this newsletter with someone they know, while nine said they are neutral to sharing the newsletter, and six indicated they would not be inclined to share this newsletter.
After being asked to indicate what they like best about the newsletter, with the ability to choose more than one characteristic, 19 men stated the provided workout was the most attractive aspect of the newsletter, followed by the Love Run with eight men reporting that as what they enjoyed best. Two men indicated that the brevity of the newsletter resonated with them and two men reported the new class offerings were favorable to them.

Men were also asked if they felt a sense of community after reviewing the second newsletter and 16 of the men reported a moderate or extreme feeling of community, while nine reported somewhat feeling community, and two reported they did not feel a sense of community from this newsletter.

Given the chance to state what they did not like about this newsletter, again men reported the colors and font being hard to read, but also that they did not know where the gym was located. Together, the results indicate that the majority of men are likely to attend Drenched Fitness after viewing the two newsletters, however, some areas of the newsletters are stronger than others and some areas need improvement in order to increase the attractiveness of Drenched Fitness.

Successes

After reviewing the first newsletter only six men reported to be unlikely to attend and after reviewing the second newsletter only four men would be unlikely to attend. Overall, the newsletters attracted the majority of men to attend Drenched Fitness, suggesting that the theoretical concepts hold strong.

As nonverbal reinforcement was recommended in the use of message creation, a portion of the men indicated the HIIT graph on the first newsletter as what resonated best with them. The
brevity of the newsletters was also mentioned as appreciated by a portion of the men in response
to both newsletters, supporting the fact that men are selective processors.

Self-focused heuristics were employed into the newsletter in the area of incorporating a
list of planned workout times and a provided workout to the men. The audience analysis listed
planned workout times as something that would make men inclined to participated in a co-ed,
group exercise class and after viewing the newsletters, 16 men specified the planned workout
times as what they liked best. Secondly, the audience analysis also reported a planned workout as
a reason men would be inclined to take a co-ed, group exercise class and 19 men indicated that
the provided workout in the second newsletter was what they liked best. This shows that the
results from the audience analysis were able to be expanded and applied to a second, larger
audience and still hold true. The fact that the planned workout times and provided workout were
effective in the responses to the newsletter shows that men are influenced by characteristics that
are directly related to themselves and self-focused heuristics should be employed.

Unique attributes were incorporated into the newsletter by explaining the high intensity
interval training method as distinctive of Drenched Fitness. Seven men listed the method as what
they enjoyed best and six men listed the high intensity interval training graph as what they liked
best. While this unique attribute did not receive the most attention compared to other areas, a
decent portion of the men adhered to it.

The self-congruity theory carried over into the success of the newsletters as well. The
self-congruity theory first appeared successful in the tendency of the greater number of men
being inclined to share the free class coupon. The initial audience analysis showed that men
value and trust their friends and family and the responses to the first newsletter confirmed that
The second place the self-congruity theory held true was in creating a sense of community within the newsletters. While the audience analysis indicated that a sense of community was important to the men, the majority of men did feel a sense of community from the second newsletter, indicating it successful. Again, this shows that the results from the audience analysis were able to be expanded and applied to a second, larger audience and still hold true.

Nonverbal reinforcement, briefness, self-focused heuristics, unique attributes, and the self-congruity theory all added to the newsletters in different ways and provided success in influencing men to be attracted to Drenched Fitness.

**Areas to Improve**

The concept of men being receptive to objective language was minimally employed in these two newsletters. The high intensity interval method and the Core Fusion and Yoga Fusion classes were described using objective language, but in order to understand if men are influenced by objective language versus subjective language, more objectivity should be applied to message content and tested further. Overall, the predominant amount of men were influenced by these two newsletters, showing that objective language could have been a factor, but it was not explicitly measured.

An unsuccessful dimension of the newsletters was in the area of sharing the newsletters with other people via e-mail, Facebook, or other electronic means of communication. Beside a select few, most of the men were not in favor of sharing these newsletters. The reason for incorporating a share option was to create a sense of interpersonal communication and to also address the tendencies of men in the audience analysis who indicated a sense of community and
the referral of friends or family have a strong impact on them. This lack of inclination to share
these newsletters can be understood by some important limitations.

While a variety of information was collected through these surveys, results are based off
of 27 men who participated in the questionnaire. Although this sample is representative of what
Drenched Fitness’ demographics would be, the small sample size may have created limitations in
regard to understanding the success of the newsletters. If a larger amount of men were able to be
questioned, answers may have varied or stronger patterns may have emerged.

Additionally, when converted from an electronic, e-mail newsletter into a print version,
colors and fonts were hard to transfer. The electronic version is visually more stimulating while
the print version becomes somewhat dark and hard to read. Despite the conversion, the visuals in
the electronic newsletter may also need improvement as research on graphic design was not
conducted.

As well, the electronic newsletter template shows the location and address of Drenched
Fitness, however, the print version does not do the same. The conversion to print newsletters that
were distributed with the surveys caused a concern over the readability and lack of location.

More research should be done on how to further influence men to engage in a sharing of
message content as electronic word-of-mouth communication can be a strong asset in increasing
gym memberships.

Conclusion

Drenched Fitness’ marketing goal is to increase male enrollment in their co-ed, group
exercise classes. While barriers exist, such as a lack of current communication targeted at men
and mens’ preconceived notions of the exercise classes, which are preventing men from
attending the gym, I conducted research in order to overcome these setbacks. The exploration
into the marketing tactics and theories of how to target men was thoroughly examined in order to
meet Drenched Fitness’ marketing goal. Through the concepts and theories of brain
lateralization, the selectivity model, item-specific processing, objectivity versus subjectivity, and
the self-congruity theory I created communication to reach men. This communication in the form
of two newsletters showed a great amount of success with the ability to influence the majority of
men to attend Drenched Fitness, however, areas of graphic design should be further explored to
better the presentation of message content.
References


Appendix A
Audience Analysis

Age: ____

1. How did you find out about Estrada’s Gym? Circle all that apply:
   Word of mouth   Referred by friend/family   Facebook   Instagram   Google   Yelp   Other: _______________________

2. Have you made friends at Estrada’s Gym? Circle one:
   Yes       No

3. How often do you workout with one or more people? Circle one:
   Never   Sometimes   Often   Always

4. How likely would it be for you to attend a co-ed group exercise class? Circle one:
   Very unlikely   Unlikely   Neutral   Likely   Very likely

5. What would make you inclined to attend a co-ed group exercise class? Circle all that apply:
   The instructor   Group offers more motivation   Competition   Planned workout   Planned time
   Other: _______________________

6. How often do you see information/updates about Estrada’s Gym on Facebook? Circle one:
   Never   Sometimes   Often   Very Often

7. How often do you see information/updates about Estrada’s Gym through a newsletter? Circle one:
   Never   Sometimes   Often   Very Often

8. How often do you hear information/updates about Estrada’s Gym through word of mouth? Circle one:
   Never   Sometimes   Often   Very Often

9. How important is a sense of community to you at Estrada’s Gym? Circle one:
   Not important   Somewhat important   Important   Very Important

10. If Estrada’s Gym sent out a monthly newsletter how likely would you be to read it? Circle one:
    Very unlikely   Unlikely   Neutral   Likely   Very likely

11. What is the most important aspect of a gym to you?
    ____________________________________________________________________________

12. Why did you choose Estrada’s Gym?
    ____________________________________________________________________________

13. Why have you stayed at Estrada’s Gym?
    ____________________________________________________________________________
Appendix B
Electronic Newsletter Links

Newsletter #1: http://us8.campaign-archive1.com/?u=e3e29324136a3a4a8a6b08461&id=d83d41f127&e=dc7a72eb68

Newsletter #2: http://us8.campaign-archive1.com/?u=e3e29324136a3a4a8a6b08461&id=3b67451b3f&e=dc7a72eb68
Appendix C
Reaction to Newsletters Survey

Age: _______                    Gym you are a member of: _____________________

Newsletter #1

1. What is the likelihood that you would attend this gym? Circle one:
   Very Unlikely  Unlikely  Neutral  Likely  Very Likely

2. What is the likelihood that you would share this coupon with a friend? Circle one:
   Very Unlikely  Unlikely  Neutral  Likely  Very Likely

3. What is the likelihood you would share this newsletter? (i.e. via Facebook, e-mail, etc.) Circle one:
   Very Unlikely  Unlikely  Neutral  Likely  Very Likely

4. What do you like best about this newsletter? Circle all that apply:
   The chance to share coupon  Brief/Concise  Planned Workout Times  Sense of Community  Graph  HIIT Method  Colors  What the gym offers  Other: ________________

5. Did this newsletter address your needs of a gym? Circle one:
   Not at all  Slightly  Somewhat  Moderately  Extremely

6. What do you not like about this newsletter?
   ___________________________________________________________________

____________________________________

Newsletter #2

1. What is the likelihood you would attend this gym? Circle one:
   Very Unlikely  Unlikely  Neutral  Likely  Very Likely

2. What is the likelihood you would share this newsletter? (i.e. via Facebook, e-mail, etc.) Circle one:
   Very Unlikely  Unlikely  Neutral  Likely  Very Likely

3. What do you like best about this newsletter? Circle all that apply:
   The Provided Workout  The Love Run  New Classes Offered  Pictures  Colors  Other: ________________

4. What is the likelihood that you would sign up for the Love Run? Circle one:
   Very Unlikely  Unlikely  Neutral  Likely  Very Likely

5. Do you feel a sense of community from this newsletter?
   Not at all  Slightly  Somewhat  Moderately  Extremely

6. What do you not like about this newsletter?
   ___________________________________________________________________