

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.

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