



HEALTHTRAX INTERNATIONAL



Preliminary Market Plan for Healthtrax International, dba: New England Health & Racquet



The objective of this marketing strategy is to outline a manageable, rationale and practical strategy for Healthtrax International. The goal is in reaching levels of advertising efficiency. This being the case our goal will be to manage the advertising budget effectively including:

• **Media** • **Promotion** • **Production** • **Contingency**

The emphasis will be place on increasing net sales revenue in the fiscal year 2002. This will be done by developing mathematical models and standards for negotiations to proceed.

By developing specific guidelines the advertising campaign will follow an organized plan and follow implementation and execution of this strategy. By setting standards for media, promotion and production, Healthtrax will have a better long term picture and a better bottom-line negotiating stance for which all advertising allocations are accountable. It will also lend itself to more prudent negotiations

by determining in advance annual allocations for advertising and marketing.

The plan will be to negotiate the most effective advertising strategy with the available budget. Therefore specific standards should be determined for effective budget allocation which in turn determine guidelines that set the specific ground rules that must be followed.

Our specific goal will be to maximize the overall budget. By reducing extraneous expenses for production, promotion and miscellaneous expenses, bottom line media budget should increase with no increase in overall budget. This increase in media budget will allow us the ability to reach more people with our message. The goal will be to:

1. Secure larger budgets by reducing production and promotion budgets and shift those funds into greater media campaigns, after all one of the goals of advertising should be to maximize schedules and utilize the greatest amount of budget into media itself.
2. Maximize media schedules even more by securing additional trade. Mega Media has been responsible for securing over \$1 million worth of trade through print, and broadcast sources and expect to improve that more with additional dollars spent with the media itself.
3. Planning and Buying media on an annual basis will allow for better rates, setting up a better negotiating posture and allow for better measurement of media effectiveness with post-analysis, as well as setting tangibles goals by media and market through parity standards, value per impression and overall return on investment.

After all, the goal of advertising should be to create within budget parameters as impactful a message as possible while placing that message in front of as many potential consumers as possible with a reasonable frequency to obtain maximum recall for New England Health & Racquet.

The goal of advertising will be to:

1. Create a dramatic message, positioning New England health & Racquet for the upcoming wellness concept as well as current health club industry. Setting a tone of necessity of fitness and urgency.

Stating Benefits of Physical Fitness

"You Know You Need To Do It"

"I'm Not Telling You Anything You Don't Know"

"What Are You Waiting For"

2. Set parity guidelines for competitive media to meet. Set ground rules and preset standards as well as trade requirements. The art of negotiating requires that we be willing to eliminate vehicles that don't meet these standards and not make exceptions unless extenuating by other media fail to provide adequate reach and frequency.

