**MRKT 435 ADVERTISING**

**FIELD WORK (15%)**

**Theme:** Scrutiny of ‘Gymholic’ brand from a service branding perspective.

**Why should you be involved in this task?**

* For 15 % ☺
* This task is real and authentic. When you complete this task you will have discovered and realised myriad dos and donts in creating and maintaining a brand. This task will enable you go out of the school context and feel the field.
* Marketing research is a well-paid job. During this course, you will be involved in 3 brand research tasks (worth 45% in total). I believe that these tasks will insipire you pursue a career in brand research.
* You will be analysing every single aspect of a real service brand. You will have the chance to meet a real enterpreneur and listen to his experiences in every single aspect of brand creation.
* This first task in brand research will be a firm ground in understanding on how branding a service and a product significantly differ. This first experience will be a basis and help you compare and contrast your findings while you will be doing your second task about a retail brand.
* You will develop and hone individual and team-work skills. You’ll form a collective intelligence.
* This task will teach you more than class.
* You will materialize the abstract branding concepts presented in the class.
* From my vantage point, this task will be more enjoyable than suffering in a quiz ☺

**Important dates**

* **5th of May:** Co-founder and co-owner of the brand, Mr. Murat Çığ, visits MRKT 435 class, meets us and presents ‘Gymholic’, with his staff. You are expected to take notes during his presentation to be embedded into your report. Teams are formed, members are finalized.
* **4th of May – 12th of May:** You will be visiting Gymaholic and completing your research diaries.
* **15th of May:** You compile your observations and hand in your hard and soft copy of your group reports **lately** on the 15th of May. ([ozan.inamlik@emu.edu.tr](mailto:ozan.inamlik@emu.edu.tr)) Please CC your teams mates in the same email.

**Task type and requirements**

This task is a team (4-5 people in each group) work. You are required to complete the task **without** sharing a certain portion of the whole task. On the contrary, each member of the team is expected to focus, observe, take notes, question, discuss, criticize, comment on every single aspect of Gymaholic. I would like all team members comment/discuss/crticize another team member’s findings or observations. That is, every single aspect observed and placed in the group project must be commented and discussed by all team members. I would like you to visit Gymaholic at least twice **with your team mates**. Doing the field work with your mates synchronically will ramify the outcomes and be more fun. Please visit Gymaholic one in day time and one **definitely** in the evening. Your observations will definitely differ. Please first complete your observations individually and share your findings with your team mates at the end of each session. You will see how differently or similiarly you will perceive the reality. Your group report should be supported by visuals such as photos taken (with the permission of the Gymaholic directorate and customers if any). Your project should comprise of very detailed analysis and discussion of every single observation. I would like you add as many personal comments/critiques as possible. For instance, one of the team members has an observation, I would like the others also comment/discuss/criticize the observation. I would like to see each team member’s name before each comment. So that I will be monitoring every single team mate’s involvement in the task. That is adding a name to the group project on the last minute before the deadline will bring no mark. Teams are free to choose their members. **Individal work will not be accepted.** This project should be around 30 pages.(+/- 5 pages) Don’t be scared! , when you go to the field, 30 pages will not even be enough. However, every single page should include a serious and professional work. I want both quality and quantity. I dont want to see pages of photos with no critical analysis. A photo can not be bigger than 25% of a page. I am expecting a detailed critical analysis of the brand, in other words long verbal job instead of **meaningless/unsupported/irrelevant photos**. In short, if you want to enjoy this process and get the maximum score out of it, please be really involved in this project. I am expecting a SERIOUS job. I would like each team member be mentally and of course physically be involved in the task and be there with his/her team mates. Please take 2 photos of your team as an evidence that everybody went there to do the study.

**Some clues**

6Ps of marketing

* Product
* Price
* Place
* Promotion
* Physical evidence (tangibles)
* People

**Senses created by Physical evidence (tangibles)**

* Parking area – vale service
* Entrance – palm reader – pass card
* Restaurant – seating arrangement, menus,
* Kids care area
* Furnitures
* Colors, smell
* Floor
* Equipment
* Changing rooms
* Cleaning
* Investments in the pipeline
* Promotion materials sold (towels, tshirts, etc)
* Music equipment
* Staff clothing
* What is the rationale behind 15 Turkish Cypriot men’s picture above the mirrors? (ask Mr Çığ)

and any other things you observe pertaining to Physical Evidence

**Senses created by People**

* Trainers’ manners, physical attributes, language use, body movements, expertise, intimacy, responsiveness, devotion, motivating manners to the customers
* Staff – Boss, Boss-Staff, Staff-staff manners
* Observe their mental and physical involvement and engagement to their duties. (Do you think they are highly-motivated while performing their duties?)
* Talk to Mr Murat Çığ (as a team) and observe how he is leading his team, and how he is approaching the customers. He is the most important compotent of the system and the brand. Leaders and their brands. Please, pay specific attention to his language use, body language and manners.
* Observe customer – customer, customer – staff behavior
* Observe customer behavior – happy, motivated, satisfied, informed,
* I would like you to focus on linguistics. Please carefuly focus on the language used by the director, staff between each other and with the clients. Do you think their language use contributes to the brand-customer relations? How? Why?

and any other things you observe pertaining to People

**Senses created by Promotion**

* Gymaholic social media accounts (facebook and instagram)– Boss’s social media accounts
* Have a detailed chronological analysis of their social media sharings for 2 months
* Analyze the visual images shared on social media. What sort of contents do they share? Colors and design of the visuals? People selected for visuals? Language or messages supporting the messages?
* Analyze language of the messages shared on social media
* Visit <http://gymaholiccyprus.com/> and critically analyze the web site. Focus on visuals, clarity, usefullness, ease of understanding, etc.
* Analyze the brochures or etc used for promotion. Focus on language, design, content, etc
* Fit Plus Fitness & Gym Center is a new entrant to the market. They are potential rivals. It is located under Alasya Park. It was formerly Fitness Factory. It has been rebranded. It has a new location and new design. Please visit their Facebook account. Compare the ads of Fit Plus Fitness & Gym Center and Gymaholic. What sort of messages do they share similarly or differently?

and any other things you observe pertaining to Promotion

**Senses created by Product/Service**

**Ask as many questions as possible and critically analyse. (please go beyond listing the menu, price, etc but discuss)**

* What services are offered to customers? (spin-bike, bale, etc)
* What supplementary services are offered to customers? (dietician, diet food resturant, etc?)
* What additional services are offered to customers? (kids care servce, etc)
* What products are offered to customers? (protein supplements, etc)
* What supportive services are offered to customers? (personal training, etc)
* Membership types (time limitation, gold, premium memberships, etc)
* How are the services offered differently? (e.g. lights, music, atmosphere, the way they are offered, etc)
* Customer waiting times for equipment

and any other things you observe pertaining to Product/Service

**Senses created by Price and Place (location of the gym)**

**Interviews with customers**

Each team member is expected to have an interview with one customer and summarise the findings.

**Some questions to be asked to customers: Please motivate them to talk more. Indepth analysis is crucial in marketing research.**

* Why do you prefer Gymaholic to other brands? Guide if necessary (friendship, location, price, staff, etc)
* How do you feel in Gymaholic?
* What are the 3 lures of Gymaholic for you?
* Would you be loyal to Gymaholic if staff changes? Is there a role of staff on your satisfaction?
* I would like you focus on this question in depth. Please recall psychographic segmentation and try to observe, understand and list the characteristics/drive of a Gymaholic customer.
* Any other questions

**Overall analysis from your perspective as an outcome of this field work: This part should be very comprehensive and seriously thought.**

* What did you learn about brand management during Murat Çığ’s presentation in the class?
* What are the unique selling points/expertise of Gymaholic?
* Please list at least 20 adjectives, that you think represent Gymaholic’s brand personality.
* Do you feel a brand community culture/spirit in Gymaholic? Do you feel they feel good/engaged/belong to Gymaholic brand?
* What are the 3 most competitive aspects (the most salient strengths) of Gymaholic?
* What are your recommendations to Gymaholic to better the services they offer?
* What were the three most salient things you learnt/experienced in Gymaholic?
* What were the three salient contributions of this study to you?

**Ethical issues**

* Take photos of customers, staff and facilities only with the permission of the staff, customer and directorate.
* While communicating the staff and customers, explicitly state that you are on a field work and ask for their permission to use their ideas as a part of your study. Make sure that their opinions are used in the reports anonymously.
* Be sensitive and gentle to the staff and customers.
* Obey the common rules in Gymaholic.
* Be constructive in your comments and critiques to your team mates’ observations and comments.
* Be reminded that plagiarism is a disciplinary issue.