

COGstrategy[®]

BODYFIT BUSINESS DEVELOPMENT PROJECTS

Case Study – Bodyfit

bodyfit
Got It In One

DISCOVER



THE COG STRATEGY APPROACH TO BUSINESS DEVELOPMENT

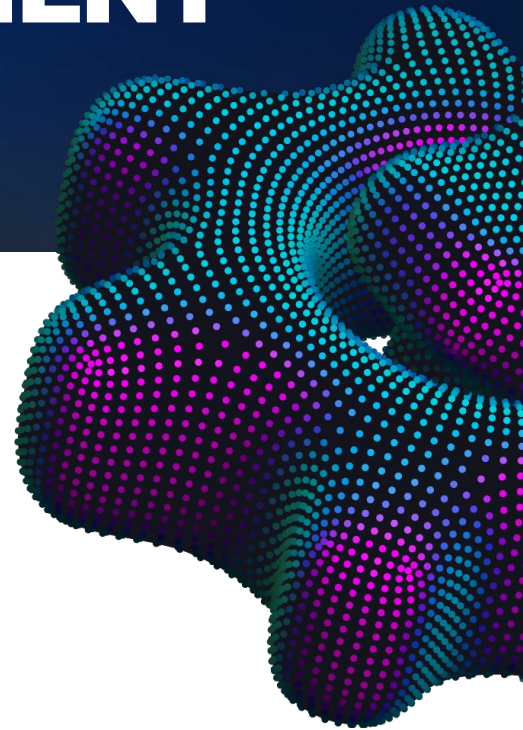


This document will introduce you to one of the COG Branding Business Development projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

START!





WHAT WE KNEW FROM THE START

We knew that Bodyfit needed a trusted professional Australian Business Development Agency and support team to assist them understand how to build and nurture their brand and marketing efforts, but importantly how to connect communication channels together, digitize analogue processes and integrate strategy into business operations to ensure all efforts are commercially viable.

Key to this service is the ability of COG Branding to provide not only the overarching strategy, but also and the implementation and aftercare of digital and brand strategy propositions.

We also knew that the Bodyfit business needed at-call service and support to ensure that a lean pool of Bodyfit resources could operate at maximum efficiency and that all recommendations from COG Branding could be nurtured through to completion and production environments.

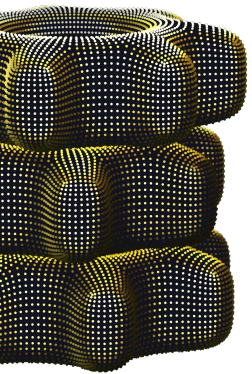
Bodyfit had experienced growth and had not scaled their business management or operations at the same pace. COG Branding would inherit a poor legacy of business operations, processes and general management that included using suppliers outside of their immediate network and staff resource.



ABOUT THE CLIENT

Bodyfit Fitness Centres believe everyone should have the right to exercise in a safe, welcoming and fun environment. They understand value for money, first class facilities, your wellbeing and a friendly smile from their team are important to their customers. Bodyfit are devoted to making a difference.

Bodyfit has 8 clubs located over Sydney. Our clubs feature premium gym facilities and tailored group fitness classes to suit your individual fitness journey. We value accessibility for our members and even feature 24 hour access at selected clubs. Sign up for a 2 Day Free Pass and get one of our friendly staff members to give you a guided tour of your local Bodyfit.



FROM THE CLIENT

Nat Grosvenor, General Manager at Bodyfit says that *“COG Branding are reliable, always on, always clear with their communication and always providing best advice, often unprompted”*. While our COG Branding team is humble, Nat was clear that *“We rely on our suppliers to make sure our daily operations are high powered, secure and pushing forward with the best technology – Team COG deliver this for our business.*

- [Nat Grosvenor](#)
General Manager





THE KEY COG STRATEGY SERVICES IN THIS PROJECT.

GOAL DEFINING

We establish specific goals for business development projects. It's important for us to then link these goals closely to business objectives to reflect best practices, the company's vision, and its mission statements.

KNOW THE AUDIENCE

Central to any successful business development project with strategic deliverables is delivering the right message to the right person at the right time - with the right tools. Here we research to discover insights that underpin the strategy going forward.

CREATE STRATEGIES

To achieve the desired outcome, we define a clear strategy, based on our clients goals and the audience. This allows us to build detailed and measurable actions in a number of different ways.

CONFIRM

When the brand, marketing, communication and business strategies have been established and agreed on, the tactics for execution are discussed. The delivery team adds the actions, dates, and names of key stakeholders responsible for each against a clear and measurable plan.

REVIEW

Measurable deliveries with clear due dates make it easy to monitor progress. But things change and we anticipate bottlenecks and delays. Delivery team members are encouraged to provide input and feedback as we implement the programs.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain – COG Branding will ensure the project journey is rich in communication and accuracy.

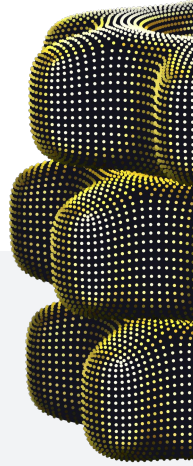
All projects have challenges and people rely on COG Branding for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations. So during production and aftercare we're on the same page.

- **Developing the business of a fast operating company.**
- **Providing sophisticated advice to a business not experienced in strategy.**
- **Providing remote access to solutions.**
- **Managing a fragmented marcomms environment.**



BRIEF SUMMARY



Bodyfit had experienced growth and had not scaled their business strategy at the same pace, so they needed to somehow scale and at the same time overhaul and include strategy and processes while maintaining business as usual.

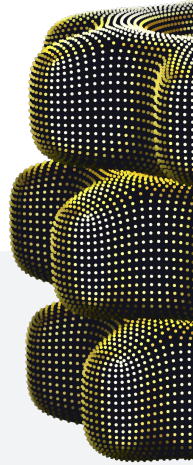
COG Branding inherited a legacy of zero technology intelligence but some analogue and basic systems, process and general management in place. Our focus was to understand the business case, and what sort of growth would be expected before we looked to implement any new systems, technologies or strategies.

COG Branding's job was to ensure Bodyfit were set up for as little disruption to their BAU as possible, a key part of the brief would be to support the General Manager in their objectives and vision.

Bodyfit is a typical fitness industry business which moves fast and has a high churn of temporary and permanent staff, thus strategies needed to be agile and adaptable to new and fresh teams.



SOLUTIONS SUMMARY



Bodyfit Business Development solutions initially commenced with a series of workshops with senior stakeholders to deep dive into their industry to discover insights, and what they know to be true for their business and brand. COG Branding understand that our clients are often experts in their industry and business – they simply need assistance in directing the correct solutions through the right channels.

A broader business development case allowed COG Branding to create some key foundations to key areas, and to establish brand and marketing communications pillars where there were none.

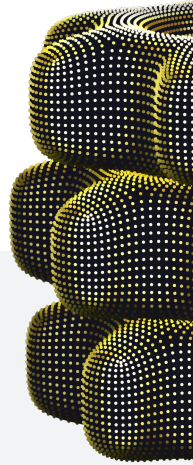
Insight: Within the research there is always golden nuggets of truth and actuals the form the core decision making and planning for future strategy works. With core insights we're able to provide solutions that are appropriate, commercially viable and meet customer and market expectations.

Framework, Strategies, Planners: Our strategy work is delivered to ensure our clients can autonomously manage and drive the plan through the business without COG Strategy needing to implement every step of the way. Our work is value focused and we know we need to build intelligence client side.

Launch, Roll Out, Execute, Nurture: With frameworks and strategies delivered, the deployment and integration of these into the broader business starts to take place.



RESULTS SUMMARY



Bodyfit now operates strategically from a suite of managed strategies that are driven through the business from the top down, senior management having a stake in the ongoing success of what has been implemented.

The Bodyfit Business Development Strategies ensured the business could define the marketing communication objectives, refine their audience and articulate the brand messages to clients, customers and team members. Key to this was to also understand what sort of investments needed to be made in a variety of business areas that drive growth, retention and sustainability.

The Bodyfit Business Development project included a suite of frameworks that clearly define who Bodyfit should be talking to (both employees and customers), clarification on why the business is wanting to talk to them, how and when Bodyfit will deploy marketing campaigns, and a rationale on media type and advertising budget.

The discoveries made within the Bodyfit auditing process delivered key research and insight which offered [COG Strategy's](#) client a dashboard of current business and brand information, and as per the initial brief was able to then be rolled into other projects such as [digital marketing](#) workflows and website technology upgrades.





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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