



NAUTILUS

U626 UPRIGHT BIKE



ANNA LOU | OLIVIA YONG | SABRINA XING

INTEGRATED MARKETING CAMPAIGN - PRODUCT

BAYVIEW DECA

Bayview Secondary School

10077 Bayview Avenue

Richmond Hill, ON

L4B 2L5

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I. EXECUTIVE SUMMARY

BUSINESS OVERVIEW

Nautilus, Inc. was founded to empower all types of athletes to engage in an optimal at-home workout experience. We are firm believers in actively challenging the fitness levels of each individual by encouraging them to achieve their goals and become their healthiest selves. The U626 Upright Bike is a revolutionary indoor bike intended to boost users' performance because "training at home doesn't mean training alone." This sleek and contemporary bike offers no dull moment, giving opportunities for countless levels of resistance and varying exercise options ranging from cardio to weight loss.

PROBLEM

The Nautilus, Inc. brand struggles with its substandard social media presence as a result of the insufficient allocated funds for advertising. Additionally, the declining net sales on cardio products hinders the company's financial growth and deters prospective investors. Given that our company currently targets a niche market, a change toward diversification of our target market will be promising in increasing revenue and will hold more growth opportunities.

CAMPAIGN OBJECTIVES

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CAMPAIGN ACTIVITIES

Date	Campaign Event
Nov. 28 - Dec. 25	#RideOn - Instagram advertising campaign and contest
Dec. 8 - Jan. 7	Virtual Cycling Classes - Weekly cycling sessions
Jan. 8	Cycling TOgether - Virtual bike-a-thon

TARGET MARKET

GEOGRAPHIC

- Greater Toronto Area

PSYCHOGRAPHIC

- Exercises regularly
- Values physical health



DEMOGRAPHIC

- Ages 25-40
- Middle to upper class individuals

KEY METRICS



Social media presence will increase by **361K**



Net sales will increase by **11%**



Units purchased will increase by **45,000**

