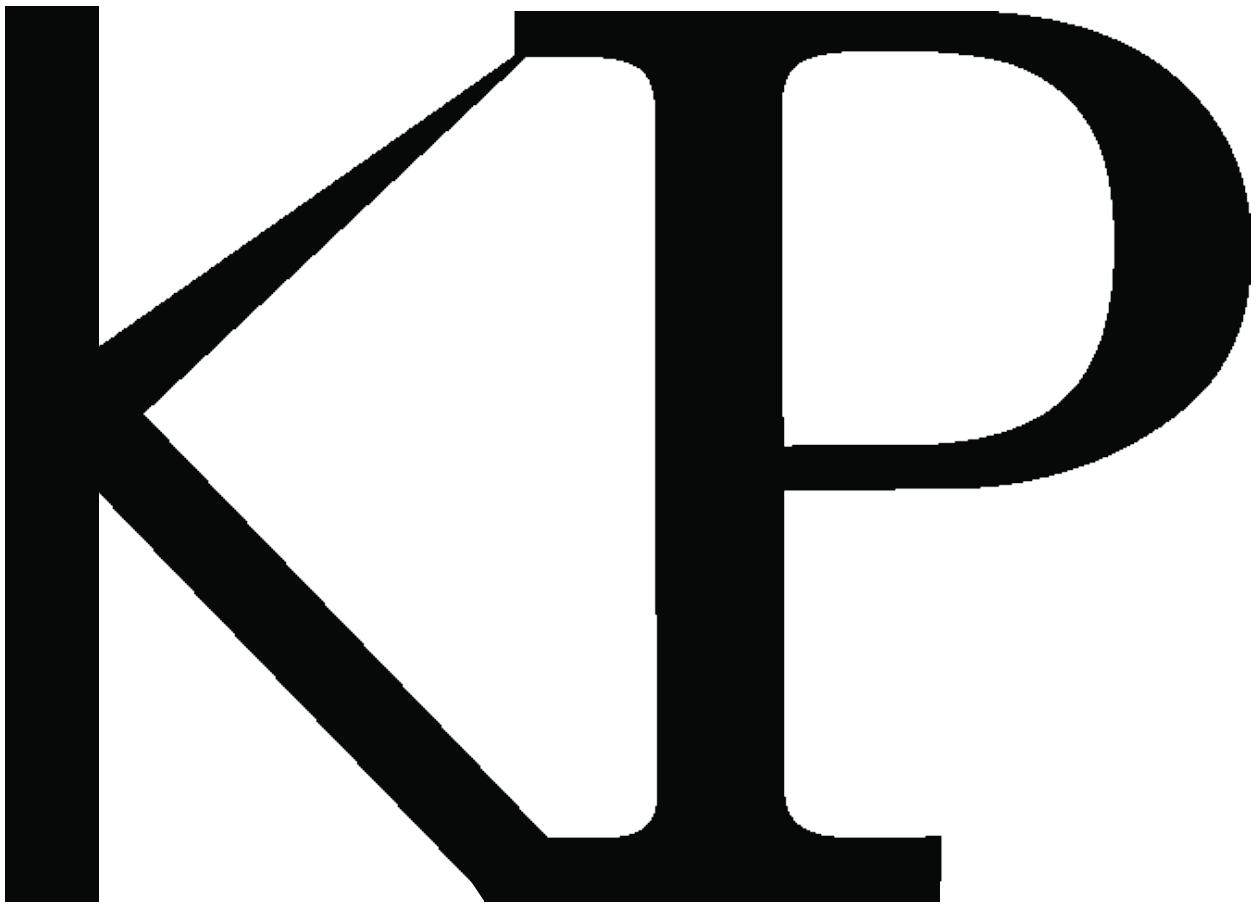


# WHAT I PLAN TO DO WITH MY LIFETIME

# About Me



# BRAND STRATEGIST WITH A CONSCIENCE

My journey has taught me to be one with nature, to inhabit my urban playground with adoration, to love with a full heart, hold a high environmental standard while being exceptionally rational. And I always add a glamorous twist.

# My Aspirations

I aspire to work with people and an organization that desires to leverage marketing and advertising skills to promote products, services or brands that are genuinely positive for humanity and the planet.

This quote reinforces what I already know about Life Time - The Healthy Way of Life Company, that it is a brand I would be proud to work for.

"It's obvious to us that environmental, social and economic stability go hand in hand, and that as a healthy-way-of-life company, we are called upon to operate in ways that support the health not just of our members, but our communities and the planet as a whole."

**Bahram Akradi**

**Life Time Fitness - Founder, Chairman, President, and CEO**

# Life Time

## Mission Statement:

We’re here to provide an educational, entertaining, friendly and inviting, functional and innovative experience of uncompromising quality that meets the health and fitness needs of the entire family.

## Brand Promise:

Life Time, The Healthy Way of Life Company - has taken a positive and progressive stance to be a leader in Sustainability and Corporate Social Responsibility.

# My Vision

## My vision for The Heathly Way of Life Company is -

for the brand's admirable

innitiatives to move forward,

to become more tangible

and transparent.

# LifeSpa



## Problem:

LifeSpa, as a facet of the Healthy Way of Life Company, is not living up to its' potential. The mantra that drove LifeCafe's revamp is "If it's here, it's healthy." Does not come close to defining LifeSpa. The toxic chemicals used in beauty products are starting to be exposed and people are beginning to realize how terrible these products can be for a person's body. Life Time's commitment to a healthy way of life requires the Life Spa to do a serious overhaul.

## Opportunity:

The beauty industry as been gaining a lot of negative attention as of late due to consumers becoming more educated about the ingredients that are being used in everyday products and the harmful effects that are being discovered. LIFE TIME's Life Spa should jump on this opportunity to align the products used in the salon with the overall mission of 'Healthy Way of Life.'

# Product Comparison

**Redken Clear Moisture Shampoo -** 33 ounces ($24.50)

**Harmonic PureLuxe Shampoo -** 15 ounces ($30)

These two screen shots show how Redken and Intelligent Nutrients portray the different products. IN's Founder Horst Rechelbacher has been quoted saying, "The difference between organic and certified organic is the whole point."

**Apricot Oil** - helps condition and moisturize the outer cuticle eliminating fly-aways and leaving hair smoother and softer with reflective shine.
**Glucosamine** - a lightweight, micro-sized moisturizing ingredient, penetrates the hair to help restore moisture.
**Glycerin** - provides a thin seal to lock-in and balance hair's moisture level.

What's in?

- Harmonically Made
- Food Grade
- Gluten Free
- Intellimune

1 CERTIFIED ORGANIC
2 ANTIOXIDANT INTELLIMUNE® SEED OIL COMPLEX
3 NATURALLY OCCURRING COMPONENT OF ORGANIC ESSENTIAL OIL BLEND

# The Book



## Problem:

Changing the products in the LifeSpa is just the tip of the iceberg. A report by the Environmental Working Network showed that the average American woman uses 12 beauty products daily, on average. Ingredients in these products have little to no testing and have been known to contain toxins.

## Opportunity:

Educate members about toxins in their products using Stacy M Malkan's book *'Not Just Another Pretty Face.'* Stocking this book in various LifeSpa's will make it easy for members to purchase while making The Healthy Way of Life Company the hero because of the new Intelligent Nutrients partnership. There is now a healthy alternative to toxic beauty products right there in the club.

# The Swap & Style

## A Promotion For Life Time Fitness Television

Read by Female Announcer

"Have you checked out the ingredients in your shampoo lately? In Stacy Malkan's book *'Not Just Another Pretty Face: The Ugly Side of the Beauty Industry.'* Malkan gives the world a look at the ingredients behind hair products, make-up and lotions.

Life Spa is challenging you to bring in products from your bathroom cabinet that are filled with toxins, un-tested ingredients, not to mention all those things you can't pronounce. We will safely dispose of these for you and schedule you a complimentary shampoo and blow-out service using our new Intelligent Nutrients products. IN is a non-profit beauty and wellness brand makes hair spray that is so safe you can actually eat it. Our stylists will teach you about the product line and hopefully convince you to make this life style change.

*(Dramatic Pause)*

Your skin is your largest orgin, be nice to it and make sure the products you use are nuturing, not torturing. This project is brough to you by author Stacy Malkan, Intelligent Nutrients and LifeSpa."

# Social Media



## Problem:

Specifically the problem is that Life Time is missing out on exposure and the potential for betterment that a two-way dialogue between club and member can bring.

Life Time is under utilizing the platform of social media. Strategically streamlining the all of the club's Facebook pages is step one, once the landing pages are up to standard then the problem of how to engage members through the Facebook platform can begin.

## Opportunity:

The average 'Likes' that a Life Time club Facebook page has is 814 'likes'(taken from a sample size of 14%). Each of those users have (on average) 190 friends. 12% (or 22.8) of those friends will see any given post, so buy encouraging members to 'check-in' on Facebook the amount of exposure is huge.

## Objectives:

**To have 5% of each club's Facebook friends 'check-in' each month.**

Meaning that if a club page has 814 'likes' and 5% of them 'check-in' that will be 40 people which would equate to 912 impressions a month if the 5% goal is met. Even a club with only 129 'Likes' would receive 6 to 7 check ins which creates 136 impressions.

# Window Cling

Strategy & Design
By Katherine Price

The ideal placement for this cling is on the front door of the club. Also it is part of a product line called Terrafilm that is made by Nature Woven.

# Script



## For Life Time Fitness Television

Read by Female Announcer

This execution is meant to go with a video of a woman physically going through the actions on her own phone, with close ups and details similiar to what is on the second page of the script.

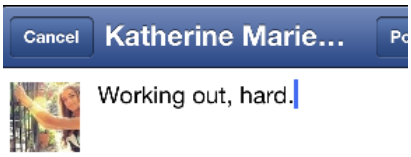
“Your Commitment to a Healthy Way of Life is worth telling people about. All of your hard work deserves recognition.

Life Time is going viral and we want our members to reap the benefits. For those of you walking around the gym with your smart phone in hand we applaud your commitment to connectivity. From now on when you ‘check-in’ on yur club’s branded Facebook page you are automatically entered to win a complimentary personal training session. But don’t feel bad if you don’t win in October because this will be a monthly drawing!

For those of our members who might not have ever ‘checked-in’ before we would love to go over this simple action with you, so grab your smart phone and follow along.

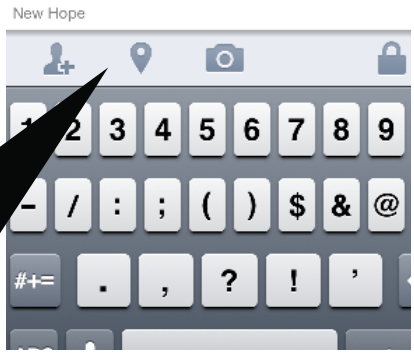
# Script

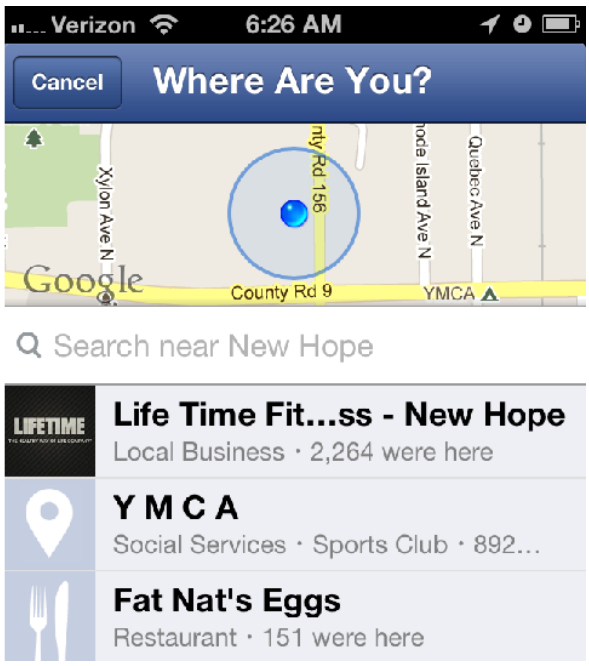
“So when updating your status, the screen looks something like this.




Depending on what kind of phone you use, but the apps are all pretty much the same on all different devices.”

“After completeing what you want the post to say you select the middle icon from the bottom options. It is a simplified version of Google’s ‘You Are Here’ icon.”






“This icon will take you to the ‘Where Are You?’ page, where you can select your establishment from the options listed.

Each time you check-in will be another entry into the monthly drawing for a free one-on-one personal training session.

So it is time to up your social media credit and tell the world that you are commited to a Healthy Way of Life.”

# Infrastructure Proposal



## Problem:

All of Life Time's facilities use huge amounts of electricity every single day. A quick estimate by a Life Time Fitness Engineer says that the bronze level New Hope gym uses over 5,000 megawatts of energy every single day.

## Opportunity:

Be a progressive company in terms of renewable energy sources.

## Objectives:

**To install one of two different renewable energy projects in all 25 of Life Time's Minnesota locations by 2016.**

## Rationale:

According to a survey by Sustainable Brands 30% of Americans are more likely to spend money on a brand that is actively growing it's Corporate Social Responsibility projects.

As a company that uses huge amount of electricity everyday it is time to start implementing an infrastructure that does not rely on fossil fuels.

# Project Partners

## Renewable Energy Partners

These companies will help Life Time obtain a new level of sustainable responsibility. Leaders and innovators within their own industies these renewable energy brands are the best of the best.

# Rerev



## BRAND OVERVIEW: REREV

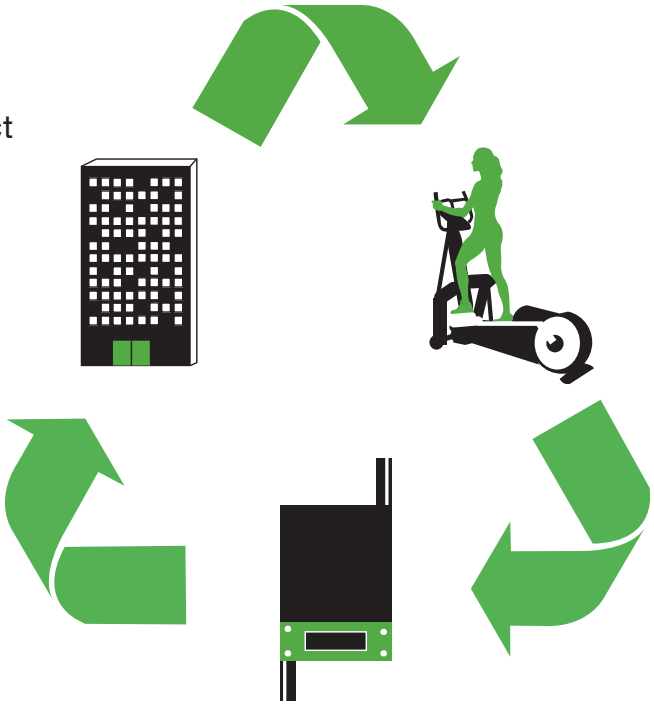
Rerev's patented technology allows existing fitness equipment to convert the heat (or energy) from someone's work out into renewable energy that can be used to power the building. Rerev installs a central processing unit that converts the heat into utility grade electricity and each machine that is retrofitted directly feeds free energy back into the club.

## COMPETITIVE COMPARISON:

As opposed to other similiar energy harnessing techonologies Rerev's system uses the equiptment already in place, the price is in favor of large orders and the alterations don't effect the machines resistance.

# How It Works

1. Works outs create kinetic energy, ReRev's technology converts that into Direct Current and sends it to the main system.



3. The Alternating Current is then used to power the building that the fitness machine resides with in.

2. Here ReRev turns the Direct Current into a useable form of energy called Alternating Current.

This Graphic was Designed by Kevin Chance

# Big River Solar

## BRAND OVERVIEW: BIG RIVER SOLAR

Founded by Jason Linder, who learned the trade of solar installation in California - a state that defines the cutting edge for renewable energy. Since then Linder and Big River Solar boast over 500 installation totalling over 5 megawatts.

## COMPETITIVE COMPARISON:

The business plan allows for almost zero overhead, so your total investment is no where but on your roof. All the solar panels used by Big River are American made. This company is backed by the North American Board of Certified Energy Practicioners and has installed more panels than any other company in this region of the United States.

NABCEP Certified Installer # 031310-143

Xcel Energy Solar Rewards Installer

Trained in Enphase, Sharp, Unirac, Fronius, SMA, TenKSolar, Sanyo, Silicon Energy, Outback Power, Kyocera, Bill Brooks and more.

Example of Big River's installations.

# Conclusion

By implementing these changes, Life Time - The Healthy Way of Life Company will have ample tangible proof that it's invested in health from fitness to energy. The company will be able to withstand criticism from environmental organizations while positioning themselves as progressive doers and not "greenwashers."

# Thank You.

**- KP**
Environmental
Brand Strategist