



CORPORATE IDENTITY

- Familiar & Cosy
- Well-being
- Movement & constancy
- Rehabilitation & pain prevention
- Posture correction
- Chatting & drinking coffee
- Community
- Event's organization
- Scape routine

CLIENTS

More than 50% of the clients is over 50 years old, 30% under 40 years old, and around 25% are over 70 years old.

In Sportief90 everybody knows everybody, they come as a group, which also keeps them motivated to come to the gym everyday, to catch up with friends.

Society is one very important reason for the members to come to the gym, they even got new friendships.

GOALS

- Focus on health and & prevention
- Build a familiar environment.
- To be a place of social interaction.
- Organise sport meetings & trips for the customers.
- Consider customer's requests about new material or any possible problem
- Focus on customers and help them correct their mistakes.

MEDIA

Facebook & Instagram

INSTAGRAM

We are gonna focus on instagram.

Goals:

- A new red united look for the instagram so it isn't so dull.
- Post more interesting content with better quality
- Employees are introduced in the highlights
- Posts are similar and they look alike



INSTAGRAM POSTS

We are planning to do highlights and 1 post.

1. Entrepreneur: speech bubble, which has Erik's story about the gym.
2. Videos about group feeling:
3. Youtube videos
4. A video of customer experience: customer interviewed on a video

GB THANKYOU

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