



SHAKTI PDX
BRANDING REPORT

BRANDING REPORT

PROJECT OUTLINE

LONG-TERM PLAN:

- Brand Development
 - Define Services
 - Define Target Demographic
 - Define Brand Message
 - Define Brand Story
 - Develop Brand Assets
 - Logo / Wordmark
 - Photography
 - Foster Strategic Relationships

CHALLENGES:

- Undeveloped Brand
- New Market
- Solo Operation
- No Existing Clientele

BRANDING REPORT

PARTICIPANTS

- Mehul (*Client*)
- Tom Sollitt (*Brand Strategist, Designer, Project Lead*)
- Harris (*Copywriter/Subcontracted*)
- Jason (*Consultant/Subcontracted*)
- Brandon (*Sound Engineer/Subcontracted*)
- Ruandy (*Photographer/Subcontracted*)
- Lauren (*Interviewee/Volunteer*)
- Dana (*Training Trial Subject/Volunteer*)
- Tommy (*Training Trial Subject/Volunteer*)
- Karli (*Training Trial Subject/Volunteer*)
- Maigen (*Training Trial Subject/Volunteer*)
- Jessica (*Training Trial Subject/Volunteer*)
- Jill (*Training Trial Subject/Volunteer*)
- Mehul's Cousins (*Training Trial Subject/Volunteer*)

*Last names have been redacted to protect the privacy of the participants.**

BRANDING REPORT

BY THE NUMBERS

8

Months

210

Total Hours

101

Meetings

32

Training Sessions

2

Networking Events

BRAND DEVELOPMENT

NAMING

Shakti PDX originally started as Bridgetown Brain & Body.

The new name has ties to the founder's personal history. It is a Sanskrit word loaded with meaning. The business was renamed after spending a few months developing his services and reaching a new understanding of his target market.

The new name Shakti has layers of meaning that represent feminine energy, vitality, and resonates with those who seek enlightenment.

BRAND DEVELOPMENT

SERVICES

INITIAL SERVICES:

- Onsite Personal Training (*Home/Office/Any Location*)
- Customized Nutritional Support
- 45-minute in-person Consultation
- Instruction on Grocery Shopping
- Cooking Sessions
- Kitchen Overhaul
- Home Gym Setup
- Group & Private Classes
- E-Training

The initial services were based on a concierge model. Its unique offering was a direct-to-you option that allowed clients to receive training anywhere. It was meant to take training out of the gym. The original program was centered around strength.

The founder originally defined himself as a strength coach. The strength he was referring to was neurology-based strength. While this has not changed the language has and focused more on the actions taken.

BRAND DEVELOPMENT

SERVICES

CURRENT SERVICES:

- Group & Private Training Sessions

The current service still includes the vast range of experience accumulated by the founder. Everything is centered around seven essential movements. A typical session will focus on a combination of squat, lunge, jump, upper body push, upper body pull, hip hinge, rotation, anti-rotation, ground-based work, loaded carry, and drills that focus on the brain.

This is not meant to be high intensity. It is a moderate fitness routine meant to bring about incremental change over time.

BRAND DEVELOPMENT

SERVICES

SERVICE DEVELOPMENT:

In order to understand the service being provided several trial participants were found and interviewed about their experience. Documented below are the number of sessions before an exit interview was conducted. Those involved with developing the brand all participated in at least one session.

- Mehul's Cousin (*1 Videotaped Session*)
- Dana (*8 Regular Session & Exit Interview*)
- Maigen (*2 Regular Sessions & Exit Interview*)
- Tommy (*1 Introductory Session & Exit Interview*)
- Jessica (*3 Regular Sessions & Exit Interview*)
- Karli (*1 Monitored Session & Exit Interview*)
- Tom (*9 Regular Sessions*)
- Harris (*4 Regular Sessions & Exit Interview*)
- Jason (*1 Introductory Session*)
- Jill Reyes (*1 Observed Session & Exit Interview*)
- Brandon (*1 Introductory Session*)

BRAND DEVELOPMENT

TARGET DEMOGRAPHIC

INITIAL TARGET DEMOGRAPHIC:

- Age: 35-50
- Gender: Female
- Education: Bachelor's or Higher
- Status: Married
- Occupation: Professional
- Ideal Client: Somebody who is interested in getting in better shape and has the desire to do so. The ideal client will have some clarity in what they need and a preference for simplicity.
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REALISTIC TARGET DEMOGRAPHIC:

- Age: 40-70
- Gender: Female / Male
- Education: Bachelor's or Higher
- Status: Married or Single
- Occupation: Retired or in a Static Occupation
- Ideal Client: Somebody who is in the Health & Wellness industry. They are already in great shape.

BRAND DEVELOPMENT

BRAND MESSAGE

INITIAL BRAND MESSAGE:

Dynamic workouts, targeting the nervous system, build maximum strength in conjunction with customized meal plans. Get people in the best shape in the least amount of time.

CURRENT BRAND MESSAGE:

Our natural state is one of clarity and balance. Balance is not something we achieve, we just return to it. This is done through subtle adjustments in our movement patterns. By focusing our attention on good habits, we create shifts in the brain. These shifts allow the body to restore itself naturally.

The brand message was tailored to resonate with those seeking personal development. It also touches upon the pacing of the service and a desire for a natural improvement of the body.

BRAND DEVELOPMENT

INITIAL BRAND STORY

Has been in the business for 13 years between self-study and book study has done everything to learn about health and strength and conditioning training. Started this brand simply to cut through the clutter and bullshit that is out there wanted to create systems that really emphasize the aspects of health that are really important.

Not for vanity purposes not for the sake of having a trainer. Have identified through personal training have identified the most efficient methods to get people bigger faster stronger and leaner. Want to get away from dogmatic approaches that want to create training that is individualized and specific to the person.

BRAND DEVELOPMENT

CURRENT BRAND STORY

Here's the thing about truth - it is unwavering. Everyone has their true path; stray too far from it, and life can unleash a barrage of extraordinary events that force us to course correct.

I came to Oregon to work as a Doctor of Chiropractic. The plan seemed to make sense--work in an established office, use paradigms that were already in place, see a few patients and gradually build a dedicated client base.

One month into the job, life intervened. Through forces larger than myself, my career as a chiropractor was put on hold. Here I was, 36 years old, just having left the lifelong familiarity of the East Coast to move out west, only to have the door slammed shut in my face.

Now what?

Taking a step back from my path allowed me to reconnect with what was essential. Step one was seeking out deeper levels of connection and intimacy.

Conversations took on a rawness and richness that never existed before, and the bond with my wife, my parents, within myself, even with my dog, became stronger than ever. Step two was an honest look at what I wanted to do. I reflected upon my body of work and education--exercise physiology, strength and conditioning, functional neurology, chiropractic--and distilled everything down to two basic needs:

- *We need to move with freedom.*
- *We need to harness our peak mental states.*

Everything I had learned had to come together to form something bigger. It would be a dynamic approach to restoration, one that creates a heightened sense of brain/body integration.

In Sanskrit, Shakti manifests as outward force as well as inner consciousness, a representation of dynamic forces throughout the universe. When we can harmonize these forces, we restore ourselves and create a new power that can only be built on truth.

BRAND DEVELOPMENT

LOGO / WORDMARK / ICON



SHAKTI PDX



