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Mcdowell Fitness Audience Analysis

Mcdowell Fitness Center is a gym located in Marion N.C. The gym just opened to the public June 10, 2019. Mcdowell Fitness Center is currently the largest gym to ever come into Marion, N.C. The gym is also the cheapest public gym membership you can get in Marion, only \$20 a month gets you full access to the open areas. The gym includes access to cable machines, free weights, crossfit area, sauna, turf warm-up area, and cardio equipment which features bikes, treadmills, row machines, and stairmasters.

Mcdowell Fitness Center opened to serve the people of mcdowell county and help them achieve their fitness goals. William Morris, the owner of Mcdowell Fitness Center had previously lost 75lb in 2017 and wanted to open up a gym ever since. His wife Misty Morris was on the verge of losing 30lb through dieting and walking trails. The couple wanted other people in the community to have somewhere to come work hard and lose weight, or reach other fitness goals. They finally saved up enough money and went all out. "I wanted to open a gym, but I wanted to wait until I had the money to do it the right way," said William Morris, CEO of the company. This right way meant renovating all the equipment they bought and the entire building to match the red, white, and blue color scheme.

There are three audiences in fitness centers. People trying to lose weight, people trying to stay in shape, and people trying to gain muscle (this includes body builders). The gym originally

opened up to attract those wanting to lose weight with their personal testimonials of weight loss. They ended up attracting more people looking to gain muscle such as athletes, due to being located 10 minutes away from the only High School in the city. The gym has been adding new equipment and features since the day it opened which is constantly attracting new audiences. For example they just added a personal masseuse which attracts people looking for a relaxing experience. The gym also added tanning beds which attracts a whole new population of its own, especially during the winter months.

The audience of people trying to loose weight is who the gym sees as their primary audience. This audience group drives the gyms motto and communication efforts. The gym gives free smoothie voutures to first time guest encouraging them to not just workout but to eat healthy. The audience that the gym is now catering to is those trying to stay in shape and gain muscle. The gym did this through adding the crossfit section and more power racks with weight going up to 1,000 pounds. The gyms leisure audience includes the tanning bed and massage groups. The gym begain adding packages that included just the tanning bed or just the massages, for people who just wanted a local escape. They gym exist to draw the community in closer and give people somewhere to come and be apart of something. The gym is a family that grows stronger and bigger everyday. The gym welcomes all people and wants to help the community make better choices and reach goals they never thought they could.