

## Company Overview: NextRep

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NextRep is a smart training app that helps everyday athletes optimize their workouts, track performance, and prevent injury using data driven technologies. The driving force behind NextRep's founding is the lack of professional grade tools and technologies available to the average consumer. Major sports leagues around the world utilize machine learning and artificial intelligence to help their athletes train better and prevent injury, but there is currently no consumer-friendly alternative. NextRep's mission is to bring enterprise level training technologies to everyday athletes to help them train smarter, healthier, and reach their full potential.

Utilizing wearable data, user uploaded training clips, and previous health and injury history, NextRep will analyze movement, technique, and history to provide insights into potential injury risks, technique improvement, and personalized recovery plans. NextRep's team of developers, certified athletic trainers, and data analysts ensure users data stays secure and accurate, keeping up to date with advances in the industry.

## Project Information

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NextRep User Growth Campaign

Marketing department

NextRep: AI Powered Smart Training App

Prepared By Eric Van Horn

Executive Leader, Marketing Manager, Stakeholders

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## Advertising Agency Task (Scope of the Project)

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The advertising agency will be responsible for developing a campaign to build brand awareness, showcase NextRep's elite level technology and AI driven injury prediction, and drive app downloads to position the brand as a free, accessible way to train smarter. The agency will be responsible for building a campaign that follows a strategic messaging progression: Initially informing the audience of the app's existence and purpose, then communicating NextRep's unique value and technological advantages, and ultimately encouraging downloads through a clear call to action. While each asset may only focus on one or two of these elements, each asset must include a call to action when appropriate, whether through a QR code, direct link, or other action.

The founders of NextRep will work closely with the advertising agency to ensure that the brand voice, style, and tone remain consistent across all media and visuals. The agency will be responsible for researching, designing, and implementing assets that satisfy the goal that was previously stated. The deliverables will be at the discretion of the advertising agency, based on research and analysis. Deliverables may include static graphics, motion graphics,

infographics, banners, posters, and other relevant formats. The agency will also be responsible for copy and design direction.

The final deliverables must be relevant to NextRep's target audience and be deployed across platforms and environments where this target audience is most receptive, including but not limited to: Targeted social media ads, placements in gyms, training facilities, and recreational centers. The agency will be responsible for ensuring that the chosen media is suitable for its corresponding platform. All creative deliverables should contribute to the overarching goal of brand awareness, driving engagement, and positioning NextRep as a technology driven solution for everyday athletes.

## **Background**

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In recent years, major sporting leagues such as the NFL, NBA, MLB, MLS, and more have begun utilizing machine learning in their games. They have found so many uses for it, such as better officiating, a better viewing experience, or to help prevent injuries. The NFL is the most prominent when it comes to using machine learning to prevent player injuries. They use AI to analyze player movements and other data points to predict when injuries could happen. This has allowed them to predict and prevent potential injuries for their players. This is a revolutionary technology advancement in the sports world as injuries are unfortunately very common. Despite this technology being available at the professional level, the consumer fitness and training market has not advanced at the same rate.

Majority of fitness apps allow users to track the basics of a workout which may include distance, calories, heart rate, or sleep data. While these data points are useful, they do not provide movement analysis or predict injury risk. So, unlike professional athletes, everyday athletes are training without proper insight and with an increased risk of injury. This represents a clear gap in the market that NextRep believes they have an opportunity to fill with their smart training app.

Importantly, everyday athletes have already been proven to utilize wearable technology such as smartwatches, heart rate monitors, or fitness trackers. This implies that there is already a demand for training technology. NextRep simply aims to build upon this baseline by bringing elite level training technology to the everyday consumer in a mobile friendly app. Utilizing artificial intelligence, user uploaded training clips, and wearable data, NextRep aims to fill this gap in the fitness market by providing a comprehensive, accurate, artificial intelligence driven mobile app.

## **Business or Marketing Objectives**

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NextRep has a few objectives that they aim to achieve. First, NextRep aims to encourage everyday athletes to train smarter and safer. By using professional level training insights and analysis, NextRep wishes to promote more informed training decisions, help athletes effectively and efficiently improve performance, and help them to progress in a sustainable manner. The over-arching goal is to provide proper insight and analysis to improve and maintain an athletes' long-term performance. By limiting injuries early in an athlete's career, NextRep aims to ensure that as they progress throughout their careers, they do not have a history of major injuries that hinder their ability to perform at a high level.

Another objective that NextRep has is to make high quality training assets financially attainable to young athletes. Hiring personal coaches, trainers, and other performance enhancing resources can quickly become very expensive. Not every young athlete can afford to acquire these resources, putting them at disadvantages such as underperforming and an increased risk of injury compared to their competitors. NextRep hopes to provide professional level training insight on a budget so that there are no barriers between young athletes and reaching their full potential.

Finally, NextRep aims to bring confidence and knowledge to young athletes. Too often are athletes told what to do by their personal trainer without understanding why they are doing it. Through a personalized mobile app experience, NextRep has the objective of helping athletes learn the purpose behind their training, gain confidence in themselves, and help them to make better decisions to become more engaged and connected to their training and athletic journey.

Together, these objectives aim to provide everyday athletes with a personal, safer, and smarter training experience that not only helps them train daily but allows them to reach their full potential as they advance throughout their careers.

### **Communications Objectives**

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NextRep's communications objectives will directly lead to achieving the business objectives by generating brand awareness and increasing user downloads. To achieve the previously stated business objectives, it is a necessity that users download and interact with NextRep's mobile app, as this is the main service that is provided. The campaign must generate brand awareness by educating, providing a value proposition, and telling why the service is important, useful, and relevant to them. Once the audience understands NextRep and their value, the campaign will need to focus on user conversions. This means that the campaign must convert viewers of the campaign to users of the app. This is a crucial step in achieving NextRep's business objectives because without people using the app, NextRep's impact will not be made. To achieve user conversions, the campaign must utilize call to actions when appropriate and make access to the app simple and efficient, whether through a URL or QR code, leaving minimal barrier between the viewer and a download. By generating brand awareness and increasing new users, NextRep's business objectives will be achievable as the services performance is directly responsible for success.

### **Communications Strategy**

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NextRep's campaign relies strongly on being present and visible in the correct location. This means that NextRep's advertisements should be placed strategically where their core target audience is most present. As a result, it is highly preferred that advertisements should be placed in location such as gyms, training facilities, billboards, athletic fields, social media, etc. These locations are where NextRep's audience is most likely to be present. Additionally, it is important that each location has a specific media type chosen that best fits the place where the advertisement will be distributed. This may include infographic posters in training facilities, short videos or graphics on social media, or flyers around athletic fields. No two deployments of advertising will be the same as each location has its own style of content that best suits it.

## Target Audience(s)

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NextRep's primary target audience is everyday athletes, typically ranging in age from 12-28 years old. They are predominantly male, however, the service is suitable for anyone that is in the athletic realm. NextRep's primary target audience is anyone who participates in school athletic programs, aims to take their skills to the college level, and young adults who take their fitness seriously or take part in recreational sporting leagues. NextRep is **not** targeting college athletes or older adults as college athletes have access to higher end training resources and older adults may not need or be interested in these types of resources.

NextRep's primary audience believes in taking care of their bodies as they train, setting themselves up for the future, and value new technologies that can improve their performance. They may hold these beliefs, but they do not have the ability to access professional level training resources, making NextRep a viable option for them.

NextRep's secondary audience is anyone who can directly influence the primary audience. This may include team coaches, parents, or school athletic departments. They are people who care about the primary audience's health and safety and wants to provide them with the tools they need to become successful in their athletic and fitness journeys.

Though NextRep is a mobile app, its target audience is primarily in the continental United States as that is where NextRep currently operates.

## How does the Audience feel about you now?

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Currently, NextRep's target audience is limited in knowledge about the existence of the company, how the technology works, and might be slightly skeptical of it. The audience is receptive to the idea of technology helping them improve their training techniques, having likely used training apps before, but they do not understand why NextRep is different from other training apps. They may be skeptical of NextRep because they have tried other training apps and have been left feeling underwhelmed or not satisfied by the result of them. At the same time, NextRep's target audience has a strong desire to improve so they are willing to try new products that supposedly help improve performance and make them better at their craft. They may be aware of the technology that professionals use, and might be intrigued enough to try it themselves, albeit on a consumer level.

## Key Messages

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NextRep's main message is that they believe that professional level training resources should not be limited to professional athletes. The company wants the target audience to know that their methods are built on the same principles and structure used in high level training, but optimized for everyday athletes. No matter where you are in your training journey, NextRep has a goal of ensuring you have the tools necessary to progress as an athlete.

NextRep also wants the audience to know that they strive to ensure that the service is as accurate and up to date as possible. NextRep understands the importance of reliable data,

especially when it comes to something as important as health and safety. As a result, users can be confident in the fact that the guidance that they receive is trustworthy and backed by data driven analysis, designed to help them make informed decisions.

### **How do you want the Audience to feel about you?**

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After the target audience sees NextRep’s advertising, they should feel motivated, intrigued, and curious about the possibilities that the app has to offer. NextRep’s success is directly tied to the user experience, which means that it relies on capturing attention and encouraging engagement. It can be difficult to convert viewers to app downloads, which is why it is very important that NextRep is seen as a truly valuable service. Viewers of the advertisements should feel that NextRep is not just another app, but has true value in it as a training tool that can enhance their fitness routine in a legitimate way.

The goal is to have these feelings of motivation, intrigue, and curiosity drive the viewer to take action. When viewers feel excited about a product or service, they are more likely to want to use it and try it. However, these emotions may not remain after the viewer stops seeing the advertisement, which is why it is important for the user to interact with the call to action that is presented on the advertisements. This may include seeing a URL, clicking a direct link to download the app, or scanning a QR code. The viewer should feel good enough about the service to want to download the app on the spot.

### **Tone and Manner**

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NextRep aims to be empowering, approachable, and to not be too corporate as a brand. As a result, the campaign should align with this voice. It should be informal but professional, using conversational language that resonates with the target audience. NextRep’s target audience is likely to be more receptive to information that is communicated in a conversational manner, not an authoritative, overly corporate manner. The campaign should not come off as super direct or formal, as that may not speak to the target audience as well. It should communicate the desired information in a clean, simple to understand way that allows the audience to instantly understand the message.

### **Mandatories**

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The advertising for NextRep must include the company logo and name, while maintaining the style guidelines of fonts, colors, and brand voice. Additionally, the advertising must include the company website, social media accounts, or the company slogan. Not all three are required on each advertisement as they will be selected based on the context. Another mandatory for NextRep’s advertisements is that each of them must be formatted for the specific platform that they will be deployed on. This includes proper aspect ratio, video duration if applicable, captioning, or hashtags. Finally, NextRep’s advertisements must include a way for the audience to directly access the app to download it. This could be in the form of URLs, direct links, or QR codes.

### **Evaluation**

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Evaluation of this campaign will be based on a combination of conversion data, engagement metrics, and user feedback. Prior to starting the campaign, data will be recorded, such as the current number of downloads and the number of active users. During the campaign, these metrics will be monitored, particularly looking for spikes in user downloads and active users in relation to when and where advertisements were deployed. Once the campaign is complete, the same metrics will be compared to the baseline that was recorded prior to the deployment of the campaign to determine the conversion rate. Additionally, user feedback and reviews will also be considered when making conclusions about the campaign's success.

## **Budget**

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The budget for this campaign will be \$10,500 dollars. This budget will be spread out over each phase of the campaign deployment, which includes research, planning, creation, and distribution. \$1,500 dollars will be put towards research, which includes competitor research, audience research, and potential advertising concepts. \$1,000 dollars of the budget will be put towards planning, which will include the strategic development of the campaign, scheduling, and platform selection. Another \$3,000 will go towards the creation phase of the campaign. This will be used to pay for production of the advertisements. Majority of the budget, at \$5,000 will be used for deployment. This includes acquiring distribution channels or paying to distribute ads on social media platforms.

## **Timing**

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This campaign will begin in the spring of 2026, particularly March 8<sup>th</sup>. This is around the time when spring sports start, which provides an opportunity to market to the younger end of NextRep's demographic. It also leads into summer, which is a peak time for people to be training. To meet the deadline of launching the campaign in the middle of March, research and planning need to be completed by no later than February 16<sup>th</sup> to allow ample time to create the visual assets. By March 1<sup>st</sup> all assets must be created to allow enough time for last minute revisions and distribution as needed. By March 8<sup>th</sup>, NextRep's campaign will be in full effect.

## **Further Information**

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While the overall goal of this campaign is to generate brand awareness and increase user downloads and engagement, it is also very important that NextRep forms a community with their users. NextRep wants to ensure that each user feels welcome and supported as they take part in their fitness and athletic journeys. By making users feel like they belong, NextRep can encourage users to not only share their experiences and successes but also share their challenges. As a result of this, it is important that the campaign maintains the feeling of inclusiveness.