



# STRONG LIKE HER

A MOTHER'S  
DAY EXPERIENCE



# INSIGHTS

## Why aren't women showing up?

### INTIMIDATION IN MALE-DOMINATED SPACES

Women report higher levels of gym intimidation, especially in strength or combat-focused environments.

A study by PureGym found:  
65% of women feel intimidated in gym environments, particularly in weightlifting or male-dominated areas.



### LACK OF REPRESENTATION

Representation significantly impacts participation rates.

A Nike study on women in sport found:  
Women are far more likely to engage in fitness when they see people like them represented in that space.

### FEAR OF BEING INEXPERIENCED

Women are more likely to avoid fitness spaces if they feel they lack knowledge or skill.

Sport England: 45% of women cite fear of judgment or not knowing what they're doing as a reason for not participating in fitness activities.

# THE IDEA

## Reframing Boxing for Women

### CONCEPT:

- Community-driven, not competition-driven
- Emotionally empowering, not just physical
- Beginner-first experience

**YOU DON'T NEED TO BE STRONG TO START.  
YOU BECOME STRONG BY SHOWING UP.**

# 1

### BRANDING

Ways to enhance the visual coherency on socials

# 2

### COMMUNITY EVENT

A Mother's Day Event to launch the "Strong Like Her" campaign.

# 3

### SOCIAL STRATEGY

A plan to execute and reach target audience.

BRANDING

# VISUALS

GOAL: SOLIDIFY VISUAL BRANDING

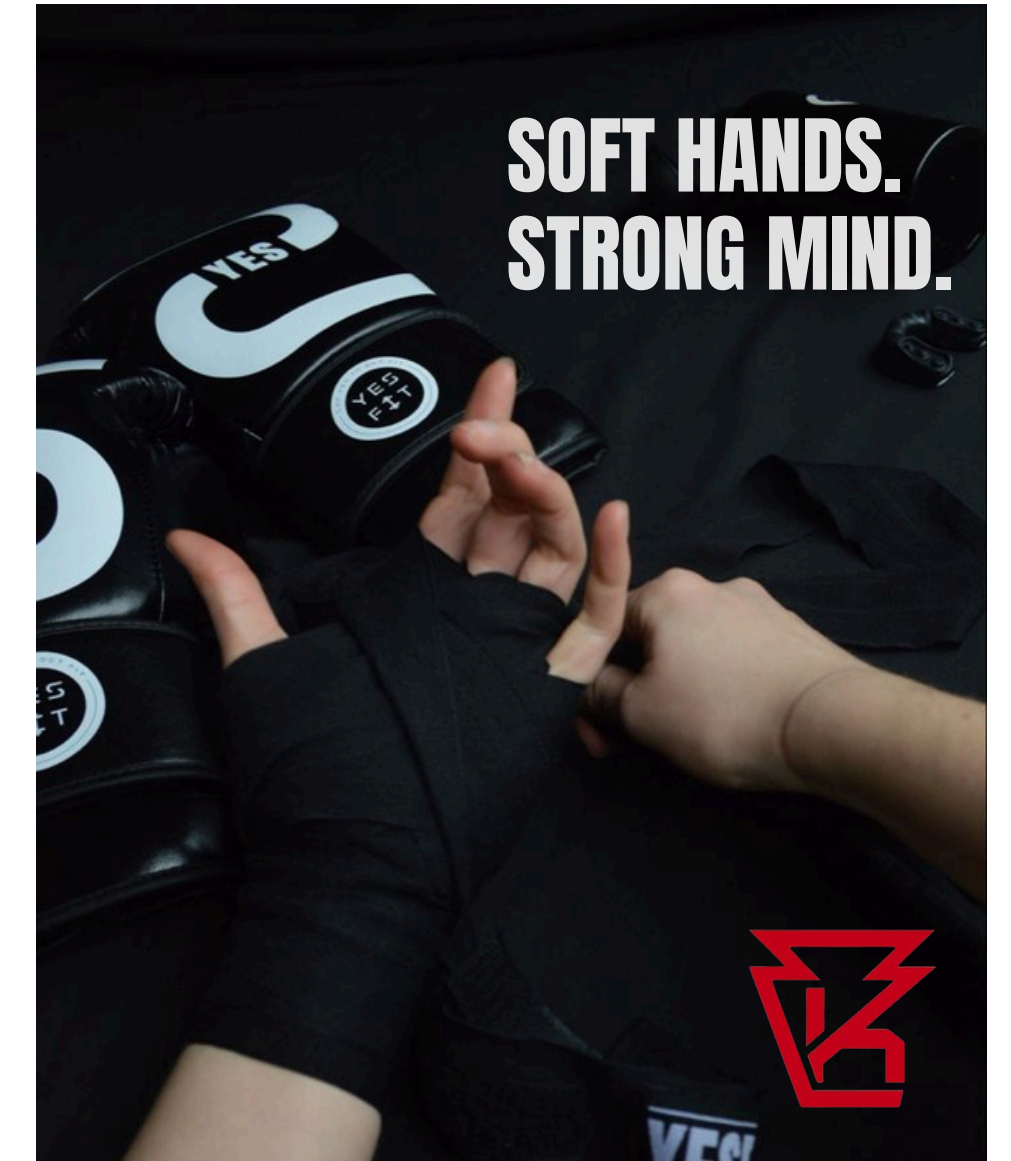
INCREASE PHOTOGRAPHY



ENHANCE VIDEO COLOR GRADING



GRAPHIC PROMOTIONAL CONTENT



# STRONG LIKE HER

CAMPAIGN CONCEPT  
MOTHER'S DAY THEMED EVENT

PARTNER-BASED EXPERIENCE

**WHEN SOMEONE COMES WITH ANOTHER PERSON, THEY ARE STATISTICALLY MORE LIKELY TO FOLLOW THROUGH.**

Studies show that group cohesion and support predict higher attendance and lower dropout rates

Creating a connection early (such as at a partner event) mitigates the risk of dropout from day one.

## **Exercising With Others Builds Habit Formation**

- Group workouts increase:
  - Enjoyment
  - Motivation
  - Consistency
- **People in group settings are:**
  - More likely to attend regularly
  - Less likely to quit
  - More resilient to interruptions



**“BRING A WOMAN WHO MAKES  
YOU FEEL STRONG”**

CAMPAIGN CONCEPT

# STRONG LIKE HER

## EVENT EXPERIENCE

### WELCOMING, LOW-PRESSURE INTRODUCTION

Table check-in, formal introduction  
Pre-class photos (balloons & banner)

### BEGIN CLASS, HIGH ENERGY, BEGINNER- FRIENDLY ENVIRONMENT

Loud music, motivating environment

### PARTNER BASED CONNECTIONS

Partner-based workout sets

### POST-CLASS SOCIAL

Community interaction: coupon from  
local business for food/drink



# STRONG LIKE HER

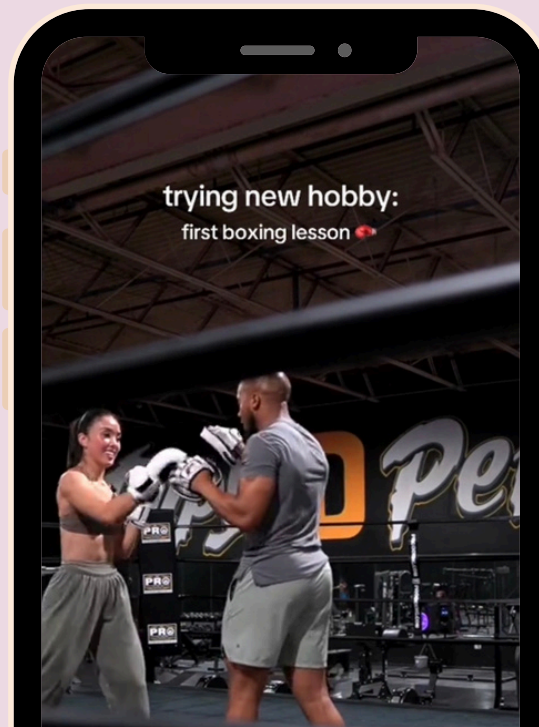
CAMPAIGN CONCEPT

CONTENT STRATEGY



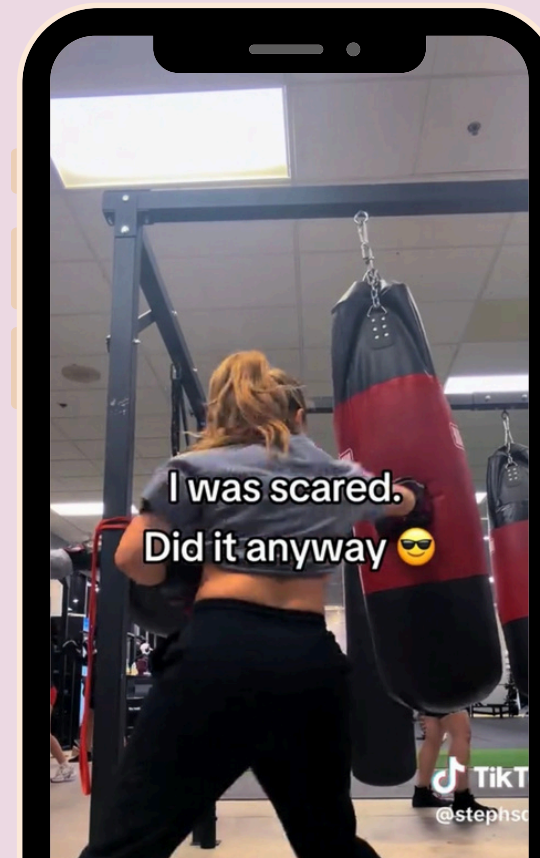
BEFORE

POV: beginner boxing class experience  
Client engagement: "Who's the strongest woman in your life?"  
Increase promotional graphics: captions to encourage engagement - tag someone who... - story polls



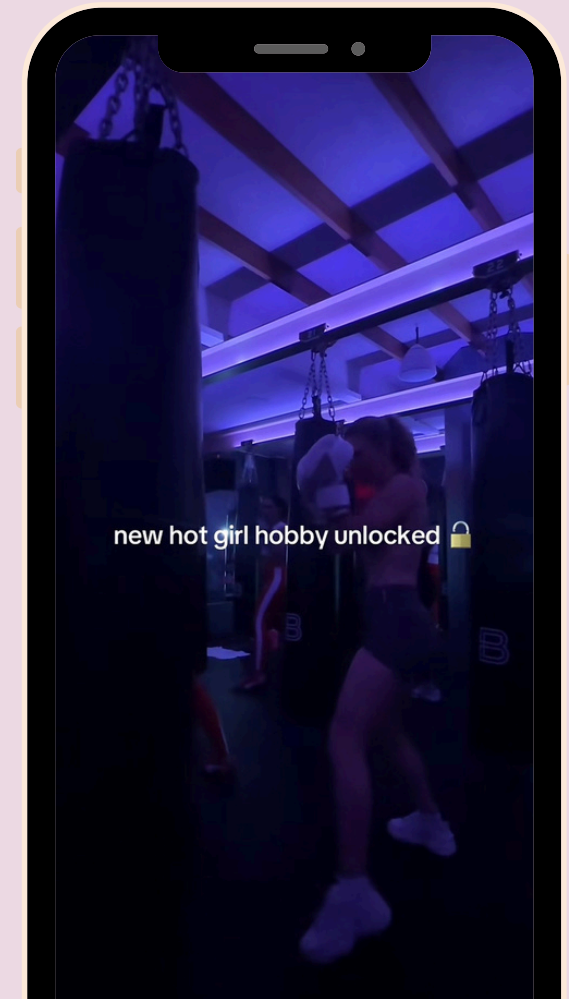
DURING

Photos & Videos  
First punches  
Partner moments  
Real reactions



AFTER

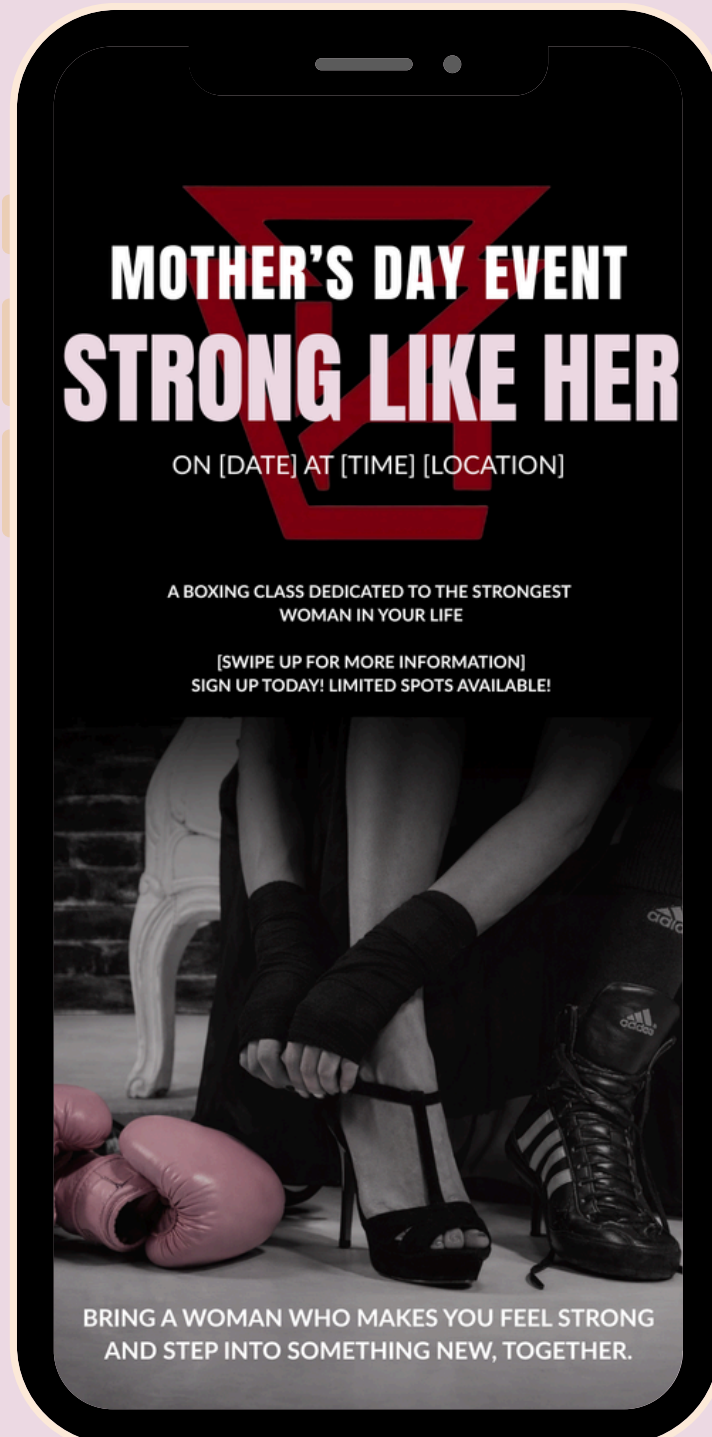
Testimonials  
Touch on clients' feelings before & after



# STRONG LIKE HER

## CAMPAIGN CONCEPT

## SAMPLE SOCIAL POSTS



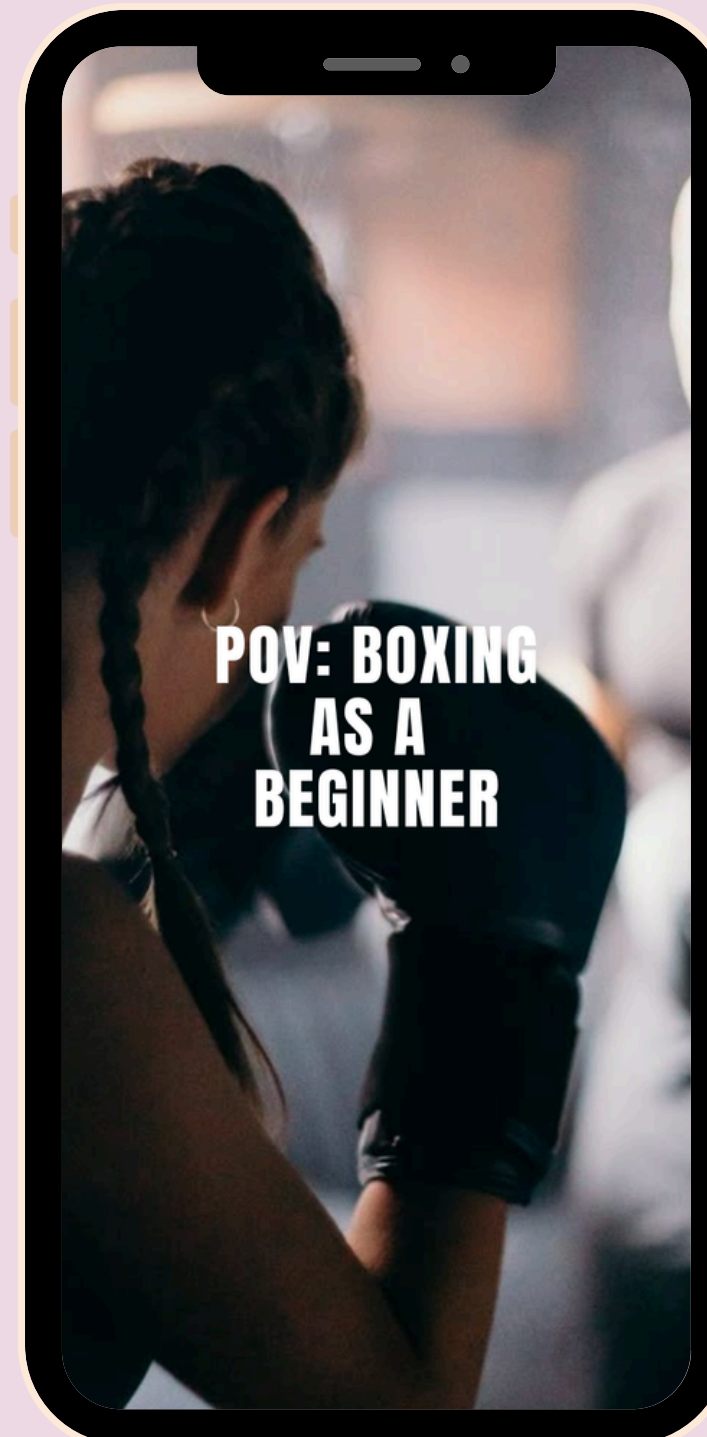
### CAPTION:

Soft hands. Strong hits.  
This Mother's Day, we're doing things differently.  
Bring a woman who makes you feel strong and step into something new, together.

No experience needed.  
No expectations.  
Just show up.

Strong Like Her: Women's Boxing Event  
[date + time]  
[location]  
Limited spots available.  
Sign up through the link in bio.

Tag who you'd like to bring!  
SEO: #relevanthashtags 5+



### CAPTION:

Strength doesn't always look the way you think it does.  
Sometimes it's soft, quiet, or walking into a room you've never been in before and staying.

This Mother's Day, bring someone who reminds you what strength feels like.

Strong Like Her  
A beginner-friendly women's boxing event.

No experience needed. Just the willingness to try.  
[date + time]  
[location]  
Spots are limited. Reserve yours now.

Share with someone you'd like to bring!  
SEO: #relevanthashtags 5+

# MOTHER'S DAY EVENT STRONG LIKE HER

ON [DATE] AT [TIME] [LOCATION]

A BOXING CLASS DEDICATED TO THE STRONGEST  
WOMAN IN YOUR LIFE

[SWIPE UP FOR MORE INFORMATION]  
SIGN UP TODAY! LIMITED SPOTS AVAILABLE!

BRING A WOMAN WHO MAKES YOU FEEL STRONG  
AND STEP INTO SOMETHING NEW, TOGETHER.

CAMPAIGN CONCEPT

SOCIAL REACH

**FACEBOOK GROUPS**

Local community pages, young athlete pages

**INSTAGRAM AD**

Run the ad starting two weeks prior to event launch

**PIN TO THE TOP OF PAGE**

Allows viewers easy navigation to the information.

CAMPAIGN CONCEPT

# STRONG LIKE HER

## WHY THIS WORKS

Emotion-driven, not just fitness-driven  
Removes intimidation barrier  
Builds identity, not just attendance

**“THIS ISN'T JUST A CLASS. IT'S AN ENTRY POINT.”**