Citlalli Villanueva

Essentials of Marketing

Professor Winston Tan

May 14th, 2024

Equinox

Who was the target demographic group of the ad?

People who workout and/or like group fitness classes and are willing to invest their money into a luxurious gym. People that have fitness goals set or prioritize a healthy lifestyle. But mostly, people that want to be part of the luxurious community that they can offer.

Why do you think it worked better than traditional marketing?

Targeting this brand through a social media platform like Instagram could be more beneficial to the brand than traditional marketing because social media ads are designed to be personalized according to the engagement of each individuals. People who already like working out, will most likely be shown that type of lifestyle videos on their main pages and ads, maybe even suggestions of accounts they should follow. With that being said, once they like one of those videos, the algorithm is now aware of the type of content that will keep you inside the app. So targeting specific demographics on social media can bring more efficient results for the brand.