



BYOBO\$\$ BRANDING AUDIT — FITFIT Studio

Company: FITFIT Studio

Industry: Fitness / Boutique Gym

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Prepared by: BYOBO\$\$

1. Brand Identity & Positioning

Question	Answer	Score (%)	Comment
What is your brand's mission?	"Empower healthier lifestyles through personalized fitness and community support."	85	Clear mission that reflects purpose.
Do you have a documented brand positioning statement?	Yes, in internal strategy deck.	78	Exists but not shared with all staff.
Can you succinctly describe your unique value proposition?	"High-energy classes with personalized coaching."	75	Good, but not strongly differentiated vs competitors.
Is your brand personality defined?	Friendly, energetic, supportive.	80	Well-defined personality.
Are your brand values documented?	Yes — wellness, community, integrity.	82	Strong values but not always visible externally.
Does your brand story resonate with your target audience?	Somewhat — loyal members mention community.	70	Story needs refining in messaging.



2. Target Audience & Market Fit

Question	Answer	Score (%)	Comment
Is your target audience clearly defined?	Adults 25–45 seeking group fitness & health.	85	Good demographic target.
Have you documented customer personas?	Yes — 3 primary personas.	78	Personas defined but need updates based on data.
Do you understand your customers' primary goals?	Yes — fitness, weight loss, community.	80	Clear customer motivations.
Does your brand resonate with your target audience?	Mostly	75	Resonance is moderate; needs stronger emotional linkage.
Is your pricing aligned with perceived value?	Yes, mid-tier pricing.	80	Generally acceptable for market segment.

3. Messaging & Communication

Question	Answer	Score (%)	Comment
Do you have a clear tagline?	“Find Your Fit, Fuel Your Life.”	75	Good but lacks distinctiveness.
Is the brand voice consistent across channels?	Mostly consistent on social & website.	78	Some inconsistencies in tone.



Question	Answer	Score (%)	Comment
Does your messaging communicate benefits (not features)?	Partially - focuses on classes.	72	Needs more benefit-oriented language.
Are core brand messages documented?	Partially	70	Needs more formal documentation.
Do members recall your key messages?	Sometimes	68	Messaging recall could be stronger.

4. Visual Identity

Question	Answer	Score (%)	Comment
Does your logo reflect your brand personality?	Yes - bold, energetic mark.	82	Strong visual alignment.
Are brand colors & typography consistent?	Mostly	78	Some inconsistencies across materials.
Do all touchpoints use current brand assets?	Mostly, except some flyers.	75	Asset usage needs control.
Does your visual identity stand out in the marketplace?	Moderately	70	Not highly differentiated.
Is your brand style guide documented?	Internal draft only.	60	Needs formal, updated guidelines.



5. Digital Presence & Brand Experience

Question	Answer	Score (%)	Comment
Does your website reflect the brand clearly?	Yes - visuals, messaging.	80	Website aligns but could be more targeted.
Are social media profiles consistent with brand?	Mostly	78	Good visuals, varied tone.
Do reviews reflect your brand promise?	Mostly positive	82	Customer experience aligns.
Is brand experience consistent offline & online?	Sometimes	70	Some gaps in event experiences.
Are digital ads aligned with brand messaging?	Yes	75	Ads reflect promotional style.

FULL BYOBO\$\$ AUDIT SUMMARY

Below are aggregate scores for major branding areas, interpretation, and three recommended actions each.

1) Brand Identity & Positioning — 78%

Interpretation:

FITFIT Studio has a clear mission, personality, and values, but its unique value proposition and brand story could be stronger and more consistently communicated internally and externally.

Top 3 Actions:

1. Refine and document a compelling brand positioning statement that differentiates FITFIT from competitors (e.g., community focus + outcome promise).



2. Train all staff on core brand identity elements so messaging feels consistent at every touchpoint.
3. Tie brand story to member testimonials and success stories on digital platforms.

2) Target Audience & Market Fit — 80%

Interpretation:

Targeting and customer understanding are solid, but resonance of brand messaging with emotional triggers could improve.

Top 3 Actions:

1. Update personas using real data (surveys, retention stats).
2. Test messaging variations that speak to deeper motivations (confidence, belonging).
3. Segment marketing by audience goal (weight loss vs performance vs community).

3) Messaging & Communication — 72%

Interpretation:

Messaging exists, but clarity and consistency lag. Branding messages sometimes focus more on features (e.g., classes) than deep benefits (e.g., transformation).

Top 3 Actions:

1. Develop messaging guidelines (benefit-driven headlines, tone rules).
2. Audit communications for consistency (promos, emails, social).
3. Introduce a memorable, benefit-focused tagline and reinforce it across channels.



4) Visual Identity — 73%

Interpretation:

Visual identity is generally consistent but not highly differentiated and style guidelines are incomplete.

Top 3 Actions:

1. Finalize and publish a brand style guide covering all visual assets.
2. Refresh visuals to better differentiate in the fitness market (e.g., unique iconography, color palette).
3. Audit all current materials and update outdated designs to align with the refreshed identity.

5) Digital Presence & Brand Experience — 77%

Interpretation:

Digital presence reflects the brand, but experience consistency between online promise and offline reality (in-studio experience) could improve.

Top 3 Actions:

1. Map the member experience (online → in-studio → follow-up) and close any gaps.
2. Align digital ads, website content, and social messaging with the refined brand identity and key benefits.
3. Leverage user-generated content (UGC) to strengthen authenticity across channels.

Overall Branding Health Score: 76%

Summary:

FITFIT Studio has a solid brand foundation, but opportunities exist to strengthen messaging clarity, differentiation, audience resonance, and visual consistency. Refining these areas will drive stronger brand recall, deeper emotional connection, and more effective marketing performance.



Once you've reviewed this diagnostic report, the most important next step is turning insight into action. The findings highlight where performance is strong, where profit is leaking, and where systems are underdeveloped but the real value comes from prioritizing and implementing the right fixes in the right order. We strongly recommend reviewing this report with your BYOBO\$\$ consultant, who can help interpret the results in the context of your specific locations, validate assumptions, and translate recommendations into a practical execution plan.

If you do not currently have a consultant assigned, BYOBOSS can match you with a qualified specialist aligned with your needs and operating environment. Your consultant will work with you to establish priorities, define measurable targets, and guide implementation—whether that involves improving cost controls, refining operational performance, reducing inefficiencies, or implementing stronger management and reporting systems. This ensures the report does not sit on a shelf, but becomes a practical roadmap to improved performance, greater control, and sustainable growth.