



MARKETING PLAN: CATCH OUR BREATH

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01

**BACKGROUND
INFORMATION**

CATCH OUR BREATH

A non-profit yoga program that aims to teach **mindfulness**, **flexibility**, and **resilience** to underserved youths in the Boston area.



The Problem: Health Inequity

Household Income → Strong predictor of children's health and development

Low income = higher chances of **anxiety, depression, and worse overall health.**

2 out of 5

Boston youths are
overweight or obese.

9%

exposed to 3+ Adverse
Childhood Experiences
(ACEs)

Catalyst for Change

Catch Our Breath strives to promote **health equity** among Boston youths through fun Kundalini yoga classes that are proven to alleviate stress and anxiety among urban students.



02

**SITUATION
ANALYSIS**

CONSUMER ANALYSIS

Target Market: Boston Public Schools in low-income areas

USERS: STUDENTS

80% are low income

Limited access to health resources and wellness programs



INFLUENCERS: PARENTS

Parents are becoming worried during COVID-19

Children are moving less:

Ages 5-9 → 54%

Ages 9-13 → 66%

Ages 14+ → 82%

SWOT ANALYSIS

STRENGTHS

Differentiation
Networking

S

W

WEAKNESSES

Exposure
Digital presence
Funding

OPPORTUNITIES

Unsaturated Market
Demand
Feasibility
Need
Promoting

O

T

THREATS

{ Pricing
Funding
Service
Competition }

COVID-19

INDUSTRY ANALYSIS



BOSTON PUBLIC SCHOOLS

- Not currently partnered with any yoga programs
- After-school wellness programs:
 - Gymnastics, running, soccer, basketball, and crossfit
- The Wellness Champion Program

HANDS TO HEART CENTER

- Nonprofit that provides custom yoga classes to low-income Boston neighborhoods
- Instructors receive 200-500 hours of trauma-sensitive training
- Targets people affected by addiction, poverty, and trauma



03

**MARKETING
GOALS &
STRATEGY**

GOALS

SHORT TERM

Implement pilot program in Ellis Mendell Elementary School.



LONG TERM

Become an established wellness partner for the Boston Public School network.



STRATEGY

Funding

Target local businesses interested in health and wellness.

Promotion

Trade shows and community events help demonstrate program in action.

Outreach

Begin by cultivating loyal connections through one school before expanding.

Catch Our Breath will focus on cultivating community engagement and loyalty in every aspect of the sales funnel.



04

**MARKETING
ACTIVITIES**

STUDY CONSUMERS

Desired Location



Target Pilot School



Primary Audience

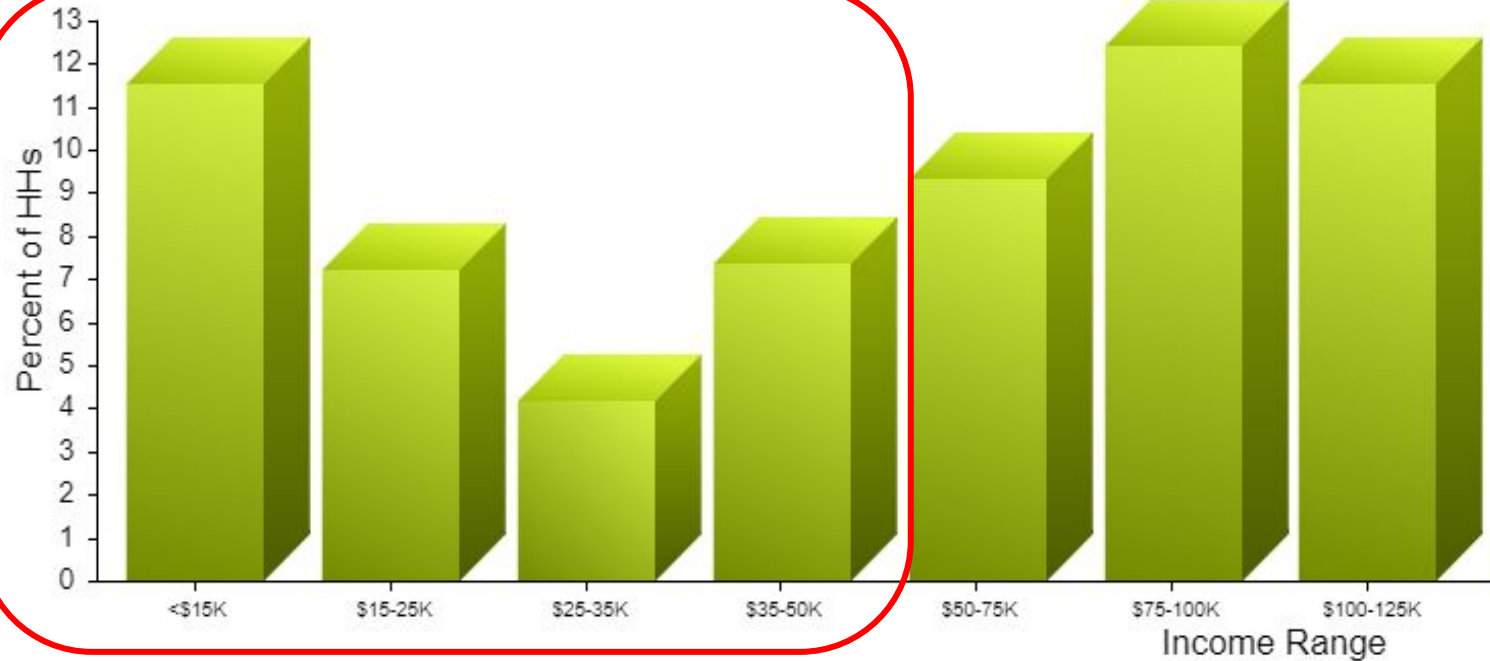
“Boston area schools in underserved communities”

Ellis Mendell Elementary School Pilot Program with Elizabeth Hadley

Elementary School Kids



Jamaica Plain Stats

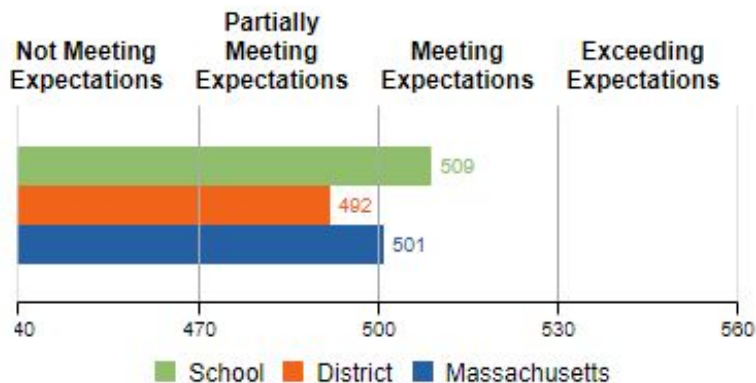


Ellis Mendell 2019 Stats

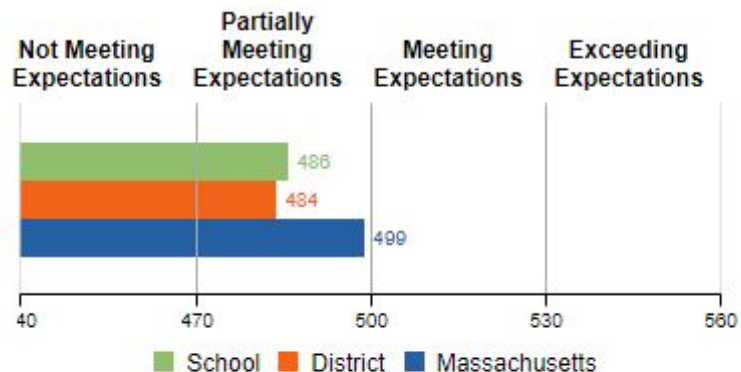
2019 Student Achievement

Next Generation MCAS ([Average Scaled Score](#))

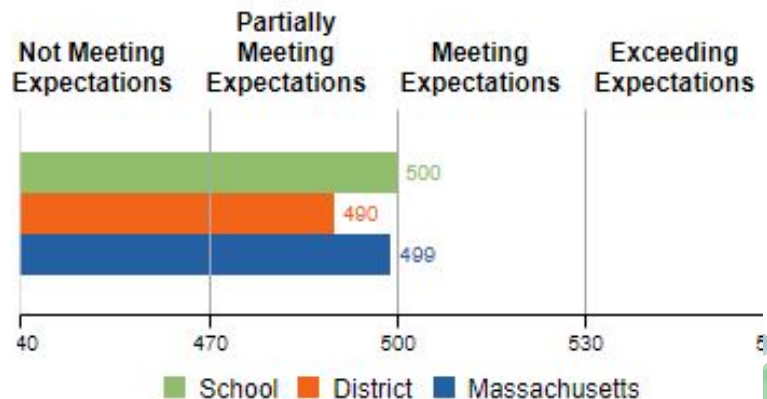
English Language Arts - Grades 3 - 8



Science and Tech/Eng - Grades 5 & 8



Mathematics - Grades 3 - 8



STUDY CONSUMERS

Geographically



Demographically

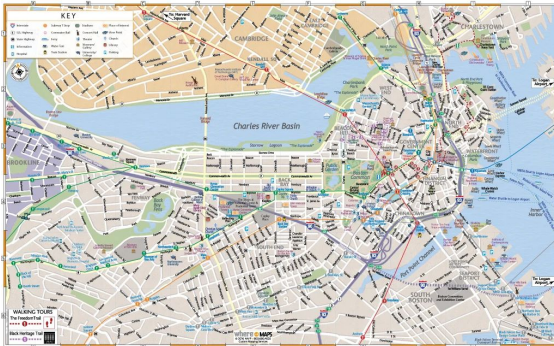


Psychographically

“Boston area schools in underserved communities”

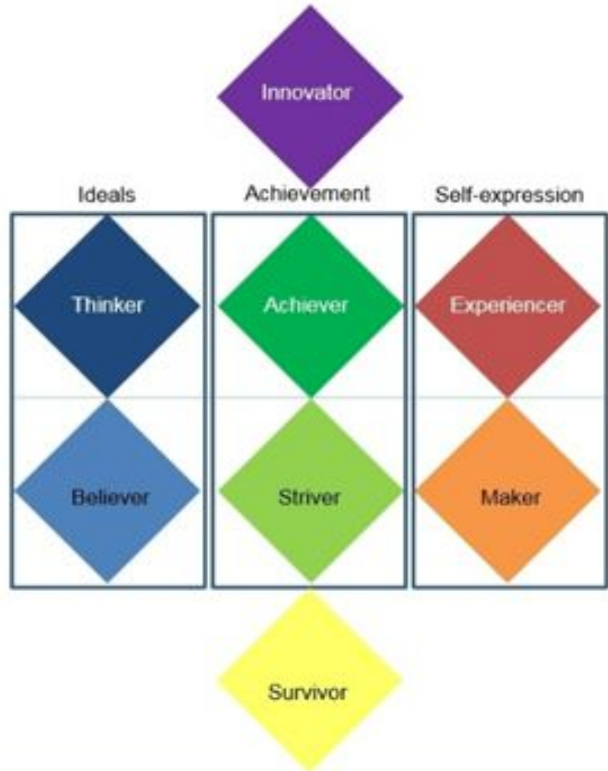
Ellis Mendell Elementary School Pilot Program with Elizabeth Hadley

Elementary School Kids



VARS Model

Resources (Low to High) ↑



Primary Motivation	Description
Innovators	Value independence, taste and character
Thinkers	Value knowledge and creativity
Achievers	Value achievements and functionality
Experiencers	Value moods, emotions and inner expressions in life
Believers	Value communities, social bonds and sharing
Strivers	Value motivation ,inspiration and abilities
Makers	Value family bonds and personal values
Survivors	Value simplicity and 'fit-for-purpose'

SHAPE THOUGHTS

We recommend implementing a simple, direct, and vivid email newsletter that captures students' attention and informs them about Catch Our Breath's yoga program.

Subject Line

“Mary, ready to awaken your higher self?”

Opening Line

“Did you know yoga can improve academic performance, classroom behavior, and even reduce anxiety and stress in children?”

Graphic





EMAIL NEWSLETTER TEMPLATE

DECEMBER 4, 2020

CATCH OUR BREATH

Did you know yoga can improve academic performance, classroom behavior, and even reduce anxiety and stress in children?



INFLUENCE ATTITUDES

USING SOCIAL PROOF



INJUNCTIVE NORMS

“Get active and improve your school performance!”

INFLUENCE ATTITUDES

USING AUTHORITY

Catch Our Breath is.... The logistics of the program include.... It can benefit students by....



Teachers & School Administration

Parent night events

Present to students in school

Kundalini Yoga has been proven to help students with school performance, physical fitness, happiness, and stress reduction, among other benefits...



Industry Professionals

Video presentations

Social media posts

IMPACT CHOICES



Catch Our Breath should eventually use an opt-out option in the selected school.

Why?



Owner of M2M advised us that the program should not be mandatory

People tend to retain the default because the disadvantages of leaving it loom larger than advantages

- Children would automatically participate, unless they ask to be removed.
- Transparent intentions



05

**IMPLEMENTATION
& EVALUATION**

TIMELINE

1-6 months

Partner with Ellis Mendell Elementary.

Start trial period during their summer 2021 session.

6-9 months

Gather data and exhibit benefits and value.

Aim to be a permanent school program.

1-5 years

Utilize data about program's success and use connections to expand to others schools in Boston .

BUDGET



Short Term Funding:

- Personal donors
 - GoFundMe campaigns
- Local businesses

Long-Term Funding:

- Federal grants
- Private grants
 - Lululemon “Here to Be”

Evaluation



Program Satisfaction:

- Administer surveys every few months
- Teachers could monitor students:
 - Behaviors
 - Stress levels
 - Grades

Benchmarks:

- Month-to-month success
- Adoption and approval ratings

The background features a white surface with teal and green watercolor splatters. A large, irregular teal splatter is at the top right, and smaller teal and green dots are scattered on the left and bottom right. A black rectangular border frames the central text.

**THANK YOU FOR
LISTENING!**