

Panther Fit: Brand System

Project: Brand context, voice guidelines and ideal customer profile

Client: Panther Fit, gym and personal training studio, Thái Nguyên, Vietnam

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The working documents were written in Vietnamese for the client's own use. This is the English version, prepared for portfolio purposes.

What the business is

Panther Fit is a coaching led gym running two paid services on its own premises: small group bootcamp, and one to one personal training. Both are equal growth priorities. Revenue comes from coaching and service, not from product sales, mass membership or online programmes. Pricing sits mid market: not the cheapest option in the area, not a premium boutique.

The business is scaling and revenue is growing quickly. Almost all of that growth comes from word of mouth and organic Facebook video. No paid advertising, no content system, and no meaningful contribution from Instagram, TikTok or local search.

Positioning

Ranked in the order satisfied members mention them first when they refer someone:

1. Community and atmosphere. This is the brand. This is what gets said out loud.
2. Convenience, location, price. The practical reason they can say yes.
3. Results and programming. True and necessary, but not the hook.

The strategic read: Panther Fit does not sell training sessions, it sells a room people are willing to walk into. Programme quality is why members stay and why referrals hold up, but it is not why they arrive. Marketing that opens with body composition numbers, sports science or coach credentials is leading with the third strongest asset.

Competitive context

Every gym in every suburb claims community, results and convenience. Claims alone are worthless. Panther Fit's real advantage is that customers raise the community point unprompted, and the referral engine proves it: the biggest trigger for a new member walking in is seeing a friend change, or being vouched for by one.

So the real competitor is not other gyms. It is procrastination, and the memory of a bad gym. Prospects are not comparing programming across five studios. They are weighing up whether walking into this particular room will be unpleasant.

The core tension

Friendliness is both the strongest asset and the stated worry. Two things are true at once:

- Prospects have been hurt by cold, cliquey gyms, and carry that fear through the door.
- Internally there is still doubt about whether the Panther Fit room is reliably welcoming to a nervous newcomer.

Marketing cannot outrun this. Every campaign promising warmth is a cheque the training floor has to cash. If the room does not genuinely welcome first timers, the referral engine degrades, and paid advertising only makes people leave faster. Fixing the first session experience is a marketing project, not just an operations one.

Rules for every marketing task

1. Open with the room, not the result. Community and atmosphere lead every headline, hook and opening line. Results and programming are evidence, placed second or third, never first.
2. Every piece must reduce the fear of walking in. Show real members, real faces, real beginners, the real space, and what a first session actually looks like. If a piece does not make an anxious person feel safer walking in, it is not finished.
3. Design for referral, not cold clicks. The proven path is friends vouching for friends. Prioritise work that makes it easier for current members to share or bring someone, over work aimed at strangers from zero.
4. Facebook video first. Default to the format with evidence behind it. Only repurpose to other channels after the Facebook version exists. Do not propose a new channel without saying what it replaces, because there is no spare time and no budget.
5. No shaming, no hype, no preaching. No before and after framing that treats the "before" as shameful, no aggressive hype, no lifestyle sermons.
6. Solve "what do we say" with format, not ideas. Hand over repeatable templates that can be filmed on a phone in minutes, not one off creative concepts that need a crew.
7. Name the gap between promise and reality. If a brief promises a level of warmth the floor cannot reliably deliver, say so in the work rather than writing the promise anyway.

Brand Voice

The one line rule

Speak like a close friend who happens to be a good coach. Warm, encouraging, everyday. Never a gym bro, never a wellness guru, never a corporate brochure.

Tone

Panther Fit speaks the way a friendly coach speaks to someone who is nervous and has not trained in years:

- Warmth first, information second. Acknowledge the feeling, then give the detail.
- Encouraging, not pushy. Invite people in. No chasing, no pressure, no invented urgency.
- Everyday and conversational. Short sentences, the occasional fragment. Write the way a coach talks on the floor, not the way a brand writes captions.
- Confident but relaxed. Panther Fit knows what it is doing and does not need jargon to prove it.
- Close and local. Everyday language, no imported American gym speak.

Vocabulary

Use: the gym, the floor, a session, a class, the regulars, members, coach. Drop in, try a session, your first session, come along for company, bring a friend. Stronger, more mobile, moving better, feeling lighter in yourself. Beginner, first time training, has not trained in a while. We, us, you.

Avoid: grind, go all out, no excuses, no pain no gain, leave it all on the floor. Burn fat, get shredded, summer body, bikini body, get your old body back. Journey, transformation, wellness, holistic, mindset shift. Optimise, protocol, elite tier, athlete, unless the person actually is one. Pressure language: must, need to, finally, stop making excuses.

Do and do not

Do	Do not
Name the fear and defuse it	Pretend nobody is nervous
Show real members and coaches, with names	Use stock photos or anonymous bodies
Talk about how people feel in the room	Open with weight or body fat percentage
Give one clear, gentle next step	Stack multiple CTAs or hard sell
Let customers speak in their own words	Polish testimonials into ad copy
Be specific about practicalities: hours, parking, what to bring	Offer vague inspirational generalities
Be lightly funny	Be sarcastic, mocking, or use in jokes that lock outsiders out

Absolute limits

Non negotiable. Panther Fit must never sound like:

1. Gym bro, aggressive, shouty. No all caps for intensity, no drill sergeant, no "no excuses".
2. Shaming or appearance focused. Never imply a body is a problem to be fixed. No before and after framing that treats the "before" as a failure. No calorie counts, kilos lost, or appearance deadlines.
3. Wellness guru. No lecturing about discipline, purpose or lifestyle. Panther Fit is a gym with decent people in it, not a philosophy.
4. Corporate or cold. No "our proprietary method", no value proposition bullet points in customer facing copy.

Example lines

Social caption, welcoming a beginner

Nerves on the first session are real. Everyone in this room has been there. Stand at the back, follow along, ask us anything. Nobody is watching you, they are busy wrestling with the same set.

Invitation to bring a friend

Got a mate who keeps saying "I'll start next week"? Bring them along. First session is on us, and they can hide behind you the whole time if they want.

Video hook, Facebook

This is what 6am actually looks like here. No mirror wall full of blokes filming themselves, just a room of people who would rather still be asleep.

Answering a price question

Fair question. Here is exactly what you get and what it costs, no packages to decode.

Answering "I'm not fit enough to start"

That is exactly why coaches exist. Every session is adjusted for whoever turns up. You do not need to be fit to start, you get fit by starting.

How not to write the same idea

Ready to TRANSFORM? No more excuses, commit to your journey. Our elite training protocol will crush your goals and unlock your best self. Message "READY" now.

Presentation habits

- Short paragraphs, two or three lines at most.
- No long dashes anywhere. Use commas, colons or full stops.
- Emoji sparingly, one or two at most, never as bullet points and never for hype.
- Headlines written as normal sentences. No title case, no all caps.
- One CTA per piece, phrased as an invitation ("drop in", "bring a friend", "book your first session") rather than a command.

The voice test

Before publishing anything, read it aloud and ask: would a coach actually say this to a 38 year old hesitating at the door on their first morning? If it sounds performed, salesy, or preachy, rewrite it.

Ideal Customer Profile

Primary persona: the anxious returner

One persona covers both buyer groups, because they are usually the same person. "Beginner who finds gyms intimidating" is an emotional state. "Busy office worker, 30 to 45" is a life stage. The best Panther Fit customer is both at once.

Demographics

- Roughly 30 to 45, clustered in the mid thirties
- Works full time, often commuting a distance, with family responsibilities
- Lives or works within a short radius of the gym: this is a local catchment business, and convenience ranks second among reasons people choose Panther Fit
- Mid market spender: willing to pay properly for coaching but not shopping for a premium boutique, and will notice immediately if the price is not justified
- Both men and women, with no clear skew either way

Psychology and behaviour

- Has trained before, or has been meaning to for years. Either way, there is no current habit.
- Carries a bad gym memory: felt watched, felt out of place, or paid for a membership and stopped going.
- Does not want to become an athlete. Wants to feel capable, ache less, tire less, and be comfortable in a room.
- Values being recognised. Wants the coach to notice a week's absence, wants the regulars to say hello.
- Short on time and reluctant to decide. Will not compare five gyms. Will act on a trusted recommendation.
- Sceptical of fitness advertising. Hype, shredding and transformation language pushes this person away.

What triggers the decision

Primary trigger: a friend visibly changing, or directly recommending. This dominates everything else. The moment is social, not commercial. Someone they know looks different, or tells them to come along.

Secondary triggers worth noting:

- A friend inviting them to a specific session rather than just naming the gym
- Personal workload easing enough to make a schedule possible