

# GYMWORLD – the new brand and basis for strategic development in the German Gymnastic-Federation

1. GYMWORLD – the necessity of this new DTB brand
2. GYMWORLD – the new systematic for offers of the DTB
3. GYMWORLD – the basis for strategic development





## ***German Gymnastic Federation***

- ***about 5 Million members (out of 27,5 Million organized in 61 Federations)***
- ***in more than 20 000 Gymnastic Clubs (out of 91 000 Sport Clubs)***
  - ***about 35 % children***
  - ***about 70 % female members***



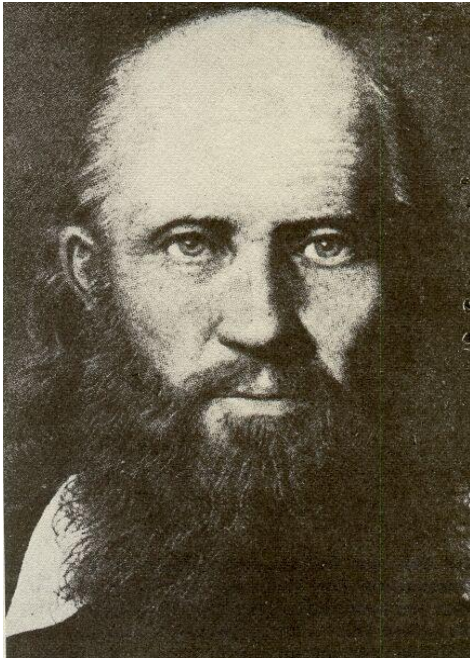


# 1. GYMWORLD – the necessity of this new DTB brand

Jahn in a letter to a friend in July 1811:

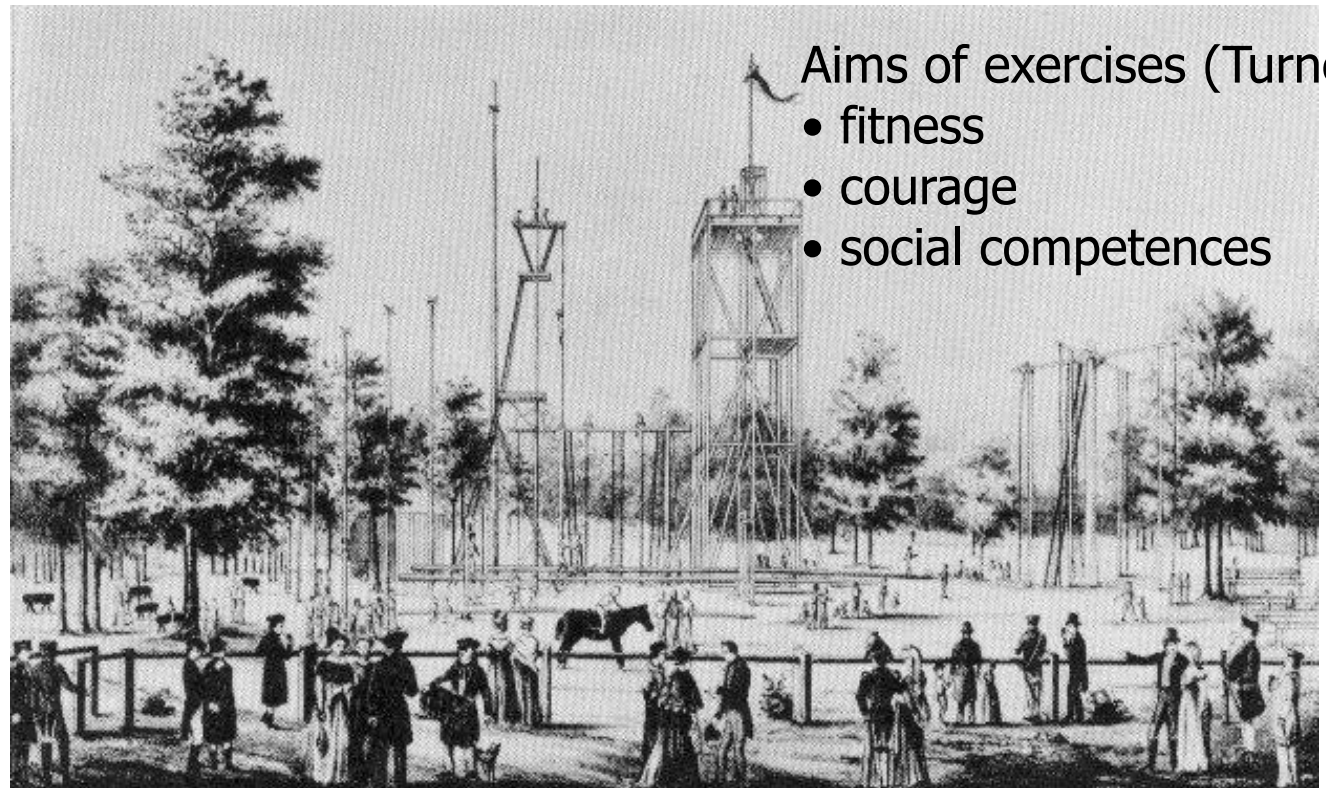
Turnen – from the old word *Turna*,

means **gymnastic** exercises.



**Friedrich Ludwig Jahn**  
**1778 - 1852**

The Turn-Field – an attractive place for exercises and games



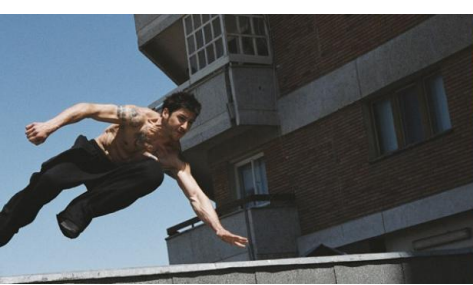
Aims of exercises (Turnen)

- fitness
- courage
- social competences

## GYMWORLD – the necessity of this new DTB brand

### “Turnen” in the DTB in the year 2011:

- Three Olympic Sports (artistic gymnastics, rhythmic gymnastics, trampoline).
- About 20 Non- Olympic Sports (e.g. Aerobic, Fistball, Indiaca, Korfball).
- Basic Motor-Training for Children (Kinderturnen).
- A diversity of offers/exercises for adolescents, adults and old people, including fitness-training, dance, trend-activities, activities in social groups.





## GYMWORLD – the necessity of this new DTB brand



Building up a new brand means  
1. to give customers a clear idea  
and a positive emotional assessment  
about offers;

2. to commit an institution to the offer(s).



What does it mean?

How does it give orientation?

Committed perspectives for strategic development?



## 2. GYMWORLD – the new systematic for offers of the DTB

# GYMWELT

GYMWORLD means  
exercises aiming for..

- Fitness & Health
- Expression & Performance

- Play & Arousal
- Experiences with Nature
- Social Integration





## GYMWORLD – the new systematic for offers of the DTB



**Fitness- and Health-Exercise  
Activities in the Nature  
Art of Movements & Acrobatics  
Rhythm, Dance & Performance**



## Fitness-Exercise....

- aims on an motivation improvement of endurance, strength, flexibility, coordination and relaxation;
- include traditions and trends;
- can be combined with games or with activities in the nature;
- can be controlled for quality especially by the training of the trainers.

**Target group:** adolescents and adults with adherence to exercise and with the necessary physical preconditions;



### Offers in the DTB (Examples):

Aroha, Ausdauertraining, Aerobic, Step-Aerobic, Power-Step, B.Co intelligent trainieren, Body-Workout, Group-Fitness, Bauch-Beine-Po, Gerätetraining, Cross-Training, Muskeltraining, Konditionsgymnastik, Gymnastik, Männer Fitness, Fitness-Spiele-Mix, Feel Well, Indian Balance, Pilates, Body and Mind, Stretching, Stretch & Relax, Yoga, Fitness aus Fernost, Gymnastik für Frauen, Pezziball, Gymnastik-Treff, Skigymnastik, Seniorengymnastik, Wandern, Walking, Nordic Walking ....





## Health-Exercise....

- aims on improving health resources, preventing risk factors, enhancing coping-competences and building up compliance with health-enhancing exercises;
- is combined with high quality demands – e.g. with carefully structured, evaluated and published exercise programs;
- is a module within the health sector as well as the sport sector.
- is normally offered as course (often 3 - 6 months);

**Target group:** Persons with a sedentary lifestyle and associated risks & health problems;



**Evaluated and published Health Exercise Programs of the DTB till 2011:**  
Cardio-Aktiv, Cardio-Fit, Fit bis ins hohe Alter, Fit & Gesund, M.O.B.I.L.I.S. light, Optiwell, Rückentraining sanft und effektiv, Rücken Fit, Rücken Aktiv, Walking und mehr, Nordic Walking, Appetit auf Bewegung, Safari Kids.

## Activities in the Nature...

- comprise a variety of activities based on fundamental motor abilities like walking, climbing, balancing, gliding;
- comprise trend activities focused on motives of "Turnen" like fitness, arousal, community;
- can easily be combined with fitness-exercise;
- are often organized as get-together at weekends.

**Main target groups:** adolescents, families, seniors.

**Examples:** Wandern, Walking, Nordic-Walking, Geländelauf, Fit und Schneespaß, Fahrradwandertreff, Geocaching, Sommerfreizeit, Hochseilgarten, Parkour, Slacklining, Winterfreizeit usw.





## Art of Movements & Acrobatics...

- comprise acrobatics including a variety of gymnastic tools, juggling, unicycling, pantomime, physical theatre ....;
- are based on the motives expression, composition & fitness;
- contain the chance for combinations with trends like parkour, slack lining or skateboarding;
- are often organized as (time limited) projects.

**Main target groups:** Adolescents and adults without ambition for competition but with fun doing exceptional things and be part of the show...





## Rhythm, Dance & Performance ...

- comprise a variety of rhythmic movements in the tradition of rhythmic calisthenics and dance styles from all over the world;
- give many possibilities for expression – especially attractive in group performances.
- are organized as time unlimited groups or as (time limited) projects.

**Main target groups:** Girls and women who like rhythm, music and have fun to be part of the show.



**Examples:** Afro-Dance, Rhyth. Gymnastik, Ballet, Hip-Hop, Modern Dance, Jazz Dance, Jazzgymnastik, Musical Dance, Latin Jazz, Latin Dance, Videoclip Dancing, Showtanz, Yoga Dance, Drums Alive usw.



GYMWELT

DTB-Offers

DTB-Trainer-Instructions

### 3. GYMWORLD – basis for strategic development

Structures in DTB-Clubs

DTB-Brand

## Perspective: Development of DTB-Offers

- The DTB-Offers in the GYMWORLD build up standards.
- Orientation for the further development are approved contents as well as new trends and new (scientific) knowledge.
- New offers for difficult (or insufficient reached) target groups have to be developed.



**Fitness- and Health-Exercise  
Activities in the Nature  
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Rhythm, Dance & Performance**





## Perspective: Development of DTB-Trainer-Instructions

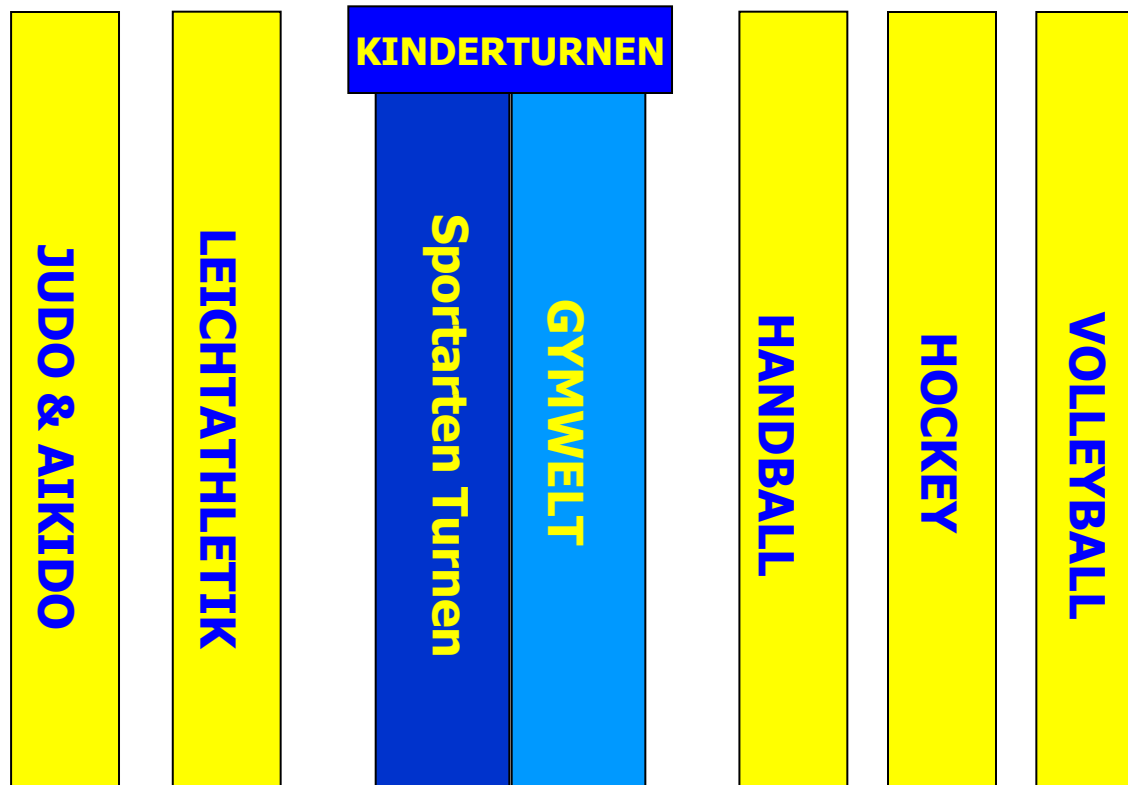
### Instructors in the GYMWORLD

- pass all through a basic training of high quality;
- get an education for one of the special profiles of the GYMWORLD;
- have the chance for further advanced training.



## Structures in DTB-Clubs

- DTB-Club are different compared with other sports-clubs!
- Basic-Motor-training for Children (Kinderturnen), the variety of competitive sports in the field of Turnen and the GYMWORLD should be represented in the structure of a DTB-Club as well as for example in the program of the club.





## Development of the DTB-Brand GYMWORLD

### Cascade-Strategy for brand positioning:

- ❖ Cascade 1: Commitment to the brand GYMWORLD within the DTB (from the top-management to the instructors in the clubs).
- ❖ Cascade 2: Development of knowledge and conviction within the group of "experts" (e.g. in science, politics, health insurance companies).
- ❖ Cascade 3: Build up the fascination GYMWORLD within the members of the clubs and the potential members (emotionalisation of the brand).

