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**Module 02 // Assignment 02: Brand Audit
& Content Strategy**

Part 01. Brand & Marketing Audit

Choose a brand and research as much information as you can reasonably find from the outside. Align your findings into some basic categories, and expand as needed. The bullet points and prompts below are only the outline, feel free to remix and modify this document to your liking. Take it into another software app and make it more vibrant, if that suits you.

Basic Info.

- Act'ble
- [The 3D-Printed Pointe Shoe - move freely and protected](#)
- Founded in 2021
- Located in Germany
- Only one founder, Sophia Linder

Products & Services

- The business function is selling clothing and shoes
- This brand falls under the dancewear category
- They sell all types of dance products like leotards and tights but they are most notable for their pointe shoes

Presence and Design

- This brand is very modern and sleek while working in a world that is very old fashioned
- The design of the brand is beige, white, and black. All of their products are these three colors, the website is also the same and incredibly modern
- The written tone is very straight forward, it is a German company and they tend to be this way so it's not shocking, there is no "fluff" information on their site
- The brand only has one thing on their site about themselves and it's sort of a mission statement: "act'ble works towards a future in which dance gets enhanced by technology and supports dancing athletes with the high performance equipment they deserve to strive for perfection, holistic wellbeing and a prolonged career."

Marketing & Communication

- The brand has a newsletter you can subscribe to as well as a tab on their website directing people to their social media pages
- The brand's overall marketing objective is sales

- This brand has a lot of collaborations with ballet influencers, mostly for their pointe shoes since that is their main product but their leotards make a lot of appearances as well

Website

- Yes the brand has a very up-to-date website, it says 2025 at the bottom of the site
- Yes the site supports the core business
- The site is incredibly sleek, modern, and minimalistic and it reflects the brand perfectly
- The site is very usable, there are some spelling errors however it is not an English website so the translation isn't the best from what the original German is

Audience/Customer Base

- Who, broadly speaking, is this brand for?
 - Demographics
 - 25-35
 - Female
 - Professional Ballet Dancer
 - Excellent physique - high performing athletes
 - All races
 - Psychographics (examples)
 - Older dancers who want a change from their current pointe shoes
 - Dancers who suffer from recurring injuries
 - Behaviours (examples)
 - Heavy Social Media users
 - Apple users
- What else do they buy, do, promote?
 - The target audience is dancers who revolve their whole life around ballet and what they do, they probably don't do much else other than dance

Advertising

- The brand does not advertise in traditional media
- The brand does all their advertising in new media
- The ads are just as aesthetically pleasing as their website and brand

Social Media

- They mainly post on Instagram and TikTok
- At least once a day

- These posts are usually reposts of other content creators they are collaborating with, or professional photoshoots of their products
- The brand does a great job of maintaining their voice throughout everything

Part 02. Content Strategy

Use this document as a starting point to describe a Content Strategy for your upcoming marketing efforts.

Message

Your broad appeal or value. Should our brand reinforce one message or create different ones for different audiences?

- ... aligning with [Maslow's Hierarchy of Needs](#)
 - At all levels, you can threaten the scarcity, or entice with abundance
 - Where does our brand play a role? What are the concerns of our audience?
 - This brand plays into Safety Needs because their whole objective is to make pointe safer for dancers as they get older, the audience is concerned with the amount of time they have as a dancer since it's a notoriously short career

Medium

The format or communication mechanisms. Is the brand doing some items well, but missing opportunities elsewhere?

- Print
 - Magazines
 - Articles/Journals
 - Live events
- Broadcast
 - TV/Video content
 - Placement
 - Documentaries
- Social/New Media
 - Tweets/Posts
 - Short Videos
 - Email Newsletters Courses

Call to Action

What you want them to do next. Examples below serve different aspects of The Funnel.

- Passive Action/ Gain Awareness (top of the funnel)
 - Ask your friends
 - This brand is going to depend on good word of mouth because they're selling something so bizarre to ballet dancers, a new type of pointe shoe
 - People will trust others word instead of just what the company says, they need to know it's good from outside sources
- Build Knowledge/Deepen Understanding (middle of the funnel)
 - Read
 - They don't do a lot of press, but when they do it goes well
 - There needs to be more interaction with dancers through articles, magazines, journals, things that dancers read
- Direct Action/Conversion (bottom of the funnel)
 - Buy
 - The objective is to buy these new pointe shoes

Value Over Time

Using your past published content helps future marketing efforts. Add some ideas to address these questions below:

- Can these publishing efforts add to a "body of work"?
 - Yes, these can add to a "body of work"
- Broadly, can we create "Applesauce" or repurpose some existing content?
 - Yes, we can reconstruct some of their longer videos into shorter ones to help keep short attention spans
- How will this future body of work make our brand smarter?
 - I think by communicating with dancers directly more and getting more press it will make the brand smarter, if they take it in the direction of aiming for dancers who want to dance longer and beyond their time
 - Ballet is so traditional so it's hard to get people on their side, however really narrowing down the target demographic could help change the industry forever