

**NEW YORK INSTITUTE
OF TECHNOLOGY**

School of Management

**Riyaz Akhtar Experiential
Education Program**

High School Students Business Competition 2022

Where Careers Begin

Case on

Rumble Boxing Long Island

Massapequa High School

Massapequa, NY



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Rumble Boxing

Rumble Boxing does not offer a traditional boxing classes to the members. It adds strength building exercises into the boxing to make it more unique. This is a new format of workout that boosts muscular endurance. It was founded in New York City on 2017. Within a year, it has signed so far 200 franchise agreements¹. 17 franchise locations are already opened (one in Anchorage, AK and other in Henderson, NV). On March 2021, Rumble Boxing was acquired by Xponential Fitness (founded in 2017 and headquartered in Irvine, CA), which is one of the largest global franchisors offering boutique fitness brands. Typically, members spend their time doing workout around water-filled and teardrop shaped bag (see Figure). Thereafter, members go to strength station to their dumbbell exercises. In specific, each class runs for 45 minutes that split into the following²:

1. 3-minute warm-up session;
2. 5 rounds of boxing;
3. 5-rounds of strength building exercises;
4. Cool-down.

Rumble Boxing Long Island is a new franchise unit to be opened soon for Long Island community. Members very soon will have Rumble Boxing close to their homes, which means they are no longer required to go to New York City to take classes (saving more time and money). Since it is going to be a new concept in Long Islanders, Mr. Allen Pinero, franchisee of Rumble Boxing Long Island, has more challenges to face in the coming days. Though Mr. Allen has huge experience on running fitness centers in Long Island (Blink Fitness located Farmingdale and Lindenhurst), he has to promote the concept of Rumble Boxing among Long Island community members.

¹ [businesswire.com/news/home/20220215005841/en/Rumble-Knocks-Out-200-Signed-Franchise-Agreements](https://www.businesswire.com/news/home/20220215005841/en/Rumble-Knocks-Out-200-Signed-Franchise-Agreements)

² byrdie.com/review-of-rumble-boxing-5121060



Brand awareness of Rumble Boxing Long Island

Rumble Boxing takes enormous steps to promote its brand to Long Island community. Branding requires companies to come up with its own logo and design that would provide a meaning to these companies. They all will be interchangeably used for marketing the products and services. This customer engagement process instills positive perception (about the company, products, and services) in the customer minds³. These processes of branding in general the corporate Rumble Boxing will carry out. Franchisee will have little control on branding. Once all the efforts are taken for branding, companies should know how deeply they reached their target audiences. Franchisees usually care about brand awareness, in other words, what extent consumers know about a particular company's brand. Rumble Boxing Long Island is going to be opened very soon. It should know at what degree community members aware of Rumble Boxing brand. If the branding awareness is high, franchisee will quickly make location-related decisions. In order to reduce overhead cost, franchisee, in general, will

create brand awareness among community members in a particular region. Increasing brand awareness is positively correlated with improving market share, revenue of a company⁴.

Companies use multiple ways increase brand awareness. Some of the techniques Qualtrics, a marketing research company recognized are advertising (TV, social media), public relations (print media, influencer), sponsorships, partnerships, events, and search engine optimization⁴. Rumble Boxing Long Island is currently focusing on various events organized in Long Island for sponsorships to increase its brand awareness among community members. The biggest challenges this company facing are how to identify those events that attract more related community members. Even it is very attractive to community members, whether their awareness of Rumble Boxing brand and they will be interested to use such services.

⁴ thebrandingjournal.com/2015/10/what-is-branding-definition/

⁵ qualtrics.com/experience-management/brand/what-is-brand-awareness/

What students should do?

1. Event Branding through sponsorships: Student teams are required to identify an event in the Long Island area to be organized between May 2022 to December 2022. This event should be relevant to promote Rumble Boxing services on Long Island. The target age group of attendees at this event should be 20-40 age range. The complete details of the event must be presented with explaining the relevance of the event to Rumble Boxing (including how much event participation would cost, how Rumble Boxing would be promoted at the event, what promotional products may be produced and displayed and any marketing materials needed). Teams should propose designs and ways to create branding awareness of Rumble Boxing in Long Island in this event to maximize the reach of target customers.
2. Partnerships: Student teams should identify a potential partner to promote Rumble Boxing in Long Island. The partner should be a relevant brand that targets men and women in the 20-40 age range.



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