DAYANA DAUTOVA

VERA KULAKOVA

TRAPHAUS

2024

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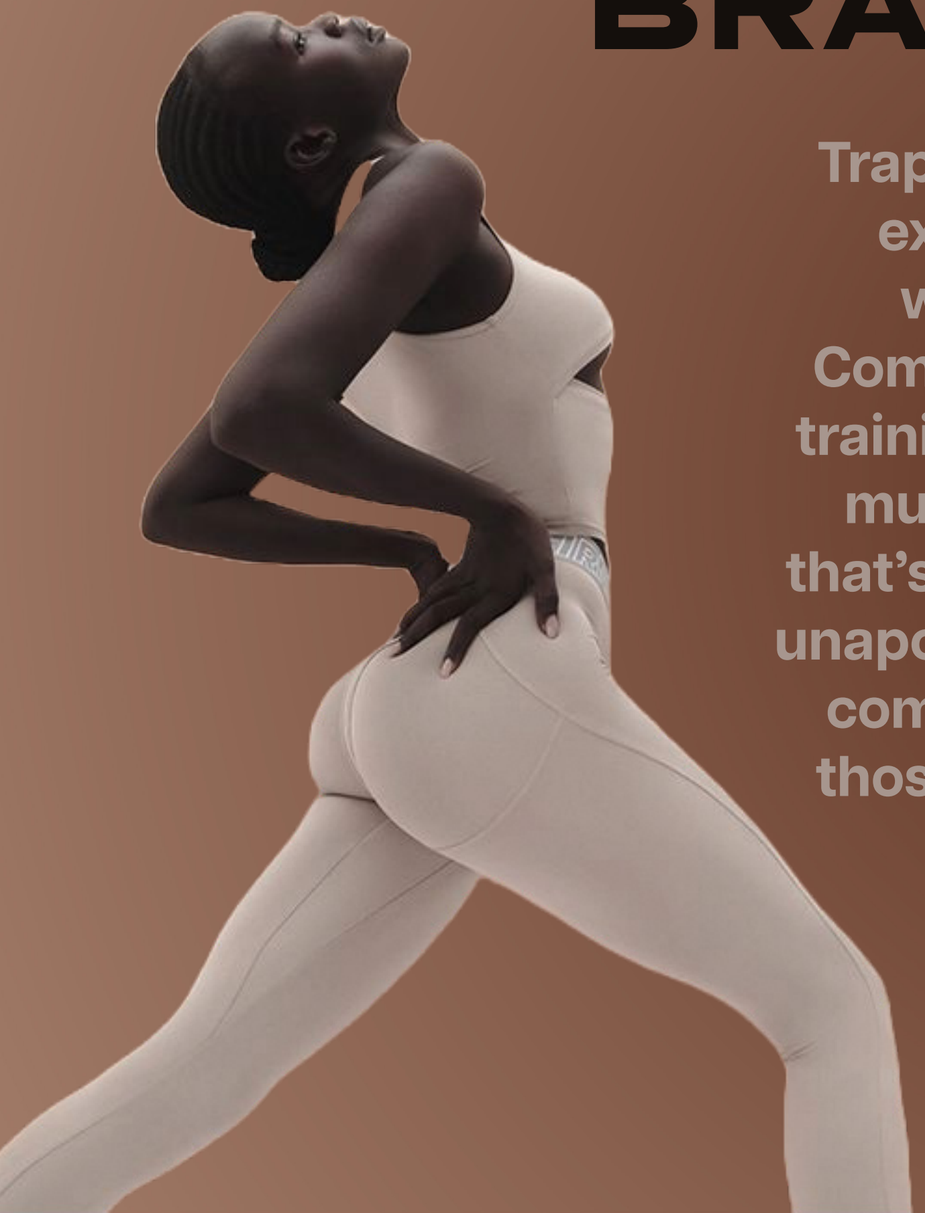
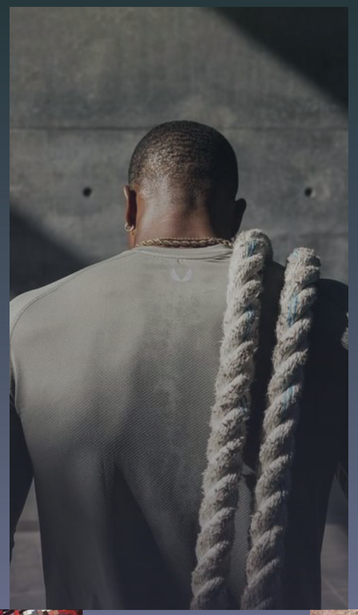
BRAND OVERVIEW

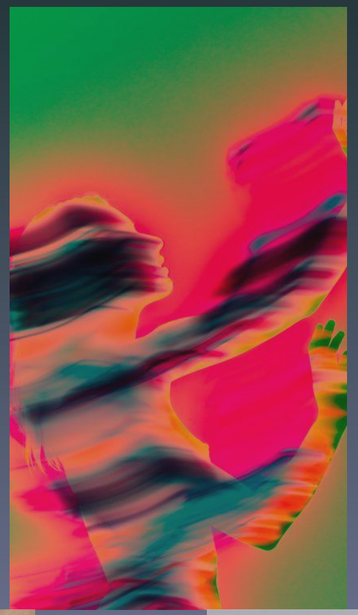


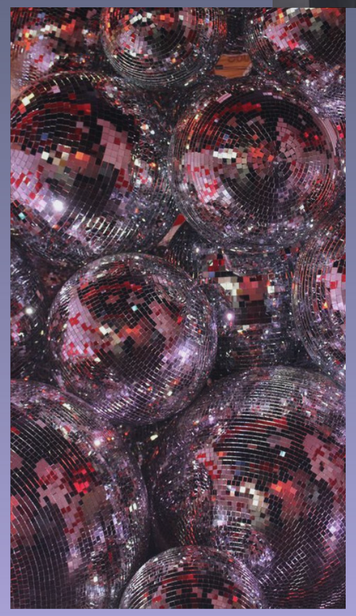
TrapHaus is a bold, inclusive fitness experience where high-energy workouts meet quality beats. Combining Lagree and hypertrophy training with curated Trap and House music, we create an environment that’s transformative, motivating, and unapologetically fun. Black owned and community-driven, TrapHaus is for those who love to move, sweat, and vibe to the beat.

MOODBOARD

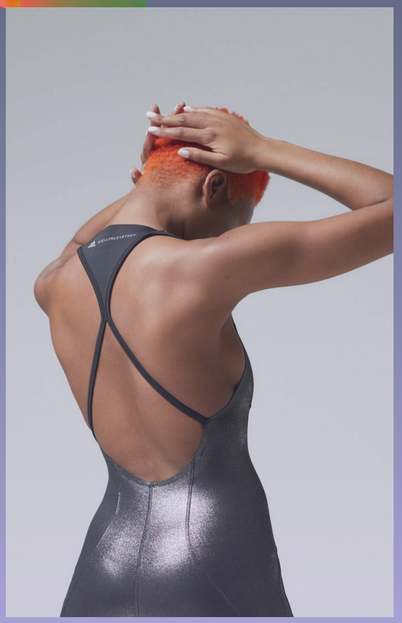
I LIKE
THE
WAY
YOU
MOVE







Pioneer
TRUST
THE
VIBE
YOU
GET,
ENERGY
DOESN'
T LIE



OBJECTIVES

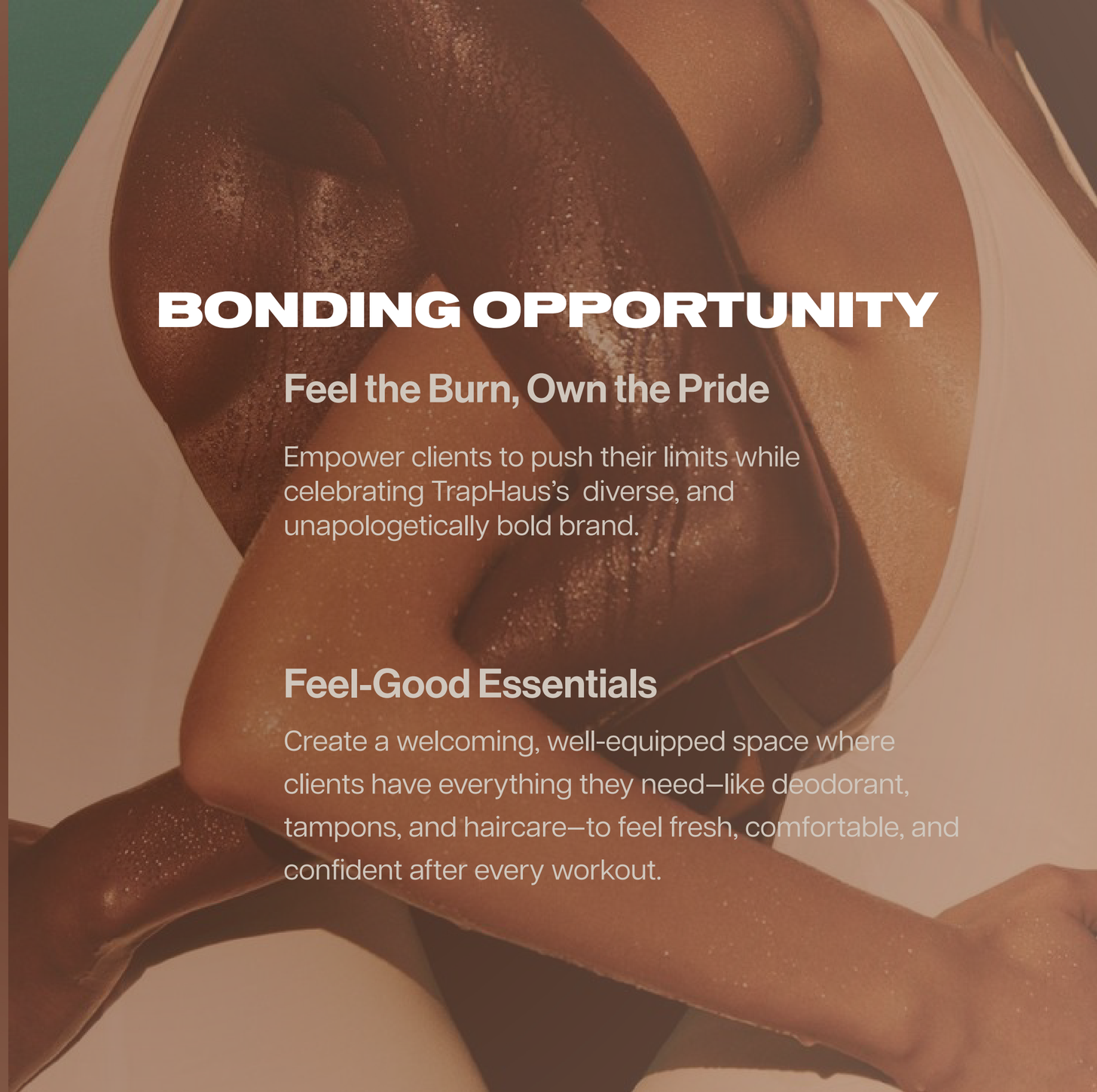
EMOTIONAL OUTLET

Sweat, Slay, Repeat

Make every 50-minute workout an intense, energizing, and unforgettable experience that leaves clients hyped to come back.

DJ-Approved, Energy-Fueled Workouts

Transform workouts into parties with curated Trap and House beats from top DJs that keep clients moving to the rhythm.



BONDING OPPORTUNITY

Feel the Burn, Own the Pride

Empower clients to push their limits while celebrating TrapHaus's diverse, and unapologetically bold brand.

Feel-Good Essentials

Create a welcoming, well-equipped space where clients have everything they need—like deodorant, tampons, and haircare—to feel fresh, comfortable, and confident after every workout.

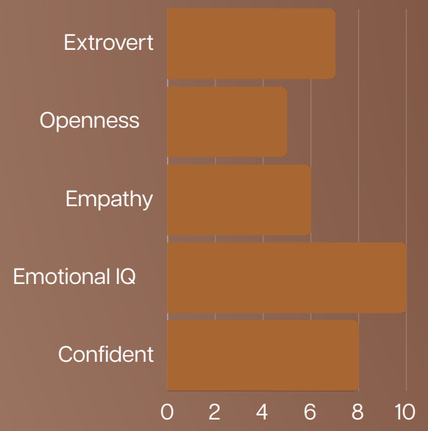
ATTACK PLAN

1. **Clear Brand Identity:** Position TrapHaus as the vibrant, unapologetically bold alternative to Heimat's ambiguous luxury.Emphasize the energy of Trap and House music, a focus on inclusivity, and a down-to-earth vibe that’s approachable yet premium.
2. **Community-Centric Luxury:** Offer luxury touches (like premium locker rooms and post-workout amenities) but make community-building a focal point—fostering connection and energy instead of exclusivity.

1. **More Accessible Programming:** While Solidcore can feel intimidating, position TrapHaus as inclusive and beginner-friendly while scaling intensity for advanced clients.
2. **Vibe & Personality:** Solidcore markets itself as tough and intense, but TrapHaus can offer an equally challenging workout with a fun, sassy twist. Build a personality-driven brand that doesn’t take itself too seriously while still delivering results.

1. **Boutique but Personal:** Incorporate Barry’s high-intensity vibe but focus on a smaller class feel with personalized attention, ensuring every client feels like a VIP.
2. **Music & Culture Edge:** While Barry’s uses generic hype music, TrapHaus can cultivate a stronger cultural connection by celebrating Trap and House genres with DJ-curated playlists and a focus on music culture.

TARGET PERSONA - JANET



Pain Points

- Adjusting to life post-divorce
- Finding fulfilling hobies
- Letting go of post break up stress and anger
- Difficulties bonding with her daugher

Goals and Needs

- Exploring new hobbies related to self-care, fitness, and personal growth
- Wellness
- Shopping
- Healthy diet(almond mom)

Interest:

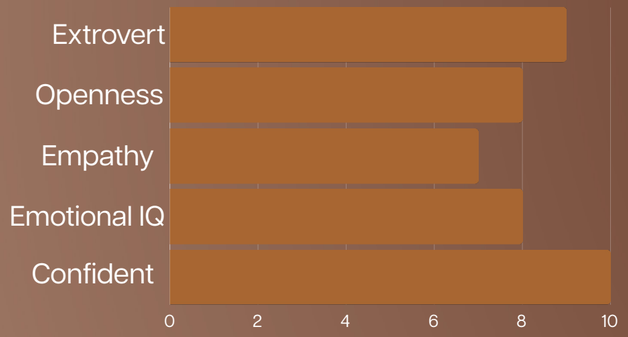
- Home decor
- Social Media
- Skincare
- Afternoon tea with girls
- Personal transformation
- meditation

Motivations

- Staying fit
- Seeking places where she can be herself, whether through intense workouts or in energizing, uplifting environments

Age	42
Gender	Female
Status	Divorced
Education	Bachelor degree; Masteres degree
Income	$500K
Occupation	Business owner of a beauty salon
Location	Upper East Side

TARGET PERSONA - LOUIS



Interest:

- Fashion
- Travel
- Raving
- Networking
- Skincare
- Social Events

Goals and Needs

- Work-Life Balance: Manage stress and set boundaries in a career blending work and social life.
- Networking: Build connections with creatives and industry leaders.
- Exclusive Experiences: Seek sophisticated NYC experiences.

Motivations

- Career Excellence: Excel at Vogue by staying updated on trends and enhancing influence.
- Cultural Engagement: Stay connected with NYC's art, fashion, and music scenes.
- Personal Growth: Focus on self-care and mindfulness to recharge.

Pain Points

- Industry Pressure: Struggles with maintaining an impeccable image.
- Privacy Challenges: Difficulty keeping personal life private.
- Time Constraints: Packed schedule limits downtime.
- Perfectionism: High standards lead to self-doubt and overthinking.

Age	29
Gender	Male
Status	Single
Education	Bachelor degree
Income	$120K
Occupation	Fashion Editor at Vogue
Location	Soho, Manhattan

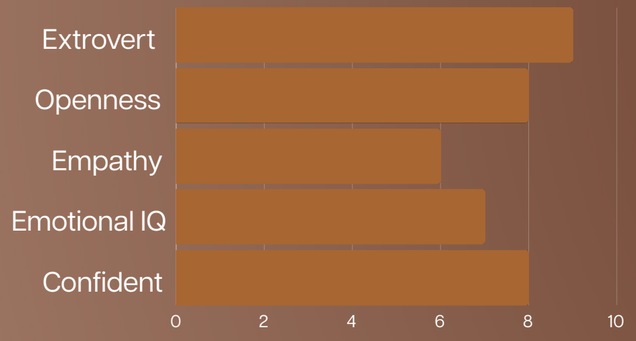
WHOLE FOODS MARKET

Grindr

RAYA

Harrods

TARGET PERSONA - MIA



Interest:

- Fashion
- Travel
- Social Media
- Skincare
- Capturing Aesthetic Moments

Goals and Needs

- International travel
- Wellness,
- Fashion events,
- Following lifestyle and beauty influencers

- Shopping
- Pottery classes and other creative hobbies

Motivations

- Staying fit
- Frequenting aesthetically pleasing, exclusive settings
- Connect with like-minded individuals

Pain Points

- FOMO
- Constant Need for Content Creation
- Balancing Health with a Fast-Paced Lifestyle\

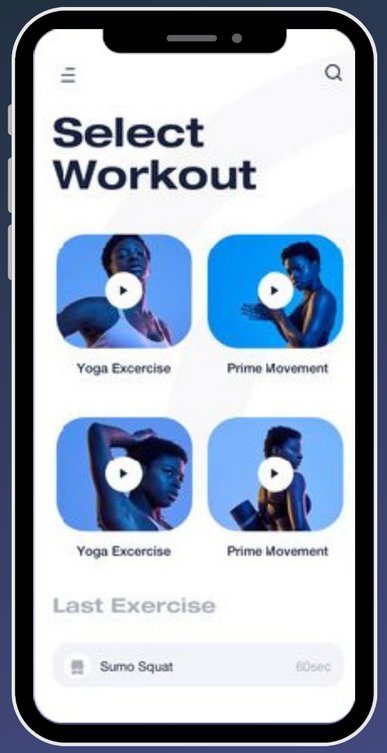
- Feeling Pressure to Stay Relevant
- Difficulty Unplugging from Social Media

Age	25
Gender	Female
Status	Single
Education	Bachelor degree
Income	$150K
Occupation	Stylist
Location	Midtown, Manhattan

RAYA

CUSTOMER JOURNEY

1 Discover & Book



Clients hear the hype, book in a snap, and get pumped with a playlist preview.

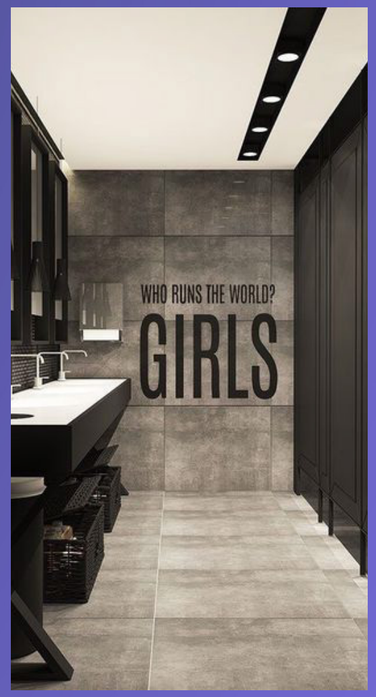
2 Arrive & Feel at Home

Welcomed by the team, they find fully stocked dressing rooms with all the essentials to feel fresh and ready.

3 Sweat & Slay

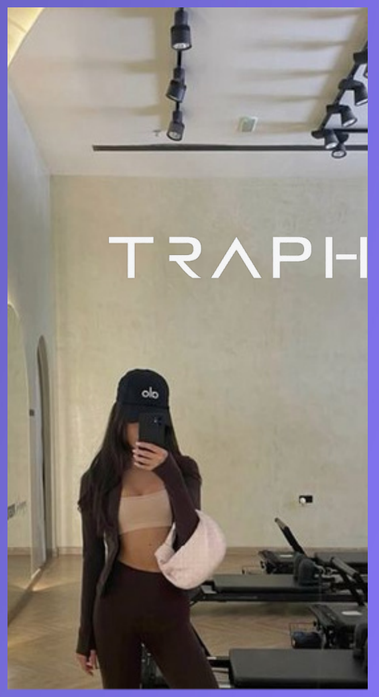
Lights down, music up—clients crush a 50-minute workout led by an energetic instructor with beats by top DJs.

4 Refresh & Recover



After the burn, they cool down with chilled towels and freshen up in comfort.

5 Connect & Share



Clients vibe with others, snap photos, and share their experience, fueling the TrapHaus community.

STORYTELLING PILLARS

1 Empowerment Through Movement

TrapHaus empowers clients to feel strong, confident, and unstoppable through transformative fitness journeys. Showcase testimonials, mindset shifts, and progress stories.

2 Mind-Body Transformation

TrapHaus builds both physical and mental strength, emphasizing the mind-body connection through Lagree and hypertrophy training. Highlight mental resilience, self-care, and confidence through client stories and tips.

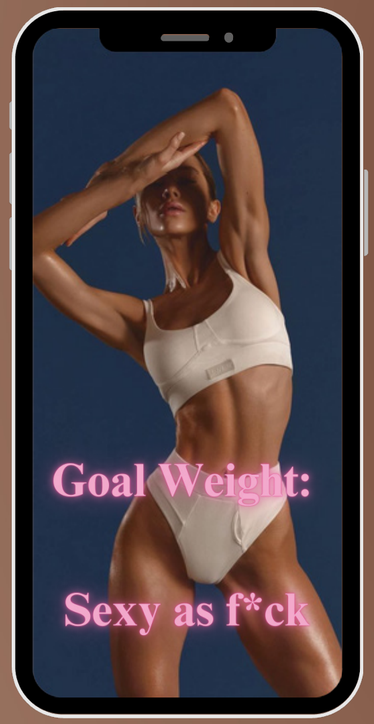
3 A Lifestyle of Fun & Balance

TrapHaus is more than a workout—it's a lifestyle. Share post-workout rituals, healthy recipes, and events that show how fitness fits into a fun, balanced life.

CONTENT BUCKETS

Motivational Content

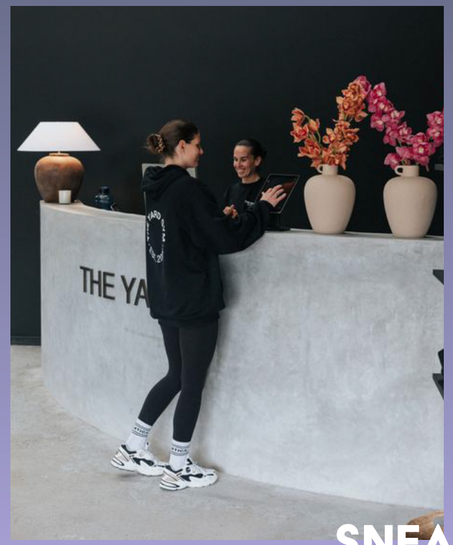
Examples: Quotes, before-and-after transformations, or fitness tips.

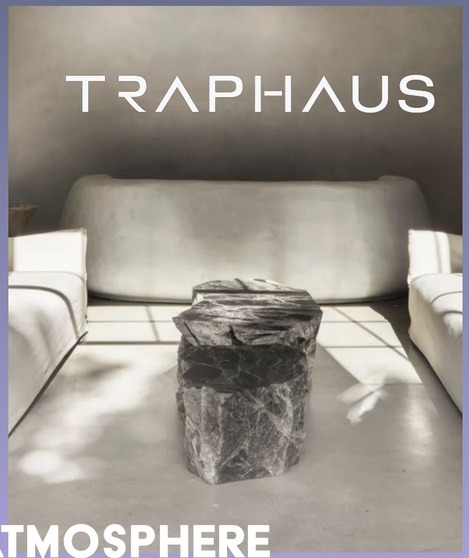


#LevelUpInTheTrap

CONTENT BUCKETS

Workout Highlights

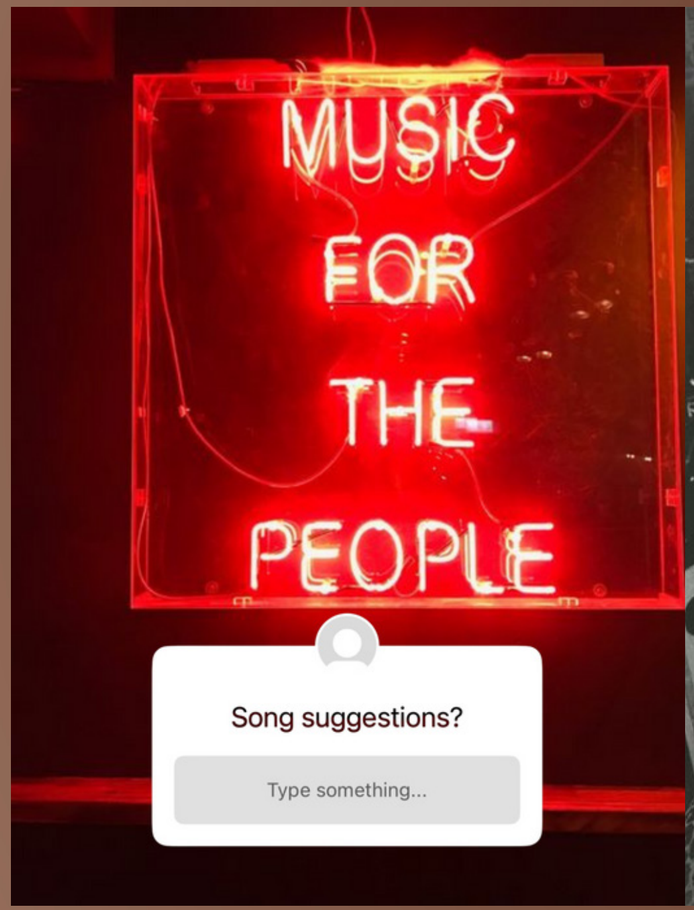


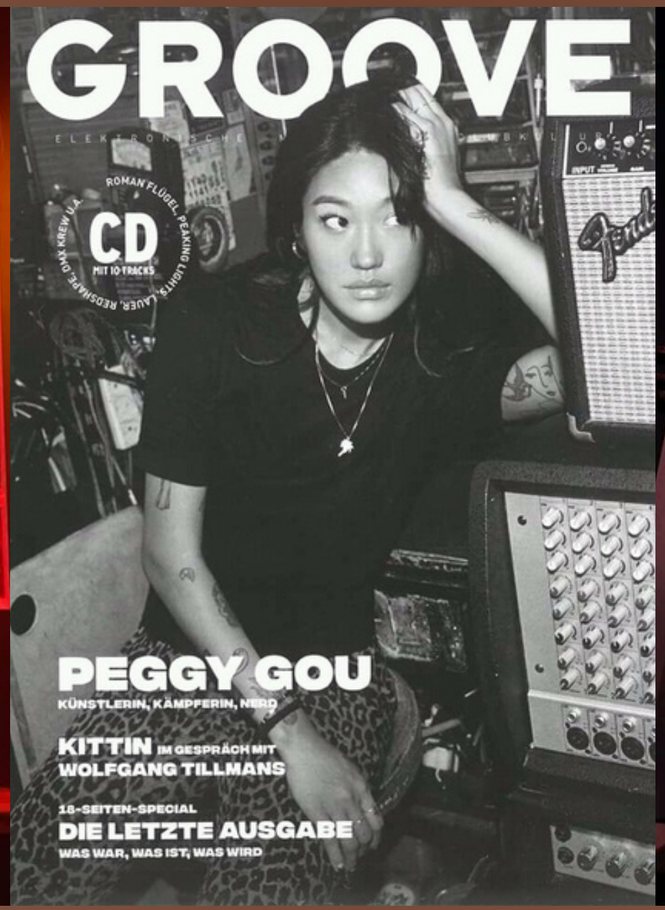


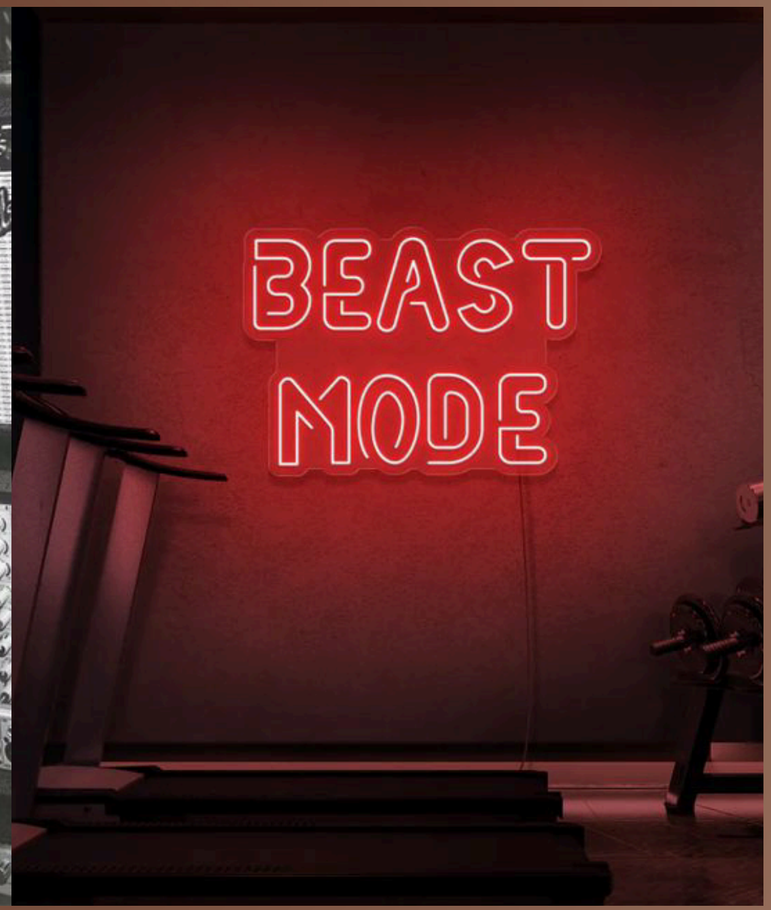
SNEAK PEEKS OF CLASSES & ATMOSPHERE

CONTENT BUCKETS

Music of the week



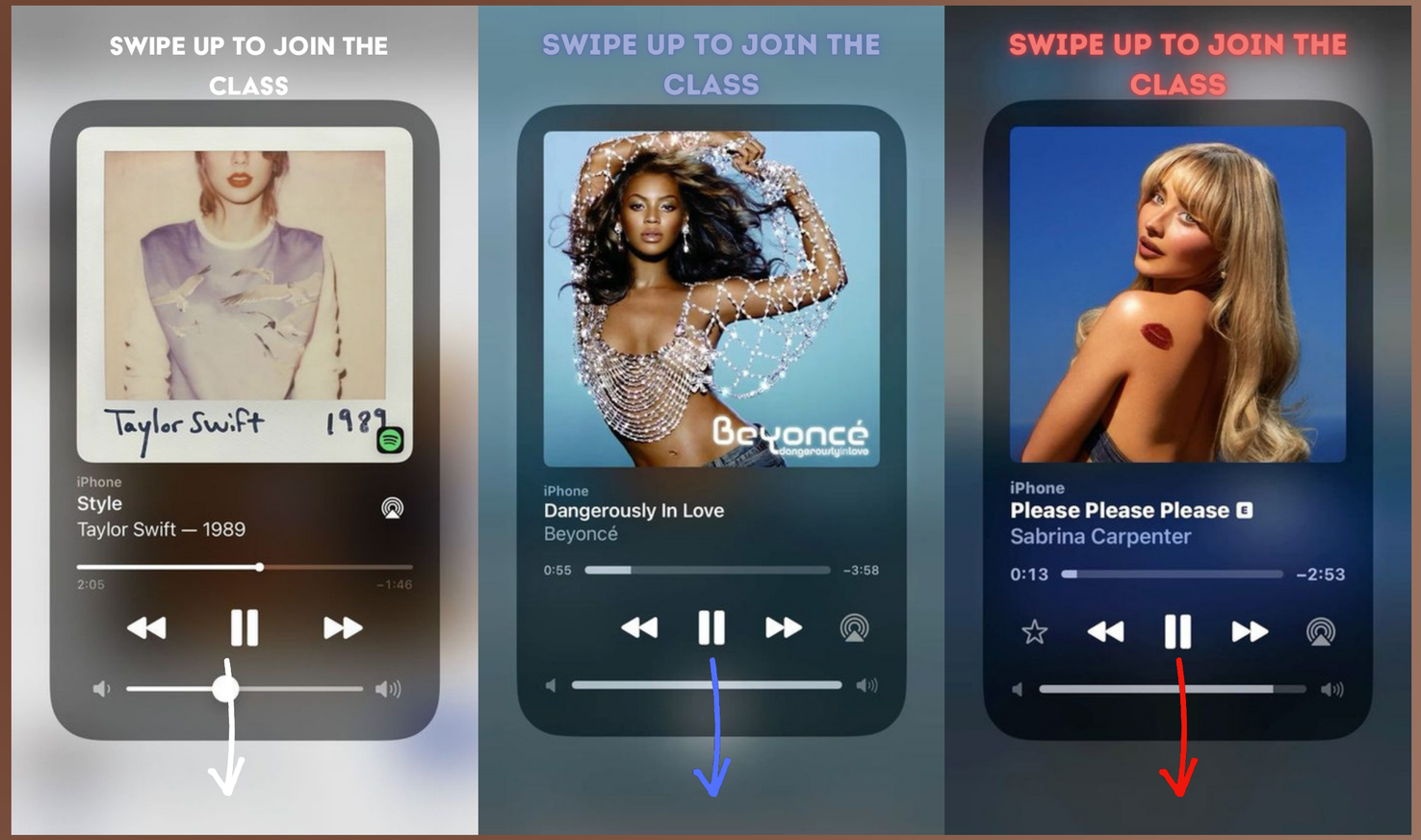




DJ guest announecements on IG & promote the use of #TrappedInTheBeat hashtag to clients

CONTENT BUCKETS - THEME CLASSES (HOLIDAY SPECIALS)

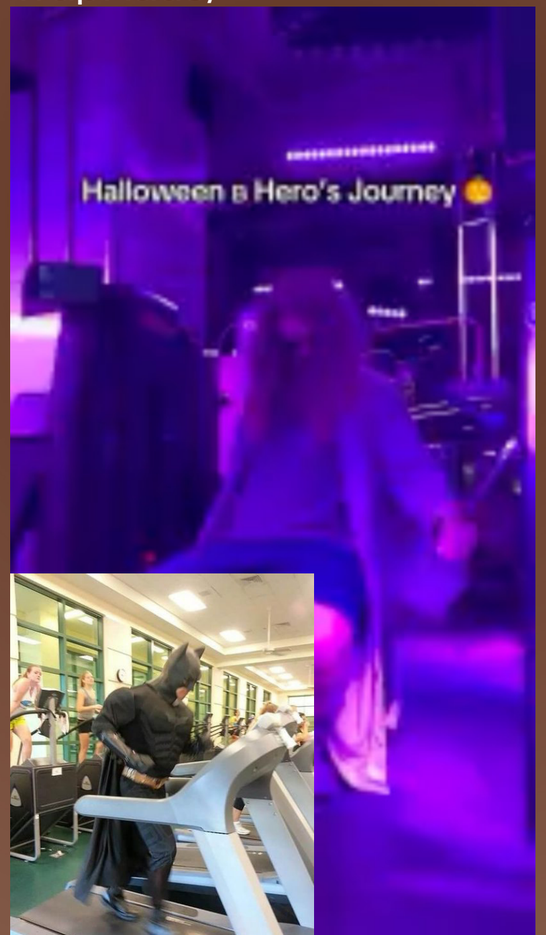
Launch weekly themed classes to enhance the club-style vibe, featuring music themes like Taylor Swift, Beyoncé, Keinemusik, K-pop, or 90s hits. This approach attracts music-loving fitness fans and highlights TrapHaus as the go-to for immersive, high-energy workouts.



BIG IDEAS CAMPAIGN - TIKTOK

CEO Q&A:
Sharing the story of how TrapHaus began during a workout session (or in the class environment).

Holiday Specials
Halloween - Trainers as famous charecters (Thor from avengers in TrapHaus)



Q&A with the DJ
After their set, asking about their workout routine, tips, and insights.

BIG IDEAS CAMPAIGN - INSTAGRAM

#JuicedInTheTrap
#HydrateAndDominate???

Collaboration with juice companies like Pressed Juice

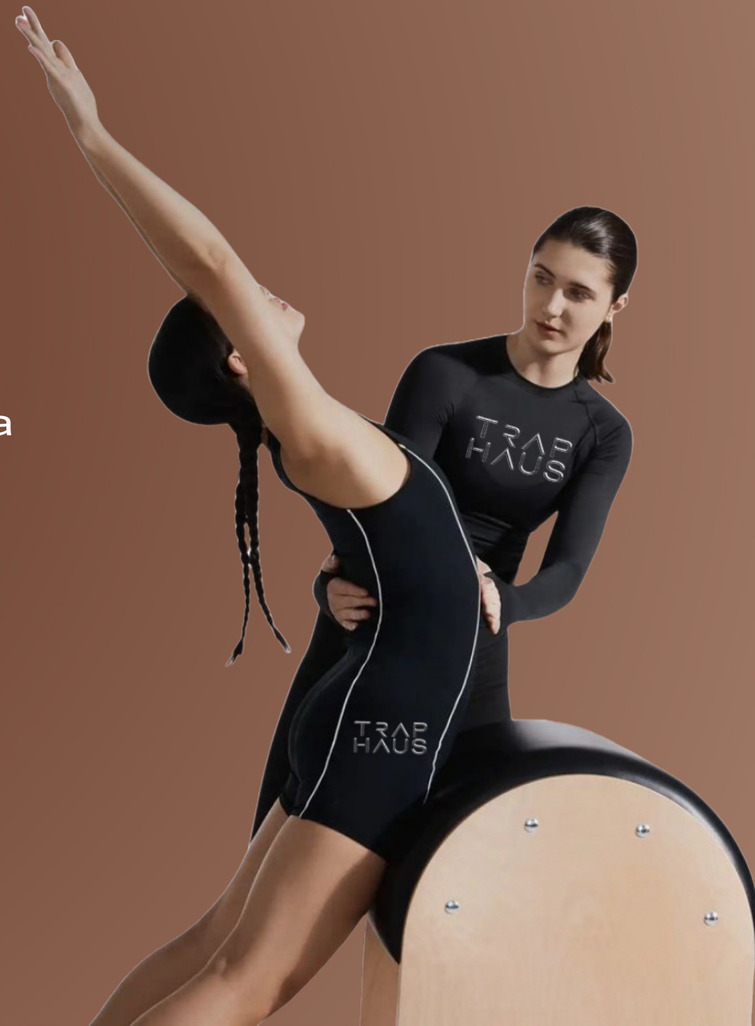
Highlight leaderboards of customers who attended the most classes, rewarding them with a free class and special edition merch to showcase their achievement and make them feel valued.

BIG IDEAS CAMPAIGN - INSTAGRAM

Special DJ Merch

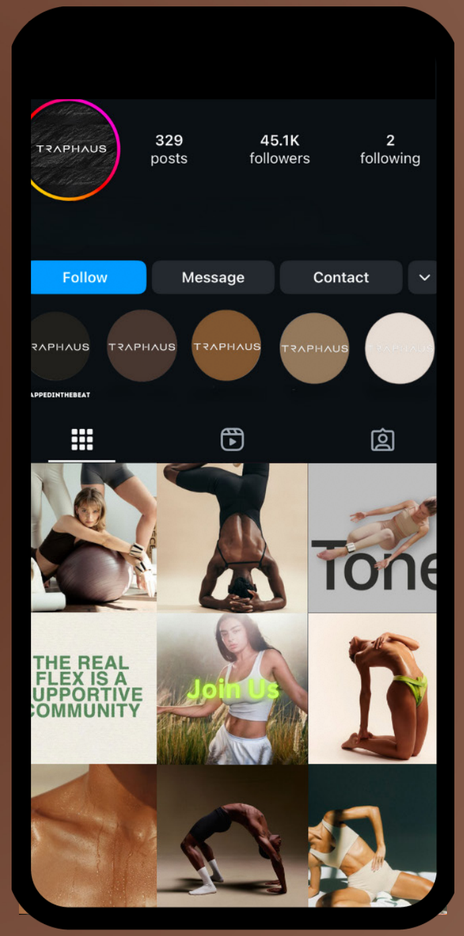
Staff gifts merchandise to DJs (ideally to be worn during their sets). Ensure trainers and staff wear the merchandise in the video. Create a segment showcasing a day with a famous DJ, highlighting how they prepare to lead the class.

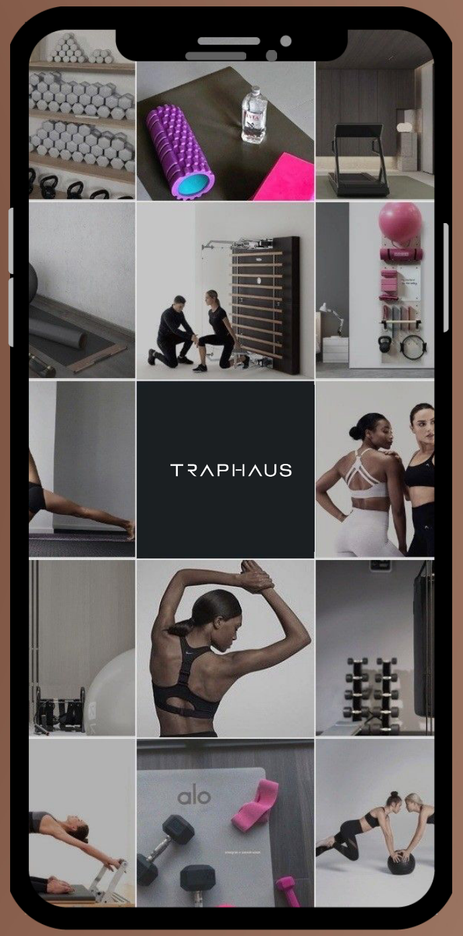
#DJDrivenDrip



PROFILE REVAMP

The revamped profile will focus on curated music features and the vibrant lifestyle that TrapHaus represents, combining a sense of quality and luxury with a more colorfull and dynamic approach. Bold visuals, lively captions, and diverse representation will reflect the brand's essence. Through engaging content categories - such as workout highlights, behind-the-scenes brand stories, and community events - TrapHaus will position itself as the premier destination for fitness enthusiasts, music lovers, and those drawn to a like-minded, energetic community.





Social Media Calendar

2025 JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
	1 "Get ready with me" from a TrapHaus coach	2	3 Theme class Experience Reel	4	5 Reels from a workout class with a famous DJ	6
7 Mindfulness Insight	8	9 Before/After Motivational post	10	11 Interesting Nutritional/fitness psychology fact	12	13 Interactive Polls
14	15 "Get ready with me" from a TrapHaus coach	16	17 Theme class ExperienceReel	18	19 Reels from a workout class with a famous DJ	20
21 Mindfulness Insight	22	23 Before/After Motivational post	24	25 Interesting Nutritional/fitness psychology fact	26	27 Interactive Polls
28	29 "Get ready with me" from a TrapHaus coach	30	31 Theme class Experience Reel		Reels from a workout class with a famous DJ	

THANK YOU!

Thank you for taking the time to hear our vision for TrapHaus. We're excited to create something impactful together. Let's make TrapHaus rock!

-Dayana Dautova and Vera Kulakova