

Tracksuit client outreach templates

General/anytime

Subject: A clearer read on [Brand]'s brand health

Hi [name]

Wanted to put something on your radar. We work with a brand tracking platform called Tracksuit that gives a continuous, always-on read on brand health: how many people in the category know [Brand], consider you, and prefer you over [competitor set], and how that's moving over time.

It's the part of the picture that's usually hardest to see, the long-term brand growth sitting above the sales and traffic numbers, and it updates monthly rather than landing once a year in a one-off study. It's also a fraction of the cost of legacy trackers.

Happy to show you what it'd look like for [Brand] whenever suits.

Heading into planning or a brand review

Subject: One gap before we plan [FY26 / Q3]

Hi [name]

As we shape the [FY26] plan, there's one input we're light on: a clear, current read on where [Brand] actually sits in the category. We're working off [last year's study / sales data / instinct], and the market has moved since.

Could be worth exploring Tracksuit. They do continuous brand tracking which would give us a live picture to plan against, awareness, consideration, preference and how you stack up against your competitor set, updated every month.

Having a baseline in place before the plan kicks off means we can prove what the year's work builds. Let me know if I can share more information.

Before a big campaign or launch

Subject: Getting a baseline before our campaign launch

Hi [name]

One thing to get in place ahead of [campaign]. Today we can see what [Brand] does in sales and traffic, but not the bigger picture: how many people in the category know you, consider you, and prefer you over [competitor set], and whether that's growing.

That's the picture that shows where future growth comes from - ideally we have a clean baseline reading before anything goes live. Leave it until launch and we've missed the "before."

I can take you through Tracksuit, which gives an always-on read on [Brand]'s health, so we can see how the campaign ladders up to the bigger brand picture.

Proving the work (renewal or next phase)

Subject: The brand picture behind the work

Hi [name]

Going into [the renewal / the next phase], I want your leadership seeing the thing that matters most: how [Brand]'s health is building over time. This will help demonstrate brand growth as an asset, not a single campaign's numbers.

The cleanest way to do that is an always-on tracker we can both see (we usually recommend Tracksuit to our clients). It gives you a board-ready view of [Brand] compounding month on month, and gives us a sharper read on where to focus next.