



lululemon

PROJECT: Lululemon

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Project: #3 - Final

TIMING: May, 4, 2020

BACKGROUND

Over the years Lululemon has defined workout fashion - they're the reason "athleisure" became a thing. But as fancy as their athletic wear is, they haven't been able to break into the work setting and be considered casual wear.

At the same time, the work environment is becoming much more casual - jeans and casual chinos are considered everyday attire. If jeans can be worn for casual work wear - why can't Lululemon? Lululemon makes upscale leggings, dresses and athletic chinos (ABC pants for men) that are perfect for casual work wear - so let's let people know this.

Lululemon - <https://shop.lululemon.com/>

ASSIGNMENT

Create a strategy, activation and social campaign to make people realize that Lululemon clothing can be worn in a work environment as casual work wear.

TARGET

Gen Z & Young Millennials (22 - 30-year-olds)

- Recent college / master graduates
- Are always on-the-go
- Have an "office" job (advertising, marketing, finance, law, etc.)
- Are familiar with "athleisure" and sport it regularly outside of work.
- Regularly on social media and it influencers their purchases

WHAT THE CONSUMER SHOULD TAKE AWAY

"Lululemon clothes and leggings look nice - I can definitely wear them to work."

DELIVERABLES

- Strategy - how can Lululemon enter the work environment to be considered casual wear.
- Activation to grab people's attention
- Social content to support the activation. Example social content:
 - Online Video
 - Social Content
 - Influencer Marketing

LULULEMON has brought athleisure out of the gym and into the world of mainstream fashion.

However, this “it” brand sells much more than just athletic wear. Upscale leggings, dresses, and athletic chinos are all features of the Lululemon product catalog that complement wardrobe choices for the increasingly casual work environment.



WHAT WE SAW

Millennials are interested in staying active while at work.

Many young professionals find it difficult to accommodate time for exercise into the busy work week.

Staying active within the workplace has been shown to reduce stress and increase productivity and energy.

An increasing number of workplaces are providing their employees time and spaces for exercise.



WAY IN

Capitalize on this trend by marketing sleek and breathable clothing that offers a seamless and stylish transition from work to workout.

Lululemon allows professionals to feel comfortable integrating work and wellness and to be confident about staying active while at the office.



WORK-TO-WORKOUT
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lululemon  athletica

WORK-TO-WORKOUT

Lululemon will create both digital and physical spaces in which health-oriented professionals can finally strike the perfect balance between work and lifestyle. Through pieces that are sleek, comfortable, and versatile, the target can rely on wardrobe choices that are as dynamic as they are to support an active lifestyle, even in the context of the office.

Online Video

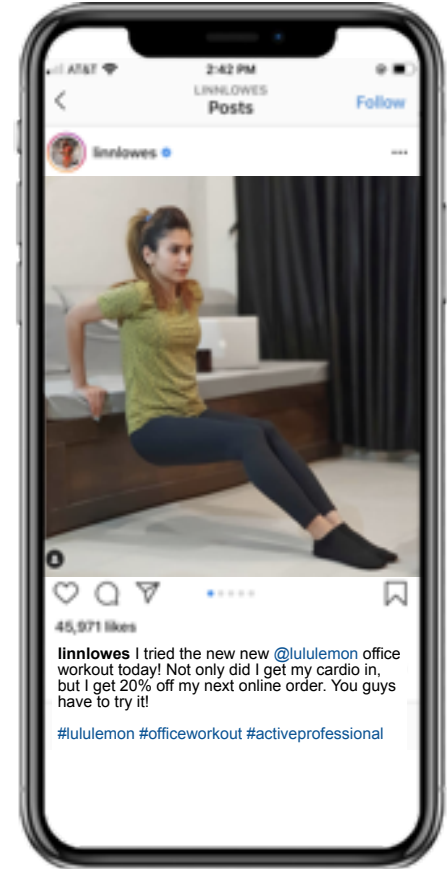


Social Content

Feature office workout tutorials on Lululemon social media platforms.

Consumers can download these workouts while commuting to or from work, during their lunch break, or minutes before they want to get active.

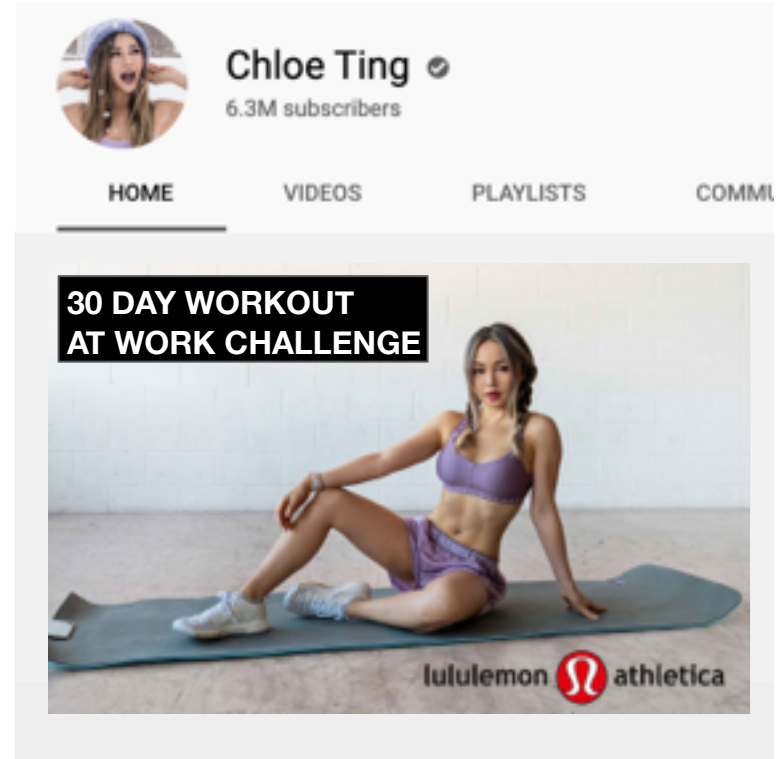
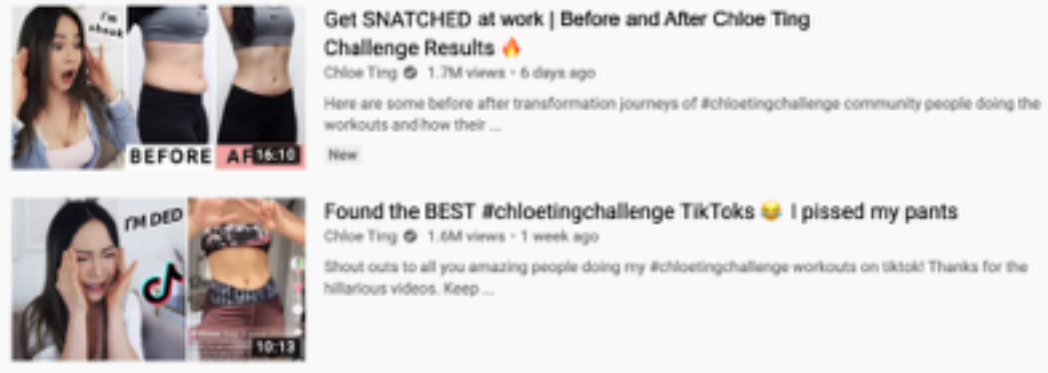
This would encourage user-generated content and growth in social media engagement.



Influencer Marketing

Sponsor digital content geared to working out at the office created by popular fitness influencers like Youtuber Chloe Ting.

Lululemon will provide clothing showcasing product versatility from work to workout.



Additional Deliverables

Partner with companies creating spaces and providing time for employees to workout by gifting welcome packages equipped with a Lululemon water bottle and choice of workout accessory.

Host pop-up lunch break workout classes led by popular instructors from fitness studios like Barry's Bootcamp and Corepower Yoga. Pop-ups are located in areas with many office spaces including downtown financial districts and within office spaces themselves.

Create a reward system where discounts and special promotions are offered to customers who complete workouts provided by Lululemon.



THANK YOU!