

Creative Brief

CLIENT: lululemon

DESCRIPTION: lululemon is looking to create an advertising campaign for their upcoming women's basketball apparel line.

TAGLINE: Unveil your inner athlete / Express yourself on and off the court

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Who is the target audience?

- lululemon's target audience primarily consists of athletic and active individuals who value fitness in their respective lifestyles. For this particular campaign, female athletes in high school and college and women interested in basketball between the ages of 18 and 25 years old are being targeted. This includes both student athletes and those interested in playing basketball recreationally. These women are athletic enthusiasts who value high-quality performance clothing but are looking for apparel that is more affordable for their lifestyle. These are audiences concerned about style, function, inclusivity and expression in their athletic apparel. The products will range in price from \$30 to \$99 so they can be widely accessible to those with differing incomes.

Where will this ad appear?

- In terms of advertisements, these will appear on billboards in areas near some of the largest colleges by student population like Arizona State University, University of Florida, Ohio State University and more to catch the attention of students. They will also be placed on buses in large

metropolitan areas near major school districts. There will be advertisements posted on social media as well, including Instagram and TikTok advertisements to target younger audiences. These advertisements will feature collaborator JuJu Watkins as well as aspects of the collection like inclusivity and personalization. There will be in-store displays for the basketball collection in lululemon stores nationwide to capture the attention of potential buyers.

What is the goal?

- The goal of this campaign is to increase sales for lululemon, build brand loyalty among young audiences and increase brand awareness in a new market for basketball. To garner more sales, lululemon will offer student discounts for the line with a special promotional code, in addition to the already affordable price range. This code will be sent to the emails of students who verify their status in school through a special QR code placed on billboards and in online advertisements. The ultimate goal is to generate three million dollars in revenue over the span of May to September through online and in-store channels.

Why do we need these ads?

- lululemon needs these ads to stand out among competition from Nike, Adidas and more within the sports apparel industry that have dominant market share. The launch of this inaugural women's basketball line and its unique appeal to younger female audiences will differentiate the brand in its affordable, inclusive, high-quality and personalized apparel offerings. By placing these ads on billboards and online, the brand is stimulating conversation for fans and audiences to generate sales and positive brand sentiment. The brand is also generating hype for the new collection in association with its collaborator, JuJu Watkins, who is well known among young female athletes.