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Student Number (If this is group work, please include the student numbers of all group participants)	GH1043274, GH1040589, GH1040720, GH1044321
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Module Tutor	Prof. Stratis Efthymiou
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Signed: Carl Jhon Odicata, Sandesh Shrishail Madannavar, Yohannes Terefe Furgasa, Rakesh Nelli.

Date: 14.12.2025



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Presented By:

- 1. Carl Jhon Odicta (GH1043274)**
- 2. Sandesh Shrishail Madannavar (GH1040589)**
- 3. Yohannes Terefe Furgasa (GH1040720)**
- 4. Rakesh Nelli (GH1044321)**

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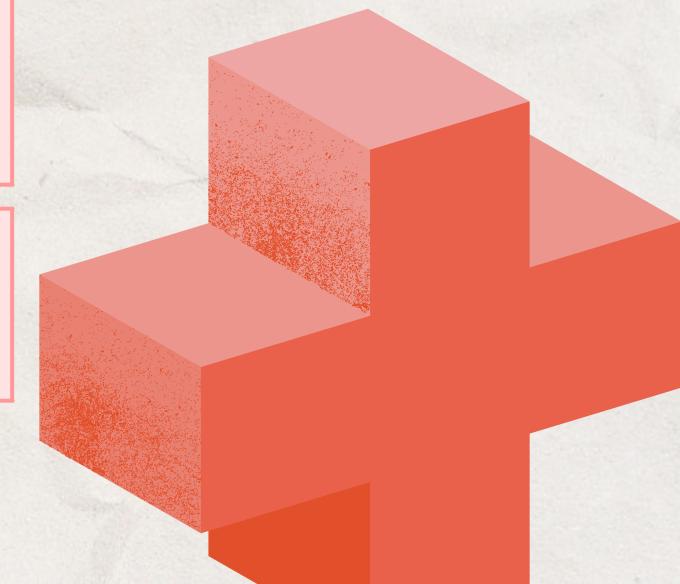
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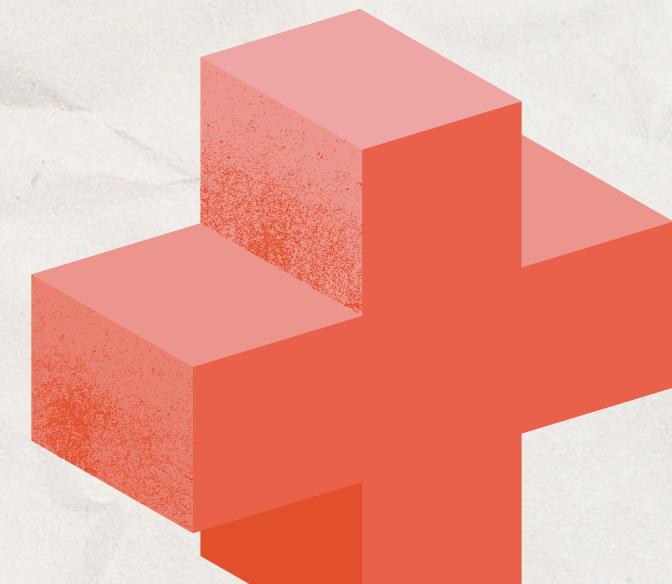




lululemon



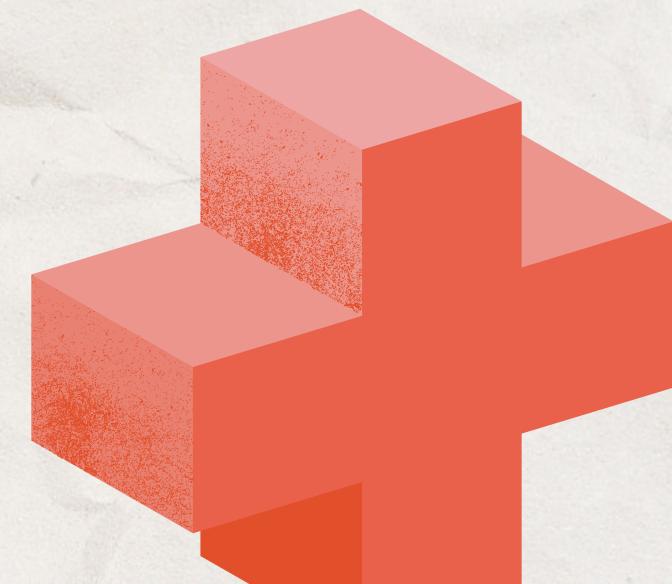
**“Legacy in Motion”: A Digital Marketing Strategy to Strengthen
Market Leadership Across Europe.**





AGENDA

- Objectives of the Presentation
- Company Overview
- Digital Marketing Strategy
- Theoretical Background (SWOT and STP)
- Comprehensive Market Research and Market Gap
- Competitive Analysis
- Brand Positioning and 4P's
- Sales Channel, Content Strategy, and KPI's
- Recommendations and Conclusion
- References



OBJECTIVES

- Understand the German & European consumer mindset with the help of the theoretical background.
- Build a marketing strategy with the help of a creative campaign to develop leadership across Europe.
- Propose a customer-driven digital marketing strategy/campaign.
- Evaluate Comprehensive Market Research and Competitive Analysis.
- Identify Market Gap and channels for international expansion.
- Recommend cutting-edge technologies to drive engagement and community.
- Deliver a compelling, scalable strategy based on data and marketing theory

COMPANY OVERVIEW



Who We Are & Our Origins

- Global technical athletic-apparel & lifestyle brand focused on yoga, training, running and everyday wellness wear.
- Founded by Chip Wilson in 1998 in Vancouver, Canada; first store opened 2000.
- Evolved from women's yoga wear to a full range: yoga, running, training apparel for women & men.
- Publicly listed since 2007; now a worldwide brand across markets.

Strategy, Market Position & Growth Vision

- Positioning: premium performance-lifestyle brand blending product innovation, quality, and community.
- Strategic growth pillars: expand men's business, accelerate digital/e-commerce channels, and increase international/global footprint.
- Differentiation via high-performance fabrics, durable product design, and community-driven experiences (yoga events, wellness & fitness community engagement).
- Long-term ambition: build and strengthen market leadership in Europe and globally through localized brand presence + digital expansion.

Purpose & Values: What Drives Us

- "Elevate human potential by helping people feel their best."
- Empower wellbeing: physical, mental, social — through movement, mindfulness, and connection.



DIGITAL MARKETING STRATEGY



Power of Three x2

- Product Innovation
- Guest Experience
- International Expansion

Community Building

- Youth today expect more than just clothing: they look for community, a sense of belongingness, digital experiences, and lifestyle alignment.
- This is where Lululemon's 'Power of Three' strategic plan could come in: Brand ambassadors, content creation, and Store events.

Campaign: "Legacy in Motion"

- Objective: Reignite lululemon's streetwear and sports legacy for All Generation.
- Theme: Blend nostalgia with modern performance and life-style.
- Key Message: lululemon isn't just a logo—it's a movement, mindfulness, and connection.. From fitness fields to city streets, the legacy lives on.

THEORETICAL BACKGROUND



Digital marketing: is the strategic use of digital channels and data-driven insights to drive business growth.

SWOT ANALYSIS MODEL

STRENGTHS

- Strong global brand identity associated with premium quality and performance apparel.
- Loyal customer base due to product innovation, fabric technology, and community-driven engagement.
- Effective omnichannel strategy (stores + e-commerce + community events).
- High margins and strong financial stability enabling international investment.

WEAKNESSES

- Higher price points compared to European competitors like Adidas, Puma, Decathlon — risk of price sensitivity.
- Limited brand awareness in some European markets.
- Reliance on niche segments (yoga, premium athletic wear).

OPPORTUNITIES

- Rising demand for athleisure and wellness lifestyle in Europe.
- Growing digital adoption (e-commerce + social commerce).
- Increasing interest in sustainable and ethical fashion.
- Expansion into men's wear and broader fitness categories.

THREATS

- Intense competition from European brands (Adidas, Nike, Gymshark).
- Economic fluctuations affecting discretionary spending.
- Cultural differences in fitness behaviour across Europe.
- Regulatory pressures regarding sustainability, materials, and privacy.



STP MODEL



SEGMENTATION



- Demographics: age 18–45, working professionals, fitness enthusiasts.
- Psychographics: wellness-focused, premium lifestyle, sustainability-oriented.
- Behavioural: gym-goers, yoga practitioners, runners, athleisure users.

TARGETING



- Urban, health-conscious consumers with disposable income.
- Growth segments: male athletes, runners, hybrid office workers who prefer athleisure daily wear.
- Digital-first consumers who engage through social media, influencers, and online communities.

POSITIONING



- “Lululemon positions itself as a premium athletic lifestyle brand that blends high-performance innovation with wellbeing, mindfulness, and community.”
- This positioning highlights quality, sustainability, comfort, and holistic wellness, differentiating it from purely sports-performance brands.

LEGAL & RISK MITIGATION

Compliance with GDPR (General Data Protection Regulation)

- Transparent and secure data handling: Obtaining customer consent, managing personal and e-commerce data safely, and maintaining clear cookie, data retention, and opt-out policies.
- Regulated digital marketing practices: Ensuring all activities, including email campaigns, retargeting, and analytics, comply strictly with GDPR regulations.

EU Eco-friendly Product Standards

- Sustainable product compliance: Using certified eco-friendly fabrics, following safe production methods, and adhering to EU REACH, eco-label, and textile labelling standards.
- Transparency and accountability: Reporting environmental impact and ensuring sustainable practices across the supply chain.

Market Risks & Mitigation

- Regulatory and operational risks: Manage legal changes, data protection threats, and market volatility through compliance monitoring, cybersecurity, GDPR training, and diversified pricing/product strategies.
- Market and cultural risks: Address competition and cultural differences by leveraging local market research, innovation, and premium, differentiated product design.

MARKET RESEARCH



Europe Sportswear Market

REGIONAL FORECAST (2025 – 2034)



Market Statistics

Market Value (2024)
\$89.88 BN

Market Value (2034)
\$163.15 BN

CAGR (2025-2034)
6.2%



Segment Statistics

Footwear segment
Market Size (2034): **\$75.54 BN**

Women consumers segment
Market Share (2024): **49.1%**

Offline segment

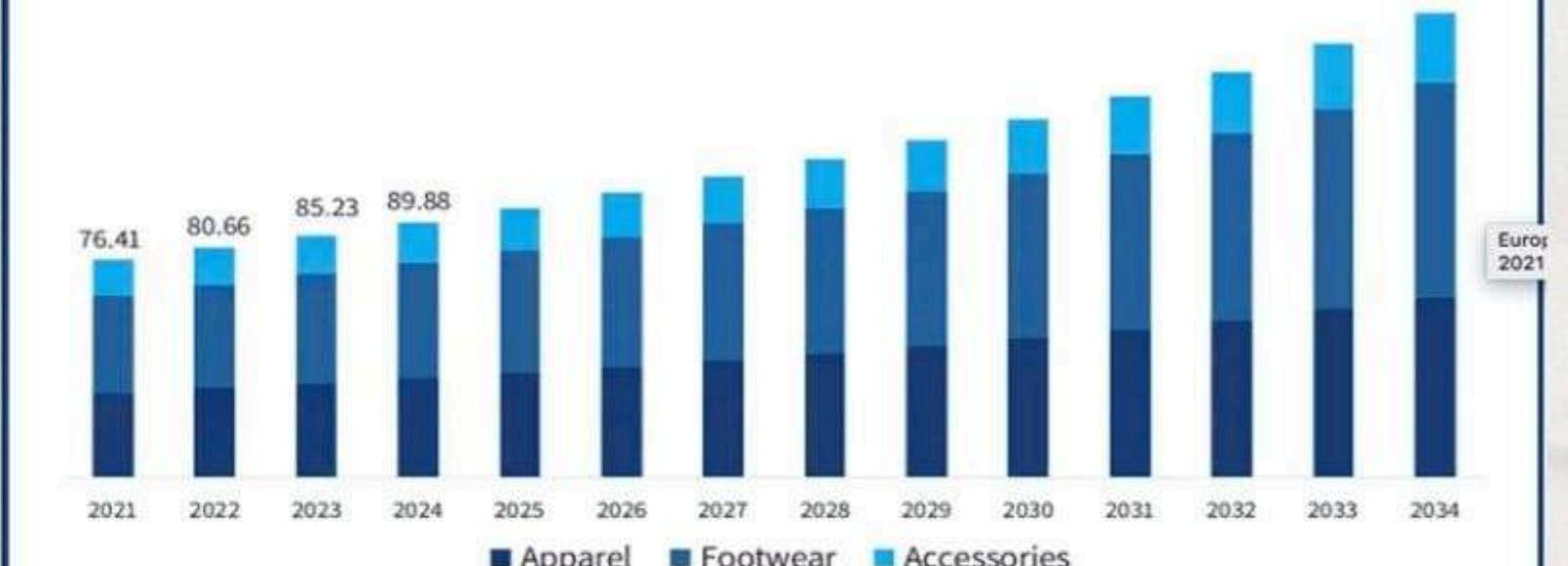
Market Share (2024): **65.3%**



Country Statistics

Germany Market Size (2024)
\$21.93 BN

Europe Sportswear Market, By product type, 2021 – 2034, (USD Billion)



Source: www.gminsights.com

"Post-Pandemic, the consumer is a lot more conscious and educated around fitness and, as a result, the demand for sports across the world is at an all-time high."

- Michael Murray, CEO, Frasers Group



- The Europe sportswear market size was estimated at around USD 89.88 billion in 2024 and forecasted to grow significantly at an estimate compound annual growth rate (CAGR) of 6.2%.
- And Germany has a significant share of this market at USD 21.93 billion which is around ~24% in 2024.
(gminsights.com)

YOUTH/YOUNG ADULTS PREFERENCE TO ATHLEISURE

- As current lifestyles increasingly incorporates fitness and wellness to everyday activities, a trend is introduced where active wear was combined with fashion and is no longer just for workouts, but also for daily wear and social identity — especially among the youth.
- Major retailers report that “Athleisure” - clothing that blends performance, comfort, and everyday lifestyle - categories consistently outperform traditional fashion segments. (industryresearch.biz)



ACTIVE WEAR VS ATHLEISURE

- Today, socialization and even teen sports culture is becoming increasingly digital and has an effect in consumer purchasing behavior. 54% of shoppers do a search on social media for product reviews posted by influencers before making a buy. (Devi S. & Mahapatra S.N., 2022)
- The rise of social media fitness influencers and celebrity posts (in platforms like tiktok and instagram) has amplified demand, with athleisure brands leveraging digital marketing strategies to reach target audiences. (emergenresearch.com)



MARKET GAP

There is NO major fitness wear brand offering: **Fashionable Lifestyle, Accessible Premium, and Community-Driven** products for European Teens



Fashionable Lifestyle

Trends in urban wellness and fitness results in a blend of fitness + fashion + social identity among teens and Gen Z, there's a demand for brands that reflect that lifestyle — not just sportswear.

A brand that feels “theirs”: youthful, inclusive, socially aware, digitally connected, and identity-affirming.

Lululemon can fill this gap: “It’s so much more than apparel; it’s about people.”

Accessible Premium

A balance between Affordability vs Premium Quality creates an opportunity for a brand offering “accessible premium”: high-quality products but affordable for teens.



Community Stories

lululemon

Community-Driven

Youth today expect more than just clothing: they look for community, a sense of belongingness, digital experiences, and lifestyle alignment.

This is where Lululemon’s ‘Power of Three’ strategic plan could come in: Brand ambassadors, content creation, and Store events.



COMPETITIVE ANALYSIS



Strongest brand identity in global sports culture but can be viewed as “too common”
We can position as premium yet youth-accessible with strong open fitness community.



Strong in Europe and has deep retail penetration but quality of their basic apparel is not as premium as lululemon.
We can maintain premium quality consistently in all products and offer better durability and fabrics that can justify the price differences

TOP 10 LULULEMON COMPETITORS AND ALTERNATIVES



What's our edge?

Premium Lifestyle, Fitness Identity, and Community Driven Brand



A “fast fashion athleisure” brand and is more affordable and trend-driven but are of lower quality (not long-lasting) and is subscription-based model.

We can promote durability and long-term value but still affordable by youth



Sustainability-first brand that uses eco-friendly materials and ethical manufacturing but has smaller market presence in Europe and among teens.

We can position sustainability as high quality and performance and just ethical basics.

BRAND POSITIONING (EUROPE FOCUS)

"Lululemon - the destination for active teens and millennials, who want high-performance apparel, stylish expression and an inclusive community where they can learn, sweat and grow."



Positioning pillars:

- Youth empowerment
- Community-first
- Digital accessibility
- Inclusivity

Product excellence combined with a belonging position to meets teens' desire for identity, confidence, motivation and community support in their pursuit of fitness.

CONSUMER PERSONA

The target group will be mostly "Fit-Gen Teen" Personals and millennials (specifically those whose age are between 18–45)

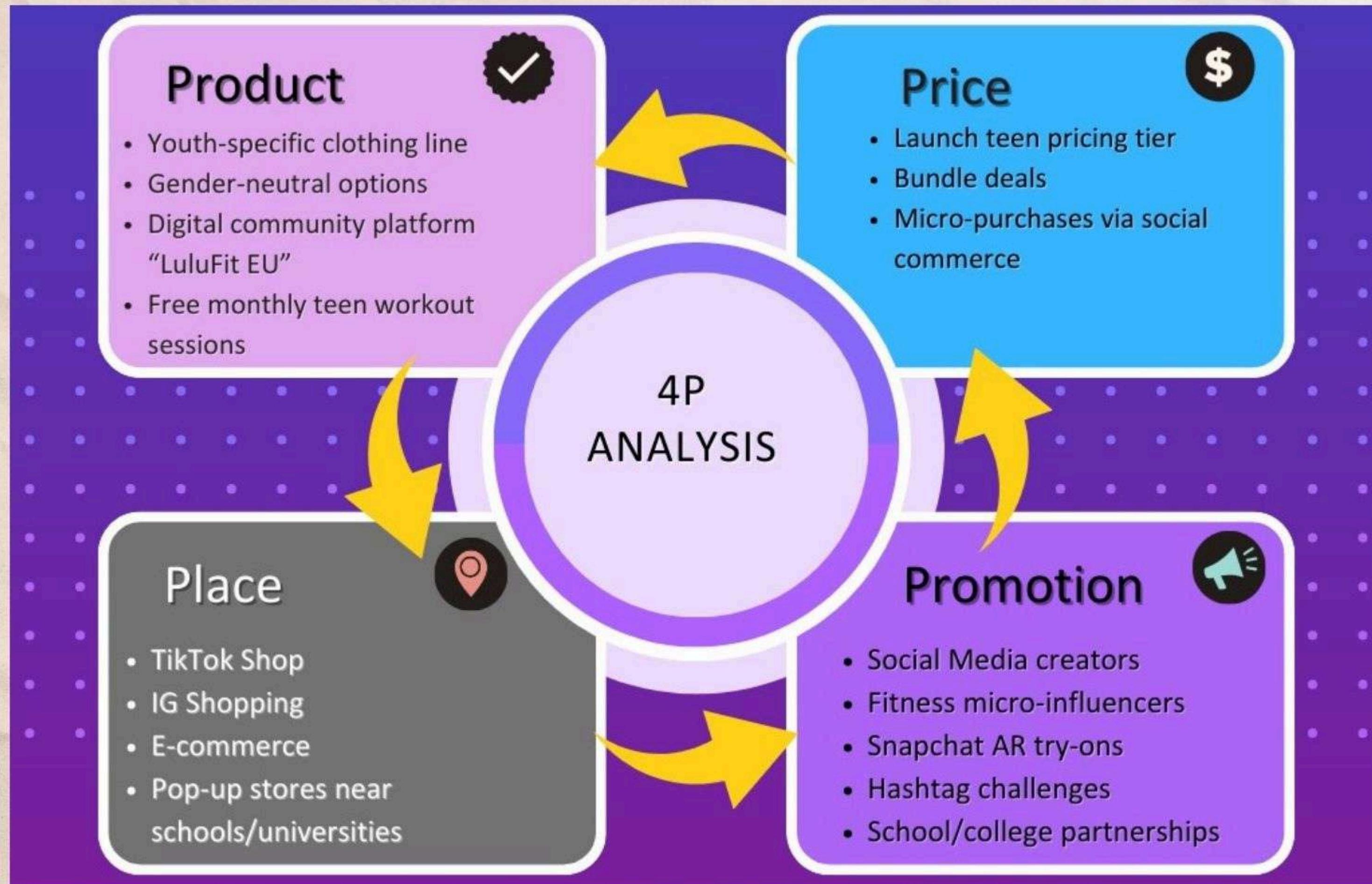
- Lifestyle: gym, school sports, dance, fitness clubs
- Platforms: TikTok, Instagram, Snapchat

Main needs:

- Affordable entry options
- Fun, social, youth-friendly fitness content
- Sense of belonging
- Brands that reflect their values



4P'S FRAMEWORK



SALE CHANNELS



Digital Channels:

- **Instagram:** Reels, teen influencers, workout tips, challenges.
- **TikTok:** Trending flares-challenges, brief training videos and ideas for what to wear.
- **YouTube:** Workouts for beginners, ambassador features and community recaps.
- **Opinion About Official Web & APP:** Event calender, product drops, blog post.
- **Email & Push Notifications:** Updates on events, challenges and new drops.

Offline Channels:

- **Lululemon Stores as Community Hubs.**
- **Free kid-friendly yoga and HIIT sessions** If your kid wants to challenge you in the fitness activity.
- **Beginner classes to build confidence.**
- **Pop-up Events at schools, parks and other public locations.**
- **Local Teen Ambassadors:** Young athletes, dancers, runners, early fitness leaders.

DIGITAL MARKETING CAMPAIGN EXECUTION STEPS

Step 1: Campaign Planning & Goal Setting (Weeks 1–2)

Step 2: Creative Development (Weeks 2–4)

Step 3: Influencer & Ambassador Onboarding (Weeks 3–6)

Step 4: Soft Launch – Teaser Phase (Week 6)

Step 5: Campaign Launch – “Legacy in Motion” (Week 7)

Step 6: Engagement & Community Activation (Weeks 8–14)

Step 7: Performance Tracking & Optimization (Ongoing)

Step 8: Campaign Wrap-Up & Reporting (Final Week)



CONTENT STRATEGY



Hero Content Series:

- “lululemon Rewind” – Weekly throwbacks to iconic sports moments
- “Styled by You” – campaign with fan-submitted outfits
- “Winning Starts Within” – Mental wellness stories from athletes
- “lululemon x Creators” – Micro-influencer styling challenges

Conversion Boosters:

- Countdown timers for drops
- Geo-targeted ads for pop-ups
- Loyalty program: “lulu Club”



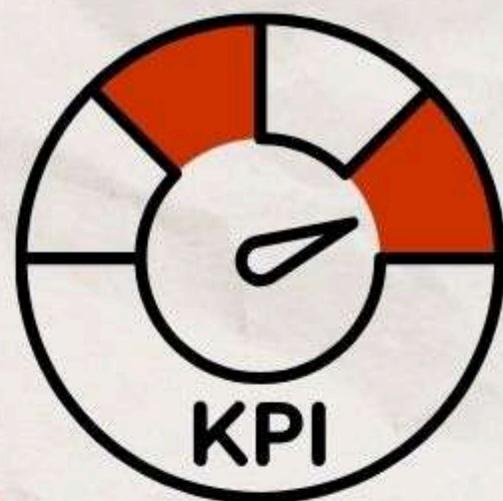
Pillars:

- Inspiring fitness stories
- Tutorials & challenges
- “Train with me” clips
- Behind-the-scenes at Lululemon
- Body positivity and inclusivity
- User Generated Content (UGC) fitness transformations
- Weekly “LuluFit Friday” tips
- Show everyday “gym-to-street” outfit ideas
- Promotions for “Bring a Friend” classes

Formats:

- Short-form video
- AR try-on filters
- Digital workout playlists
- Creator collabs(collibrator)

KEY PERFORMANCE INDICATORS



Digital KPIs

- Engagement rate on Instagram and TikTok
- Amount of UGC using official hashtags
- Website/App traffic to community and event sections
- Conversion from social content to product pages

Community KPIs

- Attendance at teen-focused events
- Growth of the teen ambassador network
- Repeat purchase rate for the teen segment
- Loyalty program sign-ups (ages 18–45)
- Sentiment analysis (brand perception among teens)

Influencer KPIs

- Engagement and sales impact of teen ambassadors
- Code-based sales tracking
- Event turnout driven by influencers



"These KPIs collectively measure community growth, brand engagement, and long-term loyalty within the segmentation."

RECOMMENDATIONS

1. "Lulu Fit EU" Digital Community with a friendly fitness hub hosting

- Weekly challenges
- Leaderboards
- Free online classes
- Creator-led workouts

3. Gamified App Experience

- Streaks
- Badges
- Team competitions

2. TikTok-First Marketing

- Weekly creator series
- European teen fitness ambassadors
- Viral hashtag challenges (#LuluFitEU)

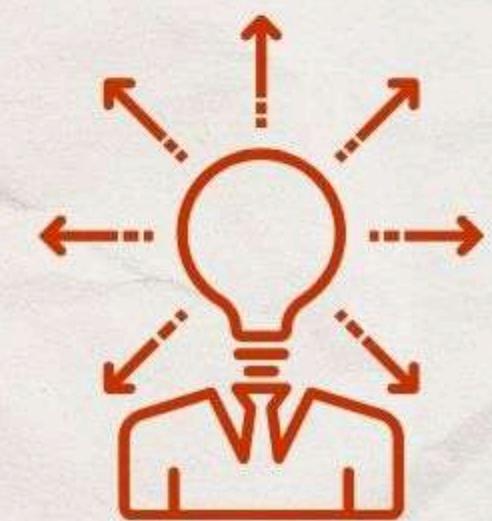
4. Pop-Up Fitness Labs Across Europe

- School/college partnerships
- Teen gym events
- Free fitness "Try Days"



CONCLUSION

- Lululemon's entry into the German and broader European market presents a major growth opportunity driven by rising demand for fitness, wellbeing, sustainability, and premium athleisure.
- Strategic analysis using SWOT and STP shows strong brand equity and innovation potential, but highlights the need for cultural adaptation and regulatory alignment in Europe.
- A localized, data-driven digital strategy—powered by influencer partnerships, sustainability-focused messaging, and seamless omnichannel engagement—can significantly strengthen Lululemon's market presence.
- With a focus on compliance, inclusivity, and community-building initiatives, Lululemon is well positioned to achieve sustained growth, competitive advantage, and long-term loyalty across Germany and Europe.



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Thank You.

www.lululemon.de/en-de/home

