**CAMPAIGN OBJECTIVES**

Main goal: ● Brand Awareness

Complementary goals:

● Customer Engagement

● Customer Loyalty

● Sales

The campaign's primary objective is to raise awareness of MIRROR, lululemon's new at-home fitness product, in order to increase customer engagement and sales. At the same time, the campaign aims to promote MIRROR while also advocating for the company's core values such as diversity and inclusion. The objective is to show the product's benefits while also demonstrating the company's values. This strategy enables the company to capture the attention of customers, stimulate their curiosity, and build engagement. Through this initiative, the brand strives to make a beneficial impact on communities and boost customer loyalty long-term. Over a four-month period, the quantitative marketing target is to attract at least 500,000 new website visitors to the campaign's primary landing page, increasing sales results on a weekly basis.

The goal of the campaign is to promote MIRROR and increase brand awareness among millennials (people born between 1981-1996).

MIRROR is lululemon's first at-home fitness platform, providing users with a virtual workout experience while exercising at home. The organization intends to take advantage of this market launch to discuss and raise awareness about two of the most critical concepts they believe society should emphasize more strongly: diversity and inclusiveness. By initiating this campaign, the organization hopes to raise product and brand awareness and sales, while also assisting communities worldwide in obtaining equal rights in all aspects of life, including fitness and sports. Various fitness professionals promote their strength, courage, passion, and commitment on a daily basis while advocating for inclusiveness and diversity. Differences can be linked to age, skin color, nationality, gender, and many other aspects. The campaign's purpose is to demonstrate what inclusion and diversity truly mean, as well as what can be done to increase their prevalence. The company invites a variety of fitness professionals, including lululemon ambassadors and well-known instructors, as well as models (product end users) , to participate in the campaign. The company aims to use this concept to promote its new product, emphasizing its unique features as well as its diverse customer base and fitness professionals. Participants will be selected for the campaign based on a number of criteria. Age, skin color, gender, country of origin, cultural background, and other factors may be considered. A series of videos and photographs featuring fitness professionals and product users will be created by the creative team. In addition, interviews will be conducted with lululemon ambassadors and fitness instructors to discuss diversity and inclusion, what those values mean to them, and what everyone can do to support it on a daily basis. The core concept of the campaign should inspire the target audience to consider questions such as: What does diversity mean to me personally? What does it mean to be an advocate for inclusiveness? What can I do to help bring these notions to life?

**MARKETING CHANNELS**

The campaign will be executed through both online and offline channels. Online channels include the following:

● lululemon's website (a dedicated landing page);

● lululemon's newsletter (dedicated email marketing campaigns);

● Social media platforms (Facebook, Instagram, Twitter, YouTube, TikTok), including posts and paid advertising;

● Spotify advertising;

● PR (press release);

● Video marketing.

Offline channels include the following:

● TV advertising;

● Cinema advertising;

● Outdoor display;

● Print (advertising; sponsored articles);

● The company’s branded print magazine (exclusive edition to be distributed in the stores).

**CONTENT**

The campaign will promote lululemon's smart fitness product, with the goal of emphasizing the diversity of users and instructors. In order to achieve the campaign's two primary objectives, the creative team will produce a series of innovative videos, inspiring photographs, and compelling.

interviews.The product and its features will be highlighted in the main publications, as will the diverse end users and fitness instructors who will be featured. Additional content marketing materials, such as interviews and stories, should be developed to highlight the daily efforts of lululemon ambassadors and fitness instructors to promote inclusion and diversity in their fields. A custom hashtag will be created to increase engagement and visibility. The following assets are necessary for a successful campaign execution:

● Portraits and lifestyle photos of brand ambassadors, fitness instructors, and product users;

● Landing page;

● Newsletters;

● Display ads;

● Social media posts;

● Social media ads;

● Video commercials;

● Press releases;

● Spotify audio commercials;

● Billboards;

● Magazine ads;

● Printed magazine

**EVALUATION**

A successful campaign should result in an increase in website traffic, social media engagement, and positive consumer sentiment. Aside from that, increasing brand awareness leads to higher in-store foot traffic and, as a result, increased sales. Marketing specialists in charge of certain areas should analyze the main KPIs on a daily, weekly, and monthly basis, creating reports and optimizing results as required.

The following are some examples of KPIs that should be tracked and reported to campaign managers. 1) Product landing page

● Traffic by source

● Unique visitors

● Bounce rate

2) Newsletter

● Delivery rate

● Open rate

● Click-through rate

3) Social media

● Likes

● Shares

● Comments

4) PR

● Media mentions

● Social media mentions

● Sentiment

5) Offline channels

● Clicks (e.g., using QR code)

● In-store foot traffic

● Social media followers