



20  
24

# LULU LEMON

MARK333 MARCOMMS  
CAMPAIGN Pt.1

Maxwell Wheeler



# Part 1. Outline

Exploring:

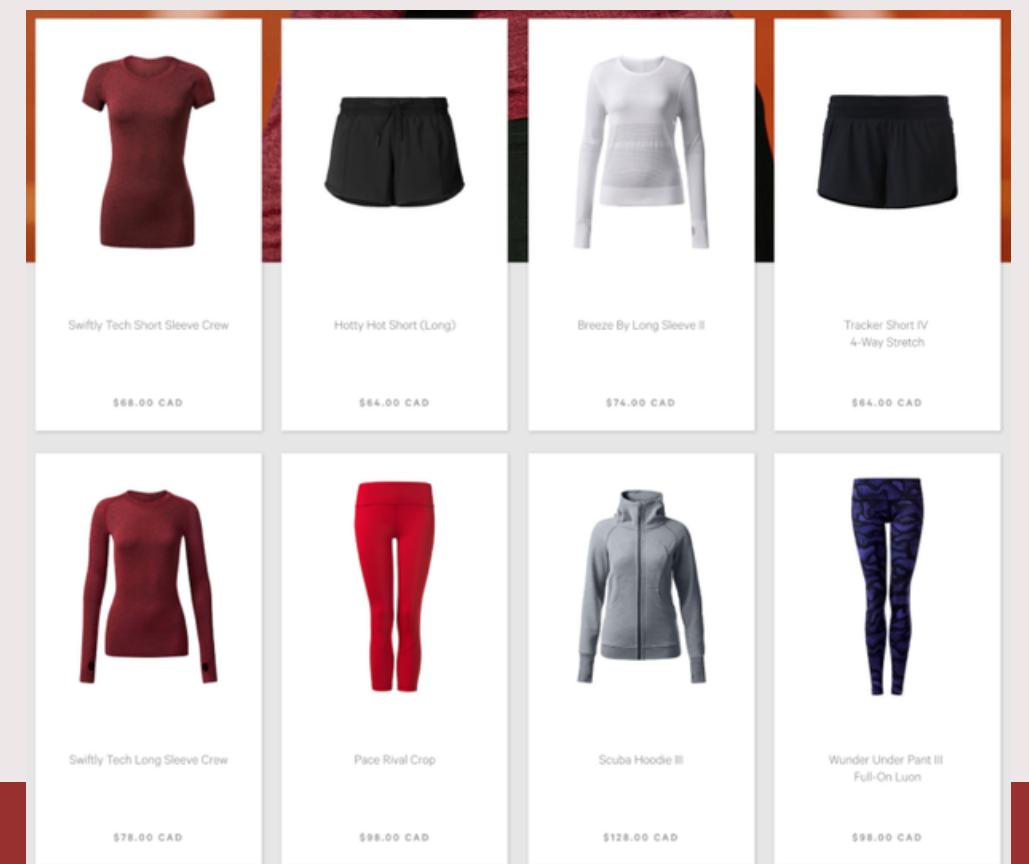
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- Market Overview
- Target Audience
- Brand Voice
- Positioning
- MARCOMMS Strategy
- Use of AI

# Brief Introduction

## About Lululemon

- Founded in 1998 - Vancouver, Canada
- Leading activewear brand
- Premium quality apparel
- Inspiring active lifestyles



# Market Competition

- High Competition
  - Established companies and new entrants
- Distinguished through
  - premium brand image
  - technical innovation
  - fashion-forward designs
  - community experiences.



# Market Overview:

**Market:**

Sports Apparel Industry

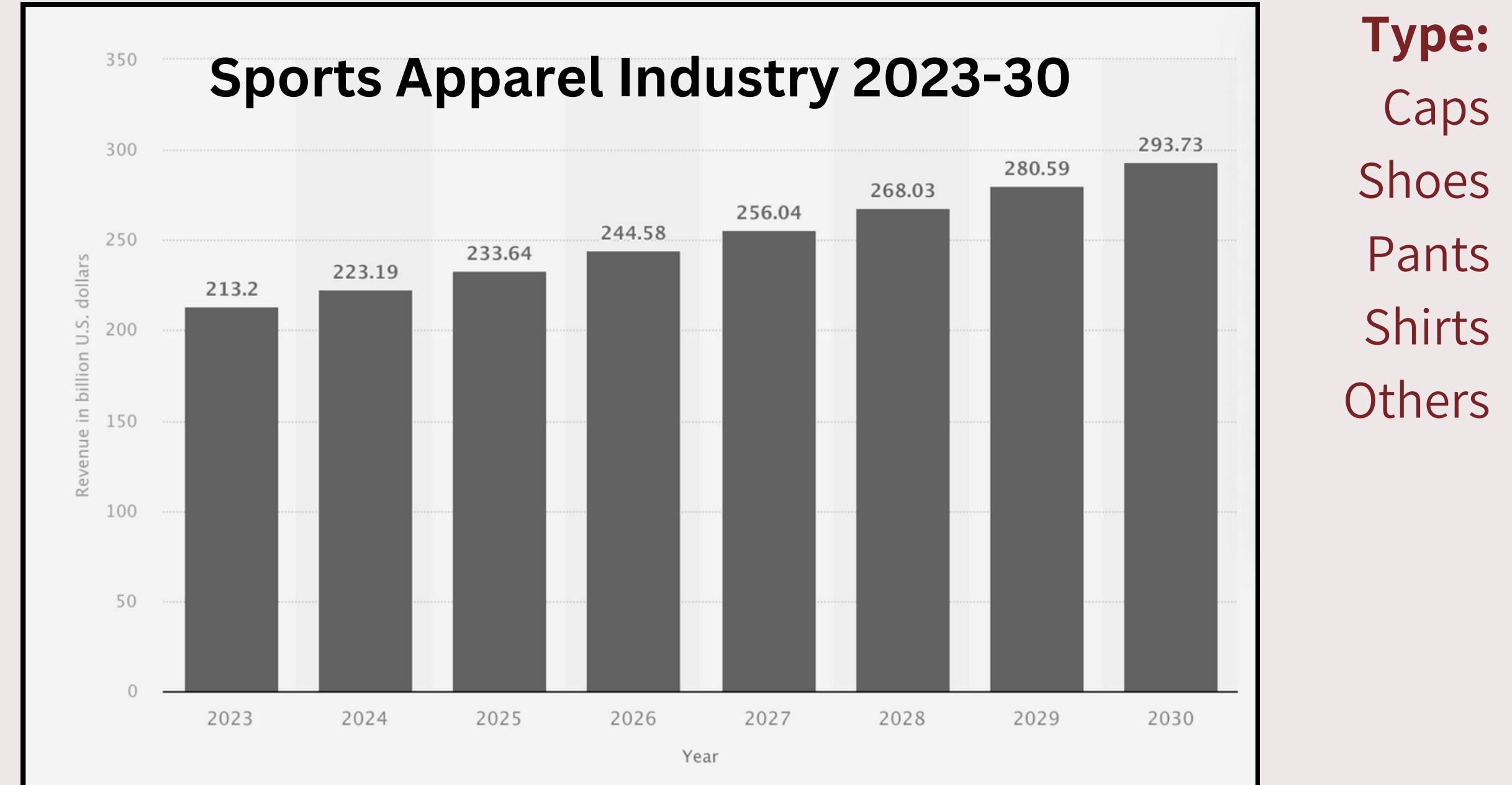
**Market Revenue:**

2023 - 213bn USD

2024 - 223bn USD

2025 - 234bn USD

**Annual Growth Rate:** 4.68%



**Market Revenue**

**Type:**  
Caps  
Shoes  
Pants  
Shirts  
Others

# Market Overview:

Nike   Under Armour   Lululemon   Others

**Market:**

Sports Apparel Industry

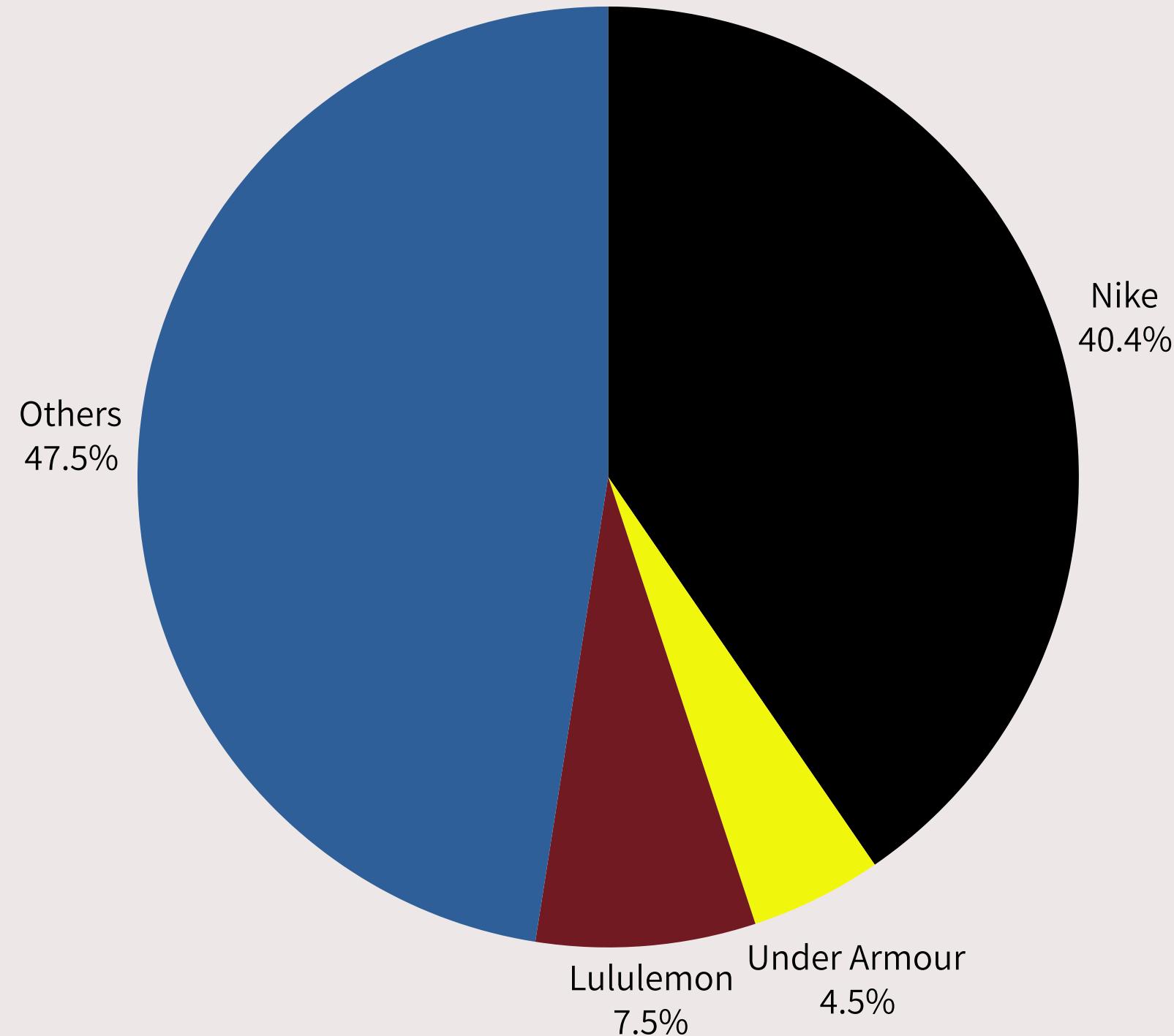
**Market Leaders:**

Nike - 40.42%

Lululemon - 7.54%

Under Armour - 4.52%

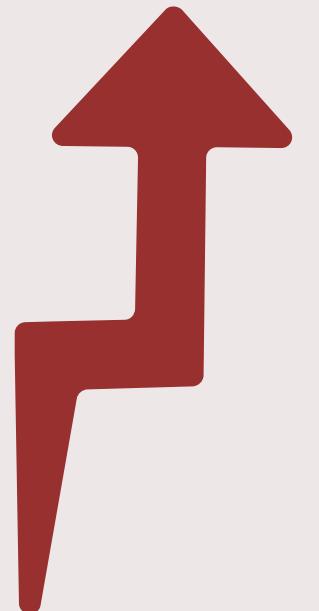
Others - 47.52%



# Market Overview - Trends:

## Increasing Health and Fitness Consciousness :

-  Health and fitness awareness  
=  demand for athletic apparel.
- Across all age groups
- Surges in
  - gym memberships
  - fitness classes
  - outdoor activities.



# Market Overview - Trends:

## Surging Female Participation in Sports: ♀

- ↑ Female participation in athletics
- ↑ Number of female sporting events
- Increased women's athletic apparel



ICC WOMEN'S  
CRICKET WORLD CUP  
NEW ZEALAND 2022



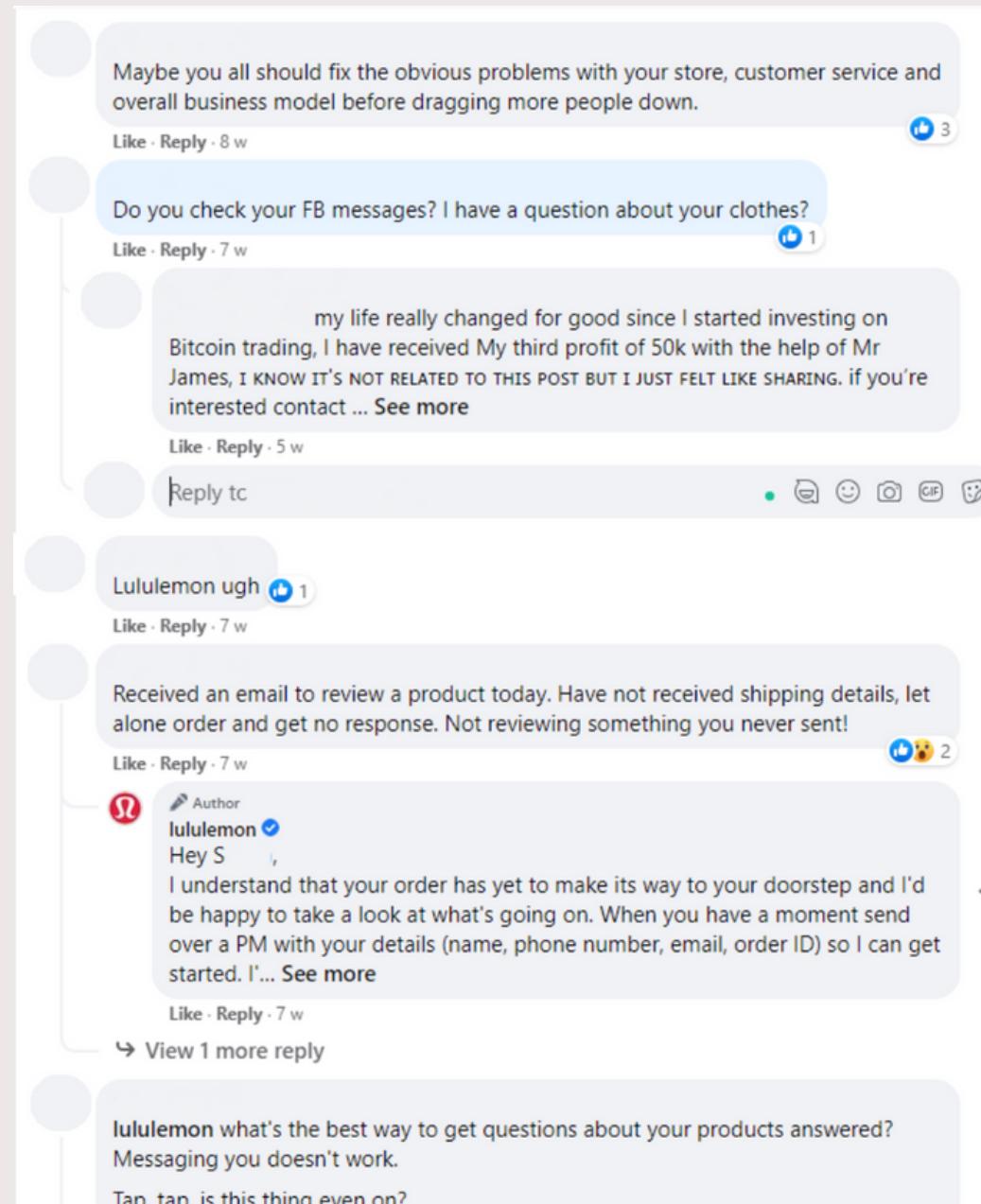
# SWOT analysis of lululemon

## Strengths

- Diversification of content & interactive elements
- Excellent community building strategy
- Leveraging influencer partnership & fostering user-generated content
- Experiential marketing

# SWOT analysis of lululemon

## Weaknesses



- Low engagement rate (0.3%) compared to the industry average of 2.56%
- Facebook presence is extremely low
- Limited international online presence (only 1 account lululemon Australia & New Zealand on Facebook)
- Less brand recall than competitors

Source:<https://exposureninja.com/blog/lululemon-marketing-strategy/>

Source: <https://www.edrawmax.com/article/lululemon-swot-analysis.html#:~:text=Lululemon%20needs%20to%20work%20on,is%20also%20less%20for%20Lululemon.>

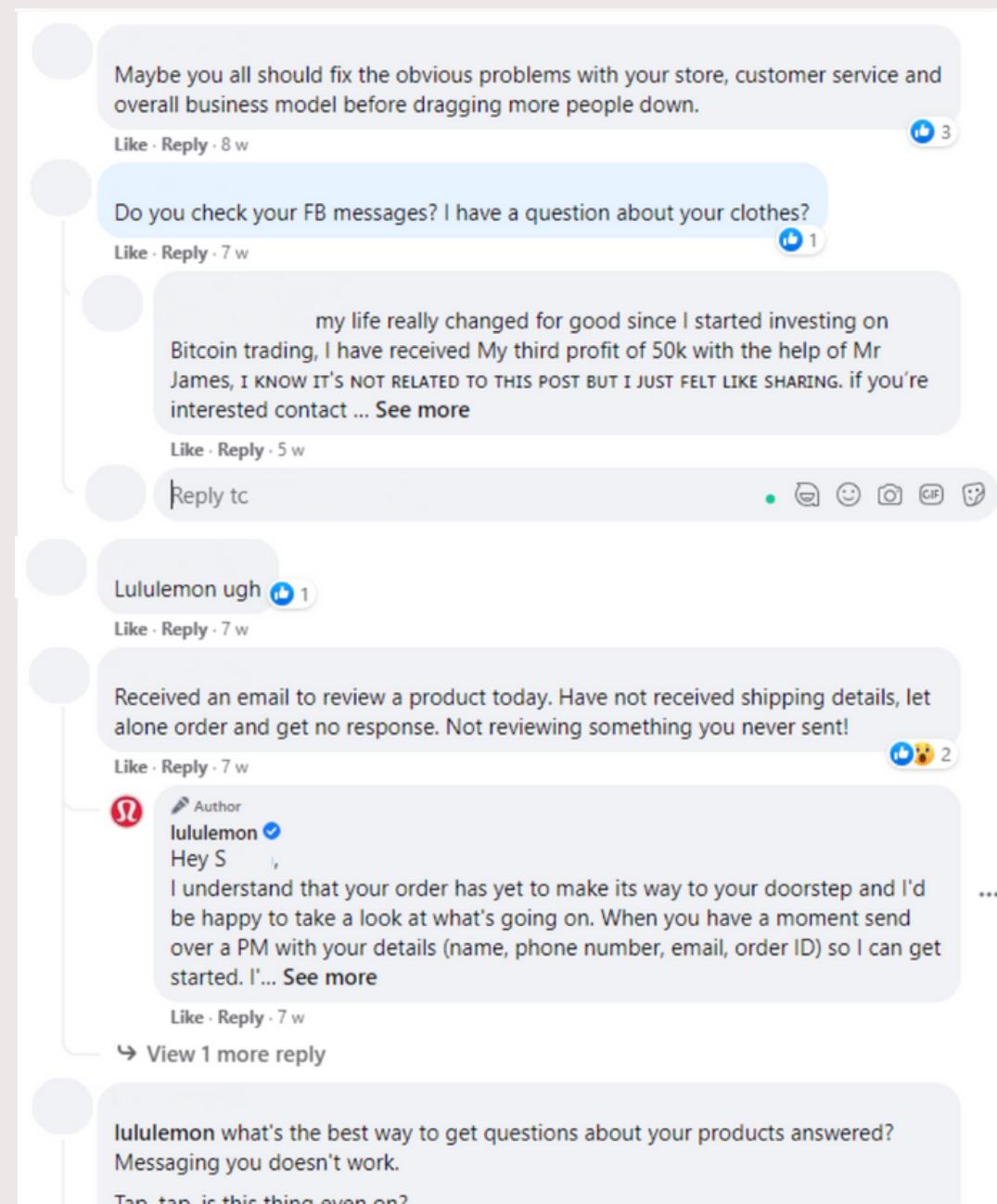
# SWOT analysis of lululemon

## Opportunities

- Growth of Facebook presence and extensive marketing campaigns
- Increasing international awareness, especially to emerging economy
- Growing trends of healthy & balanced lifestyle

# SWOT analysis of lululemon

## Threats



- Negative customer attitude on Facebook
- Competitors have more extensive marketing strategy
- Evolving fashion trends & customer needs

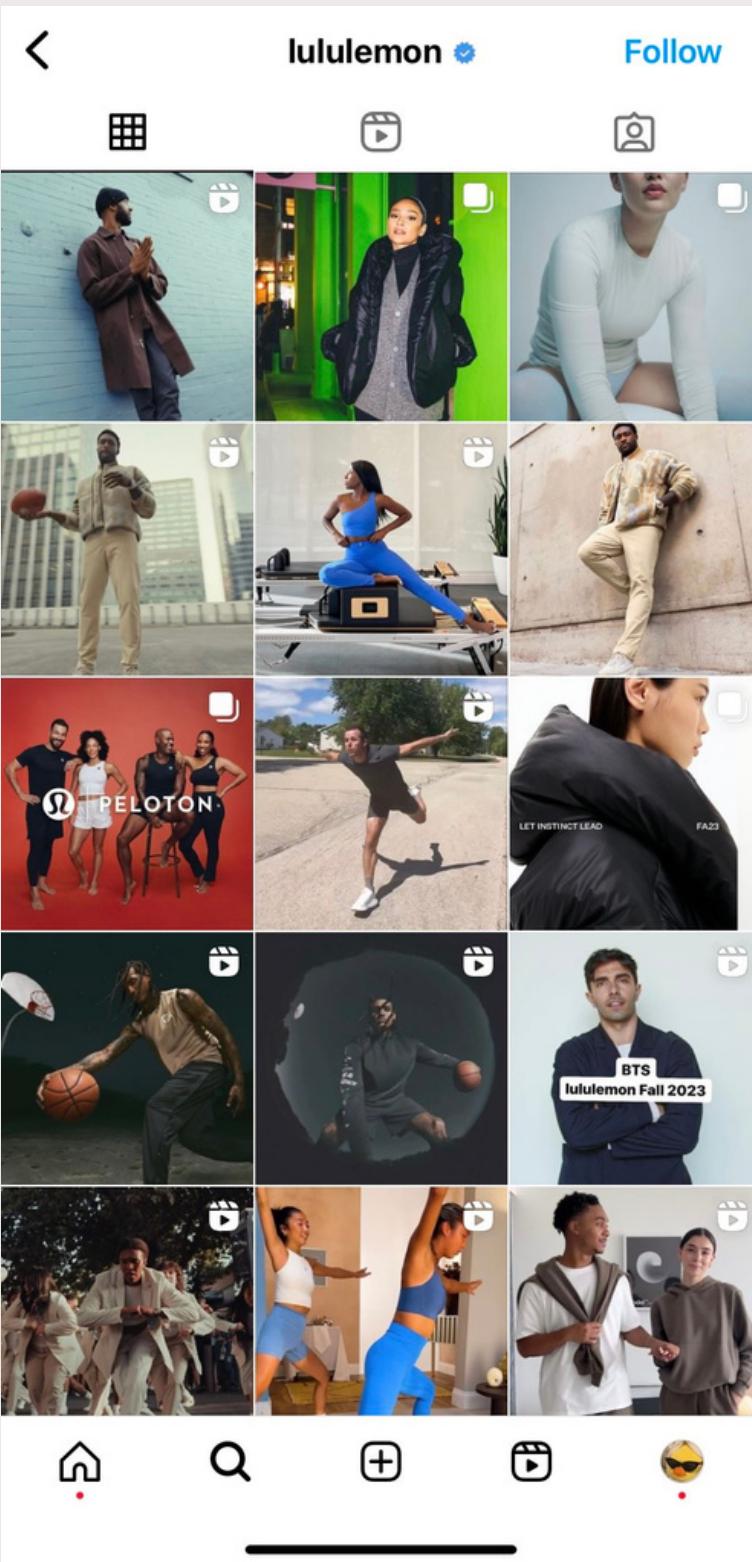
Source:<https://www.brandcredential.com/post/lululemon-marketing-strategy-a-closer-look>

Source:<https://www.havstrategy.com/lululemon-marketing-strategy/>

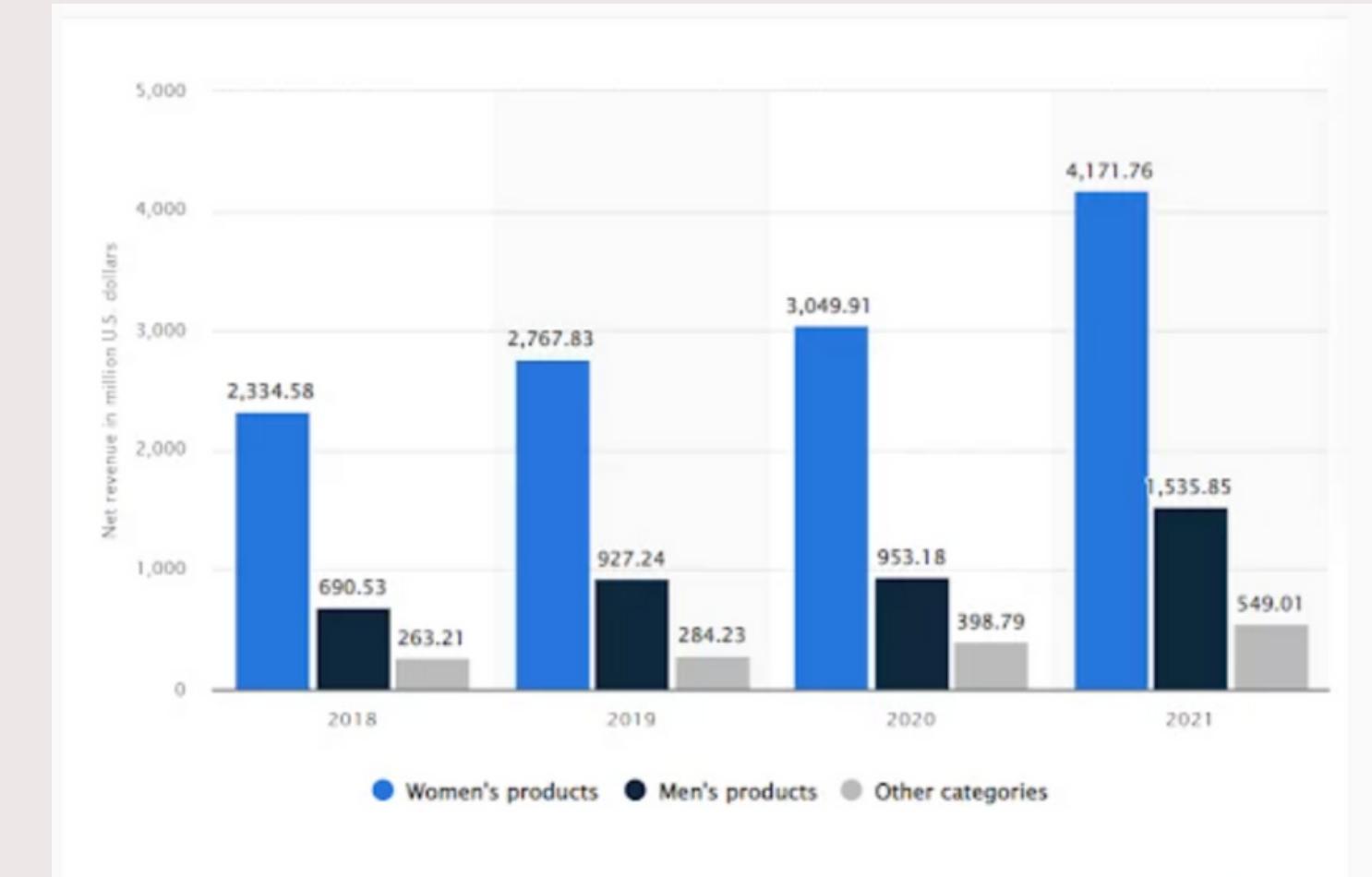


# PRIMARY TARGET AUDIENCE

## DEMOGRAPHIC

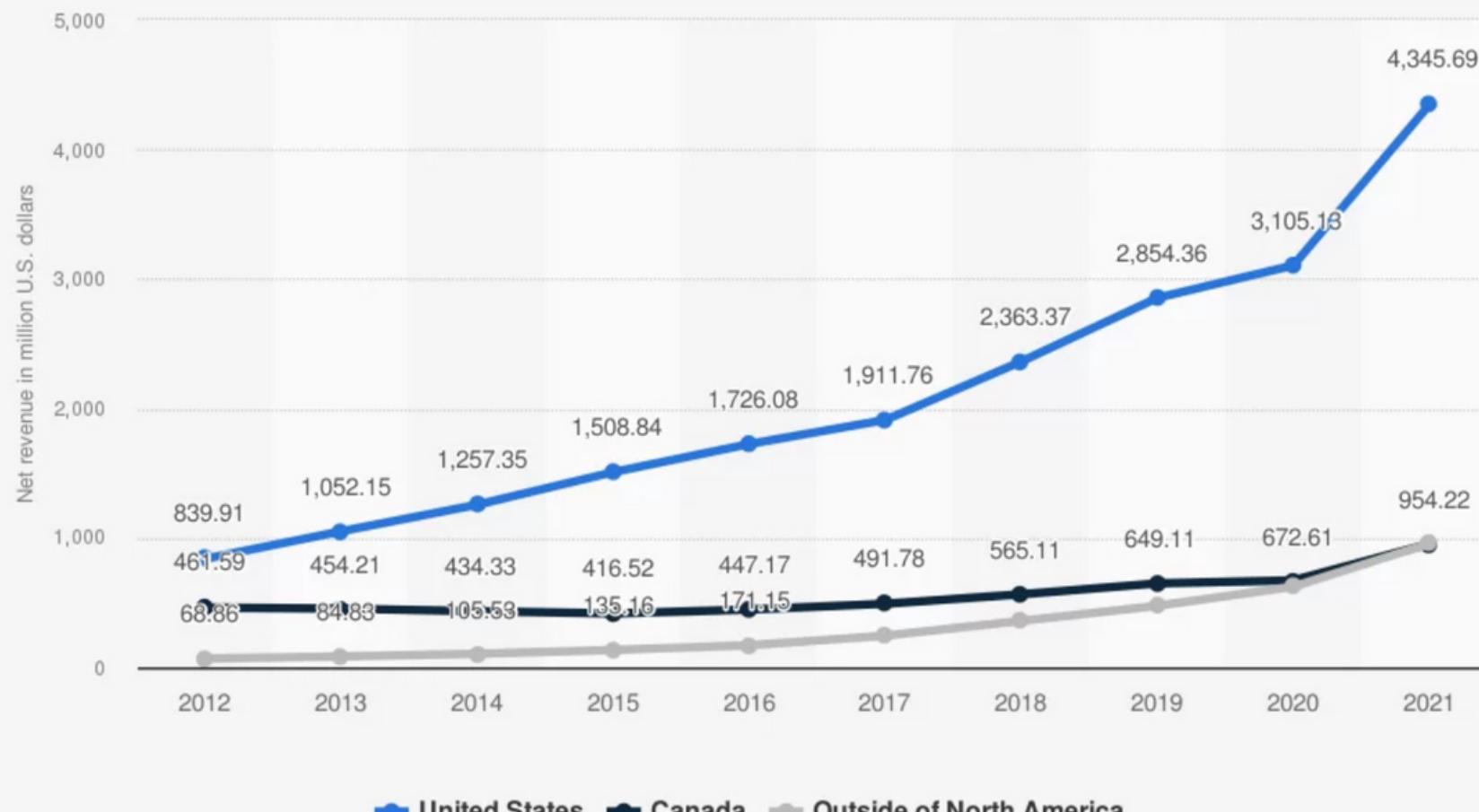


- Age 20-35
- 30% Men & 70% Women
- Medium & Upper class (income over \$80k/yr/per-person)
- Working part-time/full time
- Higher Education





Net revenue of lululemon worldwide from the fiscal year of 2012 to 2021, by region (in million U.S. dollars)



Source  
lululemon athletica  
© Statista 2022

Additional Information:  
Worldwide; 2012 to 2021

# PRIMARY TARGET AUDIENCE

## GEOGRAPHIC

- Mostly US and Canada
- 15% of customers in other countries
- Urban and suburban areas -
  - affluent neighborhoods having fitness centers

Source: [https://ecampusontario.pressbooks.pub/globalmarketing/chapter/11-4-lululemon-marketing-strategy-plan/#:~:text=Lululemon's%20leggings%20operate%20in%20the,Dun%20%26%20Bradstreet%2C%202019\).](https://ecampusontario.pressbooks.pub/globalmarketing/chapter/11-4-lululemon-marketing-strategy-plan/#:~:text=Lululemon's%20leggings%20operate%20in%20the,Dun%20%26%20Bradstreet%2C%202019).)



lululemon • Follow  
Original audio

lululemon • The Move For You Challenge is on. Here's how @lululemon Ambassador and @onepeloton Instructor @calliegullickson keeps going strong.

It's not too late to join the challenge—sign up for your free Peloton App trial at the link in bio to get moving.

12w

its\_sandyoga post-workout feeling is the best ❤️  
11w Reply

View replies (1)

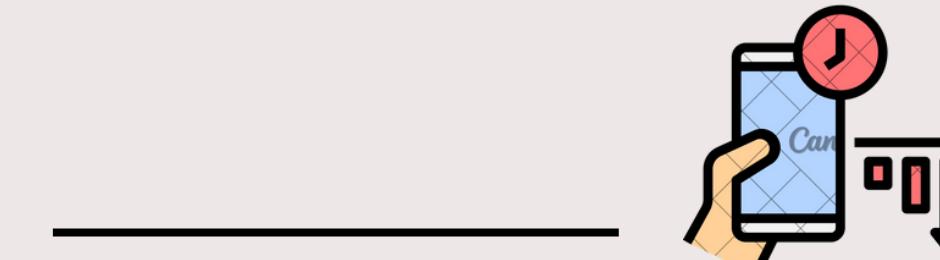
camo\_91 Was never told by a customer service representative that my refund was going to be an E-Gift card but now they're saying they can't refund my original method of payment because it was final sale. It never said final sale when I checked it out online. Then they proceeded to tell me well, the system doesn't allow us anyways. Wtf...? So disappointed in y'all  
12w Reply

View replies (2)

Liked by samanmehr1391 and others  
January 17

Add a comment...

- Regularly engaged in fitness activities
- Frequent online shopper
- Weekly in-store shopper
- Heavy social media user



**AVG SCREEN TIME:  
7.5hrs / Day**

# PRIMARY TARGET AUDIENCE

## BEHAVIORAL

lululemon and jordanclarksons Original audio

lululemon • Tunnel fit 💛 Training gear. The limited-edition Jordan Clarkson Collection is made for the court and the commute. Get yours at the link in our bio.

29w

jwcleaver This available in the UK?  
29w Reply

View replies (1)

roberttocc Expanding to hoop, love to see it! Shoutout Clarkson  
29w 3 likes Reply

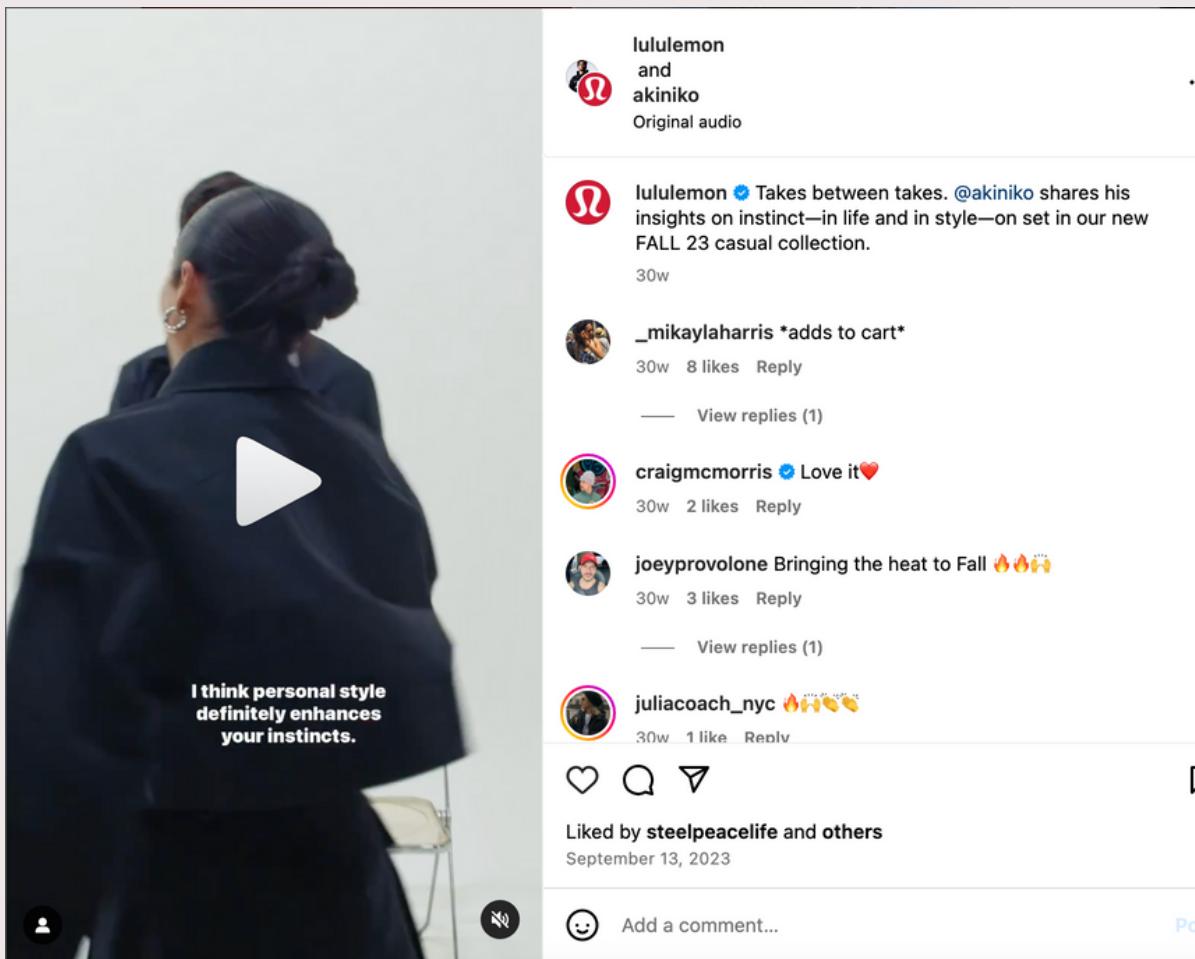
\_big\_waldo\_ Why not the UK 😂😂😂  
29w Reply

View replies (1)

mattosai\_ Waiting!! 🔥

Liked by aleesakay and others  
September 15, 2023

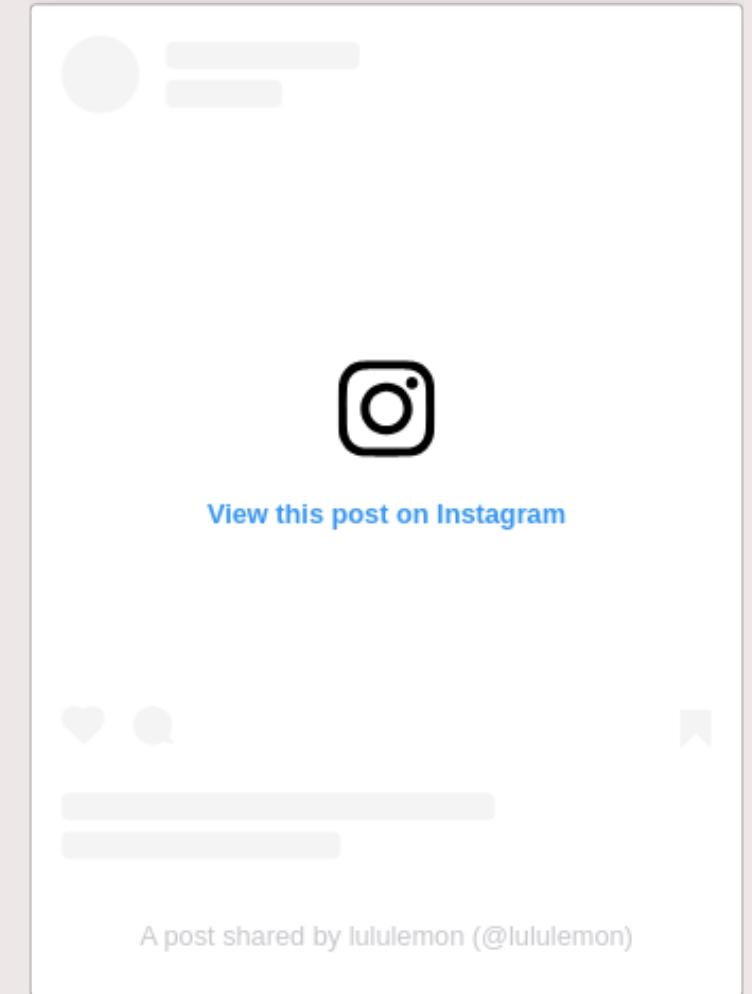
Add a comment...



# PRIMARY TARGET AUDIENCE

## PSYCHOLOGICAL

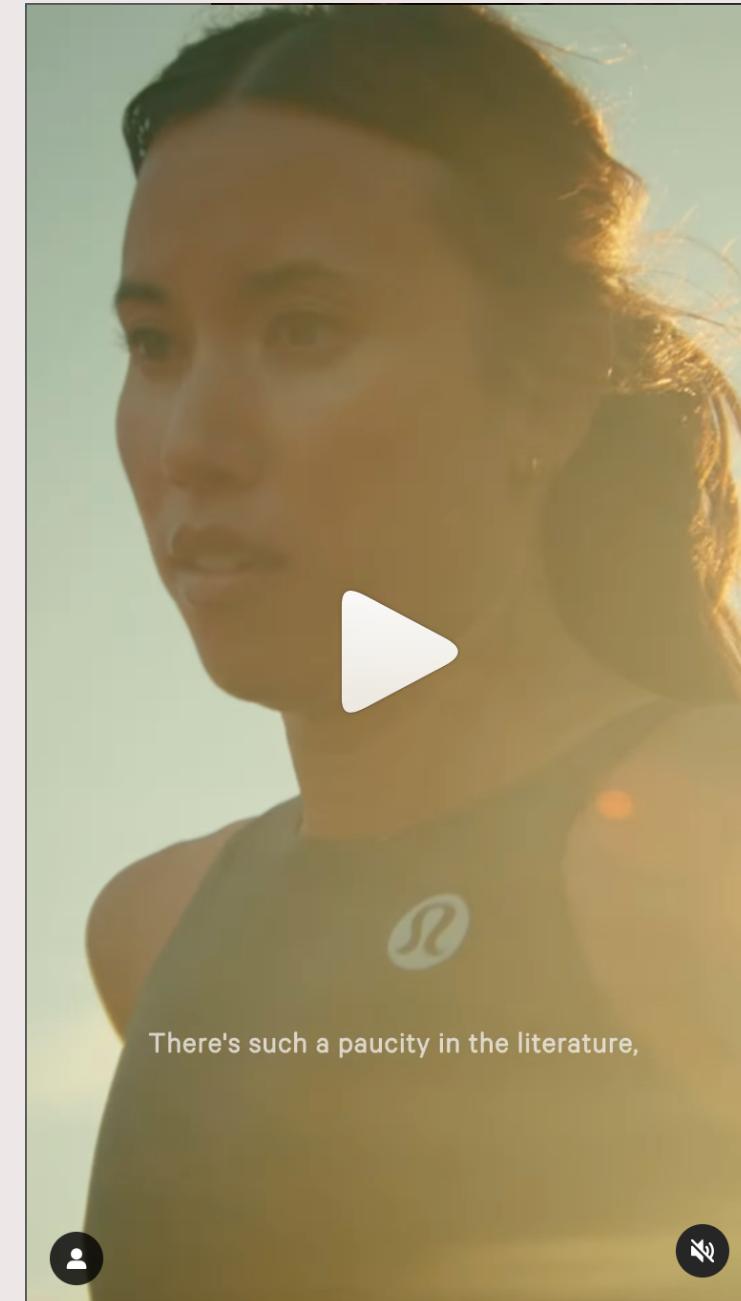
- Driven by success - career and personal wellness goals
  - Self-improving and growth
- Wanting a healthy work-life balance
- Concerned about appearance



# Brand Voice

Lululemon

Motivational –  
Assertive –  
Daring –



**lululemon ✨ FURTHER.**

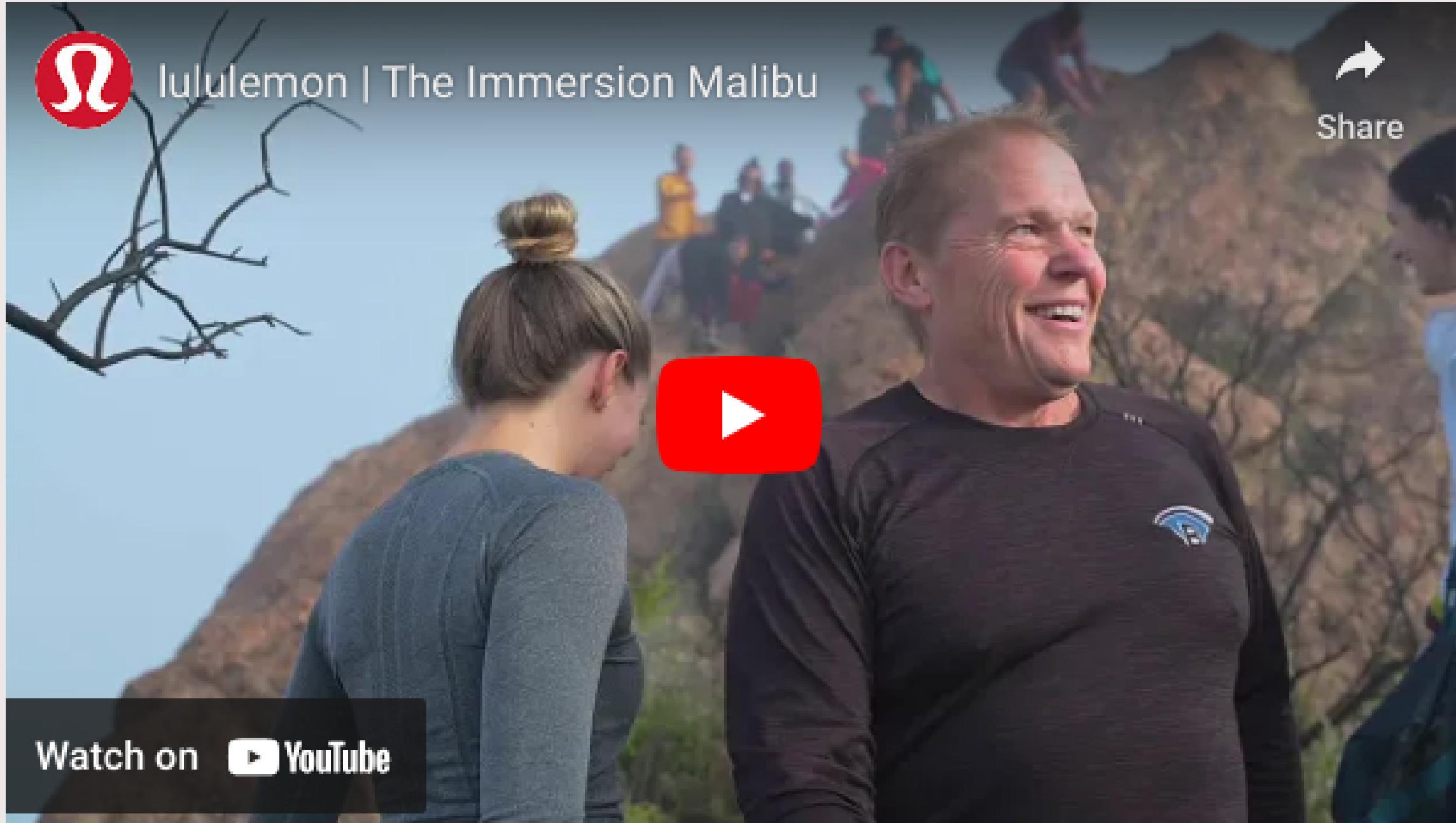
A 6-day ultramarathon with one rule:  
Go as far as possible.  
To test limits and take space.  
To reject the narrative that says we aren't made for this.  
To break paradigms and world records. Plural.  
This is a new frontier of possibility.  
It's time to push progress forward.  
To the next mile, to a new goal, to the moon.  
On March 6, 10 women will redefine FURTHER.

#lululemonFURTHER

4w

# Brand Voice

## Lululemon



- Supportive
- Love
- Inclusive

# Brand Voice

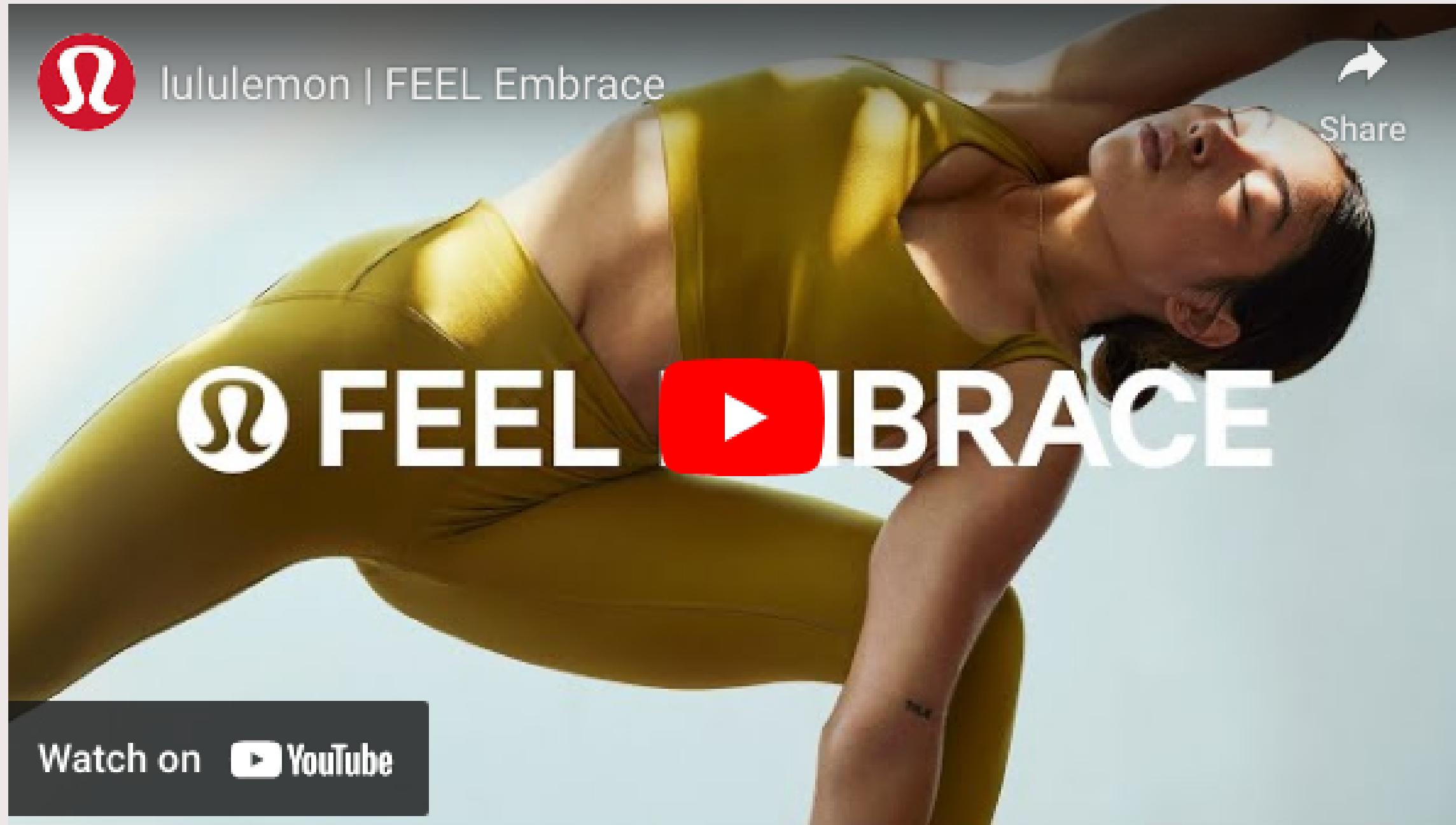
## VS - Puma



- Unique
- Weird
- Individualized

# Brand Voice

## Lululemon

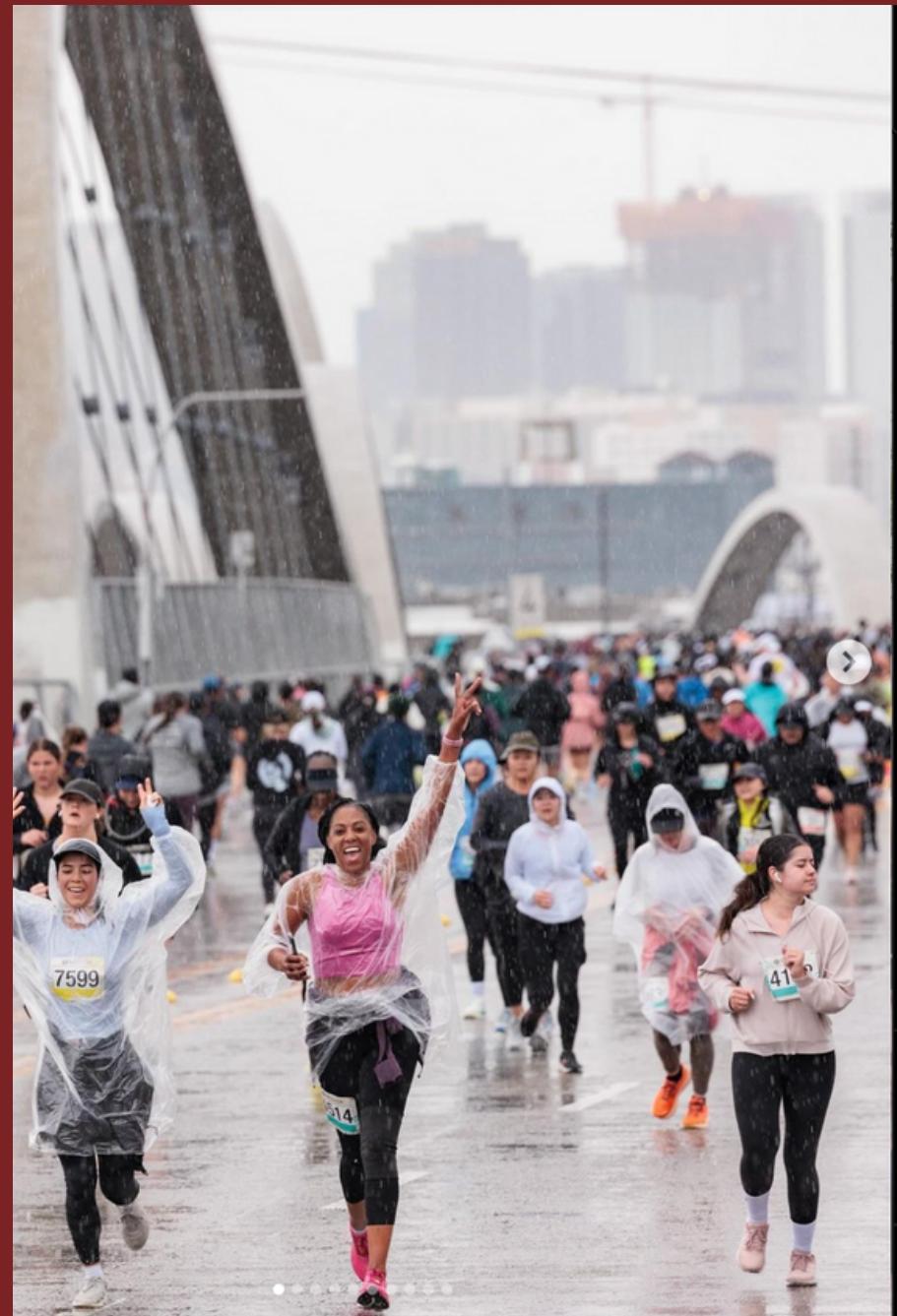


- Authentic
- Magical
- Empowering

# Positioning: Brand Positioning

## Lululemon's Unique Selling Points

- Meaningful Social Brand
- International Community Expansion



**lululemon** • Follow  
Los Angeles, California

**kaylajeter\_** rain or shine, we had a time! 🌈☀️

3d 48 likes Reply

**lululemon** @kaylajeter\_ Powering through with that joy momentum.

3d 5 likes Reply

**hezhonghuang1996** @kaylajeter\_ thank you for big hug at finish line ☀️ rainy is different

3d 1 like Reply

**kaffeinatedkathrun** How do I see where other 10K events are? Would love to join one

2d Reply

**lululemon** @kaffeinatedkathrun I'm stoked to hear you'd like to join in on the 10K fun. I'd recommend staying tuned to our social channels for updates on where our 10K Tour may pop-up next. If any other questions come up, don't hesitate to send

Like Comment Share

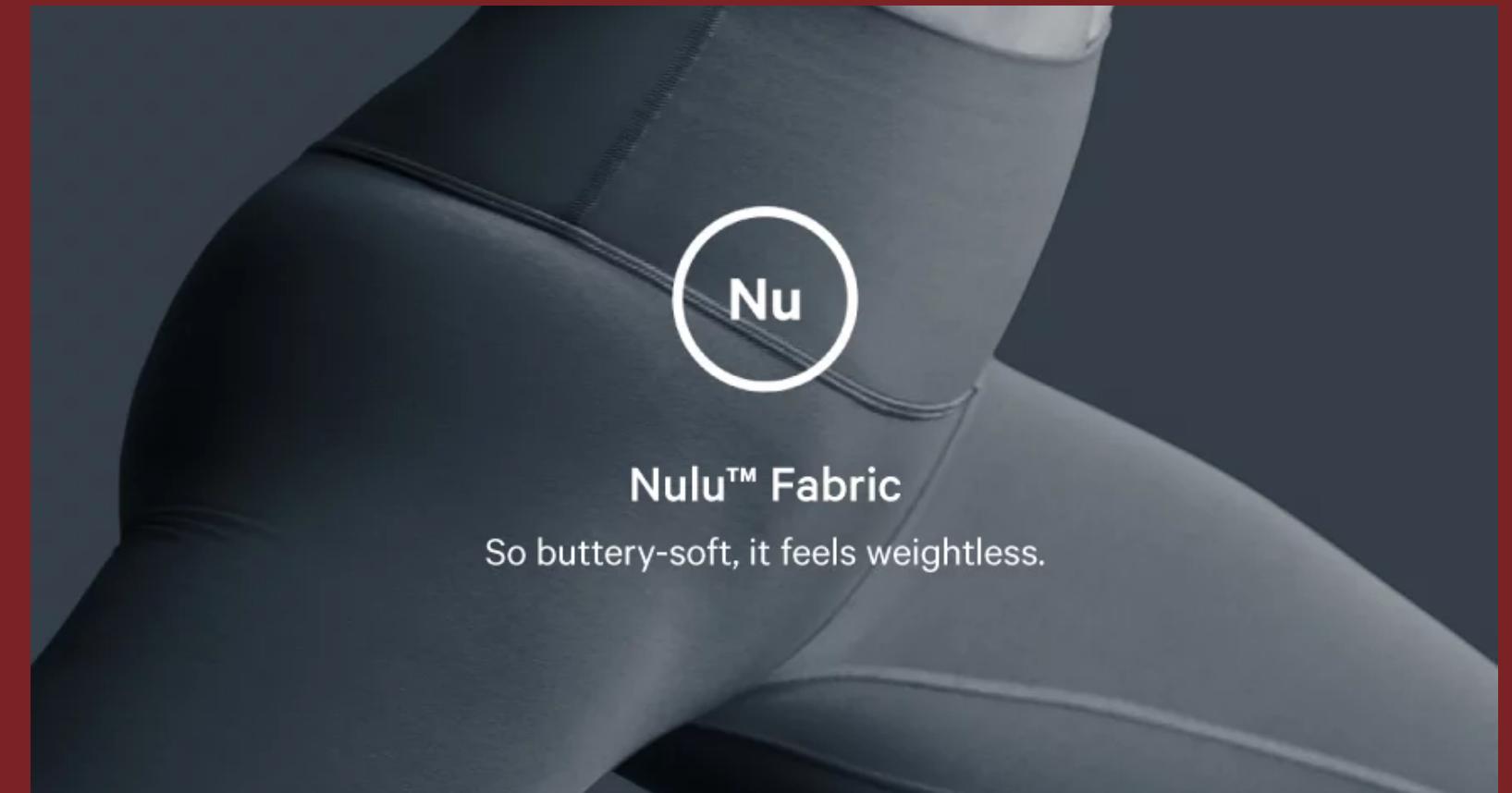
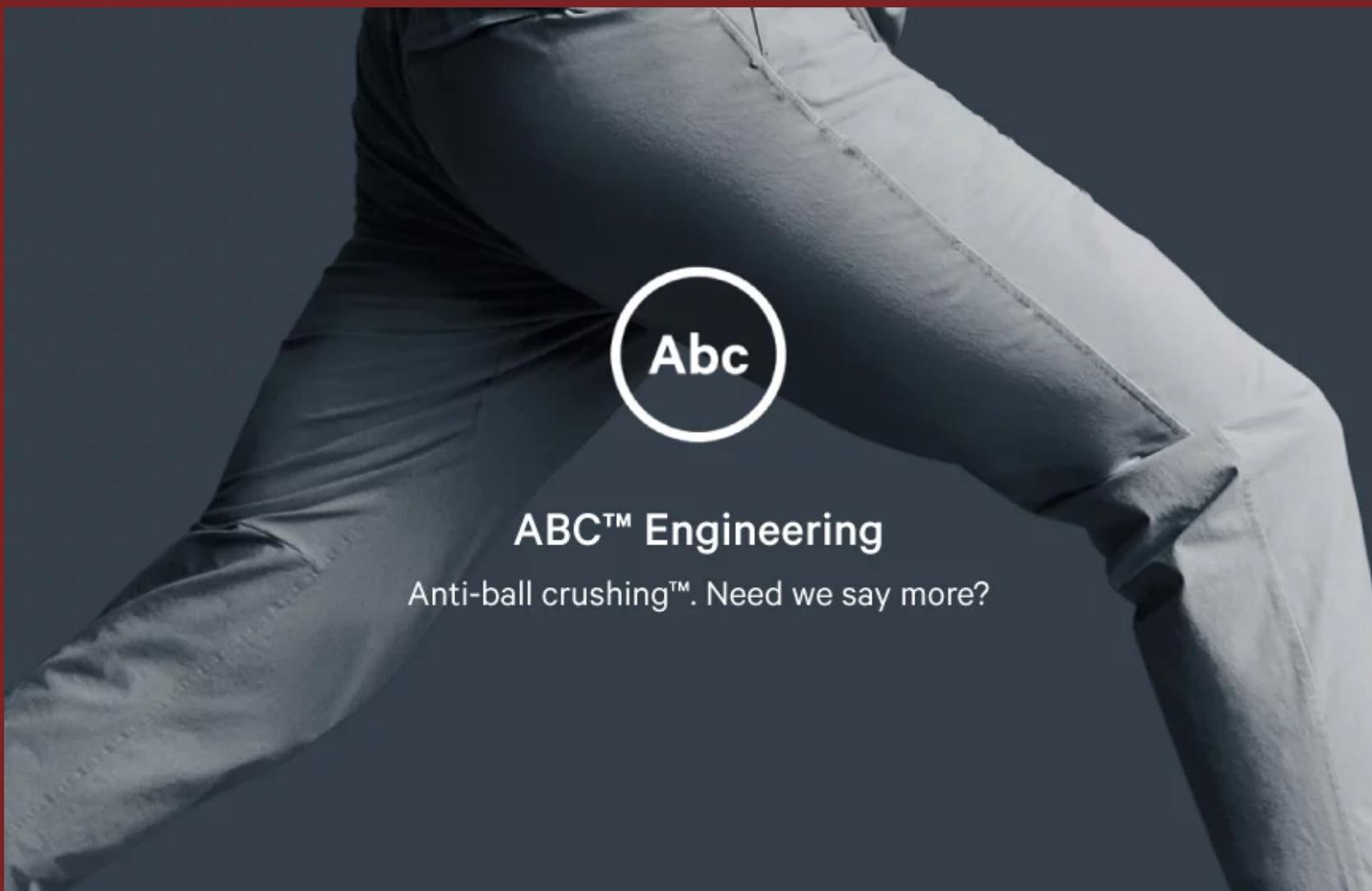
Liked by marianaabigailg and others  
3 days ago

Add a comment...

# Positioning: Brand Positioning

## Lululemon's Unique Selling Point

- Innovative - Science of Feel innovation platform



# Positioning: Brand Positioning

## Brand Positioning

Target Market (Primary):

20-30yrs - Men and Women - Middle to Upper Class

- Y- Old & Generic vs Hip & Trendy
- X- Standard & Satisfactory vs Innovative & New
- Consumer Consideration -
  - Hip and Trendy
  - Innovative and New
  - Price
  - Fit & Comfort
  - Style & Aesthetics
  - Brand Reputation



# Positioning: Brand Positioning

## Brand Positioning

Target Market (Primary):  
20-30yrs - Men and Women - Middle to Upper Class

- Y- Generic & Bland vs Stylish & Aesthetic
- X- Poor Social Status vs Great Social Status
- Consumer Consideration -
  - Style & Aesthetics
  - Brand Reputation
  - Hip and Trendy
  - Innovative and New
  - Price
  - Fit & Comfort



# Positioning: Brand Positioning

## Brand Positioning

Target Market (Primary):

20-30yrs - Men and Women - Middle to Upper Class

- Y- Affordable Gear / Expensive Gear
- X- Uncomfortable & Shit / Comfortable & Great
- Consumer Consideration -
  - Price
  - Fit & Comfort
  - Style & Aesthetics
  - Brand Reputation
  - Hip and Trendy
  - Innovative and New



# MARCOMMS Strategy: Marketing Channels

## Physical Stores

- **Strengths -**

- Immersive Brand Experience
- Customer Assistance



- **Weaknesses -**

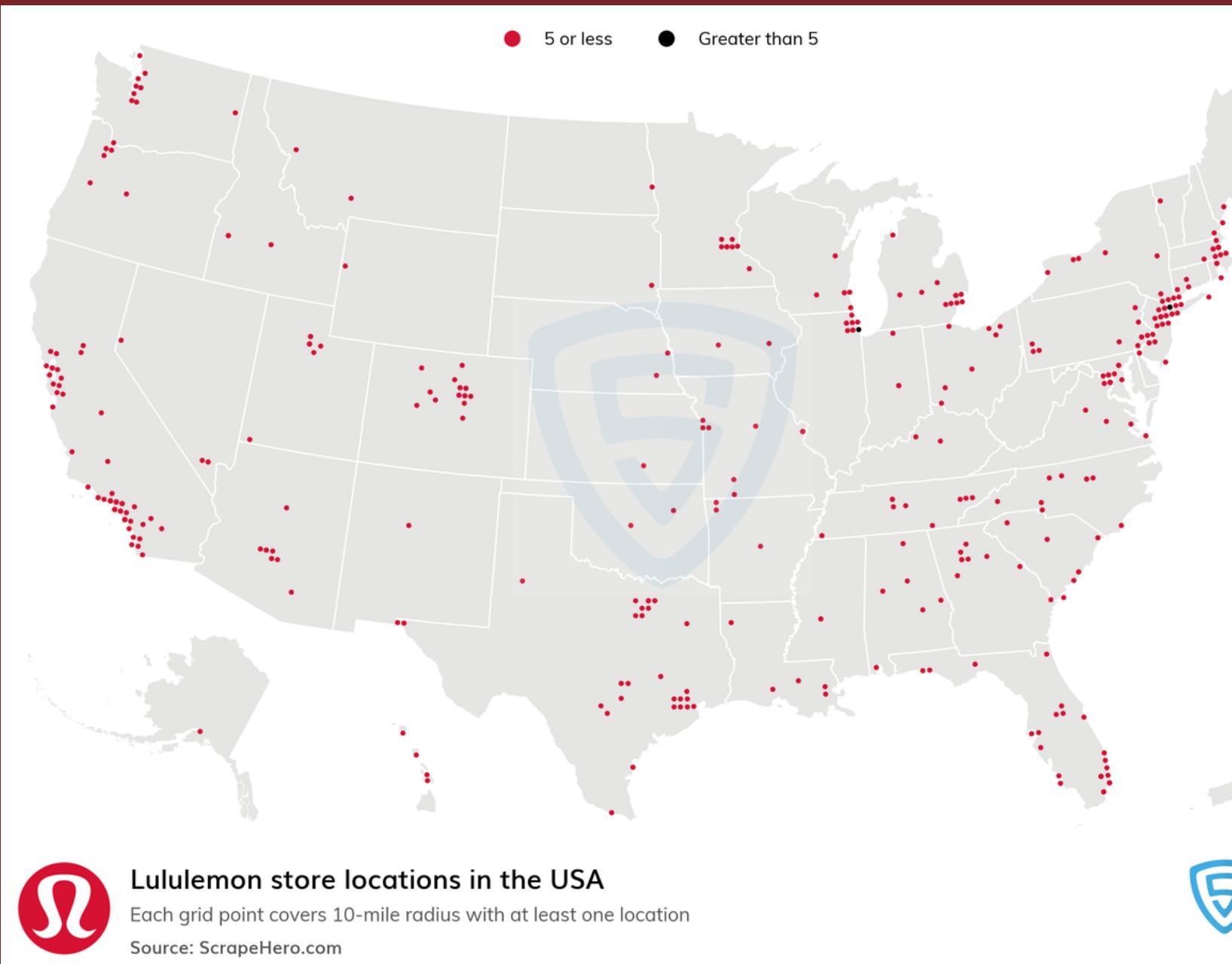


- Limited Reach
- High Cost

Source: <https://hannahtayloreportfolio.wordpress.com/wp-content/uploads/2015/06/j452-social-media-audit.pdf>

# MARCOMMS Strategy: Marketing Channels

## Physical Stores



Source: <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.scrapehero.com%2Flocation-reports%2FLululemon-USA%2F&psig=AOvVaw1v0vezQNetrcI3TYx1E8fu&ust=1712808234021000&source=images&cd=vfe&opi=89978449&ved=0CBQQjhxqFwoTCPDOp4bitoUDFQAAAAAdAAAAABA>

# MARCOMMS Strategy: Marketing Channels

## Partnerships & Events

- **Strengths -**
  - Brand-Awareness through similar/new TA's
  - Creates Excitement
- **Weaknesses -**
  - Depending on others
  - Potential Disagreement



# MARCOMMS Strategy: Marketing Channels

## Partnerships & Events



**Lululemon X Team Canada Olympics - Product Promotion**

Source:  
<https://momentfactory.com/work/all/all/lululemon-team-canada>



**Lululemon X Movember - 2m Raised for Men's Mental Health**

Source:

<https://www.retailbiz.com.au/topics/omnichannel/lululemon-partners-with-movember-to-raise-over-2-million/>

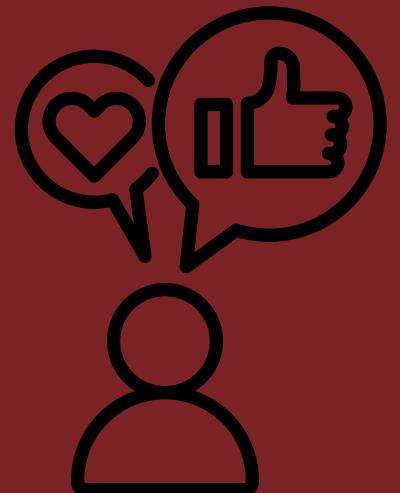
# MARCOMMS Strategy: Marketing Channels

## Social Media



- **Strengths -**

- Wide TA Reach



- Direct Feedback



- **Weaknesses -**

- Content Creation

- Risk of Viral Negativity



# MARCOMMS Strategy:

## Instagram

Lululemon 



GymShark

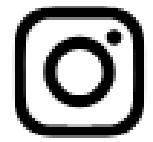


Athleta

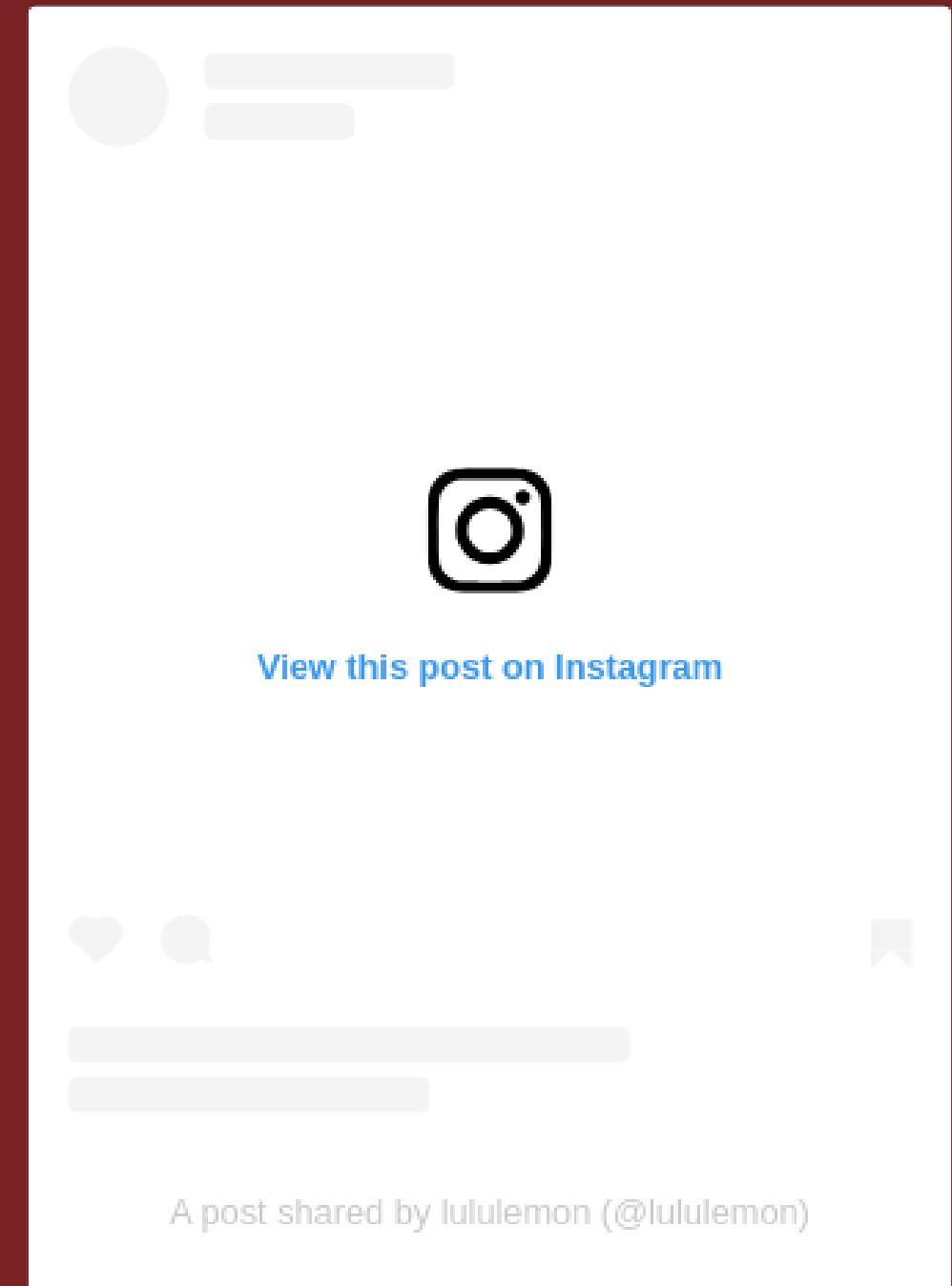
Followers: 4.8m - Followers: 6.9m - Followers: 876k

Lululemon Content:

- IG Reels - Short Video
- Interactive Stories
- Event Teases



[View this post on Instagram](#)

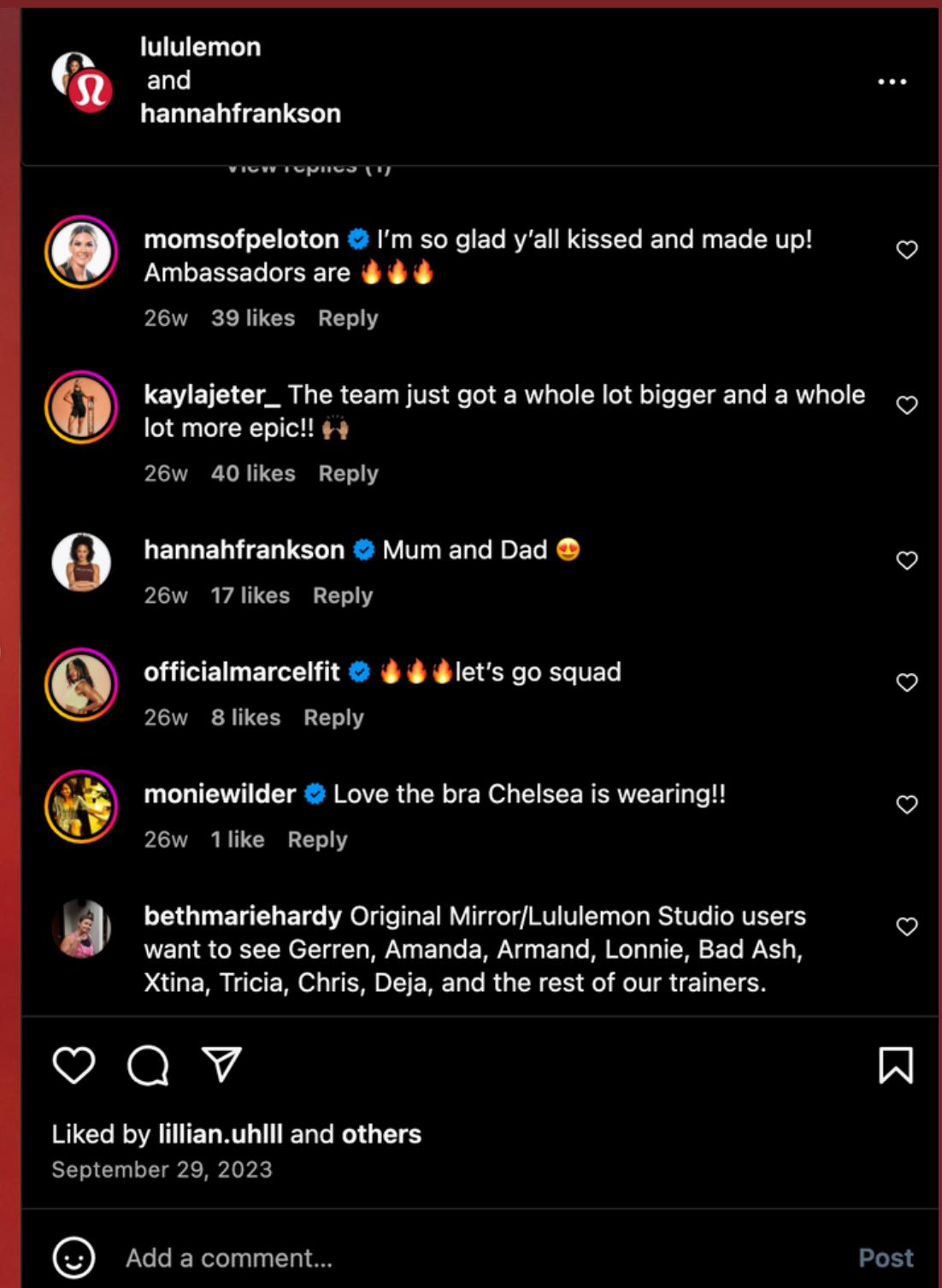


# MARCOMMS Strategy: Marketing Channels



## Instagram

- Partnership
  - Peleton
- Ambassadors
  - Fitness Influencers
- Product Awareness



Source: <https://www.instagram.com/lululemon/?hl=en>

# MARCOMMS Strategy:

Tik-Tok

Lululemon 



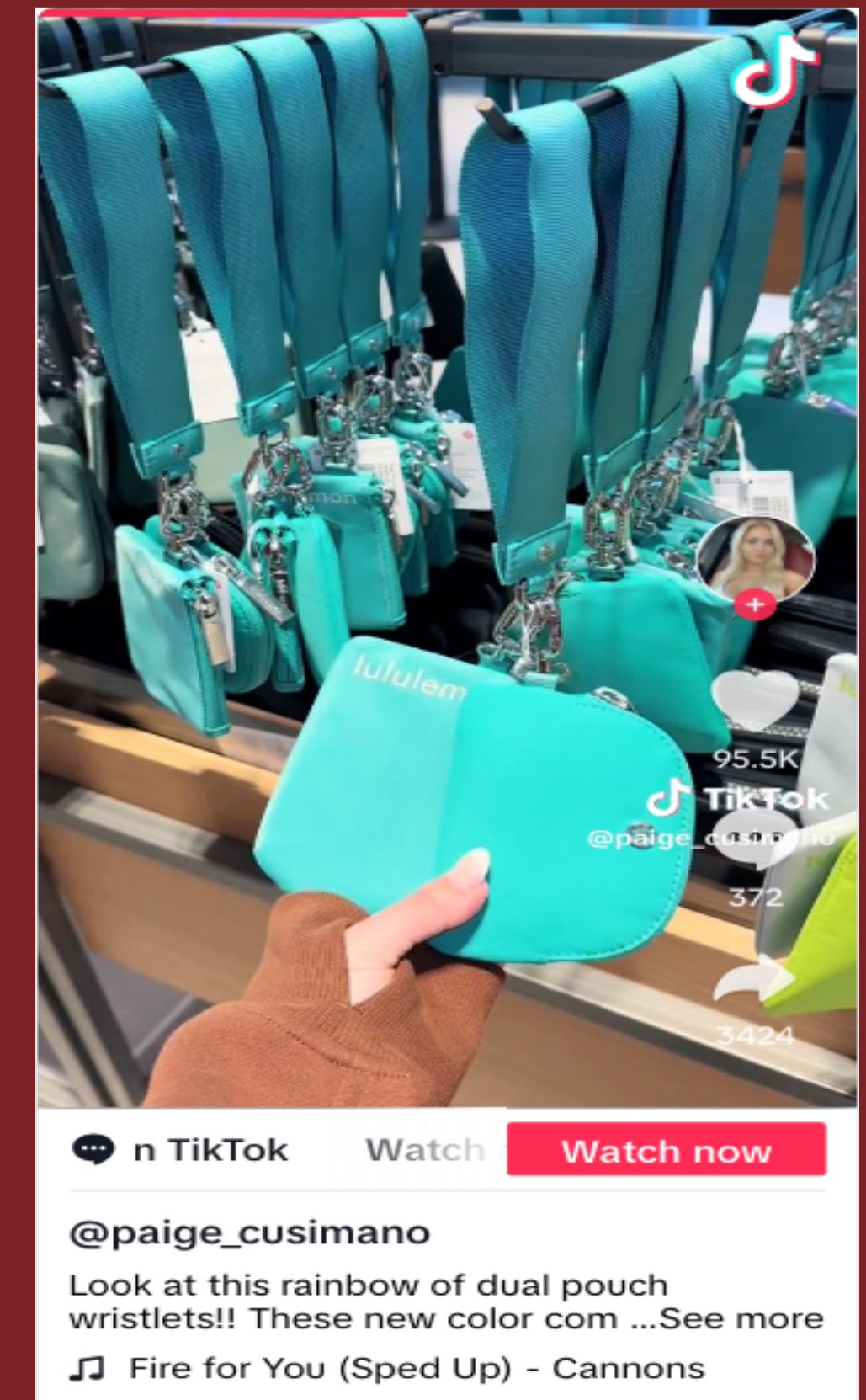
GymShark



Followers: 913k - Followers: 5.4m - Followers: 26.4k

Lululemon Content:

- Athleisure Fashion Trends
- Trending Challenges
- Workout Videos



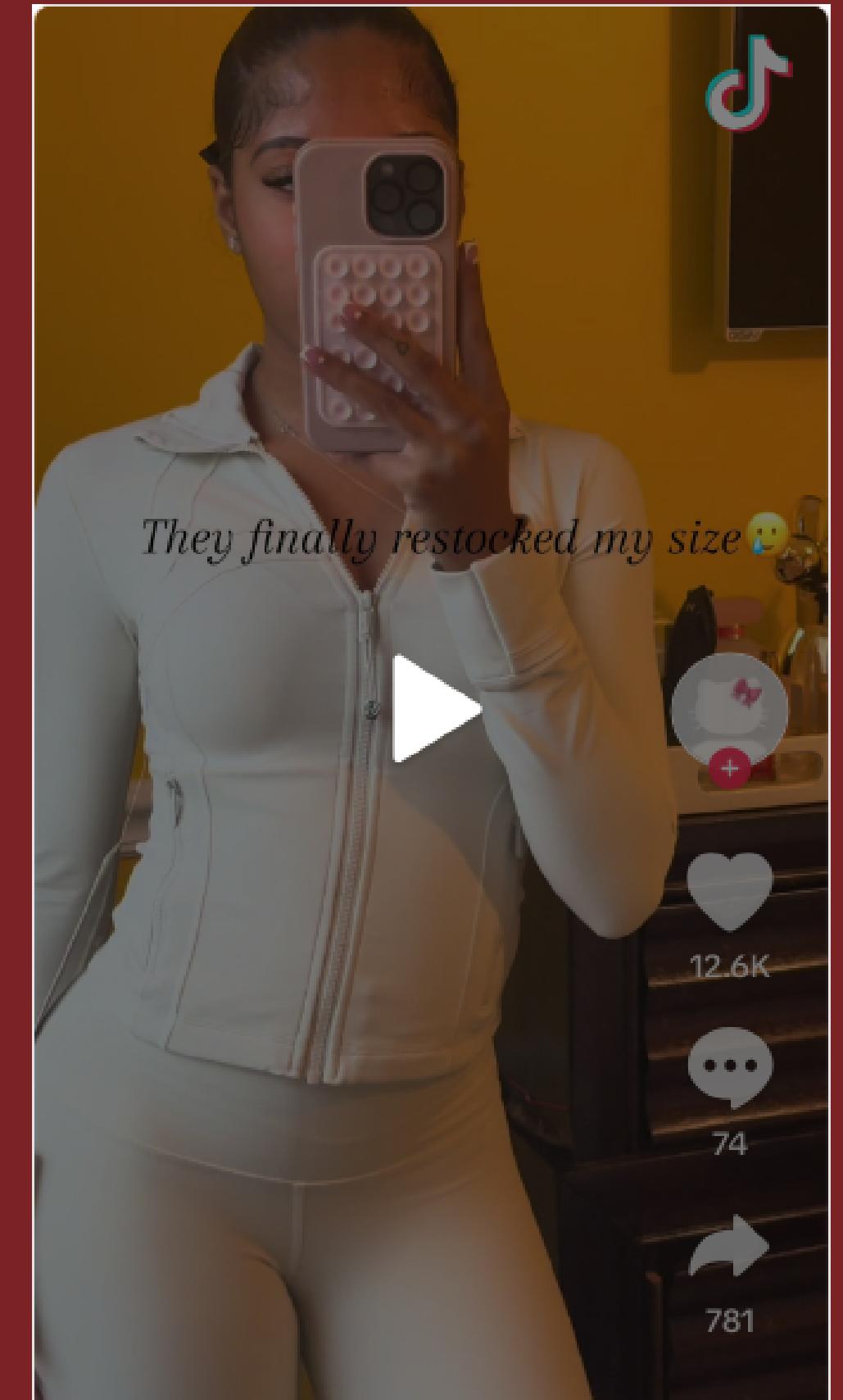
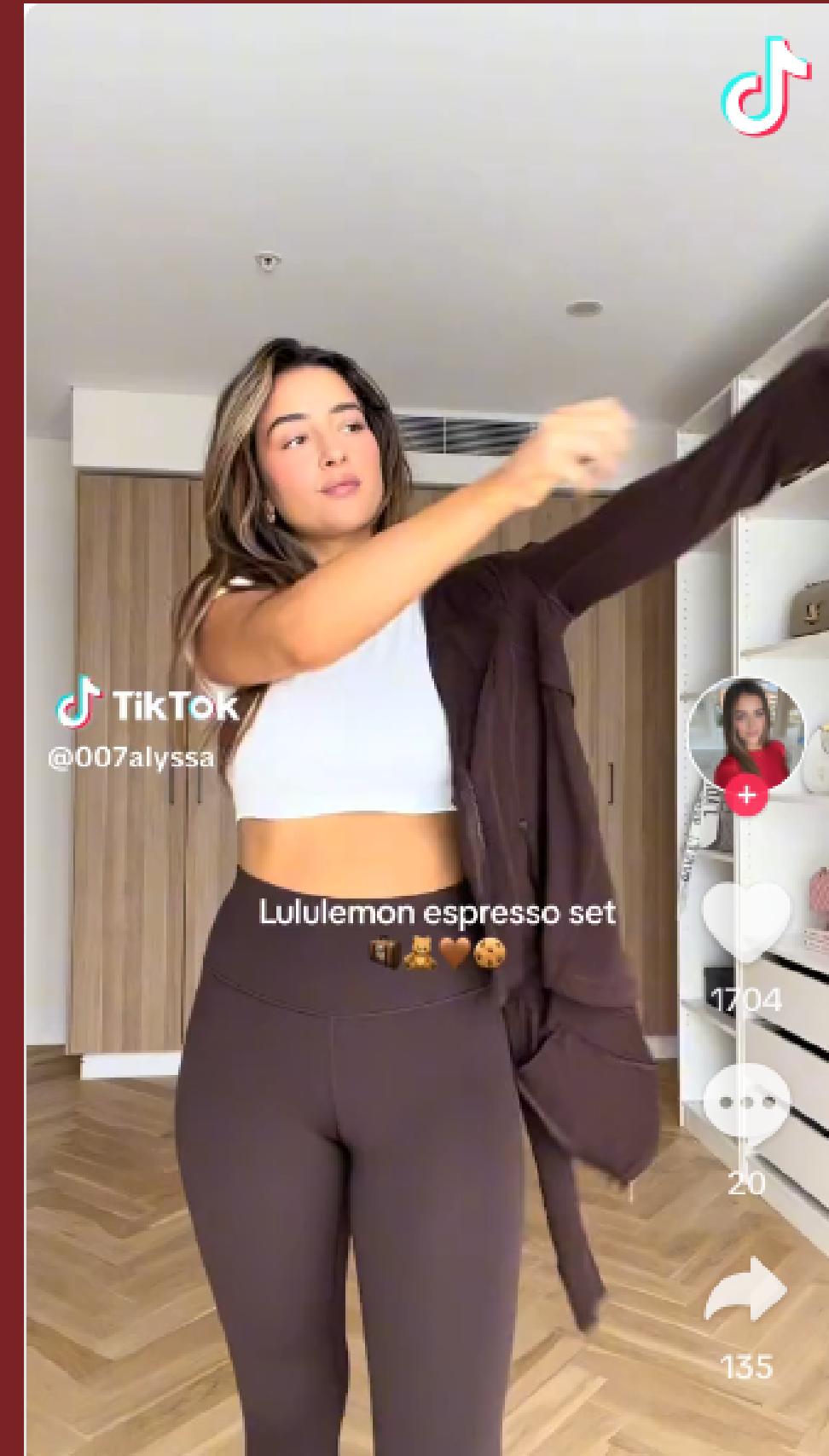
# MARCOMMS Strategy: Marketing Channels

## Tik-Tok



- Customer Post
  - Review
- Community
  - Product Engagement
- Trend Setting

Source: <https://www.tiktok.com/search?lang=en&q=lululemon%20&t=1712192738166>



# MARCOMMS Strategy: CSR Initiatives (Impact Agenda)

## Lululemons 6 - “0 Tolerance Policies” Addressing Human Slavery -

### ***Code of Ethics/Corporate Social Responsibility***

Lululemon has a vendor code of ethics that their suppliers must agree to. This code is meant to ensure that despite cultural and legal differences among Lululemon's global supply chain, all their vendors comply with Lululemon's standards (lululemon, n.d.). The six main actions that Lululemon has a zero-tolerance policy for are:

- Lack of transparency, disclosure, and cooperation
- Forced labor
- Unapproved subcontractors
- Minimum wage violations
- Child labor
- Corruption and bribery (lululemon, n.d.)

# MARCOMMS Strategy: CSR Initiatives (Impact Agenda)

## “Be Human” Initiatives ->

- “Be Human” Pillar
  - Diversity
  - Inclusion
  - Gender Pay Equity

The image consists of three vertically stacked sections, each featuring a photograph and descriptive text.

**Top Section:** A woman in a blue shirt stands in a factory setting, smiling. The text reads: "Be human. Our people succeed because we create an environment that is equitable, inclusive, and fosters growth". Below the image is a "LEARN MORE" button.

**Middle Section:** A group of diverse individuals in a gym or studio setting, cheering and raising their fists. The text reads: "Inclusion, Diversity, Equity and Action. We heard loud and clear that we need to change behaviors within our walls to support the Black Lives Matter movement and meaningful lasting change in the world. We have made five major commitments to stand up and fund inclusion, diversity, equity and action within lululemon to ensure we stay engaged and act in allyship in our commitment to anti-racism". Below the image is a "LEARN MORE" button.

**Bottom Section:** A close-up of several hands of different skin tones joined together in a circle. The text reads: "Equal Pay for Equal Work. At lululemon, we stand for gender pay equity: equal pay for equal work. In April 2018 we achieved gender pay equity as a global organization and committed to regularly assessing our hiring and reward practices to ensure we are making informed and inclusive decisions that reflect our values. Find out more about how we achieved gender pay equity on our infographic". Below the image is a "LEARN MORE" button.

Source: <https://eonjournal.org/jahss/assets/files/1688624133.pdf>

Source: <https://www.lululemon.com.au/en-au/c/community/about-us/our-sustainability>

# MARCOMMS Strategy: CSR Initiatives (Impact Agenda)

## “Be Planet” Initiatives ->

- “Be Planet” Pillar

- **100% of products made from sustainable materials by 2030**
- **100% renewable energy by 2030**
- **60% reduced carbon emissions by 2030**
- **50% reduction of single use plastics by 2025**

### *Specific CSR Projects*

As part of their “Be Well” pillar, the Lululemon Centre for Social Impact donates money to various community programs worldwide-from organizations serving marginalized communities, to non-profits supporting women who work in their manufacturing supply chain to the UN in support of humanitarian workers (lululemon, n.d.). Since 2021, Lululemon has donated over 15.8 million dollars to over 200 non-profit partners, with 3.9 million people reached (lululemon, n.d.).

Lululemon’s sustainability initiatives (their “Be Planet” pillar) include working towards making 100 percent of products with sustainable materials by 2030, sourcing 100 percent renewable energy and reducing carbon emissions by 60 percent by 2030 and reducing freshwater use and single use plastics by 50 percent by 2025 (lululemon, n.d.).

### *CSR Rating*

Lululemon has a CSR rating of 79, slightly higher than the industry average for 1,283 companies in retail (CSRHub, n.d.).

Blog Source:

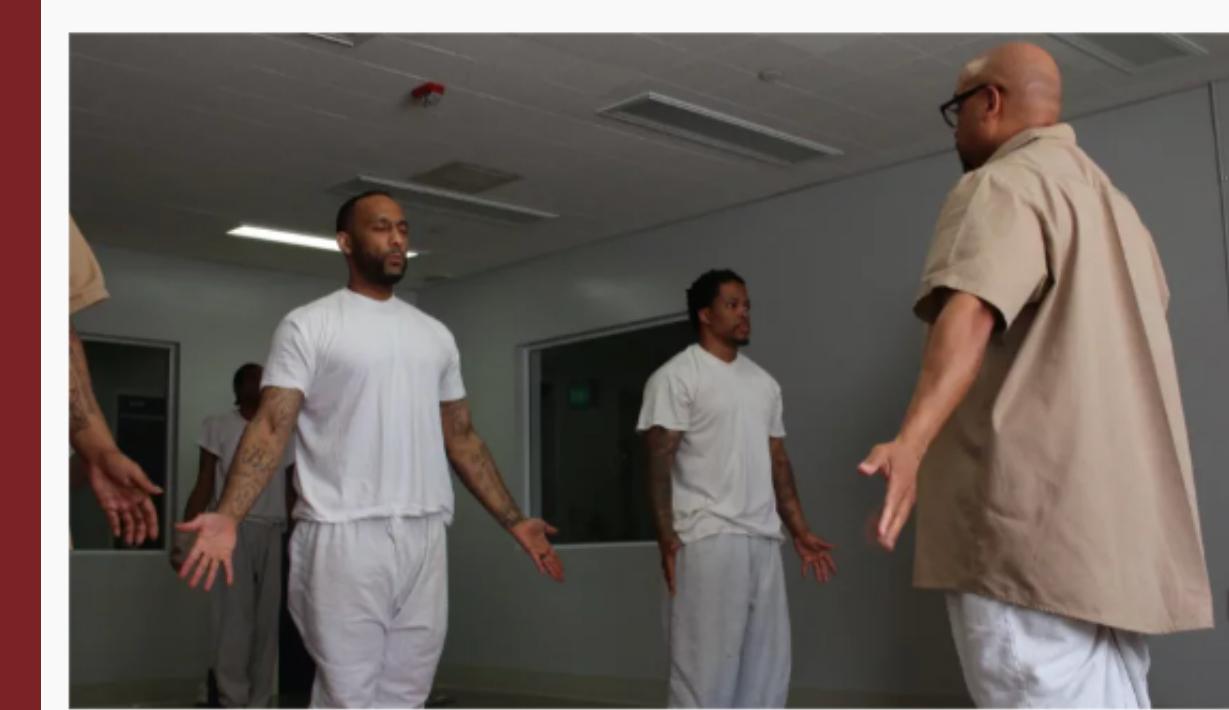
<https://eonjournal.org/jahss/assets/files/1688624133.pdf>

# MARCOMMS Strategy: CSR Initiatives (Impact Agenda)

Blog Source: <https://eonjournal.org/jahss/assets/files/1688624133.pdf>

## “Be Well” Initiatives ->

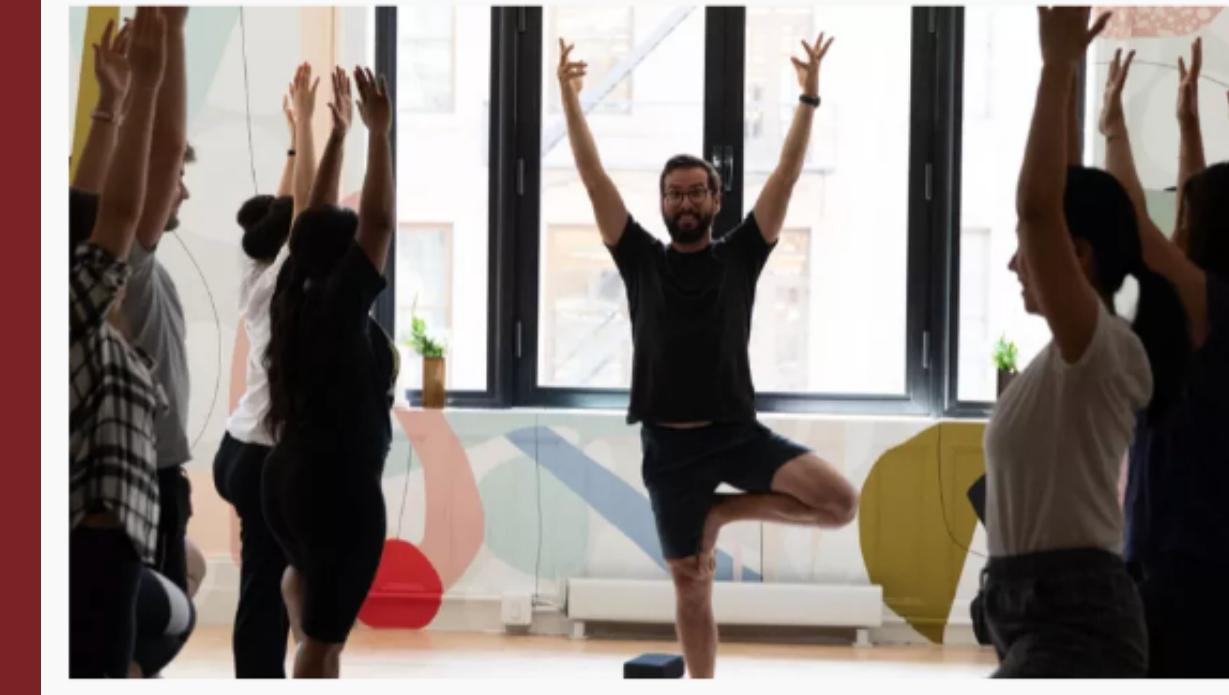
- “Be Well” Pillar
  - Wellbeing
    - Physical
    - Social
    - Mental



### **lululemon Centre for Social Impact.**

The newly launched lululemon Centre for Social Impact disrupts inequity in wellbeing through movement, mindfulness, and advocacy. In collaboration with global, national, and local organizations we invest in local community resilience, pursue impact at scale through philanthropy, research and advocacy, and contribute to a culture of impact at lululemon.

[LEARN MORE](#)

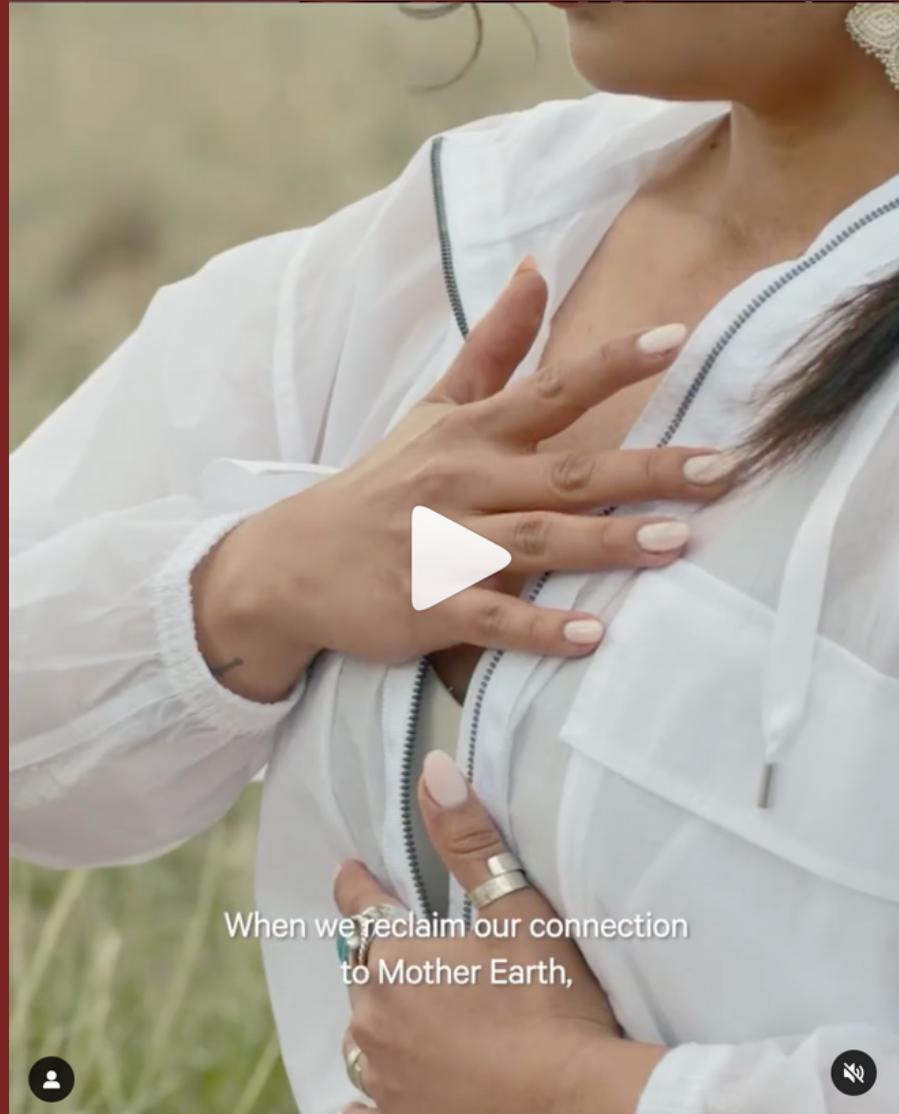


### **Peace on Purpose.**

The United Nations Foundation and lululemon share a commitment to making a positive impact around the world. We've joined forces to support UN workers in improving their mental and physical wellbeing so they can effectively care for others.

[LEARN MORE](#)

# MARCOMMS Strategy: Social Responsibility



lululemon and shayla0h

lululemon • "When I think of unity, I think of kinship, community, and our connection to Creator." Cree-Métis Yogi and Indigenous & Wellness Advocate, @shayla0h, shares her powerful teaching of unification—and how fostering a sense of community is a catalyst for changing the world. #NationalIndigenousHistoryMonth Credits: Director of Cinematography: @kaayla\_whachell Stylist: @scottwabano Hair & Makeup: @starrygladue Braiding: @lorose\_ Ribbon Skirt: @justicepete\_ Earrings: @jshinedesigns

This video was filmed on Treaty 6 Territory.

94w

saga\_444jewel.mm Hi-Collab ❤️D.M @ Sagajewels.store ❤️ 8w Reply

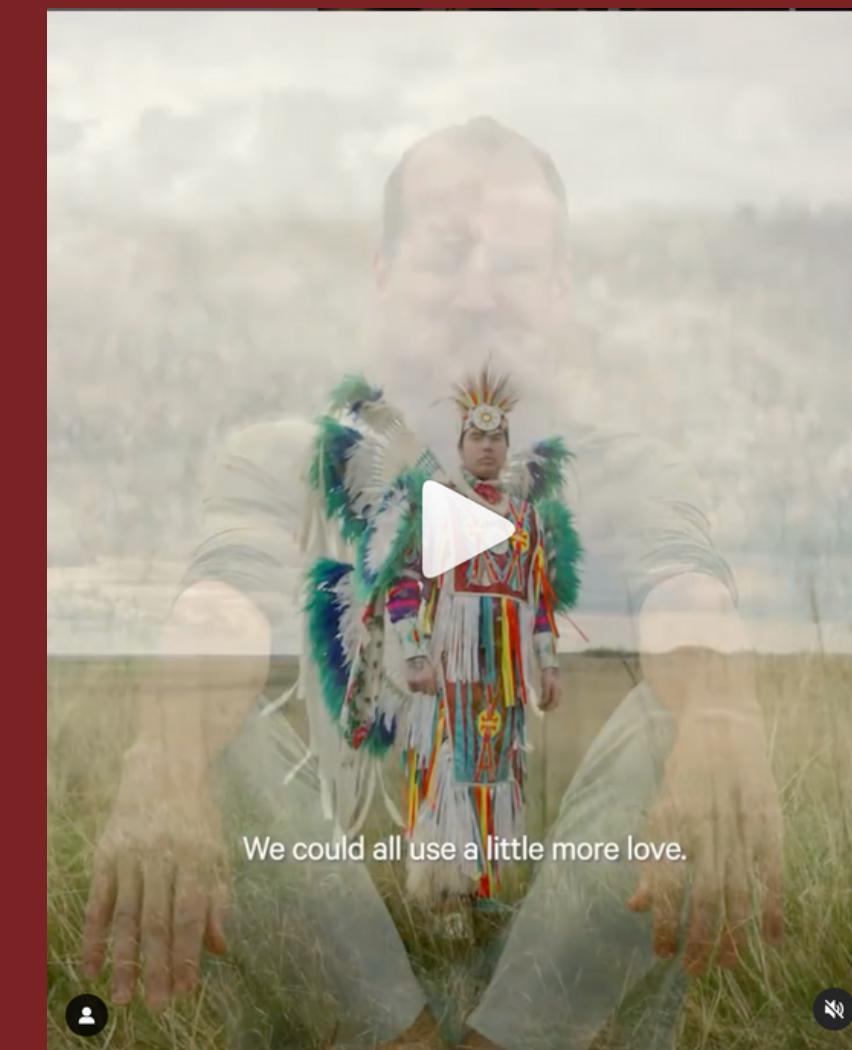
saga.blanca1 C❤️llab D.M@ sagajewels.store 🌟 12w Reply

Liked by dona.leb and others June 11, 2022

Add a comment... Post

- Inclusion
- Diversity
- Equity

Promoting National Day of Yoga with - Honoring National Indigenous Peoples Day



lululemon • Follow

lululemon • This week we honour #NationalIndigenousPeoplesDay and #InternationalDayOfYoga. Three amazing humans from our collective have come together to celebrate this shared moment with their teachings of love, peace, and unity.

Our newest Ambassador, Cree-Métis Yogi and Founder of @matriarch.movement @shayla0h, unlocks sacred pathways to unification through her Indigenous culture. For Cree Hoop Dance Artist @notoriouscree, it's spreading love through traditional hoop dancing. Yoga Teacher and Co-founder of @vinyasayogaforyouth @ryanleier finds peace in his yoga practice. These three have deep histories of friendship and mentorship, bringing their teachings full circle—a reminder that connection and community are catalysts for true change.

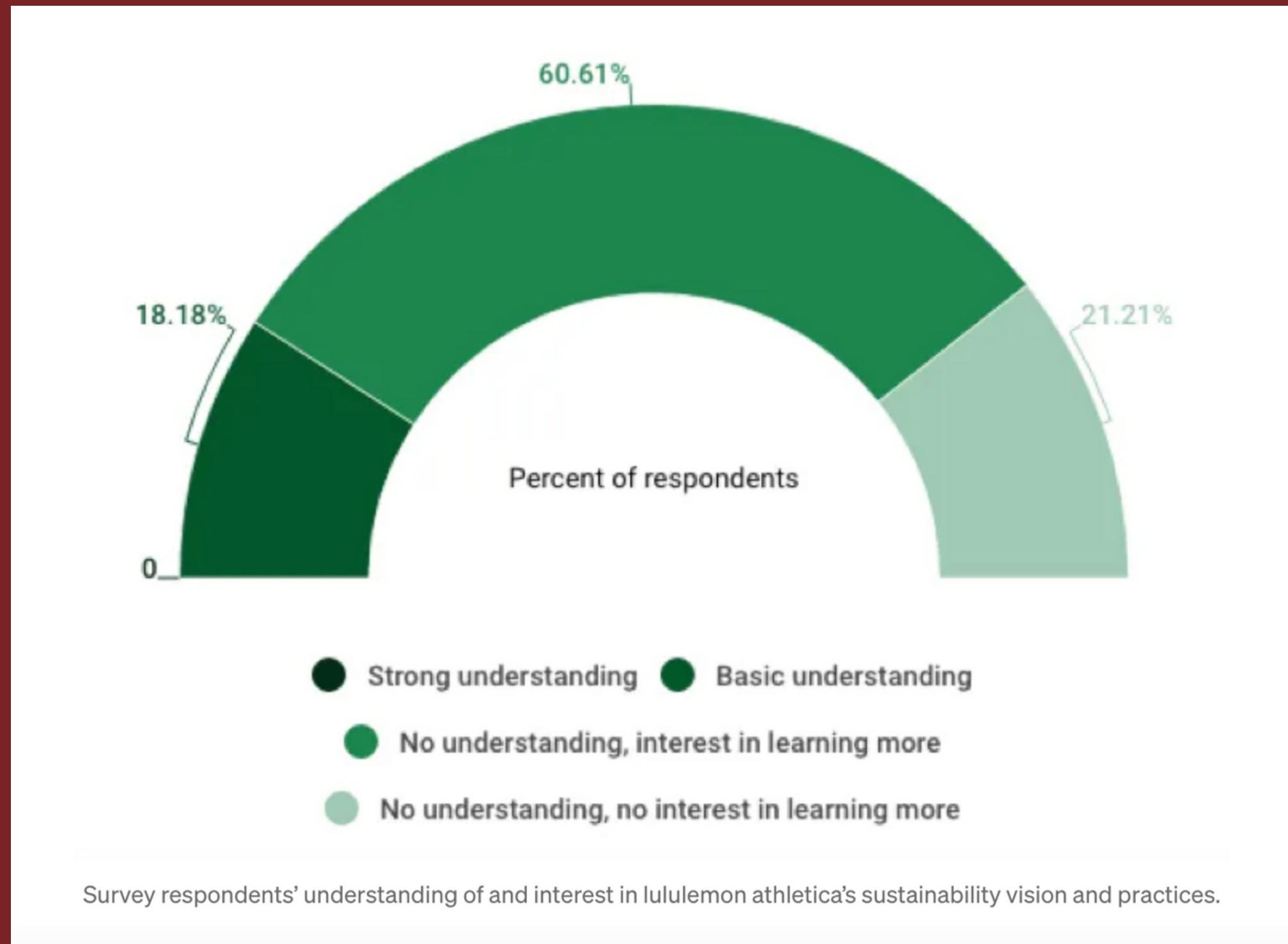
More love. More peace. More unity. What change do you want to see within the world?

Credits: Director of Cinematography: @kaayla\_whachell Stylist: @scottwabano Hair & Makeup: @starrygladue Braiding: @lorose\_ Ribbon Skirt: @justicepete\_

Liked by ma.ddie4743 and others June 21, 2022

Add a comment... Post

# MARCOMMS Strategy: Environmental Responsibility



Lululemon on-brand messaging  
about their sustainability practices  
on their social media channels

- **LIMITED**

# Use of Artificial Intelligence: Data Analytics

- Lululemon use AI in data analytics to better understand and adapt to consumer behavior and preferences
- Ex: data-driven insights used to optimize
  - Performance of marketing campaigns
  - Product recommendations
  - Development

**‘Gen AI is an extremely interesting space... looking to use it across platforms’: lululemon CIO Julie Averill**

Retailers like Lululemon want to leverage AI as a tool to reach out to newer customers.

Source: <https://buildwithzach.medium.com/lululemons-digital-strategy-propelling-growth-through-technology-32217ee8cb9a>

Source: <https://indianexpress.com/article/technology/artificial-intelligence/gen-ai-interesting-space-lululemon-cio-9170353/>

# Thank you!