



Mirror, Mirror on the wall

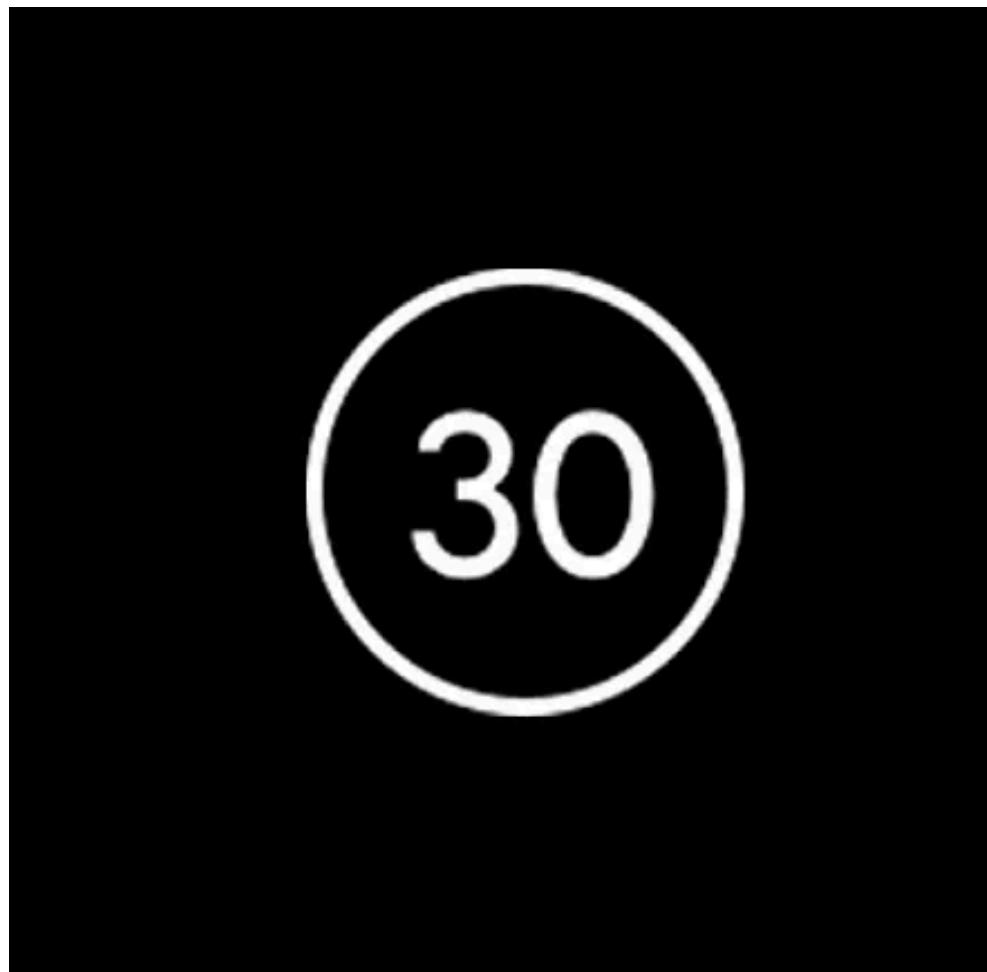
We stand for humanity, diversity, and empathy—without exception.

Name of Project:

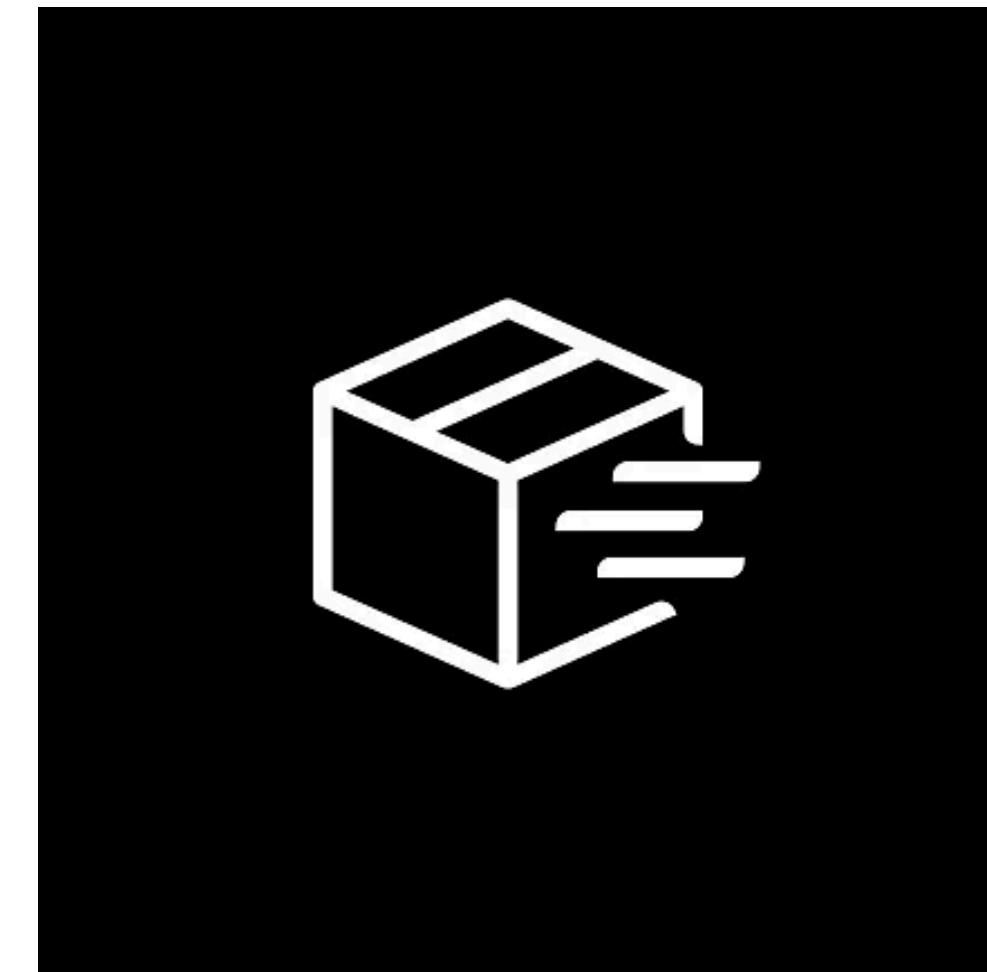
MIRROR launch

Overview

The largest library of workouts. Over 10,000 classes on demand, 50+ genres, and new live classes daily.



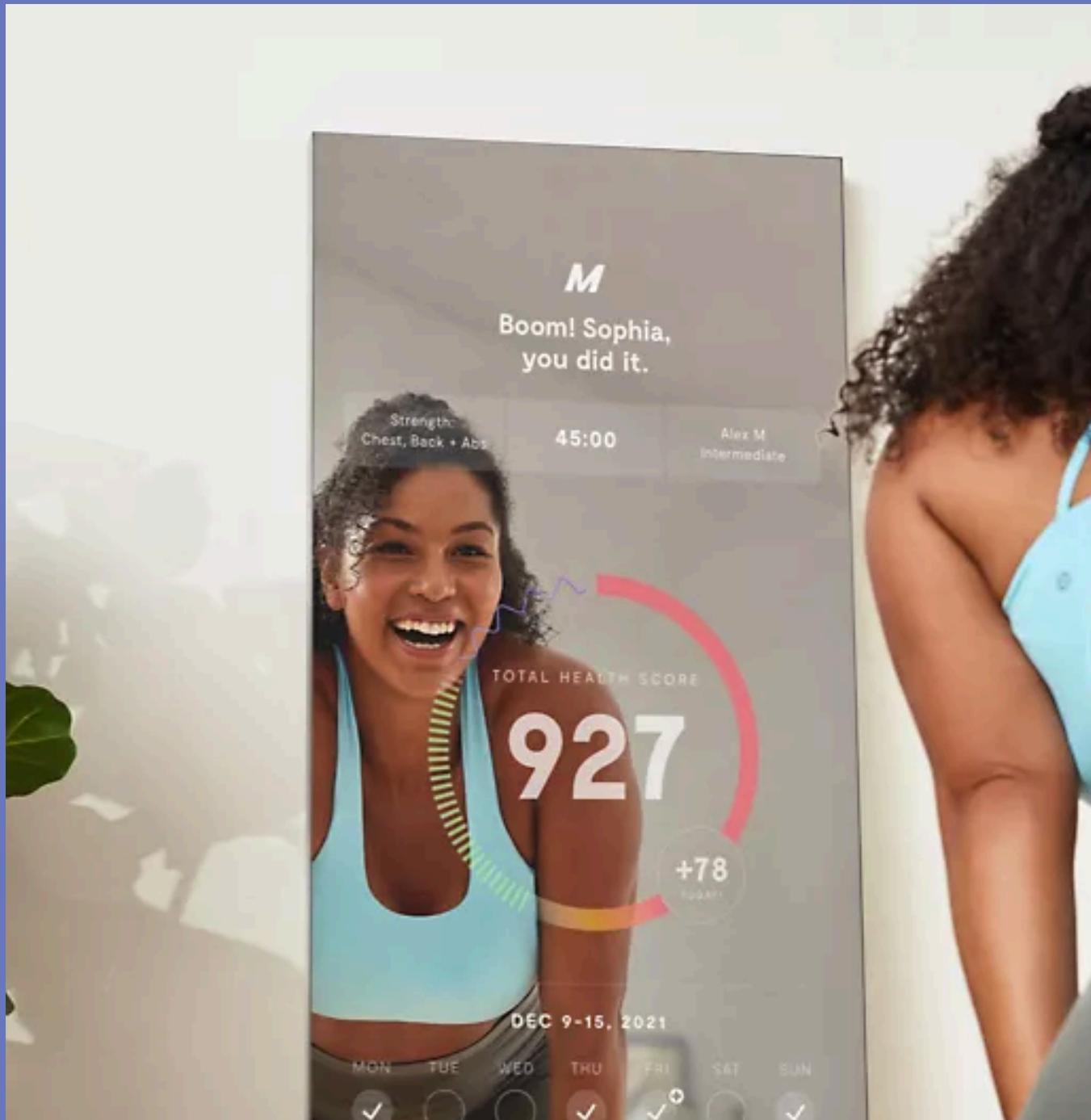
30-day free trial



Delivery, installation, and returns



Standard warranty



Objectives and Goals

All your workout needs, with the push of a button.
MIRROR's innovative technology is intuitive to use, meaning you can focus all your energy on your workout.

The smart home gym that gets to know you.
Real-time optimizations based on your profile. Heart rate monitoring that tracks results. Bluetooth syncing that lets you pick your tunes. MIRROR's smart, like really smart.

Time to stretch, kick, jump, run.
Tens of thousands of class types. Beginner to expert level. Class lengths range from 5- to 60 minutes long. MIRROR brings limitless movement to limited spaces.

Target Audience

Its sleek, slim design takes up only two feet of space—making MIRROR the smart home gym you'll want to show off.



Tech-savvy consumers:
Individuals who embrace cutting-edge technology and are early adopters of innovative products.



Socially conscious consumers:
Individuals who value brands that advocate for diversity and inclusion and actively support social causes



Fitness enthusiasts: Individuals who are interested in at-home fitness solutions and seek interactive and immersive workout experiences.

Primary message

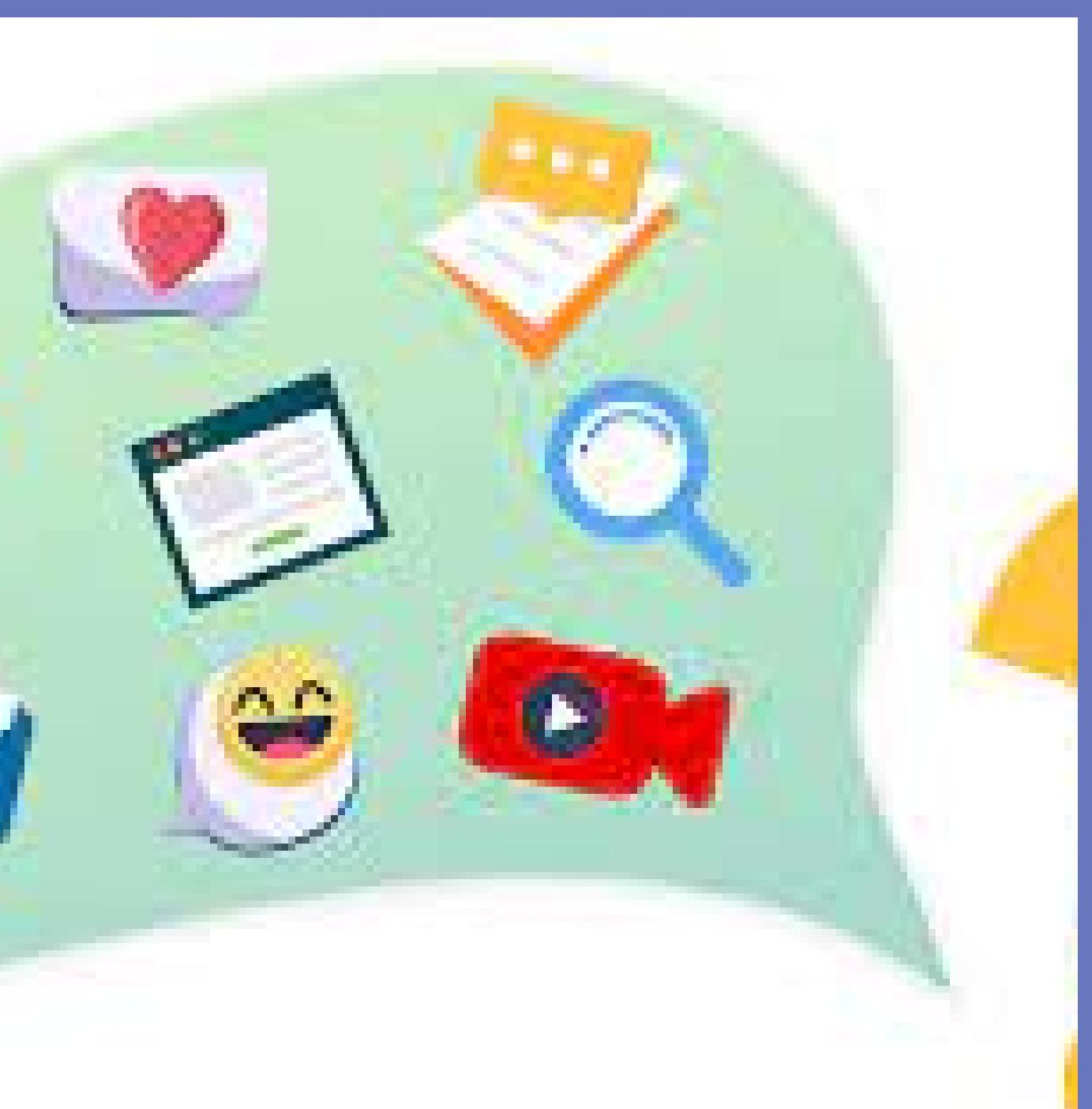
Experience the future of fitness at home with MIRROR - the smart mirror that connects you to a world of interactive workouts. Discover the power of diversity and inclusion as we celebrate a variety of fitness instructors and create an inclusive community.

Empowering Your Fitness Journey: MIRROR revolutionizes at-home workouts, providing interactive and personalized fitness experiences

Embracing Diversity and Inclusion: Our commitment to diversity and inclusion is embedded in every aspect of MIRROR, fostering an inclusive fitness community fo



Channels

1. Online advertising: Display ads and search ads on platforms like Google, Facebook, and Instagram targeting fitness and tech-savvy audiences.
 2. Influencer partnerships: Collaborate with fitness influencers and content creators who align with the values of diversity and inclusion to promote MIRROR on their social media platforms.
 3. Content marketing: Develop engaging blog posts, articles, and videos highlighting the benefits of MIRROR, showcasing diverse fitness instructors, and sharing inspiring stories of individuals using MIRROR.
 4. Social media: Leverage Lululemon's social media platforms (Instagram, Facebook, Twitter) to share interactive workout snippets, user-generated content, and testimonials, emphasizing diversity and inclusion.
 5. PR and media outreach: Engage with fitness and lifestyle publications, both online and print, to secure features and interviews highlighting the MIRROR launch, emphasizing diversity and inclusion.
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Assets Required

1. Creative assets: High-quality product images, lifestyle photography, and videos showcasing the MIRROR experience, diverse fitness instructors, and inclusive community.
2. Content creation: Engaging blog posts, articles, and videos highlighting product features, workout variety, and the brand's commitment to diversity and inclusion.
3. Influencer partnerships: Establish relationships with fitness influencers and provide with MIRROR units for reviews and promotional content.
4. Social media content: Develop a content calendar with interactive workout snippets, user stories, instructor spotlights, and diversity-focused posts



Project Team

1. Marketing Manager: Responsible for overall strategy, planning, and coordination of the integrated marketing plan.
2. Creative Team: Graphic designers, videographers, and copywriters to develop creative assets and content.
3. Social Media Manager: Manages social media platforms, engages with users, and curates content.
4. PR Specialist: Handles media outreach, and press releases, and secures features interviews.
5. Influencer Coordinator: Identifies and collaborates with fitness influencers and manages partnerships.

Timeline

Key dates for the project



Week 1-2

Research and
strategy
development

Week 3-4

Creative asset
development
and content
creation

Week 5-6

Influencer
partnerships and
social media
planning

Week 7-8

PR and media
outreach

Measurement of Results

1. Sales data: Monitor MIRROR sales and revenue growth during and after the campaign period.
2. Website analytics: Track website traffic, conversions, and user engagement with mirror product pages and diversity-focused content.
3. Social media metrics: Measure reach, engagement, and follower growth on social media platforms, specifically monitoring interactions related to diversity and inclusion posts.
4. Media coverage: Track the number and quality of media features, interviews, and articles related to the MIRROR launch and the brand's commitment to diversity and inclusion.
5. Customer feedback: Collect user testimonials and feedback through surveys, reviews, and social media interactions to assess satisfaction and brand perception.

Strategy

1. Influencer Partnerships: Work with a variety of fitness influencers and ambassadors to spread the word about MIRROR on social media. Draw attention to their individual experiences, highlighting how MIRROR improves their workouts and demonstrating inclusivity throughout the fitness community.
2. Content marketing: Produce interesting and educational blog entries, articles, and videos that highlight the advantages of at-home exercise and the capabilities of MIRROR. Include narratives about people from many backgrounds who have experienced inclusivity and empowerment through MIRROR exercises.
3. Social Media Campaign: Create a thorough campaign on social media sites like Instagram, Facebook, Twitter, and YouTube. Share eye-catching training videos, client endorsements, and behind-the-scenes material with a variety of fitness instructors and clients. Use branded hashtags to promote user-generated content to increase reach and create a sense of community.
4. PR and Media Outreach: To create awareness about MIRROR's launch, use news releases, media interviews, and collaborations with fitness periodicals and influencers. Highlight the product's convenient design and inclusiveness characteristics. Describe how MIRROR makes it possible for people of all backgrounds to obtain specialized fitness training from the convenience of their own homes.
5. Events and experiential marketing: Host online fitness events and live, interactive courses taught by well-known fitness instructors and Lululemon ambassadors.