



Marketing Strategy and Consumer Insights

SUBMITTED BY
RAZEEN P H



Cody

Age: 34

Location: Dew Drive

Occupation: IT Manager

Level: University

Description

Cody is a middle-aged IT manager who is quite busy with meetings 24/7. Hence, he does not have time for a gym membership

Personal Characteristics

Helpful
Independent
Resourceful
Outgoing

Hobbies and Interests

Reading
Board games
Cooking
Online gaming
Playing guitar

Goals

Wants to maintain fitness
Wants flexibility regarding workouts

Needs

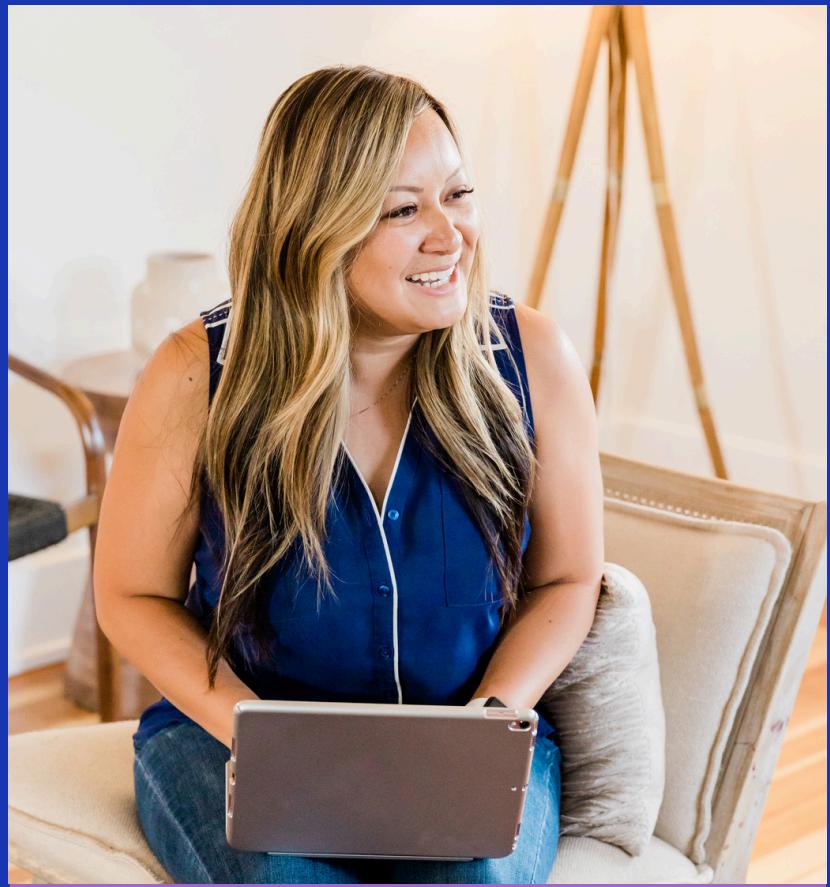
Needs a personal workout solution.

Challenges

No time for a gym membership

Frustration

No consistency in workouts



Jessica

Age: 28

Location: Dew Drive

Occupation: Accountant

Description

Jessica is a soon-to-be mom in the 2nd month of pregnancy. She is fitness conscious but finds attending gym difficult due to her condition

Personal Characteristics

Happy
Independent
Resourceful
Outgoing

Hobbies and Interests

Reading
Board games
Cooking
Online gaming
Playing guitar

Goals

Wants personalized workouts
Wants flexibility regarding schedule

Needs

Needs a tailored workout plan for her pregnancy

Challenges

Can't physically visit a gym

Frustration

Physical pain during intense workouts



Aron

Age: 65

Location: Dew Drive

Occupation: Retired

Description

Aron is retired army veteran wants to keep his mind sharp through meditation and yoga

Personal Characteristics

Energetic
Independent
Resourceful
Outgoing

Hobbies and Interests

Reading
Board games
Cooking
Online gaming
Playing guitar

Goals

Wants to learn Yoga
Wants to do meditation

Needs

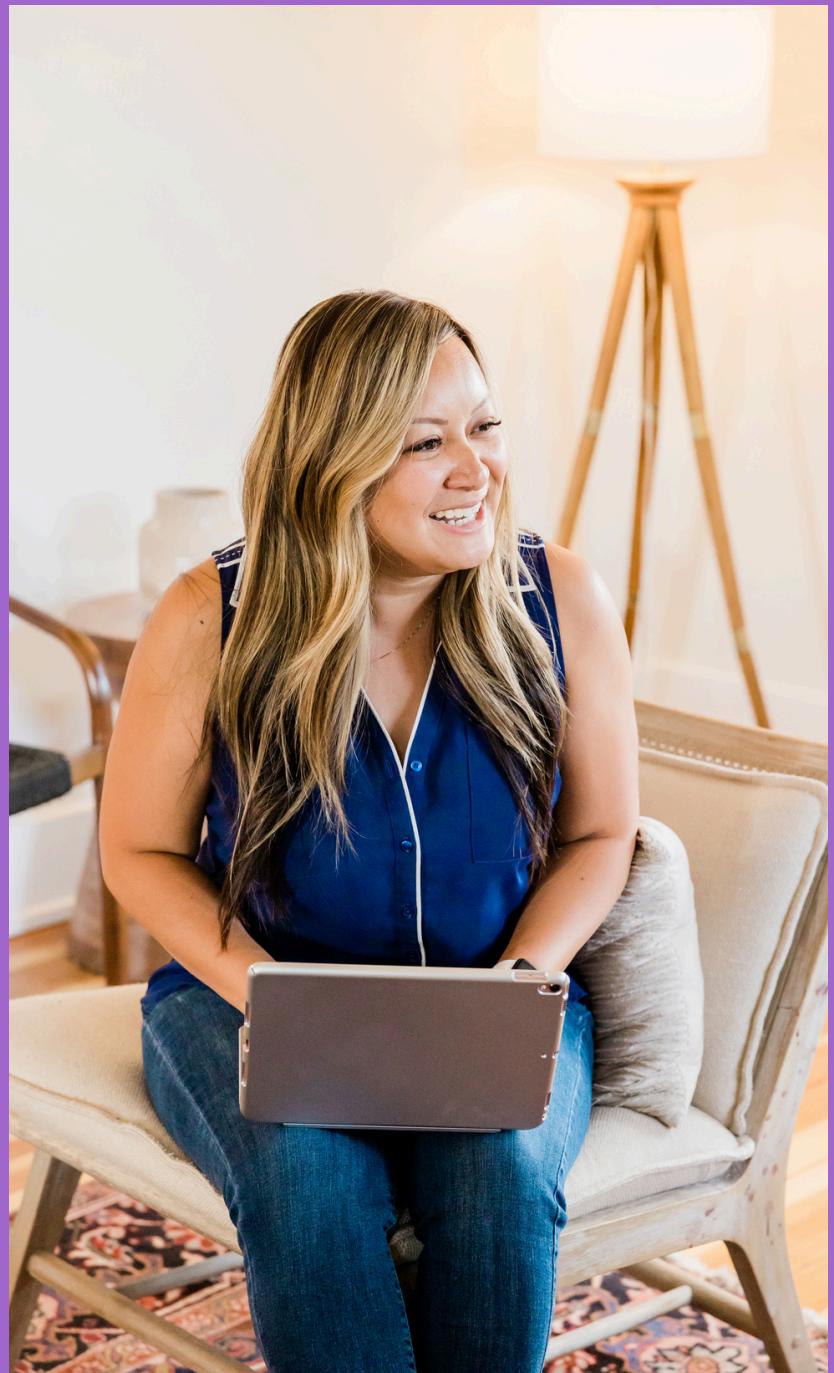
Needs a good
yoga/meditation
program for his mind.

Challenges

Not getting the right
guidance

Frustration

Unable to find good
teachers



Alice

Age: 33

Occupation: Director

Location: Shirley Lane

Income Range: \$45,000 - \$139,999

Alice is a director of a small technology firm and she is in constant communication with various teams so she can stay on top of customer needs and internal operations.

Goals

To express ideas seamlessly and efficiently

To foster an environment of feedback at work

Motivations

Comfort

Convenience

Price



Frustrations

Too busy for elaborate presentations

Too many documents across various teams

Existing team presentations are boring

"Austen Tech has intuitive presentation templates for each type of team gathering I have."

Personality

Down-to-earth

Easy-going

Independent

Interests

Recharging

Taking care of plants

Watching movies

Company Overview

HISTORY AND OWNERSHIP:

- Founded: 1958 in Bolton, UK, originally as a spinoff of J.W. Foster and Sons.
- Acquisition: Acquired by Adidas in 2006. In 2021, Reebok was sold to Authentic Brands Group, with plans to reposition and revitalize the brand under new ownership.

MARKETING STRATEGIES:

- **Fashion Collaborations:** Reebok has teamed up with fashion designers and brands to create exclusive product lines, such as:



- **Victoria Beckham:** A collection that blends high fashion with athletic functionality.
- **Pyer Moss:** Known for innovative designs and culturally relevant themes, bringing a unique perspective to Reebok's product lineup.

- **Celebrity Endorsements and Partnerships:**

- Reebok has historically partnered with high-profile athletes and celebrities to enhance its credibility in sports. Iconic endorsements include:

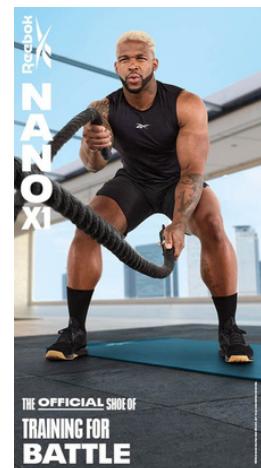
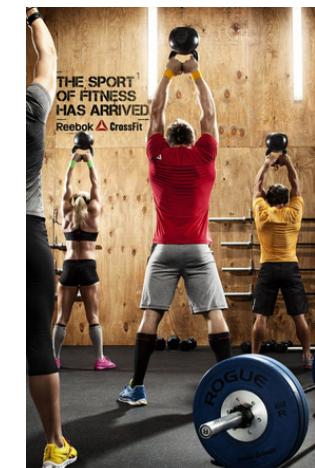


BRAND IDENTITY:

- Reebok's core identity revolves around athletic performance and fitness. Historically, it has been associated with innovation in sportswear, such as the development of the first sneaker with an air-cushioned sole, the Reebok Pump.

- **Fitness Community Engagement:**

- **CrossFit:** Reebok became the official sponsor of CrossFit in 2010, positioning itself as a leader in functional fitness. This partnership not only increased brand visibility within the CrossFit community but also helped Reebok to target a niche market of fitness enthusiasts and professionals.
- **Spartan Race:** Another significant partnership, which aligns Reebok with extreme endurance and obstacle racing, emphasizing durability and performance.



Objective of Analysis



- The objective of the analysis is to evaluate Reebok's marketing strategies
- identifying how the brand positions itself within the competitive athletic and lifestyle markets.
 - This includes exploring how Reebok segments its audience, targets different demographics, and positions its products.
 - The analysis will also focus on Reebok's marketing mix (product, price, place, promotion), consumer behavior, strengths and challenges
- Based on the evaluation, we will provide suggestions to improve or enhance Reebok's current marketing strategies for better market positioning and growth.



Segmentation

Demographic:

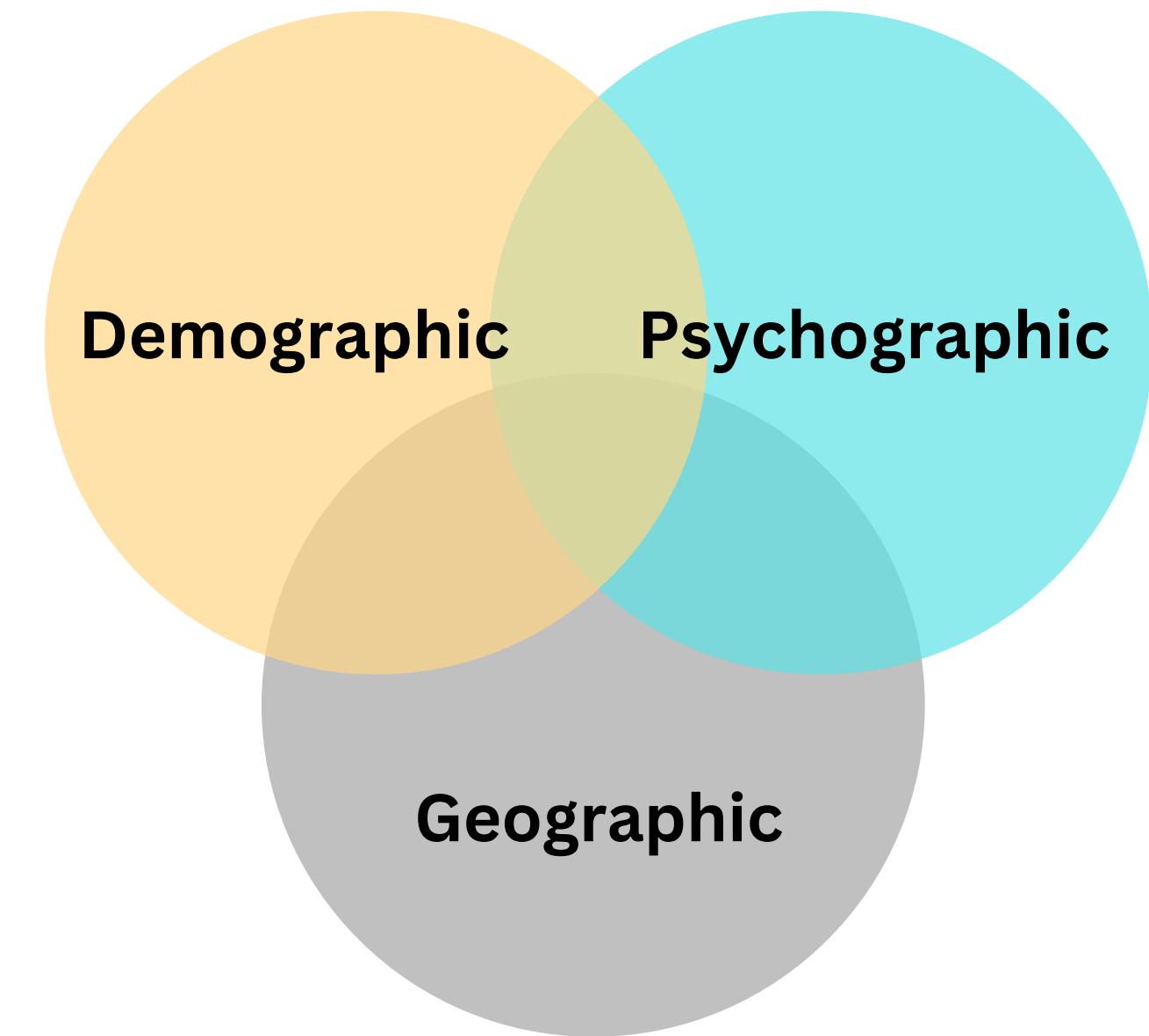
- Age: 18-35
- Gender: Both male and female
- Income: Middle to high income

Psychographic:

- Lifestyle: Active, health-conscious, fashion-forward
- Fitness preferences: Various sports and fitness activities
- Values: Self-expression, sustainability, community

Geographic:

- Urban centers: Major cities in India, Europe, and North America
- Developed markets: Countries with high levels of economic development



Targeting



Young Fitness Enthusiasts

Reebok targets young, fitness-conscious consumers, particularly Millennials and Gen Z, who prioritize health and wellness, seeking high-performance gear that aligns with their active lifestyles and values of self-expression.



Athleisure Seekers

The brand appeals to consumers looking for stylish yet functional athleisure wear, catering to those who desire versatile clothing that seamlessly transitions from workouts to casual outings, thus tapping into the growing athleisure trend.



Eco-Conscious Buyers

Reebok focuses on environmentally conscious consumers by promoting sustainable product lines like '**Cotton + Corn**', attracting individuals who prioritize ethical production and sustainability in their purchasing decisions.

Positioning

Key Campaigns

1

"Be More Human"

This campaign emphasizes personal growth and transformation through fitness.

2

"Life is Not a Spectator Sport"

This campaign promotes inclusivity and encourages everyone to participate in fitness activities.

3

"I am the New"

This campaign targets the Indian market and celebrates individuality and self-expression.



Brand Image:

***Fitness-first, empowering
individuals to break barriers***

Marketing Mix



Product

Diverse Product Range: Wide range of products including footwear, apparel, and accessories

Innovation Focus: Technological innovation with products like ZigTech and Nano series

Specialization: Niche products for CrossFit, UFC, and other specialized sports markets

Sustainability Efforts: Initiatives like the "Cotton + Corn" line, which uses eco-friendly materials

Price

Value-Based Pricing: Sets prices to reflect product quality, balancing affordability with premium offerings

Competitive Pricing: Competitive pricing strategies to stay aligned with market trends and rivals.

Promotional Pricing: Offers discounts, seasonal sales, and special promotions

Tiered Pricing: Various price points, ensuring accessibility for a wide range of consumers

Place

Global Presence: Operates globally with a focus on key markets like North America, Europe, and Asia

Multi-Channel Distribution: Company-owned stores, franchised outlets, third-party retailers, and online platforms.

Partnerships with Fitness Centers: Collaborates with gyms and fitness studios

E-commerce Integration: Product customization and seamless shopping experience across digital platforms

Promotion

Celebrity Endorsements: Collaborates with high-profile athletes and celebrities like UFC fighter Conor McGregor

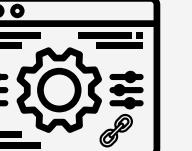
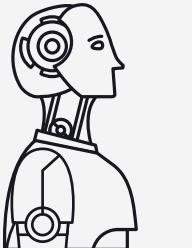
Event Sponsorships: Sponsors major events like the CrossFit Games and UFC

Digital Marketing: Social media platforms for engagement and promotions through campaigns

Creative Advertising: Themes like individuality and empowerment. Tag lines: "I Am What I Am", "Be More Human"

Consumer Behavior Insights

Emerging Trends:

- Reebok launches custom AI sneaker experience on Instagram 
- Reebok partnered with Futureverse to create a digital experience called "Reebok Impact" allows customers to make custom digital shoes. 
- Sustainability is a trending fashion trend in 2023 
- Tech-infused performance is a trending fashion trend in 2023 



Health-Driven Choices & Athleisure Evolution:

- The global sustainable athleisure market is experiencing significant growth, driven by increasing consumer demand for eco-friendly and versatile activewear.
- The global sportswear market size was valued at USD **335.92 billion** in 2023 and is expected to grow at a **CAGR of 9.9%** from 2024 to 2030
- The sports apparel market is expected to grow at a **CAGR of 10.2%** from 2024 to 2030
- Men's sportswear accounted for a revenue share of **55.6%** in 2023 due to higher participation rates in various sports and fitness activities





Persona

Ravi
Male, 25
Fitness Enthusiast
Working professional

Motivation

To achieve peak performance in fitness activities

Buying Behaviour

Prioritizes performance gear and is willing to invest in durable, technical products

Preferred Channels

Online purchases, physical stores for footwear trials

Key Message

Push your limits with high-performance gear



Persona

Ankita
Female, 22
College Student
Athleisure Enthusiast

Motivation

Look stylish while being comfortable at the same time

Buying Behaviour

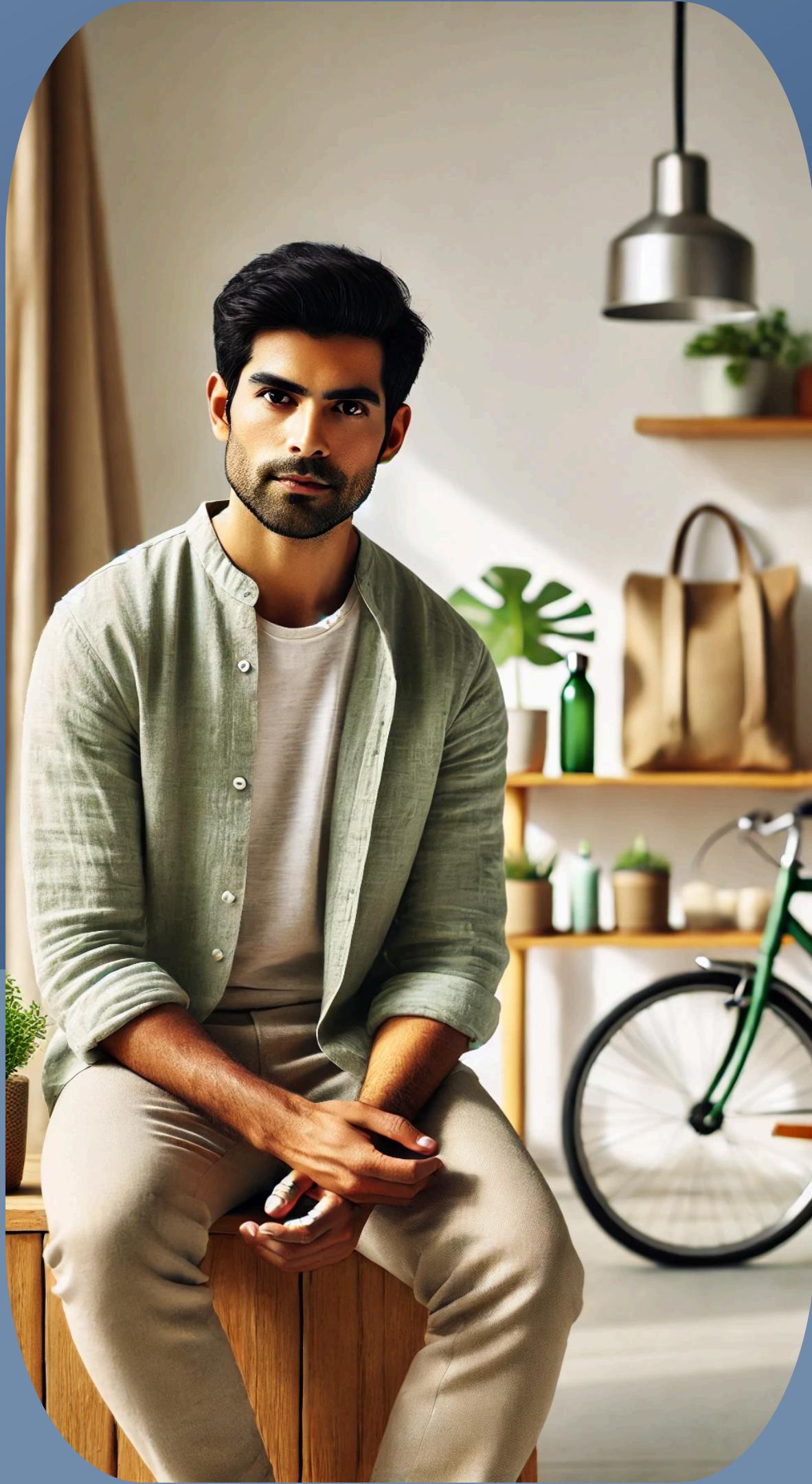
Prefers trendy, versatile athleisure clothing for casual wear and fitness

Preferred Channels

Highly influenced by social media and celebrity endorsements

Key Message

Look stylish and stay comfortable with Reebok's athleisure



Persona

Arav
Male, 30
Urban Professional
Environmentally conscious

Motivation

Seeks brands aligned with sustainability and ethical production.

Buying Behaviour

Prefers eco-friendly product lines, such as Cotton + Corn

Preferred Channels

Prefers e-commerce, checks sustainability credentials before purchasing

Key Message

Your fitness journey, sustainable with Reebok

SWOT ANALYSIS

A Comprehensive Overview of Reebok's Market Positioning and Challenges

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Global Brand Recognition, Strategic Partnerships, Strong Digital Marketing

- Reebok's established global identity enhances consumer trust.
- Collaborations with UFC and CrossFit expand market reach.
- Innovative digital strategies engage a diverse audience.

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Smaller Market Share, Limited Innovation

- Reebok has a smaller footprint in comparison to industry leaders like Nike and Adidas, impacting competitive leverage.
- Innovation in high-performance products is less pronounced.



Expansion in Emerging Markets, Demand for Eco-Friendly Products, Digital Retail Strategies

- Emerging markets like India offer growth potential.
- Increasing consumer interest in sustainable products aligns with Reebok's eco-conscious initiatives.
- Enhanced digital channels can capture new customers.

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Intense Competition, Shifting Consumer Preferences

- Reebok faces stiff competition from established brands, which may hinder market share.
- Changing consumer preferences can lead to decreased interest in athleisure products.

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Recommendations for Reebok



Emphasize Brand Storytelling

- Storytelling resonates emotionally with its audience.
- Craft compelling narratives around its brand values and mission.
- Share stories of athletes and everyday users who embody the Reebok spirit.
- **Brand Heritage:** Share the history and evolution of Reebok, emphasizing its legacy and commitment to innovation and performance.



Focus on Sustainability

- **Expand Eco-Friendly Product Lines:**

Increase the variety of products made from sustainable materials such as recycled plastics, organic cotton, and plant-based alternatives.

- **Marketing Sustainability:**

Emphasize eco-friendly practices in Reebok's marketing campaigns, highlighting carbon-neutral production processes, reduced waste, and ethical sourcing.



Leverage Influencer and Celebrity Endorsements

- Nike has successfully used high-profile athletes and celebrities to create a strong brand association. Reebok can:
- Partner with top athletes and fitness influencers to promote its products.
- Create campaigns that highlight these endorsements, similar to Nike's "Just Do It" campaign



Personalization and Customization

- **Custom Gear:** Offer more extensive customization options for shoes and apparel, allowing customers to design their own unique products.
- **Personalized Recommendations:** Use AI to provide personalized product recommendations based on customers' past purchases and fitness goals.

Conclusion

- Reebok holds a modest **1.1%** of the global sports footwear market and 0.3% in apparel, lagging behind giants like Nike and Adidas. However, its dominance in niche areas such as **CrossFit** and a **47% market share** in India show the potential for focused growth
- To truly strengthen its **market position**, Reebok needs to address weaknesses, such as its declining North American revenue, which saw a 44% drop in 2020.
- To regain momentum, Reebok should prioritize innovation in **product development** and **digital marketing strategies**, especially focusing on expanding into emerging markets like South Asia.
- By enhancing digital **personalization**, expanding its **eco-friendly** lines, and focusing on emerging markets like India, Reebok can unlock new growth opportunities which are untapped.
- Moving forward, Reebok is well-positioned to inspire the next generation of consumers through **innovation** and **sustainable** practices.

**THANK
YOU**