



# ALO Holiday Launch

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# Overview Analysis

## World of Athletic wear

- ❑ Increased in the last 20 years
- ❑ Sweats and leggings are made for everyday wear
- ❑ Athletic wear increased roughly 200%
- ❑ Colors and styles= increased popularity

# Sales

## Holiday Sales

- ❑ Sales increase during the holidays
  - ❑ Black Friday- Christmas

## ALO Sales

- ❑ Doubled sales from 2022
- ❑ Marketing strategies
  - ❑ Strong product positioning, celebrity endorsement, strategic advertising

# Big Idea

## Holiday Launch

- ❑ Build a campaign that revolves around around promoting limited products
- ❑ Spread holiday joy by incorporating it into their brand
- ❑ 3 new colorways
  - ❑ Jolly red, emerald green, snowy white
- ❑ Add new products and colors to spark attention to consumers

# Holiday Launch

- ❑ Tell a story around our holiday collection
  - ❑ Show its unique benefits through blog posts, social media, and engaging videos
  - ❑ Maintain to keep our sustainability persona in the production of the collection
    - ❑ Resonate with target audience (fitness and environmental consciousness)

# Products

## Clothes

- ☐ New leggings with ultra soft fabric
  - ☐ All 3 colors
- ☐ New sets
- ☐ New trousseurs (green only)

## Jackets

- ☐ Sherpa
  - ☐ Cropped (white)
- ☐ Sweatshirt and sweatpants
- ☐ All in white only

# Products

## Leggings



**Airbrush legging**

# Products

## Work out set



**Air Lift set**



# Products

## Jackets



**Aspen Love Puffer Jacket**



**Snomoto Puffer Jacket**

# Products

## Sherpa



**Foxy Sherpa Jacket**

# Products

## Trousers



**Road Trip Trouser**

# Products

## Sweatshirts and sweatpants



**Muse Hoodie**



**Soho Pullover**

# Target Audience

- ❑ **Our current loyal customers**
  - ❑ Buying consistently
  - ❑ Not just for sports activities
  - ❑ Extend to also target key competitors
    - ❑ Lululemon, Athleta, and Vouri

## How to reach them

- ❑ Utilize social media platforms
- ❑ Voice will be warming, inviting, inspirational
- ❑ Create visually appealing content
  - ❑ Models wearing our holiday collection

## Creative Message

- ❑ **“Celebrate the Holidays in Style with ALO”**
  - ❑ To convey the idea that our collection combines fashion and functional for a joyful holiday season

## Objective

- ❑ Enhance brand visibility during the holidays
- ❑ Increase sales among target audience
- ❑ Leverages their expertise in athletic/leisure wear
- ❑ Capitalizes on the holiday shopping season's consumer spending

# Targets

- ❑ December is our second highest month
  - ❑ Opportunity to capitalize on the volume of shoppers
- ❑ Doing something our competitors **DONT!**
- ❑ Consumers are more likely to shop new brands for gifts or themselves



# Goals

- ☐ Boost holiday sales
- ☐ Increase brand engagement
- ☐ Expand our customer base

## What We Wanna See

- ☐ Significant spike in website traffic
- ☐ Higher conversion rates
- ☐ A surge in social media engagement
  - ☐ Including likes, shares, comments, tags
- ☐ Building a community around our holiday collection



# Effectiveness

## Measuring Effectiveness

- ❑ Measured through KPI's
  - ❑ Website traffic
  - ❑ Conversion rates
  - ❑ Sales revenue
  - ❑ Growth on social media platforms
- ❑ Track engagement metrics
  - ❑ Mentions and sentiments related to the collection
  - ❑ Feedback forms to collect customer feedback