NULUYOU

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Integrated Marketing INTG1-GC-1000 - Professor Shapiro



As an industry leader in athleisure and activewear, Lululemon is looking towards the future of consumption as they stay abreast of new innovations (Statista, 2024). 75% of Gen Z shoppers said they would be more likely to purchase a product if they could customize it (Putorti, 2024). Therefore, lululemon presents LuluYOU, a customization service that allows users to add their choice of text, logos, and color choices on Everywhere Bags and lululemon leggings.

By analyzing Lululemon's *448190* NAICS code, we identified a gap in athleisure product customization, and an opportunity to improve upon offers like NikeID by offering high quality, trusted lululemon apparel as a canvas upon which active Gen Z shoppers can paint and express themselves (Nike, NikeID). Lululemon will target active young adult women on platforms like TikTok and Instagram and use a holistic marketing approach complete with influencers, paid ads, and email campaigns to convert them into using LuluYOU. KPI's include 300,000 of sales within the first quarter and 20% spikes in social media engagement.





- Founded by Chip Wilson in Vancouver, Canada 1998
- Athleisure: yoga gear, crossbody bags, winter wear, shoes
- Aimed to address a market need for comfortable, breathable yoga wear (Marcom, 2024).
 - Expanded to the US in 2003, now have 700+ retail locations across the globe (Statista, 2024).
- In 2024, lululemon earned \$9.6 billion in sales (Macrotrends, 2024), and ranked second in sales after Nike in the NAICS sportswear and athleisure brand category (Statista, 2024)



- In the 2010s, lulu-inspired skinny leggings became popular with women aged 18-35, championed by internet stars and celebrities alike. (Singer, 2019).
- Stirred up controversy in 2019 for marketing that reinforced harmful body standards (Putorti, 2024).
- **Mission Statement: "**We elevate human potential by helping people feel their best." (Lululemon, Our Purpose, 2024)
- Core Values: "Personal Responsibility, Connection, Inclusion, Courage, Fun" (Lululemon, Our Purpose, 2024)





Lululemon presents luluYOU, a way for Lulu shoppers to customize leggings and Everywhere Belt bags with custom text, colors, stitching and logos, delivering a personalized product and elevating the athletic products luluYOU will love.



<u>Stars</u>

 Men's apparel: increased by 15% in annual 2023 reports (Lululemon Athletica, 2023). Launched 'Steady State' and 'Soft Jersey' lounge range (Lululemon Athletica, 2023). CEO Calvin McDonald would like to 'double our men's business by 2026' (Cook, 2024). 	 Women's apparel: Core product line, worth approx. 6 million dollars in Net revenue Vs men's range at approx 2 million dollars (Lululemon athletica, 2024). Growing at 17% increase in revenue YoY based on their annual report, strength in key franchises 'Align' (Lululemon Athletica, 2023).
 Question Marks Footwear: 'other' category includes accessories, lululemon Studio, and footwear, contributed \$1.2 million in revenue, however, 36% increase (Lululemon Athletica, 2023). Nike holds the highest market share at \$51 million sales Vs Lululemon at \$9 million (Statista, 2024). 	 Dogs Accessories: category only \$1.2 million in revenue, low market share (Lululemon Athletica, 2023). Not listed in long-term growth strategy, focusing on footwear and men's wear, accessories will have low growth potential (Lululemon Athletica, 2023).

Cash Cows

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Lululemon Athletica Inc. operates under the North American Industry Classification System (NAICS) code **448190**, which pertains to "Other Clothing Stores."



(SICode,2024)







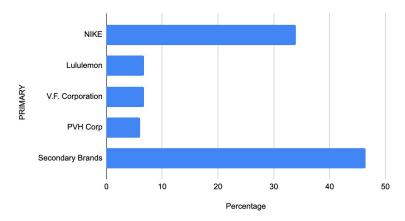




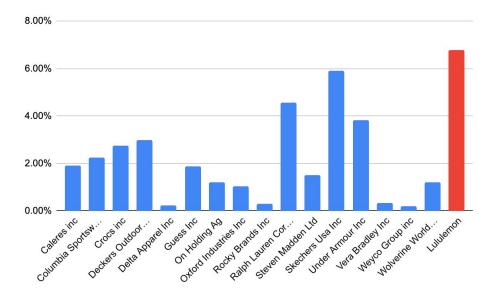




Lululemon Vs. Primary Competitors



Secondary Brand Market Share VS. Lululemon



(CSIMarket, 2024)



1 steep analysis

Society	Technology	Economy	Environment	Politics
- Consumers increasingly health-conscious.	-Growing e-commerce: data intelligence and RFID technology \$2.6 billion	-Athletic Apparel Market maintains growth, projected to grow almost	-Climate change: instability in the supply of raw materials and increases the	-Labor Laws and Regulations: Manufacturing and selling in multiple
-Popularity of sports fashion trends and athleisure (Salpini, 2022).	revenues (Wang, 2023). -Communication: social	\$80 billion in the next 7 years (Fortune Business, 2024).	risk of supply chain disruptions(Vogue Business, 2024).	countries compliance with labor laws.
	media platforms increased			- Copyright laws factor into
-Acceptance of yoga pants varies across cultures and	efficiency and reduced the cost of reaching consumers	-Exchange rate fluctuations. The appreciation of the U.S.	-The impact of the fashion industry on water resources	Lululemon using other logos, e.g. sports teams,
demographics. Young western women as its core	(Vogue, 2019).	dollar may lead to higher selling prices in the	has received widespread attention. The textile	cartoons, characters.
customer base (Sheridan, 2024).	-Manufacturing: Flexible Manufacturing rapidly adjust production to meet	international market, affecting the willingness of overseas consumers (eg.	industry accounts for about 20% of global industrial water pollution (Wu and	-Environmental policies and regulations: Action Speaks Louder (ASL) reported
-During COVID-19, popularity of yoga	demand for small, diversified orders	Asian Market) to purchase.	Cheng, 2024).	suspicions of Lululemon greenwashing and could
accelerated to "at-home workouts" due to social	(Investopedia, 2024). Intelligent manufacturing			face litigation in Canada (Benson, 2024) .
distance (United Nations, 2020).	technologies improves production efficiency and reduces labor costs (Zebra, 2024).			

	Strengths	Weaknesses
SWOT analysis	 Premium brand reputation with a loyal customer base, contributing to \$8.1 billion in revenue in 2023 High-quality fabrics and innovative styles Distinctive brand aesthetic appeals to women, men, and diverse age groups Strong e-commerce presence with a digital sales increase of 30% YoY, supported by approximately 600 retail locations across 18 countries Effective community-based marketing and ambassador program 	 High price points: Lululemon products average \$100+ per item, higher than competitors like Nike (\$60) or Adidas (\$50) Supply chain vulnerabilities: Dependence on outsourced manufacturing in Asia Geographic concentration: Approximately 80% of revenue comes from North America Limited product diversification: While men's apparel grew 15% in 2023, women's clothing still accounts for 75% of revenue
	Opportunities	Threats
	 Strong growth potential in underpenetrated markets like Europe and Southeast Asia, where market share remains low Men's or footwear category growth potential Digital innovation and e-commerce development, like virtual fitting room and mobile fitness program Sustainability initiatives, such as sustainable yoga mats, appeals to environmentally-conscious consumers Influencer or Athlete partnerships 	 Nike and Adidas dominate the athleisure market, with Nike holding a \$51M market share in footwear compared to Lululemon's \$9M Brands like Shein and H&M are entering the athleisure space, offering lower-cost alternatives The U.S. athleisure market is approaching saturation, limiting growth opportunities Supply chain disruptions and rising costs



Existing Products

Market Penetration	Product Development
 Lulu X Disney collaboration styles on existing activewear (Lululemon, What's New) Used item buy back policy for store credit, no questions asked (Lululemon, Like New) More retail stores each year inside and outside of the states (Ndure, 2024) 	 LuluYOU, a new customizable feature Lululemon Studio, a gym for existing loyalty customers (Lululemon Studio, 2024) Yoga materials and gym equipment
Market Development	Diversification
 Retail stores across the globe, first openings in Bangkok and Thailand (The Nation, 2023) Peloton and Lululemon co-brand products allow customers to buy while they purchase gym equipment (Peloton, 2024) Lulu X Fanatics helps expansion to sports fans (Lululemon, Lulu X Fanatics) 	 Men's products pushes past the women-centric promotion (Lululemon, Men's) Fuel Space Cafe - physical café to build community for yoga and post-workout activities (Lululemon, Fuel Space Cafe) Sweat Collective workout club (Lululemon, Sweat Collective)

New Products

Existing Markets



- 5-7% conversion rate on email campaign in the first 3 months of deployment.
- \$300,000 in revenue from the customized leggings
 - Tracking of most popular styles
- Social media engagement goals:
 - 10,000 likes on announcement post (Collabstr, 2024)
 - Up 20% from the average of 8.5k
 - 2,000 User-Generated TikTok videos about luluYOU in the first 2 quarters



value proposition - customer value

Key Benefit for Target Market:

- With luluYOU, shoppers can personalize their favorite Lululemon leggings and bags with custom colors, text, and exclusive brand collaboration logos.

Point of Difference:

 LuluYOU allows the customer to create their own high quality athletic leggings and Everywhere Bags, delivering higher quality and a more trusted + streamlined experience compared to a DIY or third party customization service.

Value Proposition:

 LuluYOU allows you to personalize the best-selling leggings and Everywhere Bags that you love. With 20+ options for custom text, colors, stitching, and logos, LuluYOU delivers the perfect balance of individuality and premium craftsmanship. Own a product that's only yours.





Demographics:

- Age: 16–35 (Edwards, 2024).
- Gender: Women account for 70% of sales (Pereira, 2024).
- Life Stage: Young professionals, college students, and early to mid-career individuals.
- Income: Middle to high-income earners (\$75,000-\$150,000+), often supported by parents in similar brackets (hilverLR, 2024).
- Occupation: Professionals in finance, tech, healthcare, and education. **Geographics:**
 - Country: United States, with a focus on coastal regions and strong online
 - sales.
 - Retail Presence:
 - 43 stores in NY/NJ (Lululemonlocator, 2024).
 - 69 stores in California (Lululemonlocator, 2024).



consumer segment - psychographics

Activities, Interests, and Opinions

- Boutique fitness classes
- Running, hiking, and strength training (Peloton, Nike Training Club)
- Value convenience in workout accessories (e.g., pockets in bags for phones, keys, or fitness trackers).
- Read health and fitness content via online platforms
- Frequently streams guided workout sessions via platforms like YouTube or Apple Fitness+
- Interested in local sports teams, popular culture characters.

Values:

- Seeks products made from eco-friendly materials and ethical production practices.
- Prioritize quality and durability in products to match their active lifestyle, preferring multifunctional items like stylish gym bags with storage for daily commutes.
- Seek mindfulness and personal growth through wellness routines, aligning fitness with mental health and self-care.





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Influences:

- Fitness influencers on Instagram and TikTok who showcase active lifestyles with premium products.
- Brands that emphasize community engagement, such as Lululemon's local fitness events or ambassador programs.

Lifestyle:

- Active, health-conscious, blending fitness into work and leisure.
- Meets friends for group workouts or fitness-focused activities.
- Prefers products that combine style with functionality
 - Gym bags doubling as stylish accessories for day-to-day use.
- Invests in tools for holistic wellness, such as meditation apps, aromatherapy, and wearable fitness technology.

consumer segment - behaviors + preferences

Purchasing Behaviors:

- Regular buyers of premium activewear and athleisure items for both fitness activities and casual outings.
- Purchases seasonal collections, staying updated on new releases, including limited-edition designs and collaborations.
- Prioritizes durability and performance.



Shopping Preferences:

- Prefers digital customization options, such as personalized bag embroidery or mix-and-match color combinations for activewear.
- Values ease of online shopping.
- Regularly shops during brand-hosted events like Lululemon Sweat Collective or local pop-ups.
- Motivated by exclusive perks such as loyalty discounts, early access to launches, and experiential marketing events (e.g., yoga or fitness classes hosted by the brand).

consumer segment - behaviors + preferences

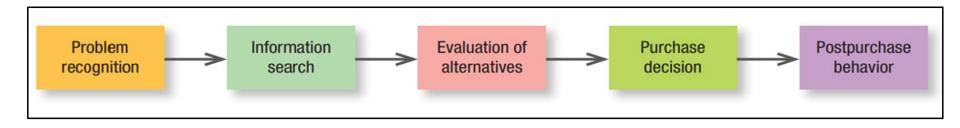
Brand Loyalties:

- Engages actively with brands offering experiences beyond the product, such as fitness challenges, live events, or mindfulness workshops, like Nike, Adidas, Athleta, and Lululemon.
- Expects consistent quality and innovation from their preferred brands, staying loyal to those who consistently meet their high standards for style, functionality, and durability.

Internet Use:

- Uses features like wishlists, virtual outfit creators, and product reviews to inform decisions.
- Active on Instagram and TikTok, engaging with fitness influencers + athleisure trends.
- Uses digital streaming platforms to access fitness content and real-world applications.
- Actively looks for sales, discounts, and exclusive drops via email newsletters and social media ads.





1. Problem Recognition: A NYC student realizes that she needs new sportswear.

2. Information Search: She generates a list of options through both internal and digital searches, taking influences from online content creators and friends.

3. Evaluation of Alternatives: She compares Lululemon's products with Nike, Adidas, Under Armour by considering fit, fabric, price, style, and availability.

4. Purchase Decision: She decides after being heavily influenced by her peers, and picks out a pair online, customizing with her last name and sports number.

5. Post-Purchase Evaluation: She finds herself in the "fashion spotlight" at the gym and at her friends' parties. She creates an Instagram Story tagging Lululemon and shares a TikTok recommending luluYOU to her athletic friends and followers.





The LuluYOU line offers another channel for consumers to interact with Lululemon's Integrated Marketing Strategy by to dive deeper into their core audience. LuluYOU does this by fostering new brand and personal connections between casual shoppers and their personalized Lululemon products. The new expansion can bring value in the following areas:

Company

81% of all online shoppers prefer a personalized experience (Hyken, 2024). Since LuluYOU does not offer a "new" physical product, Lululemon can deliver a new Personal Selling experience, opening a new communication channel on the LuluYOU website. These interactions will lead to higher revenue for the company.

Collaborators

- The ability to add proprietary marks from outside brands such Disney, sports teams, and local artists allows a cross promotion opportunity, raising brand awareness and generating cash flow on both sides (Lululemon, The Disney Collection).
- Through LuluYOU, the company allows customers to become collaborators, painting their vision on the product canvas and taking control.

Investors

- The customizable aspect of LuluYOU should be scalable as it grows in popularity. Investors might see opportunity for growth collaboration, and new products as reasons to invest more money into the parent company.

	Product	Price
Ω	Offering: Customization platform for "Everywhere Bag" and leggings	Premium pricing strategy aligning with Lululemon's positioning
4P analysis	 Branding: "LuluYOU" - emphasizes personal connection and customization Integration with existing Lululemon branding Premium packaging with personalized thank-you notes Digital preview capabilities on social media 	 Base product price + customization fee structure: ★ Everywhere Bag: \$38 + \$15-25 customization ★ Leggings: \$98-128 + \$20-30 customization
	 Place Primary: Lululemon.com integrated customization platform Secondary: In-store digital kiosks at flagship locations. 43 NY/NJ stores, 69 CA stores. Distribution: Direct-to-consumer shipping In-store pickup options Integration with existing e-commerce infrastructure 	 Promotion Digital Marketing: #MyLuluYOU social media campaign featuring user-generated content Instagram and TikTok influencer partnerships Offline Promotion: Direct mail ads in fashion magazines In-Store Promotion: Interactive displays in flagship stores Staff training for customization consultations



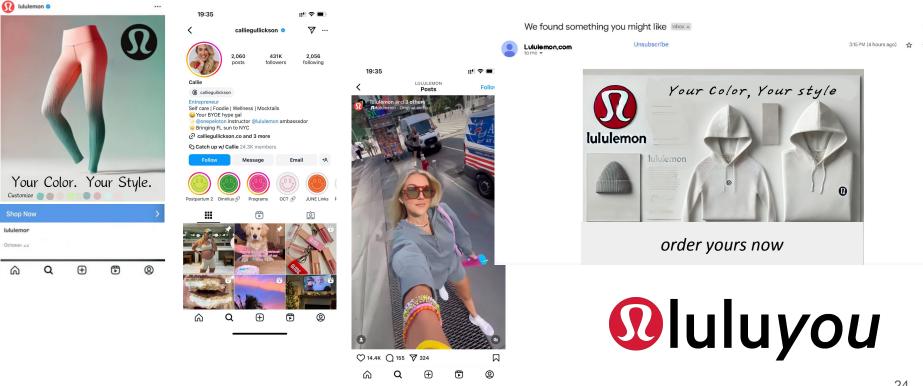
1. Social Media () 🕲 🕲 🗇 🕗

- Strategy: Vertical video showing off the styles, customization, and clothes in action. TikToks, Reels, and Facebook videos tailored towards younger, fashion-forward women
- **KPI:** Engagement rate (likes, comments, shares, and saves)
- 2. Email Marketing
 - **Strategy:** Sales promotions like % off, free shipping, and early access call to actions through mass Mailchimp emails. This will target the active lululemon shopper base.
 - **KPI:** Click-through rate (CTR)

- Strategy: Paid reviews from fashion influencers describing the product from web use to doorstep delivery, tagged photos of influencers wearing luluYOU in the gym, on the town, or at home.
- **KPI:** Conversion rate (sales or sign-ups driven by influencer campaigns)

social media, email, influencer mockups

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<u> 0</u> development plan

• Digital Customization

- Partnering with software developers to build a platform for website and app for in-store customer facing use.
- Customers can select up to any 10 letters, a choice of 20 different colors, and logos
- Conduct A/B testing and gather focus group feedback for a better user experience
- Supply Chain Adjustments
 - NJ and CA stores will rent embroidery equipment + staff training on how to build luluYOU products.
 - Stay within the existing structure of Lulu's supply chain, ensure premium quality
 - Embroider online custom ordered products in two coastal locations (Lululemon, About Us)
 - Anatova Fashion Manufacturing, California
 - Personalized Prints, North Carolina



Location Selection

- Targeting NY and CA shoppers with money to spend
 - Installation of IPADs with LuluYOU capability in retail stores in NYC + CA (112 stores)
 - Installation of custom designs by store employees on retail walls
 - Creates organizational buy-in

Test Market

- Limited luluYOU beta design offer to long-tenured US-based Lululemon Studio and Lululemon Membership members.
 - Smaller selection of options, colors will provide a 'VIP" feeling for early users
 - 3-6 months before launch, encouraging feedback on the platform and review systems through push notifications and emails that offer discounts on repeat purchases.

Timing Considerations

- The site extension will go live towards the middle of spring
 - "Purchase Intent for activewear does seem to follow a seasonal pattern, rising in the spring and summer" (HundredX, 2024)
- Offer "% off" sales promotions to loyal lululemon shoppers or offer free shipping via a QR code on Everywhere Bag receipts.

performance control

Conversion Rate Analysis

- Target: Minimum 5-7% conversion rate within first 3 months
- Weekly tracking of of conversions from visitors who completed the customization process
- Comparison of conversion rates across selected media channels (e.g., official Instagram, email, influencer pages).

Click-Through Rate (CTR) Monitoring

- Click-through rate (CTR) for email campaigns, tracking how many recipients navigate to the customization platform
- Percentage of customers who begin and complete the customization process after clicking.
- Analysis of drop-off points in the customization journey

Revenue Performance

- ★ Monthly revenue tracking against \$300,000 benchmark
- ★ Comparative analysis between customized & standard leggings revenue
- ★ Identify average order value to evaluate profitability

Social Media Engagement Metrics

- Target 10,000 likes on the announcement post, up 20% from the average of 8.5k likes
- Track platform-specific performance to identify the strongest-performing platform for engagement
- User-Generated Content (UGC): Target 300 UGC posts tagged with the campaign hashtag
- Conduct sentiment analysis to gauge overall reception and refine messaging

Continuous Improvement Framework

- Feedback collection: Deploy post-purchase surveys via email or QR codes on packaging to gather insights on product experience, platform usability, and packaging.
- Customer incentive: Offer discounts or rewards (e.g., 10% off their next purchase) to encourage feedback participation.
- Quarterly performance reviews to assess KPI progress and adapt strategies based on data insights.

internal environment monitoring

Customer Feedback:

- Collect and analyze data from customer reviews, surveys.
- Use data from customer trends to identify popular fabric, color, and customization choices to inform future offerings.

Operational Performance:

- Monitor production efficiency and lead times for customized items.
- Track return rates and reasons, particularly if they relate to customization quality or errors. (Raman,2019)

Employee Insights:

- Gather feedback from customer-facing employees, such as retail staff and customer service representatives, who interact directly with Luluyou customers. (Callaghan, Johnson, George, 2022)
- Engage with the product design team to assess production challenges and opportunities for innovation.

Sales Trends:

• Analyze sales data from Luluyou and Lululemon products to identify the most popular combinations and identify any patterns in demand based on seasons or marketing efforts. (McDonald, 2023)

external environment monitoring

Market Trends:

- Use Sprinklr, Brandwatch, or Hootsuite to monitor social media for discussions
- Consult industry reports: WGSN, Pantone, and other fashion authorities
 - Design and Color Trends:
 - Pantone color of the year: Mocha Mousse, Future Dusk
 - Chaotic Customization
 - Versatile Apparel
- Monitor Consumer Behavior
 - Customers increasingly want Quality over quantity
 - Retro Tech as Fashion

Competitive Analysis:

- Benchmark against direct competitors like Nike By You (Formally NikeID) and other athletic apparel brands with customization options.
- Track the introduction of new customization technologies in the retail industry.
- Track competitor strategies through their product launches, marketing campaigns, and use of emerging customization technologies.
- Subscribe to **industry newsletters** and attend trade shows to stay informed about advancements.

external environment monitoring

Regulatory Changes

• Stay updated on environmental and labor regulations impacting customized production, particularly concerning sustainable fabrics or ethical labor practices.

Technological Advancements:

- Monitor developments in 3D modeling, on-demand manufacturing, and augmented reality (AR) for virtual product previews.
- Assess new digital tools that enhance user experiences on Luluyou's customization platform.

Customer Preferences:

- Conduct periodic focus groups and ethnographic research to understand evolving consumer preferences for customization and personalization.
- Leverage insights to predict future preferences based on past behavior.
 - Dovetail
 - Google Analytics
 - Qualtrics
 - CRM Tools



LuluYOU will help the company reach new heights by generating new revenue streams and engaging an active customer base.

By putting the power in the shoppers' hands with a wide selection of colors, texts, and logos, LuluYOU will spark a flurry of user generated content and feedback that weaves in alongside a holistic digital campaign.

LuluYOU will encourage more traffic online and in store while pushing more and more active youngsters down the brand funnel.



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