

Oklahoma City University



**Lululemon Final Project**

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Strategic Communications and Technical Writing

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This brand portfolio is part of the final project for the Strategic Communications and Technical Writing course, taught by Professor Diana Haslet at Oklahoma City University. The project is intended solely for academic purposes and serves as a comprehensive analysis of the brands discussed. There is no official affiliation or endorsement by Lululemon or any of the other brands mentioned in this document. All content is based on publicly available information and research conducted for educational use.



## **Section 1: Strategic Message Planner**

### Client Key Facts

- Founded in 1998 in Vancouver, Canada
- The Headquarters of Lululemon are in Vancouver, British Columbia, Canada
- Lululemon is in the early stages of international expansion, with over 720 stores and 38,000 employees worldwide
- In 2024 alone, Lululemon generated \$10.59 billion, surpassing the expectation set in 2023

### Features/Benefits

- **Innovative Fabrics:** Lululemon is recognized internationally for their proprietary fabrics like Luon, Nulu, and Everlux which offer a variety of benefits including moisture-wicking, lightweight, and durable qualities designed for active and outdoor activities.
- **Product Range:** The diversity in products including leggings, sports bras, outerwear, footwear, accessories, yoga mats, studio pants, and shorts designed for both male and female presenting individuals.
- **Community Engagement:** Lululemon prides itself on strengthening brand loyalty through in-store yoga classes, local events, the Sweat Collective, and fostering a sense of community among members.

### Marketplace Trends

- **Focus on Sustainability:** Lululemon focuses on innovative, durable fabrics to combat the rise of “fast fashion” in the athletic wear industry. Additionally, the brand drives consumer demand for ethically and sustainably produced products, aligning with its strategic goals and product offerings.
- **Athleisure Growth:** The athleisure market surpassed \$358 billion in 2023 and is expected to grow significantly at an annual growth rate of 9.3% through 2023. This growing demand emphasizes the necessity to innovate and market effectively to retain brand loyalty.
- **Economic Sensitivity:** The shift in the modern economy has led to a rapid decline in consumer spending on premium activewear, impacting Lululemon's business model. With a focus on brand loyalty, a decrease in repeat purchases could be harmful to the brand.

### Consumer Trends

- **General Health and Wellness:** Lululemon's target demographic places a significant emphasis on prioritizing fitness, mental health, and overall well-being.
- **Affluent Demographics:** The usual clientele often possesses a higher education degree and is in a household with consistent income. Furthermore, many of these consumers live in urban, health-conscious communities.
- **Sustainability:** Consumers in the athletic wear market prioritize ethical practices, sustainability, and durable pieces that avoid landfills.



### Direct Competition and Brand Images

- **Nike:** The prominent athleisure brand holding approximately 31.6% shares of the U.S market. Nike is widely recognized for its extensive product range, significant global reach, and frequent collaborations with athletes and other brands.
- **Adidas:** Provides a wide range of athletic apparel and footwear that rivals Lululemon in both performance and lifestyle appeal. Adidas has a significantly larger market share for the European and U.S athlete market while Lululemon has a greater presence in terms of U.S luxury lifestyle wear.
- **Alo Yoga & Vuori:** Emerging luxury athleisure brands like Alo and Vuori are Lululemon's strongest competitors, particularly for their design, quality, and pricing.

### Indirect Competition

- **Fast Fashion:** Retailers like H&M, Zara, Shein, and Cider attract budget-conscious consumers with significantly lower prices. With rising inflation, many consumers are prioritizing affordability over product quality.
- **Online Marketplace:** The rise of online platforms, including Amazon, AliExpress, and Target, now provides a large range of athleticwear options, often at competitive prices. While Lululemon also sells through its online store, its prices remain significantly higher than those of its competitors.

### Brand Image

- Lululemon brands itself as a premium brand associated with high quality, innovation, sustainability, and community. Lululemon places emphasis on appealing designs, high-performance materials, and customer engagement initiatives such as classes, loyalty programs, and give back events. These brand pillars strengthen Lululemon's identity, resonating with affluent, health-conscious individuals in its target demographic.

### The Promise/Proof

- **Promise:** Lululemon promises to provide high-quality and innovative athletic apparel that enhances performance and supports an active lifestyle.
- **Proof:** With constant product innovation, including the development of proprietary products, Lululemon continuously upholds its brand promise. Additionally, through community engagement initiatives like the Sweat Collective, Lululemon consistently fulfills its commitment to giving back and offering support.



## Section 2: Audience Persona



# lululemon

## AUDIENCE PERSONA

### Psychographics

- **Health Conscious:** Lululemon's target audience prioritizes both physical and mental well-being, embracing a balanced lifestyle grounded in mindfulness and healthy habits. Fitness is central to their identity, with activities like yoga, running, and meditation playing a key role in their daily lives.
- **Affluent:** Lululemon's loyal consumers are typically well off and are part of the upper to middle class society. Many individuals hold a higher education degree and value a lifestyle that reflects both personal achievement and self-care.
- **Fashion Forward:** Lululemon's customers appreciate high-quality apparel that works both in the gym and in casual settings, reflecting a blend of functionality and fashion.

### Communication Habits

- **Social Media Engagement:** Lululemon actively engages with its audience on social media platforms, primarily Instagram, TikTok, and YouTube, sharing fitness tips, customer stories, and product launches.
- **Influencer Partnerships:** Lululemon collaborates with fitness influencers, athletes, and wellness experts to create new content, extend brand visibility, and develop new products for the community.
- **Email Marketing:** Regular email updates on new collections, sales, and events keep their audience engaged and informed.
- **Community Engagement:** Community interaction includes yoga classes, fitness events, workshops, and discounts to Lululemon members.



### NEEDS:

Athletic wear that combines versatility, comfort, functionality, style, sustainability, and convenience, while delivering top-tier performance above all else.

### Pain Points:

include price sensitivity, limited size inclusivity, product availability issues, and strong competition from more affordable, accessible brands.



## Section 3: Creative Brief

# CREATIVE BRIEF FOR lululemon

## THE OBJECTIVE:

Lululemon is a Canadian-American athletic brand founded in 1998, focused on yoga and athletic wear. It has now expanded to an international brand offering athletic and lifestyle apparel to both men and women, including items for training, dancing, and everyday wear. With an emphasis on innovation and quality, Lululemon has created a brand culture focused on a strong community of returning consumers.

Lululemon's current objective is to continue to strengthen customer loyalty while attracting new diverse audiences, specifically men and younger generations. Furthermore, Lululemon wants to establish itself as a lifestyle brand creating sustainable products for athletic AND everyday wear.

The Call to Action statement for future campaigns will be **"Move with Purpose, Live with Intention"**. This statement encourages audiences to join the community and explore new collections online and in-store.



## KEY PROMISE:

As competition in the activewear market grows, Lululemon must stand out through innovation, community, and inclusivity. The brand faces pressure to stay authentic while expanding globally, adapting to shifting consumer trends, and justifying higher prices amid lower-cost competitors.

## MEDIA/CREATIVE CONSIDERATION:

The campaign will use a clean aesthetic, showcasing diverse bodies in versatile settings while highlighting Lululemon's innovation. Media deliverables will include social and digital ads, influencer partnerships, in-store displays, email, app pushes, and other branded content.



## COMPETITON:

- Nike (wide reach, slightly cheaper)
- Athleta (same target audience, size inclusivity)
- Alo (more locations, rewards program)

## SUPPORTING DETAILS:

- Proprietary fabrics like Luon, Nulu, and Everlux
- Professional in-store experiences and community events
- Emphasis on mindfulness, mental wellness, and personal growth.
- Technology expansion-enabled wear such as **Mirror** and self-care products
- Commitment to sustainability goals and ethical sourcing

## TARGET AUDIENCE:



Age:  
18-40



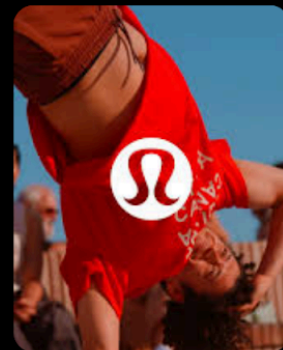
Income:  
Middle to High



Education:  
College



Gender:  
Women (65%)







#### Section 4: Deliverables

**Print Advertisement:** An advertisement created for magazine publications, in-store displays, and posters.

The advertisement features three models standing against a black background with large, bold, red, overlapping text that reads "NEW COLLECTION". At the top, the Disney logo and the Lululemon logo are displayed. The models are wearing athletic wear: a man in a black sweatshirt with "LULULEMON" on the sleeve, a woman in a pink long-sleeved top and pink shorts with a Mickey Mouse pattern, and another woman in a black hoodie with a large Mickey Mouse head graphic and a black beanie. The text "Discover the Lululemon x Disney collaboration, where iconic style, comfort, and performance come together to enhance every adventure." is at the bottom, followed by the website "shop.lululemon.com".

Discover the **Lululemon** x **Disney** collaboration, where iconic style, comfort, and performance come together to enhance every adventure.

[shop.lululemon.com](https://shop.lululemon.com)



**Digital Advertisement:** Featured on television, website banners, press releases, and more as part of the Mother's Day campaign, running from April 11 to May 20



**Mobile Message:** The following message would be sent out to all customers who opted in to our text alert program. In addition to the following text, the user would receive a link to our 2025 dance-wear release.

Hey [Name]! ✨

Get ready to MOVE (and maybe even groove) in style! 🕺 We're ecstatic to drop our NEW 2025 LULULEMON DANCE WEAR COLLECTION! 🍑 ✨

Enjoy UP TO 20% OFF on your favorites, including the Dance Studio Pants, Align Leggings, and Ribbed Nulu Long Sleeves—now available in gorgeous new colors! 🎉 Whether you're perfecting your pirouette or just looking fabulous while sipping your coffee, we've got the perfect combo of comfort, performance, and style. ❤️

No judgment if you do a little dance before you shop. We won't tell. 😊 🕺

But don't wait—this SALE ends soon, running from April 20 to May 5! 🏃 💧

Happy shopping (and dancing)!  
~The Lululemon Team





**Social Media Post:** The following image will be posted on Instagram, Facebook, TikTok, and Twitter to promote their spring sale. The caption would include sale dates, specific items, and a link to the discounted portion of the website.

**NEW COLLECTION**

**SALE**

**30% OFF**

2025 SPRING COLLECTION

**SHOP NOW**

The Lululemon logo, a blue circle containing a white stylized 'L'.



## **Section 5: Podcast Script**

**\*\*Podcast Script: Promotional Ad for Lululemon's Disney Collaboration\*\***

**\*\*[INTRO MUSIC FADES IN]\*\***

**\*\*HOST (JESS):\*\*** Hey, everyone! Welcome back to the College Vibes Podcast. I'm Jess...

**\*\*CO-HOST (SAM):\*\*** ...and I'm Sam! We're super excited to dive into something that just dropped, and trust me, you don't want to miss it!

**\*\*JESS:\*\*** That's right! If you've been living under a rock and you haven't heard about it yet, Lululemon just launched its collaboration with Disney!

**\*\*SAM:\*\*** I know, right? It's like two of our favorite worlds collided! I mean, who doesn't love Lululemon's comfy gear AND Disney's iconic characters?

**\*\*JESS:\*\*** Exactly! This collection is perfect for us college students who want to look cute while running to class or hitting the gym.

**\*\*SAM:\*\*** And let's be honest, we all need that extra motivation to get through our busy schedules. A little Disney magic can go a long way!

**\*\*JESS:\*\*** Totally! The collection features everything from leggings to sports bras, and even some adorable jackets. And the best part? Each piece showcases beloved Disney characters in such a stylish way.

**\*\*SAM:\*\*** Oh, I saw those prints! There's Mickey, Minnie, and even some classic Disney movie themes. It's like wearing a piece of nostalgia while also being super fashionable!

**\*\*JESS:\*\*** Right? Plus, Lululemon is known for its high-quality materials. So you're not just getting something cute; you're getting something that's going to last through all your college adventures.

**\*\*SAM:\*\*** And let's talk about how versatile this gear is! You can wear it to the gym, lounge around in your dorm, or even go out with friends. It's perfect for any occasion.

**\*\*JESS:\*\*** Exactly! I mean, who wouldn't want to show off their favorite Disney character while grabbing coffee on campus? It's a conversation starter for sure!

**\*\*SAM:\*\*** Plus, with the new semester coming up, it's the perfect time to refresh your wardrobe. You want to feel confident when you walk into class, and what better way than rocking some Lululemon x Disney gear?

**\*\*JESS:\*\*** And let's not forget about the community aspect. When you wear Lululemon, you're joining a community of fitness lovers and style enthusiasts.

**\*\*SAM:\*\*** And with Disney's charm, it's like you're part of a magical family! You'll be spreading good vibes everywhere you go.



**\*\*JESS:\*\*** I love that! And if you're worried about pricing, Lululemon has some great options for college students. Plus, investing in quality pieces means you won't have to replace them as often.

**\*\*SAM:\*\*** And remember, folks, this collaboration is limited edition. So if you want to snag your favorite pieces, you have to act fast!

**\*\*JESS:\*\*** Trust me, you won't want to miss out on this! So head over to [lululemon.com](https://lululemon.com) or your local store to check out the collection.

**\*\*SAM:\*\*** Grab your friends, make it a shopping trip, and find those perfect pieces together.

**\*\*JESS:\*\*** And don't forget to share your looks on social media! Tag us so we can see how you're rocking the Lululemon x Disney collaboration.

**\*\*SAM:\*\*** We want to see that Disney magic!

**\*\*JESS:\*\*** So there you have it, folks! The perfect blend of style, comfort, and a sprinkle of Disney magic. What are you waiting for?

**\*\*SAM:\*\*** Go on, unleash your inner child and embrace your college lifestyle with Lululemon's new Disney collection!

**\*\*JESS:\*\*** Thanks for tuning in, everyone! We'll catch you next time on the College Vibes Podcast!

**\*\*[OUTRO MUSIC FADES OUT]\*\***



## **Section 6: Deliverables**

### **News Release:**

FOR IMMEDIATE RELEASE

Lululemon Announces Disney Collaboration Set to Release in May 2025

Oklahoma City, Oklahoma - April 20, 2025

Lululemon, the leader in athletic apparel known for performance, quality, and style, is thrilled to announce the highly anticipated launch of its limited-edition **Lululemon x Disney Collection**, arriving May 5, 2025, both in stores and online.

This collaboration will conjoin the two iconic brands to celebrate movement, self expression, and timeless design. The collection includes reimagined Lululemon favorites—such as the *Dance Studio Pants*, *Align Leggings*, *Ribbed Nulu Long Sleeves*, and *Belt Bags*—all available in brand-new, Disney-inspired colors and prints. Whether you're flowing through a yoga class, running errands, or simply embracing your inner child, this collection blends comfort, performance, and playful style like never before.

"Partnering with Disney allowed us to explore a new level of creativity while staying true to our commitment to quality and movement," said Celeste Burgoyne, President of Americas & Global Guest Innovation at Lululemon. "The Lululemon x Disney Collection invites our guests to bring a bit of joy and imagination into their everyday wardrobe."

The Lululemon x Disney Collection will be available starting **May 5, 2025**, at all Lululemon retail locations, online at [lululemon.com](https://lululemon.com), and through the Lululemon app.

For more details and a first look at the collection, visit [lululemon.com/disney](https://lululemon.com/disney).

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**Backgrounder:**

Lululemon is an internationally recognized brand known for its innovative designs, high quality, and dedication to empowering movement through athletic apparel. With a mission to elevate individuals' quality of life, Lululemon has become a staple in the athletic world. It's especially loved by those looking to live, sweat, and connect through high-performance gear that blends function and style.

Beyond its distinguished products, including iconic leggings and performance tops, Lululemon is committed to building a strong-based community through in-store experiences, local events, and global initiatives. This allows loyal customers to grow, move, and thrive with a community-driven brand. Whether you're training, doing pilates, or embracing everyday comfort, Lululemon offers a lifestyle founded in wellness, purpose, and connection.





## Fact Sheet – For The Organization As A Whole

Lululemon Announces Disney Collaboration Set to Launch May 2025

Oklahoma City, Oklahoma – April 20, 2025

### Overview:

Collection Name: Lululemon x Disney Collection

Launch Date: May 5, 2025

Availability: In-store at all Lululemon locations, online at lululemon.com, and through the Lululemon app

### Key Features:

Products Offered: Dance Studio Pants, Align Leggings, Ribbed Nulu Long Sleeves, Belt Bags, and more

Special Details: Featuring all-new Disney-inspired colors and prints, the collection is designed to combine performance, comfort, and playful style—perfect for movement, daily wear, and effortless self-expression.

### Quote:

Partnering with Disney allowed us to explore a new level of creativity while staying true to our commitment to quality and movement. The Lululemon x Disney Collection invites our guests to bring a bit of joy and imagination into their everyday wardrobe," said Celeste Burgoyne, President of Americas & Global Guest Innovation at Lululemon.

### About Lululemon:

Headquarters: Vancouver, Canada

Known For: High-performance athletic apparel, community-focused brand experience, and premium product design

Core Values: Wellness, movement, sustainability, and innovation

Specialty: Stylish and functional activewear designed to support yoga, training, running, and everyday life

### Purchase Information:

Website: [lululemon.com/disney](https://lululemon.com/disney)

Availability: In-store, online, and via the Lululemon app starting May 5, 2025

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