



Lulu x Juju Watkins

Creative Brief

Project Name:

- Lulu with Juju

Company Background:

- Lululemon athletica inc. is an athletic apparel, footwear, and accessories brand for exercise and other activities that “elevates human potential by helping people feel their best.” Its vision is to “create transformative products and experiences that build meaningful connections, unlocking greater possibility and wellbeing for all.” The company sells a variety of products for both men and women and retains strong customer loyalty from its primary consumer base.
 - Juju Watkins is a freshman women’s basketball player who currently plays for the University of Southern California. She’s already won numerous awards and gained massive popularity in her first season and is poised to have a promising career in the sport.

Project Objective:

- Lululemon will partner with Juju Watkins, the star freshman women’s basketball player at the University of Southern California on the design and promotion of lululemon’s newest women’s basketball apparel line. Consumers will be able to order items online to try before actually purchasing in order to drive digital sales and attract more conscious consumers. This will launch on Oct.1, 2024 ahead of the upcoming 2024-2025 season.
 - Although lululemon holds strong brand value, the athleisure market is oversaturated and some of its competitors are appealing to younger consumers better than lululemon. There is an opportunity here to attract that younger demographic by partnering with Juju and taking a different, more edgier approach with this campaign rather than the minimalist aesthetic they tend to have with their brand. Gen-Zers are looking for authenticity in the companies they purchase from and want to buy into what’s currently new and trending. Lululemon has typically attracted an older crowd (especially millennials), so this apparel line and partnership will be geared towards appealing to high school and college girls. Juju is confident and creative. She has also curated her own unique aesthetic in her personal brand and is the perfect representation of lululemon’s shift with this campaign.

Campaign Goals:

- Strengthen lululemon’s brand reputation amongst Gen-Zers (high school and college students)
- Increase awareness around new women’s basketball apparel line

- Drive online sales with new purchase program

Target Audience:

- Female Gen-Zers (high school and college students) across the United States

Competitors:

- Nike, Adidas, Alo

Key Message:

- Lululemon empowers the next generation of girls to express their creativity and freedom with confidence.

Key Consumer Benefit:

- The key consumer benefit is the ability to try and experiment with items from the new line through lululemon's online program before actually purchasing.

Attitude:

- Edgy and trendy

Call to Action:

- Express your confidence and style in our new women's basketball line.

Distribution:

- The distribution of this campaign will be across paid, earned, shared, and owned media.
 - PAID:
 - Social media advertisements on Instagram, Twitter, and TikTok
 - Out-of-home advertising (bus shelters in major cities across the United States - Los Angeles, Dallas, Miami, and New York)
 - EARNED:
 - Pitch new apparel line to lifestyle and sports publications
 - SHARED:
 - Social media posts on Instagram, Twitter, and TikTok (lululemon accounts) featuring Juju Watkins leading up to the launch
 - OWNED:
 - News release about new apparel line on lululemon website
 - Infographic featured on lululemon website
 - Blog post about Juju Watkins on lululemon website

Campaign Tagline:

- 'Lulu with Juju'