

Lululemon's Brand Management

Public Relations Folio

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Scenario Description

The scenario is set up for the well-known sports brand Lululemon is planning to announce its new brand ambassador Eileen Feng Gu. The following is a brief introduction of Lululemon and Eileen for elucidating why she can be a perfect epitomizer of this brand.

● ***Brand Profile***

Established in Vancouver, Canada, Lululemon is renowned as a yoga-inspired, technical sportswear brand for both women and men. Its inaugural designs were created for women's yoga apparel. Since 1998, Lululemon's pioneering fusion of workout functionality with streetwear aesthetics has set it apart, marking significant strides in the brand's evolution.

Lululemon's mission, encapsulated in the statement "to elevate the world from mediocrity to greatness," underscores its commitment to customer well-being and community development. They prioritize values that emphasize personal growth over mere financial gain, forming the bedrock of their philosophy and fostering a profound bond with their customers (Pereira, 2023).

Utilizing the SMOT model to analyze Lululemon's environment reveals distinct strengths. Notably, it is the robust community engagement and unwavering customer loyalty (Quiroz, 2018). Lululemon's strategy of hosting free yoga classes and meditation events worldwide nurtures close-knit relationships with local communities. This exemplifies Lululemon's commitment to community-driven sustainability, motivating consumers to deepen their engagement with the company's initiatives and values. Therefore, complemented by premium, comfortable products and a consumer-centric marketing ethos, Lululemon has cultivated a loyal customer base. These patrons not only eagerly follow and purchase the latest offerings but also embrace Lululemon's philosophy of self-improvement, viewing sports participation as a means to be responsible to ourselves (Lavrence & Lozanski, 2014).

Nevertheless, Lululemon grapples with certain limitations. To be specific, it is high pricing and a relatively niche market. For example, when shopping at Lululemon, it is hard to find a pair of trousers for less than \$80 or a top for less than \$50. Meanwhile, accessories are not much cheaper than tops or bottoms. These high prices may deter some shoppers. In terms of target audience, although there are also products for men, Lululemon's main current target market can be defined as educated, middle- to high-income level, health-conscious females between the ages of 18-35 years old, which only covers about 24% of the population (Quiroz, 2018). The fancy price points may dissuade certain shoppers. In terms of the target audience, while Lululemon does offer

products for men, its primary current market focus centres on educated, health-conscious females with middle or high-income levels and primarily in the 18-35 age range. This demographic segment constitutes approximately 24% of the population (Quiroz, 2018).

Hence, Lululemon requires a comprehensive marketing mix to boost product awareness, engage its target demographic, and enhance sales and profitability. From a PR and communications perspective, Lululemon has a well-developed roster of brand ambassadors, spanning from community yoga instructors to Olympic champions. In other words, Lululemon effectively harnesses the influence of key opinion leaders alongside grassroots efforts to bolster branding development.

As Xu and He (2020) noted, Lululemon has a strong presence in the Asian market and has diligently localized its brand by fine-tuning clothing details to better suit Asian consumers. However, from a strategic marketing standpoint, Lululemon has yet to enlist renowned Asian sports figures as brand ambassadors. Hence, building upon the earlier point, I recommend that Lululemon consider inviting an Asian luminary to join its brand ambassadors list, thereby tapping into the full potential of the local market.

● ***Ambassador Introduction***

Considering Lululemon's brand philosophy and current brand ambassador, here, I'm assuming Elieen Feng Gu, a talented and driven young female athlete.

Born in 2003 to a Chinese-American family in San Francisco, Eileen Gu's journey in skiing commenced during her very early years. She embarked on her skiing journey by competing in the National Junior Freestyle Skiing Championships at just 9 years old. Her remarkable dedication and unwavering passion culminated in a triumphant moment atop the podium at the 24th Winter Olympics in Beijing when she was just 18 years old. Eileen's commitment extends beyond skiing, as she also excels in running, swimming and yoga. Her impressive achievements include becoming the youngest Asian athlete to secure the Extreme Athlete of the Year award at the highly anticipated 2023 Laureus World Sports Awards, a feat accomplished on May 8, 2023¹.

Back in 2015, only 12-year-old Eileen gained firsthand insight into gender disparities in skiing. During a school speech, she remarked:

Due to gender inequality, women frequently have fewer possibilities to participate in athletics. This stems from the belief that men are superior because of naturally stronger muscles, leading to the development of negative stereotypes surrounding female athletes.

Therefore, after her rise to fame at the Beijing Winter Olympics, Eileen continued her journey to encourage more young individuals, particularly women, to embrace their

¹ Laureus world sports awards 2023: Gu ailing wins extreme athlete of the year award, lionel messi makes history again. (2023, May). International Olympic Committee. <https://olympics.com/zh/news/2023-laureus-awards-report>

passion for sports. Through various channels like social media, public speaking, and other avenues, she has advocated for women to build an active and healthy lifestyle. Her accomplishment at the Olympics has acted as motivation, showing that women have the capacity to push their boundaries and exceed expectations.

Currently, Eileen enjoys a substantial social media following on platforms like Weibo, Instagram, and Facebook. Her personal story strongly resonates with Lululemon's brand initiatives. As a result, making her selection as the new brand ambassador is a strategic move to amplify the brand's voice, expand its market reach, and underscore Lululemon's steady commitment to women's empowerment.

Media Release

● ***Writing Guideline***

By fusing the essence of Lululemon's own brand with the charismatic presence of Eileen Gu, this media release will spotlight the empowerment of girls, inspire them to pursue their own passionate lives and promote the value of self-confidence in sports. In addition to being a wise commercial move, writing a press statement on inspiring girls displays Lululemon's commitment to gender equality.

Beyond commercial strategic objectives, crafting a media release centred on empowering girls sheds light on Lululemon's commitment to gender equality. Historically, women's participation in sports faced several quagmires, with only a handful allowed to partake in prestigious global sporting events like the Olympic

Games as recently as 1900. Consequently, the struggle for equal rights in sports has remained a focal point for feminists (Messner, 1988). Today, women's sports symbolize a genuine pursuit of parity, autonomy over their bodies, and how to define themselves, which challenges the ideological foundations of male dominance.

Hence, selecting the theme " Shatters Girls' Boundaries " not only renders the press release newsworthy and elucidates Lululemon's stance on women's concerns but also amplifies the influence of young women in the global conversation. It encourages them to shed their inhibitions, embrace challenges, and cultivate a confident, positive, and healthy lifestyle.

The content of the following media release has been written in reference to the format of articles already published on Lululemon's official website. The quotes about Eileen Gu and Calvin McDonald are fictionalised in context and are not their original words.

● ***Media Release Content (408 words) :***

Title: Lululemon Shatters Girls' Boundaries: Embracing Eileen Feng Gu as Brand Ambassador

Vancouver, British Columbia — September 17th — Lululemon Athletics Corporation (NASDAQ: LULU), Today, The leading global authority in athletic wear, Lululemon Athletics Corporation, is thrilled to unveil an exciting and powerful partnership. The organization is honoured to introduce Eileen Feng Gu, a paragon of female fortitude,

wellness, self-assurance, and athletic prowess, as its newest brand ambassador.

Lululemon has a longstanding dedication to promoting healthy, confident, and active lifestyles while prioritizing the well-being of its customers. Eileen's introduction to the ambassador team underscores the brand's unwavering commitment to empowering women globally and enhancing their well-being through fitness and wellness. It signifies that Lululemon is resolutely fulfilling its pledge to create a more equitable, sustainable, and health-focused future.

Eileen, as a representative of the new generation of global sports icons, has not only achieved excellence in her sport, but has also inspired countless young girls to bravely pursue their dreams. As an athlete in the field of skiing, Eileen has achieved extraordinary results, including the first FIS Freestyle Skiing Women's U-Course Grand Slam winner and Asia's youngest Laureus Extreme Athlete of the Year. Her journey embodies the essence of the Lululemon brand.

"In my view, Lululemon epitomizes elegance, quality, well-being, and enjoyment," remarked Eileen. "Lululemon's apparel has been essential to my training since it enhanced both my performance and comfort as an athlete. It has given me the confidence to continually strive for higher goals. I hope that young girls can draw strength from Lululemon, just as I have, to confront challenges, pursue their aspirations, and fearlessly step into the spotlight."

Calvin McDonald, CEO of Lululemon, expressed his enthusiasm, stating, "Eileen's exceptional athletic achievements, along with her unwavering positivity, courage, and innate leadership on the snow and ice, serve as a profound source of inspiration and resonate perfectly with the optimistic ethos that Lululemon has consistently championed. We are eagerly anticipating our collaboration with Eileen to motivate a larger audience, promote a genuine enthusiasm for sports, and assist people in discovering their distinct life journeys."

Beyond acknowledgement, this partnership acts as a powerful evoke to action, beckoning young women worldwide to wholeheartedly embrace the realms of physical activity, fitness, and the accompanying self-assuredness. Hand in hand, Lululemon and Eileen Feng Gu are unwaveringly dedicated to forging a worldwide alliance that cherishes the resilience, well-being, and positive lifestyles of girls everywhere.

For more information, please contact:

Lululemon Athletica Inc.

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1-604-732-6124

Media Pitch

● ***Media Channel***

Taking the goal of expanding into the Asian market as mentioned in the previous scenario description into account, this media pitch will choose to contact editor Margaret Zhang to be featured in the fashion magazine *Vogue*.

According to data from Condé Nast's official website, *Vogue* readership composition is made up of 68.64% female readers, 66% with education levels beyond a bachelor's degree, 66% with higher economic status, and 24% with certain social prominence, which is closely match Lululemon's target consumer's profile. Therefore, leveraging *Vogue* for promotion promises enhancing efficiency and a more impactful reach.

While *Vogue* is distributed in 26 countries and regions worldwide, it's crucial to note that each edition is thoughtfully localized to cater to distinct cultures and characteristics. Consequently, *Vogue* has garnered a substantial local following. By publishing in *Vogue*, Lululemon can expand its local influence and strategically solidify its global publicity strategy.

Lululemon and *Vogue* share a rich history of collaboration that encompasses various endeavours such as new product launches and corporate strategy discussions. This well-established foundation of cooperation naturally paves the way for the successful launch of this media pitch.

In keeping with our past collaborations, I propose featuring this pitch in *Vogue*'s

company section. This section serves as a repository for cutting-edge news spanning the fashion industry, finance, executive interviews, marketing, and more—perfectly aligning with the tone of our announcement regarding the latest brand ambassador.

- ***Journalist/Editor***

The media pitch decided to get in touch with Margaret Zhang, editor-in-chief of Vogue China, Taiwan, Japan, and India. Margaret, an Australian of Chinese descent, achieved the remarkable feat of becoming Vogue China's youngest editor-in-chief at just 27. Beyond her prowess in fashion, Margaret is also a highly accomplished photographer and director. In her cinematic works, one can readily discern her exploration of women and their identity.

Given Eileen Gu's collaboration with Lululemon, which profoundly echoes the brand's commitment to empowering women, our media pitch centres around the notion of transcending the constraints of femininity in the pursuit of self-fulfilment. This theme strongly resonates with Margaret's interests, making it a compelling pitch for her consideration.

- ***The Email Content (183 words)***

Subject: Empowering Women in Sports: Lululemon Welcomes Eileen Gu as Brand Ambassador

Dear Margaret,

Hope this email finds you well. I am Erin representing Lululemon, a brand devoted to promoting active living, health and empowerment. I wanted to share a captivating story that we believe will resonate with the Vogue audience and celebrate the harmonious blend of fashion and women's sportsmanship.

Lululemon will be thrilled to announce our partnership with Eileen Gu, an exceptional female athlete epitomizing strength, determination and athletic excellence. Her journey symbolizes empowerment and inspires women around the world.

Our unique women's sportswear mirrors Eileen's dedication to self-challenge and the fusion of fashion and fitness. This collaboration offers a powerful narrative on female self-discovery's strength. Partnering with Vogue, we invite you to explore this compelling story at the intersection of fashion and athletic prowess.

We would be delighted to arrange an interview with Eileen Gu or connect you with our CEO, Calvin McDonald, to discuss the significance of this partnership and our mission to empower women through fashion and fitness.

Join us in celebrating this extraordinary partnership and empowering women through fashion and movement.

Sincerely,

Lululemon Athletica Inc.

Erin Hankinson

1-604-732-6124

Speaking Notes for Media Event

- ***Media Event***

The Media event is set to be a press conference, serving as a strategic platform for organizations to shape the narrative, convey essential information, and engage with the media. This enables direct connection with the general public and important stakeholders. Through this conference, Lululemon will be able to enlighten both the media and the public about the brand's steady dedication to female consumers, its expansion plans in the Asian market, and its unchanging commitment to nurturing a community rooted in confidence, well-being, and endless potential.

The CEO Calvin McDonald will be the main spokesman at the in-person media conference, which will be hosted at Lululemon's headquarters in the United States. Other respected corporate leaders will be invited as honoured guests. Therefore, the intended audience of this media conference includes selected members of consumer advocacy groups as well as journalists from prestigious local news organizations like Vogue America, The Age, and CNN. During this occasion, the company officials will be available for an interactive dialogue with media and representatives. Moreover, via live streaming, Lululemon fans all over the world also have the capacity to actively

participate in the announcement of the corporate's latest developments.

- ***Frame Choice***

In conjunction with the theme of announcing a new brand ambassador, the speaking notes will employ the attribution frame to narrate the story. Framing is the process of deliberate selection and salience of specific elements, which guide audiences to shape their perspective of a particular event. This allows PR practitioners to deliver the intended message effectively. Hallahan (1999) figures out seven distinct frames and elucidates that the frame of attribution frame concentrates on accentuating distinct attributes of an object, event, or individual to mould perception.

Lululemon will be capable of developing a favourable brand impression among customers by leveraging attribute framing to spotlight the personal qualities of our new brand ambassador, including her courage, dedication, and growth. This strategy underscores the brand's commitment to corporate social responsibility, specifically in advancing women's development. Through this media conference, Lululemon aims to harness Eileen's attributes to positively influence consumers' perceptions of both the brand and its products, consequently boosting their inclination to make purchases.

- ***Speaking Notes Content (263 words)***

Ladies and Gentlemen,

Thank you for joining us today. As Lululemon's CEO, I'm honoured to represent our team and share important insights with you. This marks a milestone in our brand's evolution and celebrates the embodiment of our core principles.

First, I want to express heartfelt gratitude to our partners, ardent consumers, and dedicated staff. Your unwavering support drives Lululemon's journey toward mindfulness, health, and active living.

Now, let me introduce an extraordinary person, Eileen Gu, as our new brand ambassador. Eileen embodies everything that we cherish: strength, resilience, confidence, and an unwavering dedication to breaking barriers. Her impressive list of achievements reads like a saga of perseverance and victory. From her conquests in the realm of sports to the inspiration she imparts to countless others, her journey is nothing short of awe-inspiring. She transcends the realm of mere athleticism; she is a symbol of empowerment, particularly for women and girls worldwide.

Eileen's values are perfectly in harmony with Lululemon's mission since we share a common belief in empowering through fitness and well-being. Her passion mirrors our commitment to comfortable athletic apparel for a fulfilling life.

This partnership transcends a mere endorsement of athletic wear; together, Lululemon and Eileen are joining forces to inspire people worldwide, encouraging them to embrace

their inner strength, confidence, and passions. We're not just celebrating sportsmanship; we're celebrating the untapped potential within each of us.

Eventually, I invite all of you to join Eileen on this extraordinary journey, redefining limitless living. Thank you for your support as we work toward a world of greater health, confidence, and strength.

Social media posts

Media platform 1: Facebook

- ***Platform choice***

First and foremost, Facebook is exceptional because of its vast traffic pool. Facebook surpassed all other social media platforms in terms of global subscribers in July 2020, according to Statista, with more than 2.6 billion users (Cherepakhin, 2018). In addition, the main audience profile of Facebook also resonates with Lululemon's target audience. Hence, utilizing Facebook to share this media piece on the partnership with Eileen Gu can raise awareness among a wide spectrum of potential customers. Via this media content, they can acknowledge the commitment of the brand to a healthy lifestyle and support female self-actualization.

Furthermore, Facebook's precision targeting stands as a pivotal attribute. The platform's transparent fan structure enables companies to discern the best audience members for effective message delivery. According to Cherepakhin (2018), Facebook classifies its

audience into four distinct categories: fans (the account followers), friends of fans (individuals connected to followers), behaviours/interests (those aligned with a company's intended demographic), and remarketing (visitors to the account). Armed with this data, Lululemon can finely tune its social media posts, directing them towards individuals aged 18-35, interested in fitness, yoga, women's topics, and those with an existing or budding interest in Eileen Gu and Lululemon.

By amalgamating the fundamental tenets of this media promotion with the unique attributes of the new brand ambassador, Lululemon has the opportunity to craft a compelling narrative under the banner of #SheForHer. This initiative is designed to underscore Eileen's relentless pursuit of gender equality. Simultaneously, it fosters greater engagement among Facebook users, inviting them to actively participate in discussions centred around women's empowerment. In doing so, it can not only stimulate meaningful dialogues but also emphasize Lululemon's steadfast commitment to addressing gender-related concerns.

● ***Text Content (98 words) :***

This endeavour is more than mere pursuit of medals or record-breaking achievements. For our latest ambassador, Eileen Feng Gu, a physical workout serves as an open invitation to exceed boundaries – to run faster, stand taller, and empower women with newfound vigour. Eileen is not just a champion but also a mentor and trailblazer on the athletic field. Her fervour for empowering young women to explore their fullest

potential and encouraging them to embrace novel, challenging experiences is truly inspiring. Join us at #SheForHer, where Eileen emboldens the next generation of athletes to recognize their self-worth through athletic excellence! 🙌

#GirlPower #EileenxFengGu #Lululemon

- ***Video Content :***

This video will span approximately 20 seconds, skillfully edited to showcase Eileen in diverse scenes, donning various Lululemon sportswear pieces tailored to different sporting activities. These graphics will be accompanied by an invigorating background soundtrack which injects an exciting and engaging vibe that mirrors the confidence and exuberance epitomized by Eileen in her athletic pursuits.

Media Platform 2: Instagram

- ***Platform choice :***

According to Statista, Instagram has 2 billion users per month, and 63% of U.S. users visit the social platform daily. Concurrently, Instagram, with its emphasis on millennials, aids in amplifying Lululemon's brand voice and creating a positive, active brand image. Additionally, Instagram is better suited to the features of this campaign due to its emphasis on narrative as the primary content generator. The engaging narrative may inspire the target audience to seek self-worth and interest in fitness with the use of visual elements, thereby raising awareness of the Lululemon brand in the process.

- ***Text Content (61 words) :***

The story of Eileen's journey is representative of the experiences of numerous daring and self-assured girls throughout the world, who boldly venture beyond their comfort zones to embrace continuous challenges. It is with great thrill that we welcome Eileen Feng Gu (@eileengu) into the Lululemon family, as she joins us in championing the intrinsic strength of women and promoting their well-being! 🍊

#EmpowerGirls #LululemonPartner#eileengu

- ***Video Content :***

It will be a one-minute video in which Eileen shares her personal journey and emphasizes how fitness has boosted her self-esteem and instilled the joy of embracing challenges. This gripping story will vividly illustrate the positive effects that exercise has on her life. In addition, accompanied by upbeat music, this film will serve as a motivational call to action, inspiring a wider audience to engage in sports and fitness endeavours. It will also encourage individuals to continually challenge themselves, surmount their limitations, and experience the gratification of personal achievement.

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