

## ***Creative Brief***

### **DESCRIPTION:**

Lululemon is launching a new apparel line for women's basketball and using ambassadors to promote the launch.

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### **Why do this project?**

Known mainly for its high-quality yoga, running, and training apparel, lululemon recognizes the growing interest in women's sports and aims to cater to this market. With its latest apparel launch and the signing of well-known brand ambassadors, lululemon intends to showcase its versatility and adaptability in the athletic world and provide a fresh and exciting new look for women's basketball enthusiasts.

### **What problem are you trying to solve and/or opportunity are you trying to capitalize on?**

Lululemon aims to become the preferred choice of the growing number of women's basketball enthusiasts who buy basketball apparel. Currently, most of these enthusiasts purchase their apparel from the more "popular" and "typical" brands they are familiar with, and only a limited number of brands offer high-quality women's basketball apparel. However, with Lululemon, their apparel options will increase, and they can explore other competitors in the market. Lululemon wants to be more than just a yoga and running brand; the company is committed to listening to the market and using game-changing athletes to grow the brand. Using game changers such as Watkins and O'Neal as ambassadors helps build trust and credibility and should elevate Lululemon's platform to this critical audience.

**Whom are you trying to influence?**

The primary target audience that lululemon must focus on is women's basketball enthusiasts, particularly those in high school and college. Women's basketball enthusiasts are an essential target - some may not be aware of the brand, and they may have established loyalties to other athletic wear companies that have been in the basketball industry for longer. Lululemon is also trying to encourage fans of Bueckers, Watkins, O'Neal, and Chavez to purchase the new apparel and consider lululemon as a brand of choice.

**What is the one primary message you want to send?**

Support and elevate women's sports. Brands like lululemon are creating more opportunities for female athletes by showcasing their apparel and providing a platform.

**What platform or channel will you use to deliver this message?**

This ad campaign will mainly appear on lululemon and the ambassador's social media channels. It will also appear in OOH bus ads and billboards around the cities where the ambassadors play. The ambassadors' ads will also be in lululemon stores and fashion and athletic magazines. There will also be multimedia video ads distributed through streaming platforms and TV spots.

**Why should the primary audience care?**

Women's basketball enthusiasts - particularly those in high school and college - should care because Lululemon is committed to its core value of listening to its customers' voices and meeting their needs. They want to focus the conversation on promoting women's sports and athletes by including their needs and preferences with the launch. They are committed to continuing to elevate the sport and community moving forward. Lululemon aims to make women

look and feel great and ensure they have a say in the products they buy, including women's basketball apparel.

**What's in it for them? How will they benefit from what you have to say?**

With this launch's success, Lululemon hopes there will be an official partnership with a WNBA team. This launch may also challenge lululemon to go beyond apparel and expand into other equipment for women's basketball, such as shoes, and potentially be an official sponsor of the ambassador's college team.

**What primary action do you want the target audience to take?**

To spread the word about the launch of lululemon's new apparel, it is essential to have the ambassadors share the news on their respective platforms. With the upcoming season, there will be a lot of hype, and the launch must be part of the conversation and stand out.

**What's preventing the target audience from taking this action today?**

Cost may be the biggest issue in ensuring that high schoolers and college students can purchase new apparel. Unfortunately, lululemon is in the higher range, as the average cost of leggings and/or sweatpants would cost anywhere from \$86 to \$95, which may be less affordable.

**When is the ideal period to drive behavioral change?**

The 2024 – 2025 women's basketball season.

**Tagline:**

- Ball in style