



TAYLOR HOLLANDS

APRIL 2024

Alo Yoga Brooke Schofield

X

MARKETING PLAN

PRINCIPLES OF MARKETINGS
Professor Myers

TAYLOR HOLLANDS

MKTG 3010-004
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THE PRODUCTS

A limited collaboration line and marketing campaign with Alo and Brooke has been a floating hope and conspiracy amongst her supporters for the past year and a half. The collaboration athleisure collection would consist of **8** individual pieces inspired by Schofield's personal brand, and "**clean girl**" aesthetic.

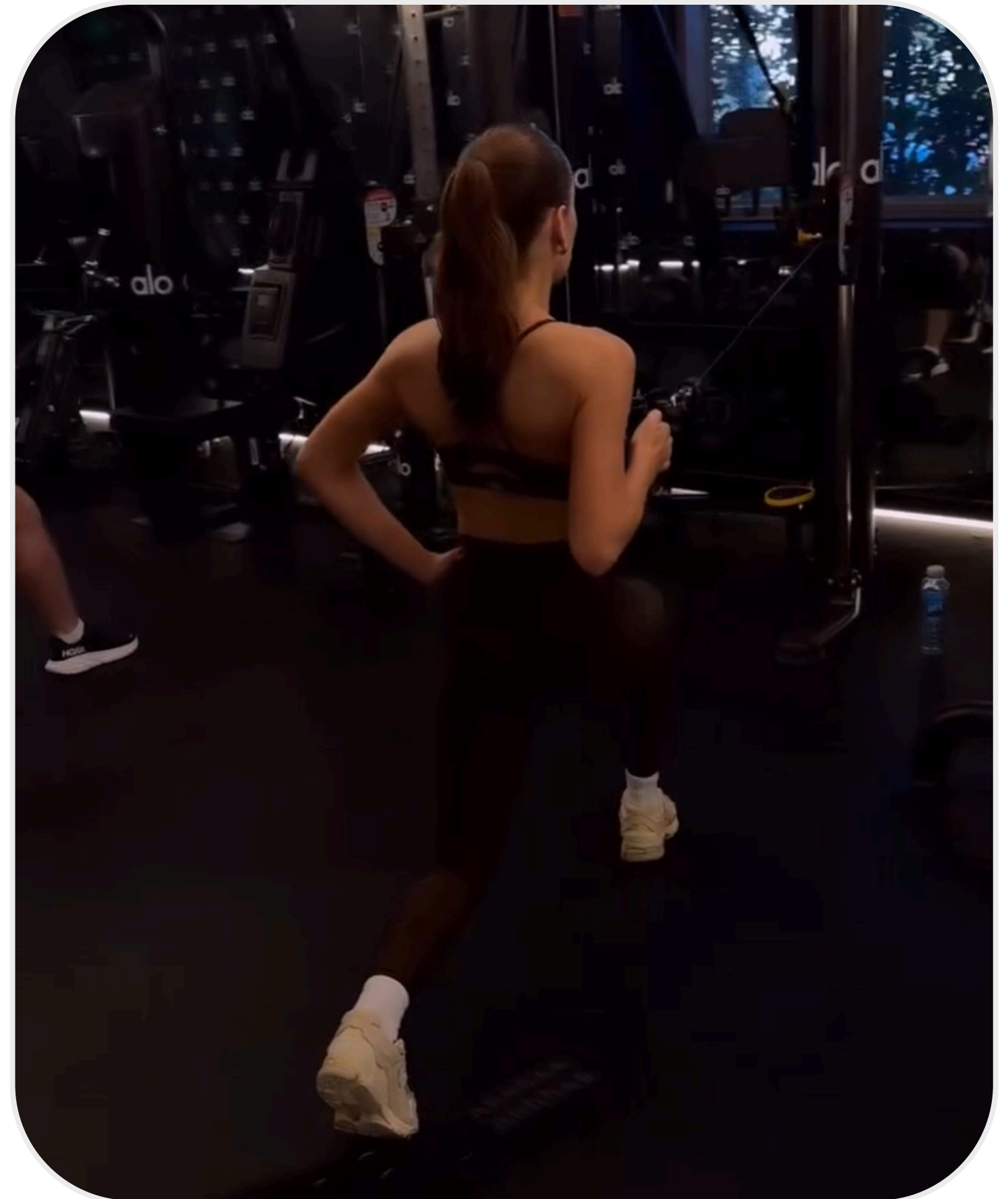
THE PRODUCTS

Schofield is regularly seen sporting ALO, and is currently produces **UGC (User Generated Content)** for the brand and their studios.



UGC from Schofield's Instagram Highlight Series at ALO.

Brooke in ALO set on Canceled Podcast.



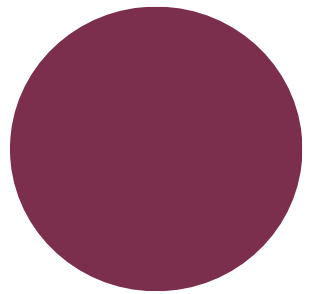
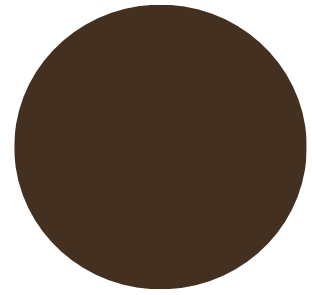
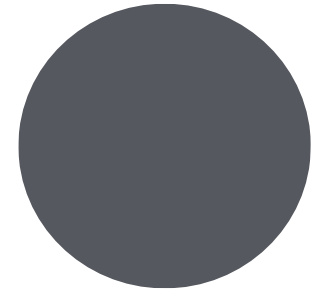


The collection would center *pilates* gear and matching sets, to align with Schofield's content and most worn pieces.

THREE different legging, short, and flare variations.

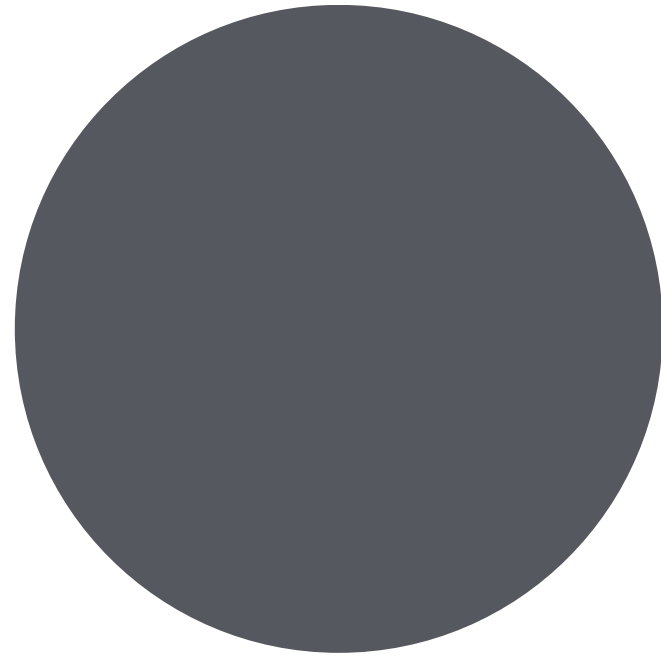


THREE different tank, long sleeve, and sports bra variations that **mix and match** the other pieces to create *matching sets*.



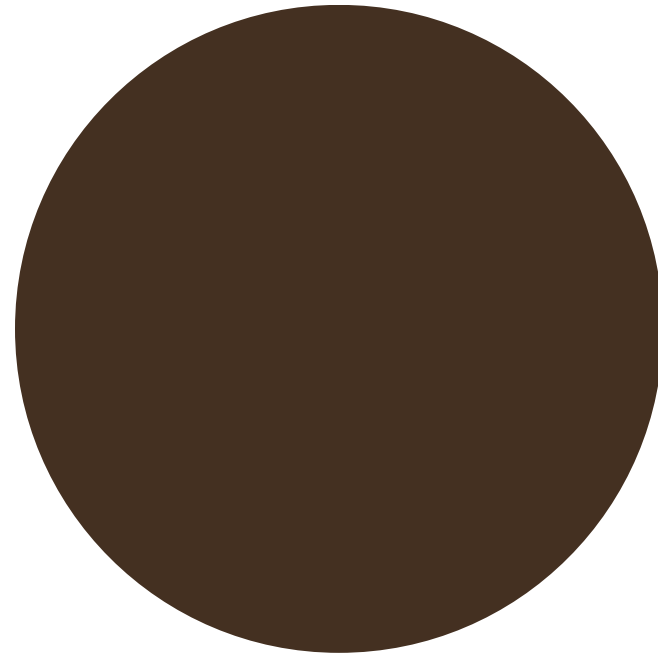
Matching oversized
hoodie and sweat pant
set that will be available in
all thee colors (**sold as
separate pieces**).

Color-ways would be inspired by various factors within Schofield's personal brand.



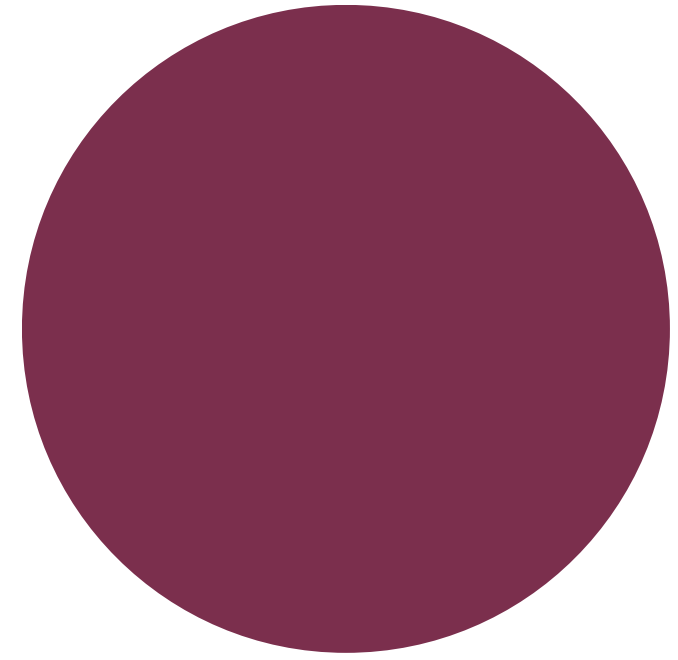
Murphy

Brooke's grey kitty Murphy is a HUGE part of her social media presence and brand.



DC

Brooke's first viral podcast and recent relationship headlines are referred to by her following as DC due to story's location



Marianne

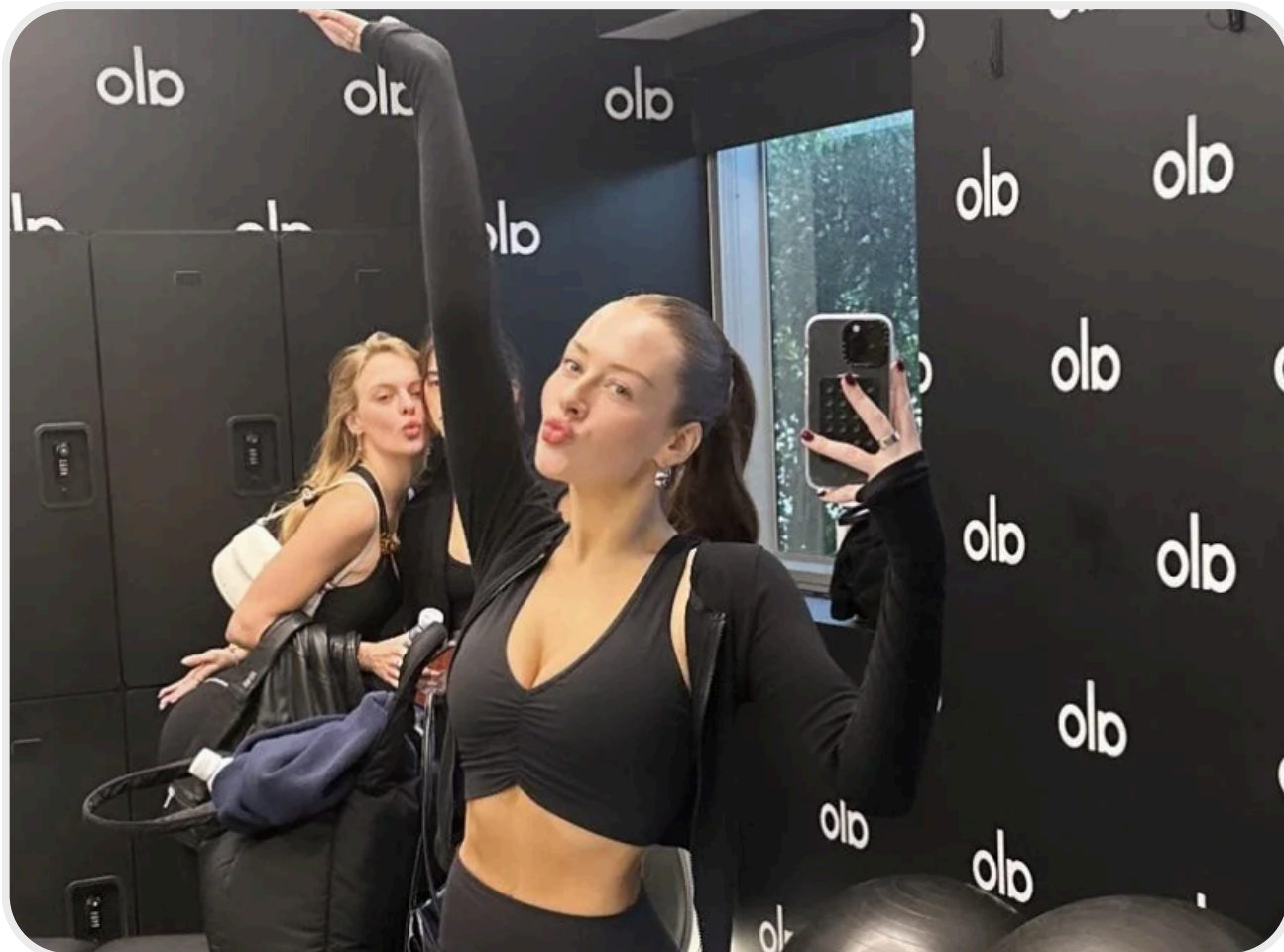
The name of the little girl Brooke sponsors in the Philippines that was mentioned in a viral episode of her podcast.

All products will be made available in **seven size variations**, as standard of ALO's sizing.

- **xxs-2xl**
-

Pricing will range **\$74 - \$150**, as standard of ALO's pricing of similar products.

BRANDING



Buyer Persona

Social Media Campaign Buzzwords
that identify the brand.

clean girl

Trend Setter

Fitness Era

Influencer

Girl Blogger

Pilates Era

alo x BROOKE SCHOFIELD

ALO does not alter their logo and branding for collaborations, as they stay extremely consistent.

They took a similar branding approach in their collaboration with Beats by Dre.



alo moves

alo

alo

alo

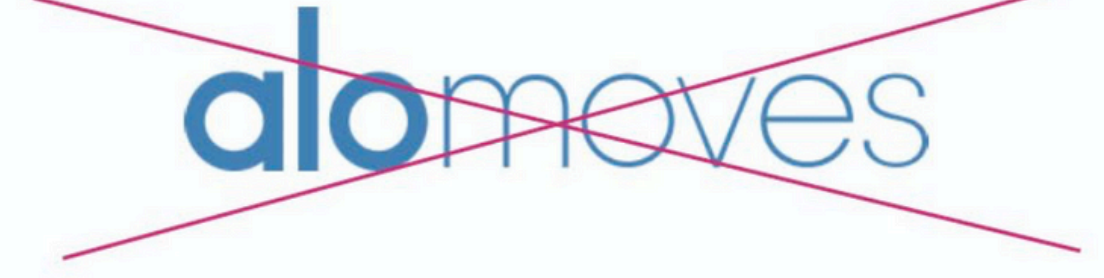
Logo usages deemed
acceptable by the
brand.



Do not contain in a shape or
stack multiple logos



Do not add shadows, special
effects, or outlines



Do not recolor, add gradients,
or multi-color



Do not skew, rotate, stretch, or
change orientation



Do not add reflections or
duplicate logos



Do not add borders, containers,
or special art

Logo usages deemed
unacceptable by the brand.

TARGET AUDIENCES

- **YOUNG FASHION-FORWARD FITNESS ENTHUSIASTS**

This group includes individuals primarily in their late teens to early 30s who are deeply interested in fitness and fashion. They seek apparel that is both stylish and functional, embodying the luxury and versatility of Alo Yoga while resonating with Brooke Schofield's "clean girl" aesthetic and fashion-forward online presence.

- **MINDFULNESS AND WELLNESS ADVOCATES**

People who are engaged in practices like yoga, meditation, and holistic health. They appreciate Alo's dedication to promoting mindful movement and its eco-friendly products. This audience values brand missions that align with personal wellness and environmental sustainability, qualities that can be effectively highlighted in a collaboration with Brooke Schofield, known for her engaging and uplifting content.

- **SOCIAL MEDIA-SAVVY CONSUMERS**

These are active users of platforms like Instagram and TikTok, where Brooke has established a significant presence. They are typically influencers or followers of influencers who keep up with trends set by social media personalities. They would be attracted to the collaboration for its trendsetting potential and the social proof provided by Brooke's endorsement.

CULTURAL ASPECTS

- **Trend-Setting and Fashion-Forward Design:** The collection embraces the "clean girl" aesthetic Brooke is known for, characterized by minimalistic, sleek designs with neutral colors that can easily transition from workout gear to casual streetwear. This resonates with current fashion trends that favor comfort, style, and functionality.
- **Inclusivity and Accessibility:** Emphasizing inclusivity in sizing, style, and functionality would cater to a broad demographic, reflecting a cultural shift towards embracing diverse body types and backgrounds in fashion and fitness.
- **Mindfulness and Self-Care:** Alo Yoga is recognized for its commitment to promoting mindfulness and wellness. Integrating this philosophy, the collection could include items that not only enhance physical activity but also encourage a mindful approach to fitness and everyday life, such as calming color palettes or integrated affirmations in the designs.
- **Digital and Viral Marketing:** Given Brooke's background as a social media influencer, the collection would naturally incorporate elements that are visually appealing and likely to perform well on platforms like Instagram and TikTok. This includes opportunity photogenic designs and interactive elements linking to exclusive digital content.

OBJECTIVES, STRATEGIES, & TACTICS

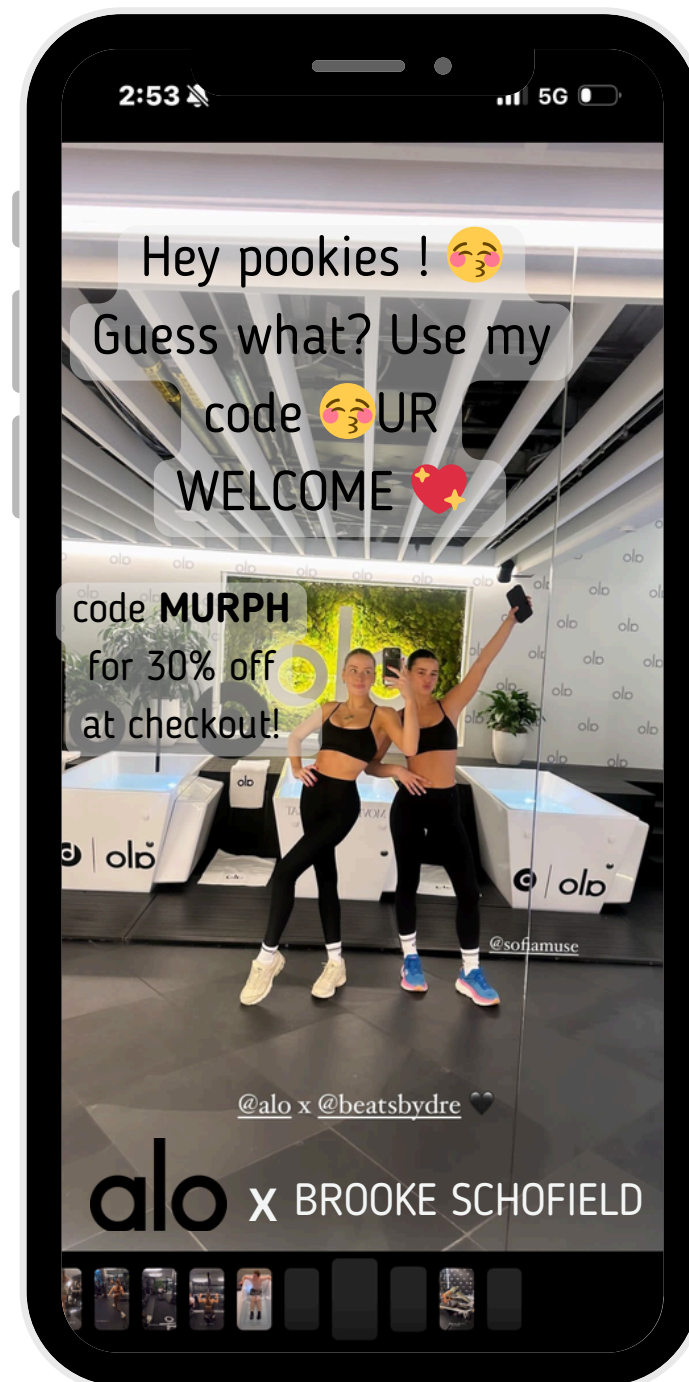


GOAL 1: ENHANCE BRAND ENGAGEMENT AND LOYALTY

Tactics

- **Interactive Challenges:** Launch a series of social media challenges or contests where participants create and share content wearing the collection. For example, followers could be encouraged to post their own workouts or mindfulness routines featuring the new apparel a-kin to Brooke's current content of ALO, using a campaign-specific hashtag.
- **Exclusive Content Series:** Develop a special edition of Brooke's Instagram highlight series where she trains in different pieces of the new collection alongside various Alo influencers. This series could include behind-the-scenes content, styling tips, and discussions about the inspiration behind the collection.

OBJECTIVES, STRATEGIES, & TACTICS



GOAL 2: DRIVE SALES THROUGH INFLUENCER AND CELEBRITY ENDORSEMENTS

Tactics

- **Collaborative Promotions:** Partner with other influencers and celebrities who align with the brand's values to wear and promote the collection. This could be coordinated through joint workout sessions broadcasted live or through pre-recorded sessions that emphasize the functionality and style of the wear.
- **Limited-Time Offers:** Introduce limited-time discount codes or promotional bundles that are exclusively shared by Brooke and other selected influencers. This creates a sense of urgency and exclusivity, encouraging quick purchases.

OBJECTIVES, STRATEGIES, & TACTICS

GOAL 3: POSITION THE COLLECTION AS A MUST-HAVE FOR FASHION AND FITNESS ENTHUSIASTS

Tactics

- **Lookbook and Style Guides:** Produce a digital lookbook that features Brooke and other influencers modeling the collection in various settings, from yoga sessions to casual outings. Accompany this with style guides on how to mix and match the collection with everyday wardrobe items.
 - **Pop-Up Events:** Organize pop-up events at Alo stores or at popular fitness centers where customers can experience the collection firsthand. These events could feature mini fitness classes, Q&A sessions with Brooke, and opportunities to shop the collection with exclusive in-store promotions.
-

MARKETING

MIX

This streamlined marketing mix targets effective product positioning, strategic pricing, accessible distribution, and dynamic promotional efforts.

4PS	CLASS	
PRODUCT	<ul style="list-style-type: none">Collection: An 8-piece line blending Brooke's style with Alo Yoga's high-performance activewear, focusing on quality and sustainability.	
PRICE	<ul style="list-style-type: none">Pricing Strategy: Prices range from \$75 to \$150, reflecting the premium quality and brand value, with occasional promotional discounts to attract early buyers.	
PLACE	<ul style="list-style-type: none">Distribution Channels: The collection will be sold online through Alo Yoga's website and Brooke's social media platforms, as well as in select Alo Yoga retail stores.	
PROMOTION	<ul style="list-style-type: none">Marketing Activities: Utilize digital marketing, influencer collaborations, and exclusive launch events to generate buzz and drive sales.	

STRENGTHS

1. **Strong Brand Identities:** Both Brooke Schofield and Alo Yoga have robust brand presences. Brooke's engaging content and strong follower base, combined with Alo's reputation for high-quality, fashionable activewear, create a powerful synergy.
2. **Influencer and Celebrity Endorsements:** Utilizing Brooke and potentially other influencers can amplify reach and credibility, driving higher engagement and consumer trust.
3. **Focused Product Line:** The 8-piece collection allows for concentrated marketing efforts and could enhance brand recall and product desirability among consumers.



WEAKNESSES

1. **High Marketing Spend:** The \$10 million marketing investment is substantial, which could be risky if the collection does not perform as expected.
2. **Market Saturation:** The activewear market is highly competitive, with many established brands offering similar products. Differentiating this collection could be challenging.
3. **Dependency on Digital Campaigns:** While digital marketing is cost-effective and wide-reaching, over-reliance on this medium could overlook potential customers who respond better to traditional advertising.



OPPORTUNITIES

1. **Growing Market for Athleisure:** The trend for comfortable, stylish, and functional wear continues to grow, especially in the context of remote work and increased health consciousness post-pandemic.
2. **Global Expansion:** Leveraging digital platforms can allow the brand to reach international markets more easily, broadening the customer base.
3. **Sustainability and Wellness Trends:** Capitalizing on the increasing consumer interest in sustainability and wellness could differentiate the collection in a crowded market.

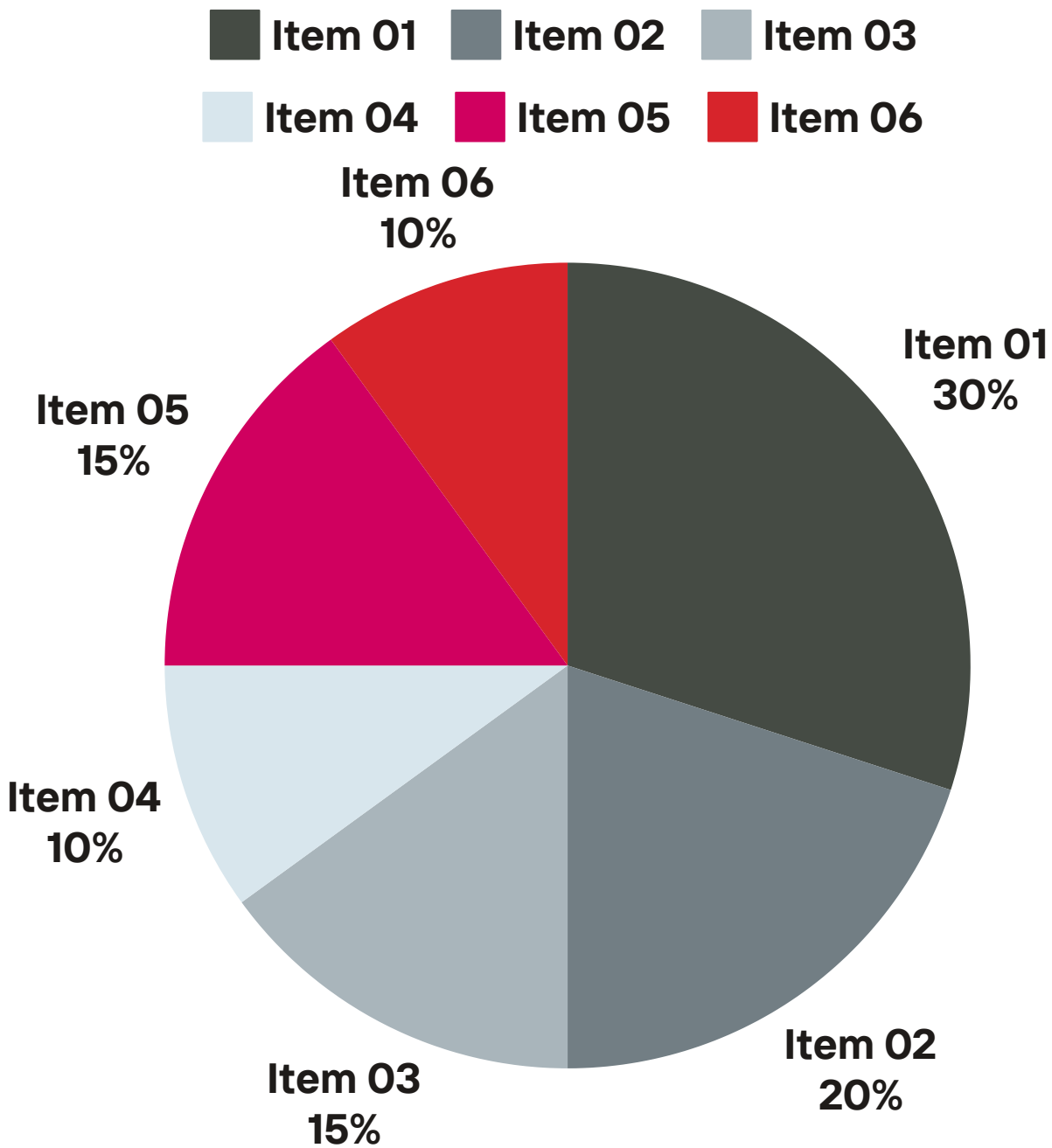


THREATS

1. **Economic Downturns:** Changes in economic conditions could affect consumer spending, particularly in the higher-priced fashion segment.
2. **Changes in Consumer Preferences:** Quick shifts in fashion trends or influencer credibility can impact the expected sales performance.
3. **Competitor Actions:** Competitors might launch similar collaborations or ramp up marketing efforts in response, which could saturate the market and dilute the impact of this campaign.



BUDGET



Item 01: Digital Marketing and Social Media Campaigns - 30 mm

Item 02: Event Marketing - 2 mm

Item 03: Public Relations & Media Buying - 1.5 mm

Item 04: Sales Promotions and Discounts - 1mm

Item 05: Sales Promotions and Discounts - 1.5mm

Item 06: Market Research and Customer Feedback - 1mm

FINANCIAL ANALYSIS



Items 01-03

Item 01: Content Creation: Funds for producing high-quality photos, videos, and other multimedia for social platforms.
Advertising: Paid social media ads, search engine marketing, and retargeting ads. nInfluencer
Collaborations: Compensation for Brooke Schofield and other influencers to promote the collection

Item 02: Pop-Up Events: Costs associated with setting up pop-up shops, including rentals, decor, and staffing.
Launch Event: A high-profile launch event featuring Brooke, influencers, and media coverage.
Local Events: Smaller events in key markets to engage local communities and drive direct sales.

Item 03: Press Releases and Media Kits: Creating and distributing press materials to various media outlets.
Media Buying: Purchasing spaces in relevant fashion and lifestyle magazines, as well as online publications.
Public Relations Firm: Hiring a PR firm to manage media relations and secure coverage in national and international outlets.

FINANCIAL ANALYSIS



Items 01-03

Item 04:
Promotional Discounts: Initial launch promotions to incentivize purchases.
Loyalty Rewards: Integrating rewards for repeat customers to build loyalty.
Flash Sales: Limited-time offers to boost sales during low peak times.

Item 05:
Sampling and Prototyping: Costs associated with creating multiple rounds of samples for perfection.
Quality Control: Ensuring the products meet the standards expected by both Brooke and Alo Yoga.
Packaging and Presentation: Designing premium packaging that reflects the luxury aspect of the brand.

Item 06:
Consumer Surveys and Focus Groups: Gathering and analyzing customer feedback before and after launch.
Market Analysis: Research to continuously adapt and respond to market trends and consumer preferences.

ROI

To calculate the potential positive Return on Investment (ROI) for the Brooke Schofield and Alo Yoga collaboration, we'll first estimate how many units need to be sold to break even and then project potential profits and ROI based on various selling price scenarios.

Assumptions:

- Cost per item: \$15
- Selling price per item: varies between \$75 and \$150
- Marketing investment: \$10 million

Calculations:

1. Break-even point: Determine how many units need to be sold to cover the marketing investment and the cost of goods sold (COGS).
2. Profit and ROI: Calculate the profit after covering the initial costs and then the ROI based on these profits.

ROI

To calculate the potential positive Return on Investment (ROI) for the Brooke Schofield and Alo Yoga collaboration, we'll first estimate how many units need to be sold to break even and then project potential profits and ROI based on various selling price scenarios.

Scenarios:

- Low-end price scenario: Each item is sold at \$75.
- High-end price scenario: Each item is sold at \$150.

Let's perform these calculations for both scenarios.

Here are the results based on the calculations...

Break-even Analysis:

- Low-end price scenario (\$75 per item):
 - Break-even point: Approximately 166,667 units need to be sold to cover the \$10 million marketing investment.
- High-end price scenario (\$150 per item):
 - Break-even point: Approximately 74,074 units need to be sold.

ROI

These figures suggest that with a realistic increase in sales volume beyond the break-even point, both pricing scenarios can yield a significant ROI of around 50%. This highlights a strong potential return on the \$10 million marketing investment, assuming the collection captures the target audience's interest effectively.

Assuming a sales volume of 1.5 times the break-even point to evaluate potential success:

- **Low-end price scenario:**
 - Units sold: 250,000
 - Total revenue: \$18.75 million
 - Profit: \$5 million
 - ROI: 50%
- **High-end price scenario:**
 - Units sold: 111,111
 - Total revenue: \$16.67 million
 - Profit: Approximately \$5 million
 - ROI: Approximately 50%

SOURCES

PLorincz, N. (2023, April 13). Alo Yoga marketing strategy: How they scaled to \$247m in revenue. OptiMonk. <https://www.optimonk.com/aloyoga-marketing-strategy/#>

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