



FREEROAMERS



# THE VISION

**71% of Americans consider working out to be inconvenient.**

**When asked what it would take to get individuals to exercise more, the top solutions were workouts to do at home (45%), cheaper alternatives to the gym (28%), or classes with friends/colleagues (28%).**

**Thus, we propose a new line of exercise equipment: Lululemon FreeRoamers.**

**Lululemon FreeRoamers provide female customers a convenient way to exercise and track calories burned. These rollerblades can be used at home, are cheaper than a gym membership, and are a fun way to spend time with friends while prioritizing health.**

**With no current competitors in the bluetooth-tracking rollerblade industry, Lululemon has the opportunity to be the first to break into this market and increase revenue.**



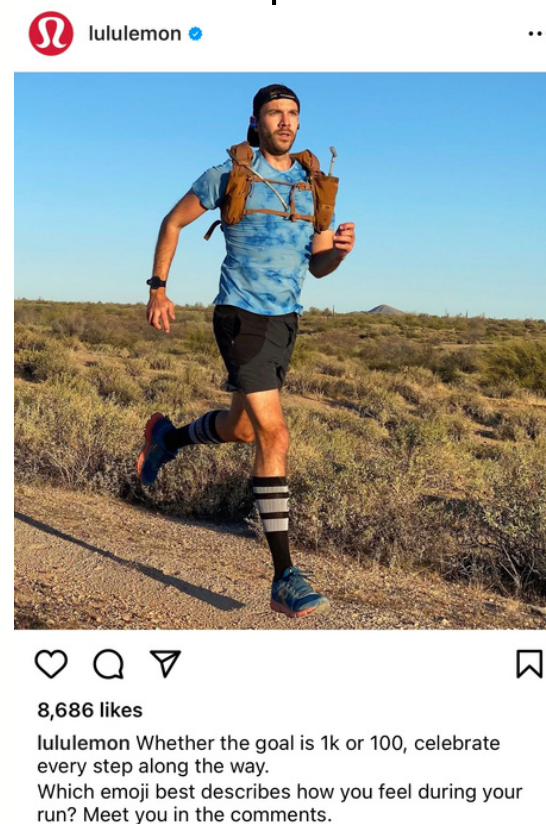
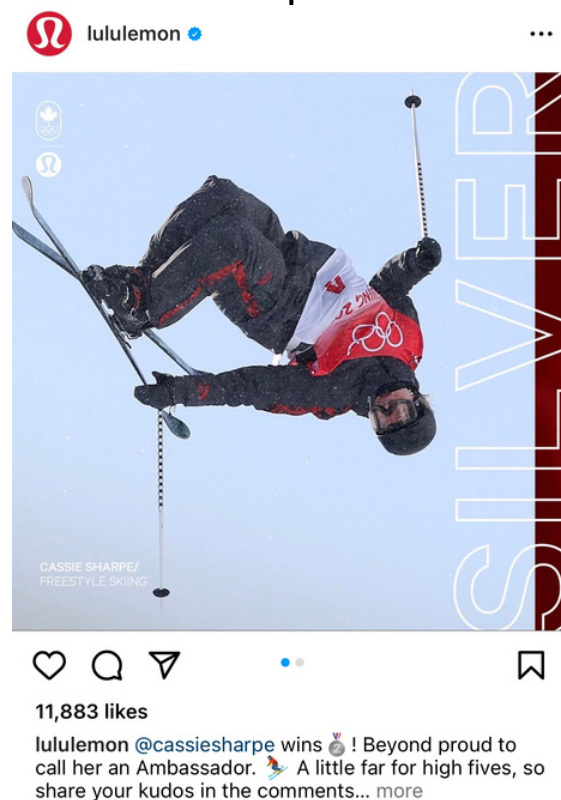


# LULULEMON CURRENT MARKET

## Current Market:

Men and women in the upper-middle class, between the ages of 18 and 35, who understand the significance of maintaining an active and healthy lifestyle. While Lululemon is a worldwide company, North America makes up for 85% of sales, with the United States being the largest market.

**Individuals who seek to maintain an active and healthy lifestyle**





# LULULEMON TARGET MARKET

## Target Segment: **Young Adults**

- Lululemon's largest customer group are those who shop the women's range, representing 67% of 2021 net revenue.
- According to recent studies, adult women exercise more than men.
- Sixty-one percent of women in the U.S. workout/play sports because it is a way to make and/or spend time with friends.
- Fifty-five percent of rollerbladers are women.
- Female rollerblades come with: extra padding, are smaller in size due to women having a narrower foot, have a different frame and smaller wheel size.



### Geographics

- United States
- West Coast and Mountain West states
- Mediterranean-like climate with warm, dry summers and mild, wet winters



### Demographics

- Ages 14-35
- Women
- Upper-middle class
- Single
- Newlywed
- Mothers



### Psychographics

- Social & active lifestyle
- Values community & wellness
- Social media enthusiast
- Interested in health data/statistics
- Quality > Quantity



# CUSTOMER PROFILES



## Meet Haley



Haley is a 22-year-old college student studying at the University of California, Los Angeles (UCLA) majoring in fashion marketing. She is a member of Alpha Phi Women's Fraternity and holds the position of VP of Marketing. She recently started working at the upscale, lifestyle apparel company Aritzia. In her free time, Haley loves to travel, go on daily walks with her roommates, try new coffee shops and capture memories with her sorority sisters on Instagram. Haley is headstrong, hardworking, loyal, bubbly and creative. Because she is a working college student, Haley is willing to pay more for quality products.

## Meet Brooklyn



Brooklyn is a 31-year-old single mom and freelance photographer living in Salt Lake City, UT. She has a two-year-old son named Rome who is her pride & joy and best friend. Outside of her typical "mom duties" and photography projects, Brooklyn works as a social media influencer--focusing on fashion and interior design. Brooklyn loves the outdoors, spending time with friends and family, and watching reality TV with her girlfriends.

Brooklyn's friends and family would describe her as compassionate, adventurous, dedicated and family-oriented. With such a busy schedule, finding time to maintain a healthy lifestyle and be with her loved ones is a top priority.





## OUR UNIQUE PROPOSITION

The new **Lululemon FreeRoamers** provide female customers with a fun, convenient, and unconventional way to exercise. This product allows users to spend time with friends and prioritize their health at a cheaper price than purchasing equipment and/or monthly gym memberships. Unlike standard rollerblades, the **Lululemon FreeRoamers** come complete with Bluetooth technology that tracks workout data and offers users the ability to participate in structured workouts, view calories burned, and join an inclusive community.





# PRODUCT

## The Classic FreeRoamer

### Features

- Waterproof rollerblades, available in women's U.S. sizes.
- Each rollerblade is equipped with Bluetooth technology that has the ability to connect to a cellular device.
- Balanced, sleek design, currently sold in six colors.
- Padded comfort performance liners and a secure closure system to ensure a snug/secure fit that make these skates ideal for casual and novice skaters.
- Durable shells and high cuffs to add support and make learning to skate easier.

### Benefits

- Bluetooth capabilities that tracks workout data such as calories burned.
- Offers users the ability to participate in structured workouts (both live and pre-recorded), thus granting them access to join an inclusive community.



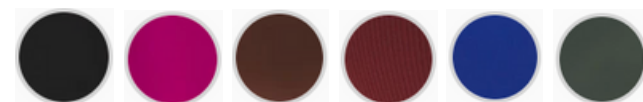
**Bluetooth Sensor**





## HOW DO FREEROAMERS FIT INTO THE PRODUCT MIX?

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## Fitness accessories

## Exercise equipment





# COMPETITOR PRICING

Similarly to FreeRoamers, the various rollerblading products offered by competitors include features like a supportive shell to ensure safety and a padded liner to provide comfort. However, these competitors lack the Bluetooth-tracking technology, structured workout capabilities, and sleek design that our product offers.



Impala Lightspeed Inline Skate - Teal Dreams

\$149.95



Rollerblade RB 110 3WD Inline Skates

\$259.99



Rollerblade  
Macroblade 90W Inline Skates - Women's

\$219.00



Story Speed Max Inline Skates

\$159.95

\*AVERAGE PRICE PER PAIR OF WOMEN'S ROLLERBLADES OFFERED BY OUR COMPETITORS\*



**PRICE \$ 298**

**This price was determined using value-based pricing, an estimation of the cost to manufacture a rollerblade with Bluetooth technology, and a comparison to the pricing of: competitor's standard rollerblades, other Lululemon products, and other calorie-tracking workout options (i.e. orange theory or peloton).**

## **VALUE-BASED PRICING**

FreeRoamers are priced based on the value that customers gain from using the product.

Lululemon prides itself on good quality, comfortable, and dependable products that are sold under their luxury brand name.

Due to the included Bluetooth technology that can track workout progress, FreeRoamers have a higher perceived value, thus will be priced higher than competitor brands.





# PLACE

## PRIMARY DISTRIBUTION SYSTEMS

- 01** Company-operated brick and mortar stores
- 02** Direct-to-consumer (website, mobile app, in-store devices)

## OTHER DISTRIBUTION CHANNELS

- Outlets and warehouse sales
- Temporary locations (ie. pop up)
- Conduct business through MIRROR
- Wholesale accounts (i.e. health clubs, yoga studios, fitness centers)
- License and supply arrangements

## DISTRIBUTION STRATEGY

### Pull Strategy

Stimulate consumers to buy more through the use of advertising and consumer promotions.

### Intensive Distribution

Lulu FreeRoamers will be available in every reasonable outlet.





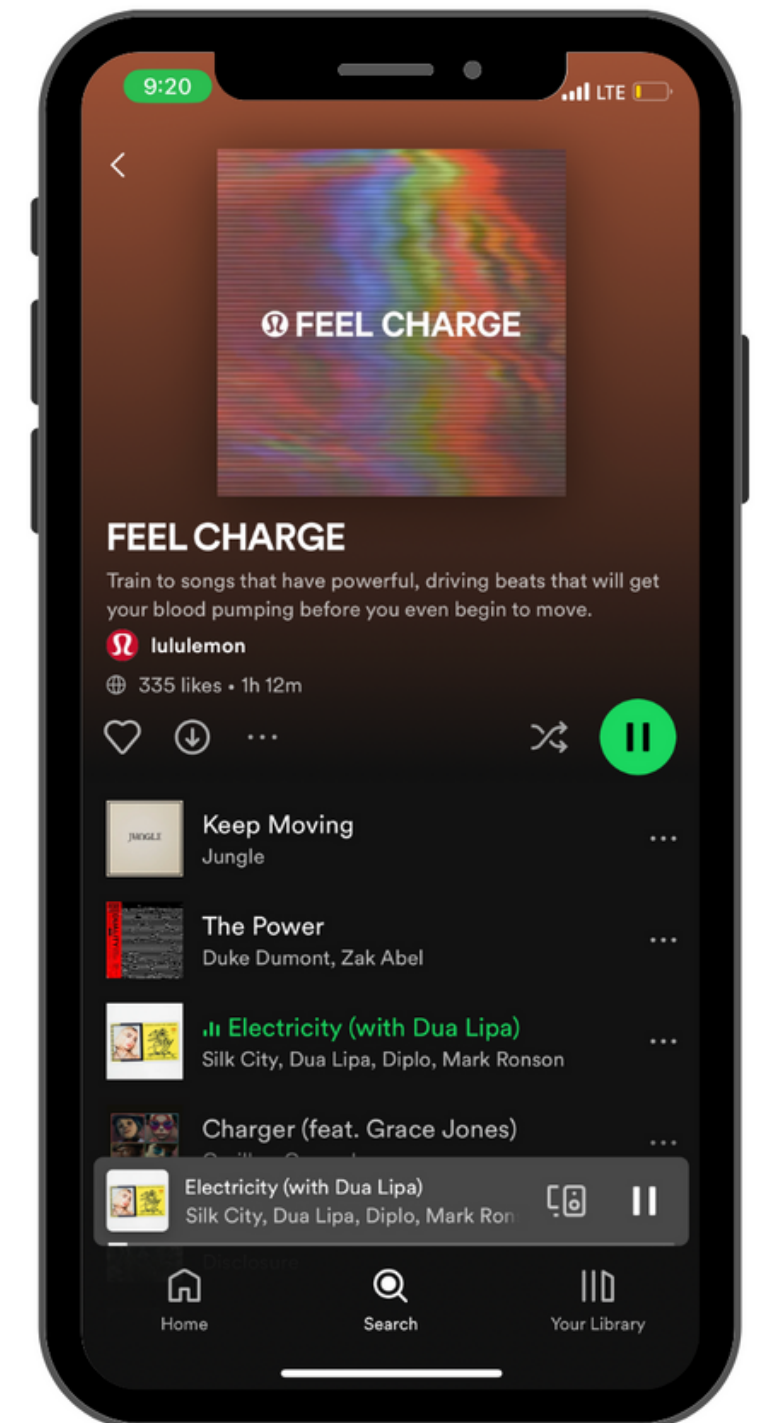
# PROMOTION: SOCIAL MEDIA CONTEST

## #SHOWSHOWYOUROAMFREELY

### INSTAGRAM CAPTION:

"Lulu community! #showshowyouroamfreely in the new Lululemon FreeRoamers for a chance to win a free pair of leggings that match the color of your rollerblades! Just upload a 10 second video of you and your friends jamming out to one of the songs off of our "FEEL CHARGE" playlist, with the hashtag #showshowyouroamfreely"

- One month after the Lululemon FreeRoamers product launch, there will be a social media contest for followers to enroll in for the chance to win a free pair of Lululemon leggings that match their rollerblades.
- Followers will upload a 10 second video of them and their friends jamming out to a song of their choice from the Lululemon "FEEL CHARGE" playlist with the hashtag #showshowyouroamfreely.
- There will be a total of 100 winners decided by the Lululemon social media team.







# PROMOTION: SAMPLES WITH INFLUENCERS

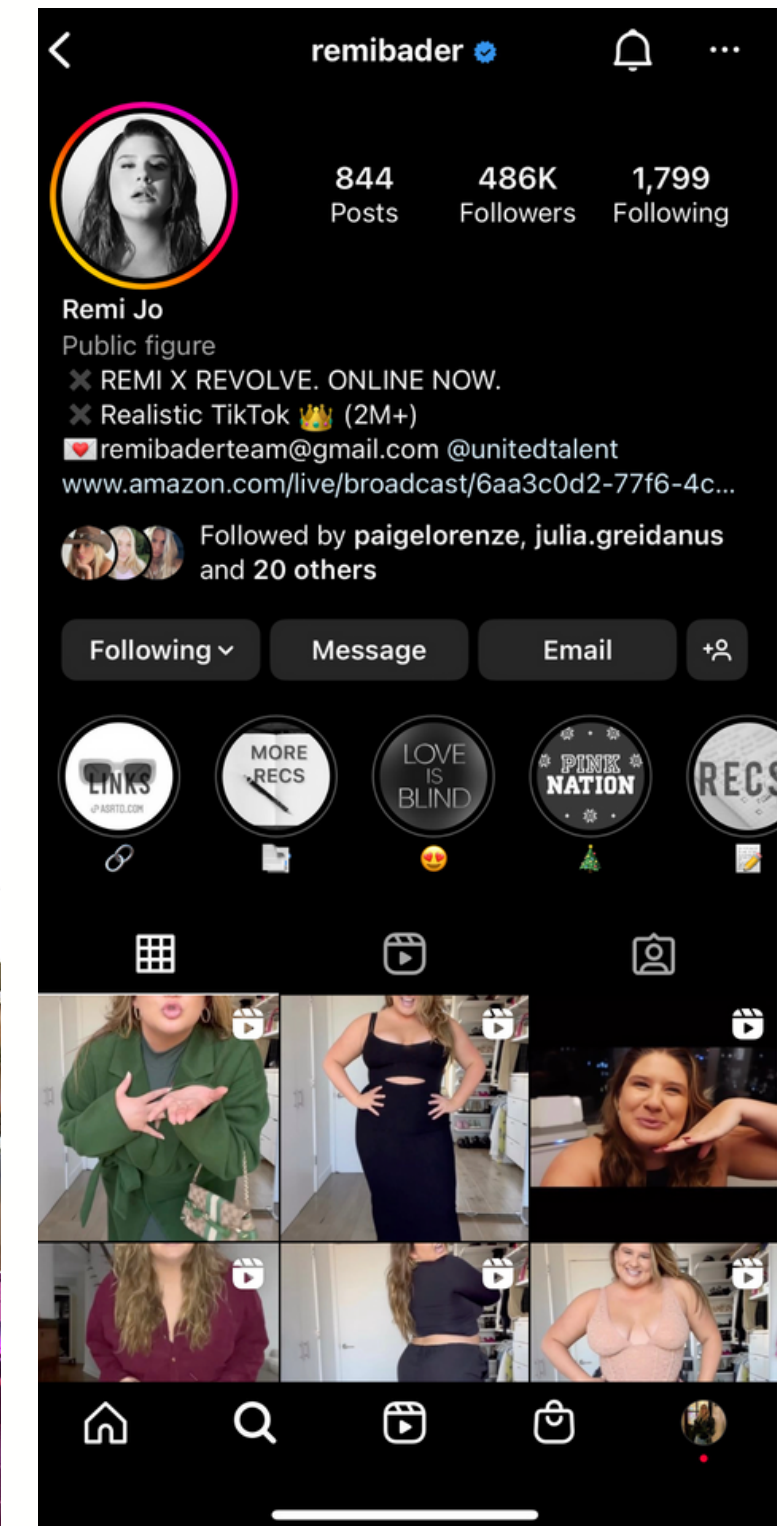
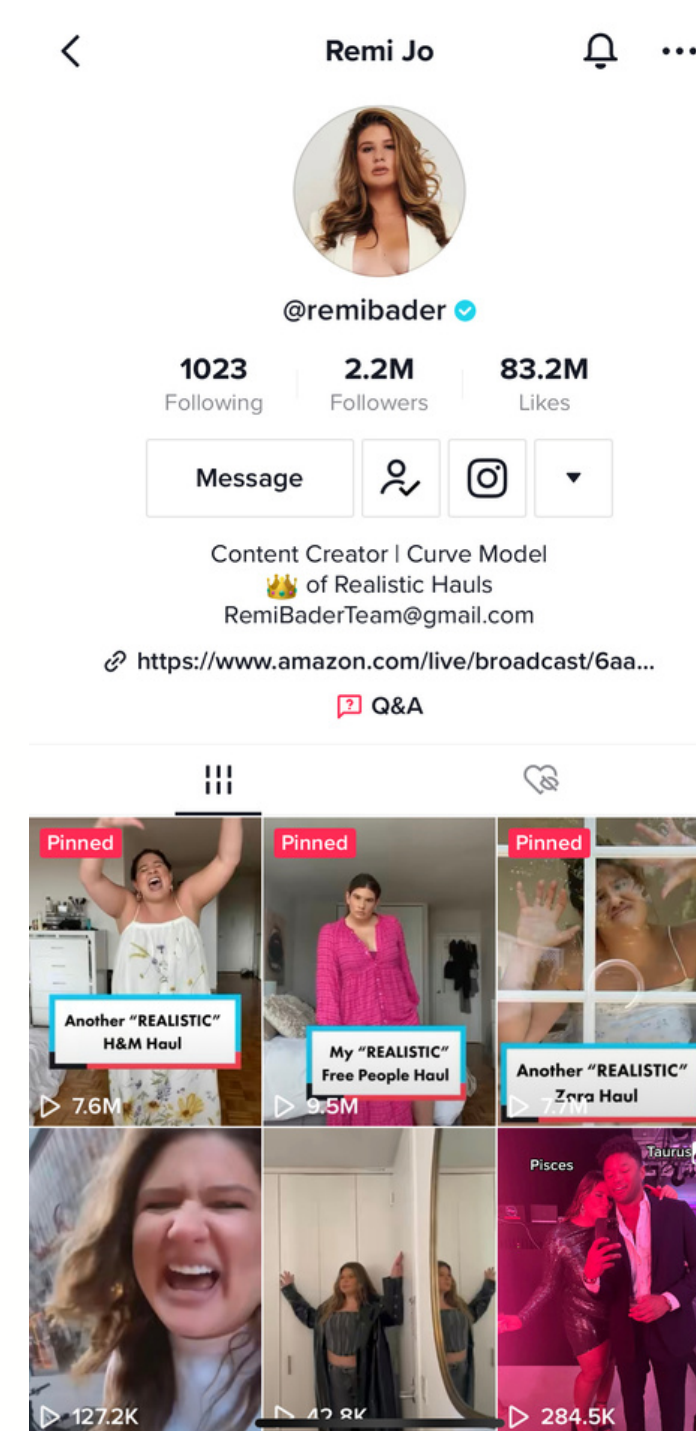
## Remi Bader, self-proclaimed 'queen of realistic hauls' on TikTok, gets candid about body image: 'I'm not happy with what I see'

### Remi Bader Is Taking on the Fashion Industry Through TikTok

"I've shut down some pretty big deals just because I just didn't feel like it was right and authentic to me," Remi Bader told the Observer. "And that's the way I work."

## WORD-OF-MOUTH

- Send a free pair of Lululemon FreeRoamers to content creators like Remi Bader in exchange for realistic hauls and product reviews.
- Ideal Message to Followers: "Everyone needs to check out the new FreeRoamers by Lululemon! These rollerblades offer a fun, convenient, and unconventional way to exercise. They are equipped with Bluetooth-tracking technology that allows you to view calories burned and join an inclusive workout community!"







# PROMOTION: INTERACTIVE DISPLAYS

## INTERACTIVE MIRROR THAT DISPLAYS THE LULULEMON FREEROAMERS, PRODUCT DESIGN, AND BLUETOOTH

### This display will:

- Advertise the new Lululemon FreeRoamers and show the special features and its benefits.
- Give consumers the opportunity to interact with the product virtually and get a 360 view/rotation of the rollerblades' capabilities.
- Show users promotional videos of real people using the FreeRoamers and the various workouts offered in the application.
- Be located in the high traffic areas of Lululemon stores.

