

Brand: Lululemon

Lululemon launches “A Woman’s Foot” campaign for Female Empowerment

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Lululemon was founded in Canada in 1998 by Chip Wilson. The idea behind the creation of Lululemon was a yoga-inspired, technical athletic apparel company for both women and men. Lululemon started off as a design studio during the day time and transformed into a yoga studio by night, which attracted business and eventually led to Lululemon becoming a stand alone store in 2000 in Vancouver's. Since then, Lululemon has taken off into a huge athletics brand that is globally recognized. The overall vision of the Lululemon store was to create a line of athletic sweat restaurant gear that would enable a community of like minded people to practice mindfulness, healthy living, and living a life of possibility. The original value established with the brand was to always create and maintain meaningful and lasting relationships with their customers and that is something that has carried on as the company continues to grow globally. Lululemon is now one of the most well known brands in the athletic apparel field, however, that means it has some serious competitors including, but not limited to Athleta, Alo Yoga, Under Armor, and Nike.

The name of this Lululemon campaign is "A Woman's Foot" and it was launched on March 22, 2022. The theme of the campaign is "Made for women first." While they announced their entrance into the footwear category on March 8, the shoe became available online and in select stores on March 22. "With the "science of feel principle" leading the way, Sun Choe, Lululemon chief product officer, says they focused on materials and engineering to meet a women's need of wanting a balance of cushioning and support." (Newcomb, 2022). The campaign was executed due to the vision of a new opportunity. According to Lululemon's chief product officer, "We intentionally started with women first because we saw an opportunity to solve for the fact that, more often than not, performance shoes are designed for men and then

adapted for women". "This new Lululemon-makes-footwear effort wasn't something born out of a desire to add more SKUs to the repertoire, but took years of research and testing to craft, culminating with a March 8 debut—on National Women's Day, of course—of four women's-specific footwear styles the brand will release throughout 2022, the first hitting retail March 22" (Newcomb, 2022). Lululemon used International Women's Day as an opportunity to launch their line of shoes that is designed specifically for women who run.

Group Creative Director Marybeth Ledesma says, "We were really trying to capture the design and the creativity that went into making the shoe, and then capturing the feeling of the run that's not only the visuals, but the sound design played a big part" (Koltun, 2022). Lululemon wanted to involve brand ambassadors into this campaign and provided insight into each brand ambassador's personal story. Lululemon conducted individual interviews with each of them to learn more about their running experiences and journeys, and incorporated some of that information into the voiceovers.

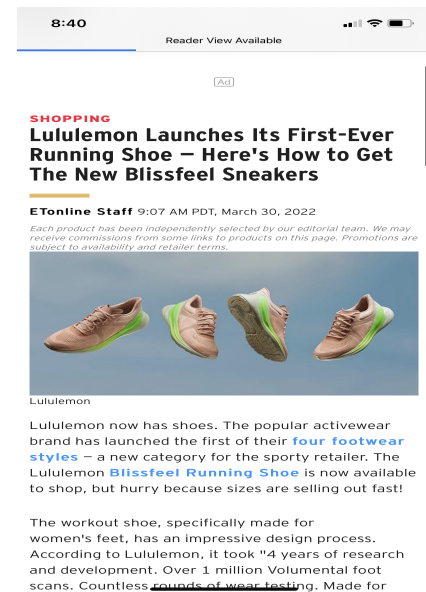
Paid Media

The main paid media that Lululemon used in their campaign was a 75- second advertisement that they developed showcasing a diverse group of women using their footwear. The ad can be seen online through digital video, on broadcast TV in New York, Houston and Chicago, and in short clips on social media. Lululemon has also worked with ambassadors such as Colleen Quigley, Kadeena Cox and Zhang Changning to create short clips focusing on those athletes.



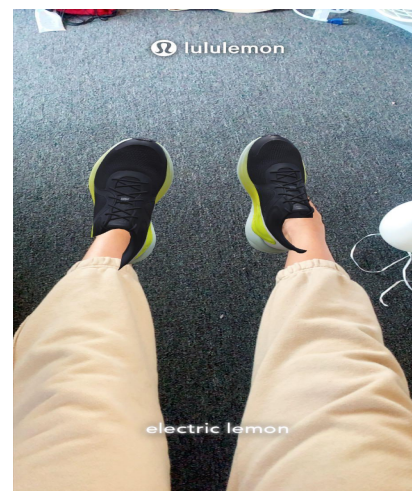
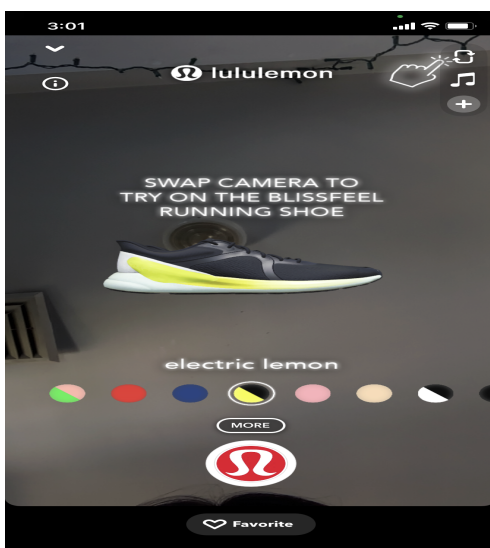
Earned Media

Multiple articles covered Lululemon's expansion into the footwear industry, highlighting their focus on a design catered specifically for women, as well as their announcement on International Women's Day in 2022.



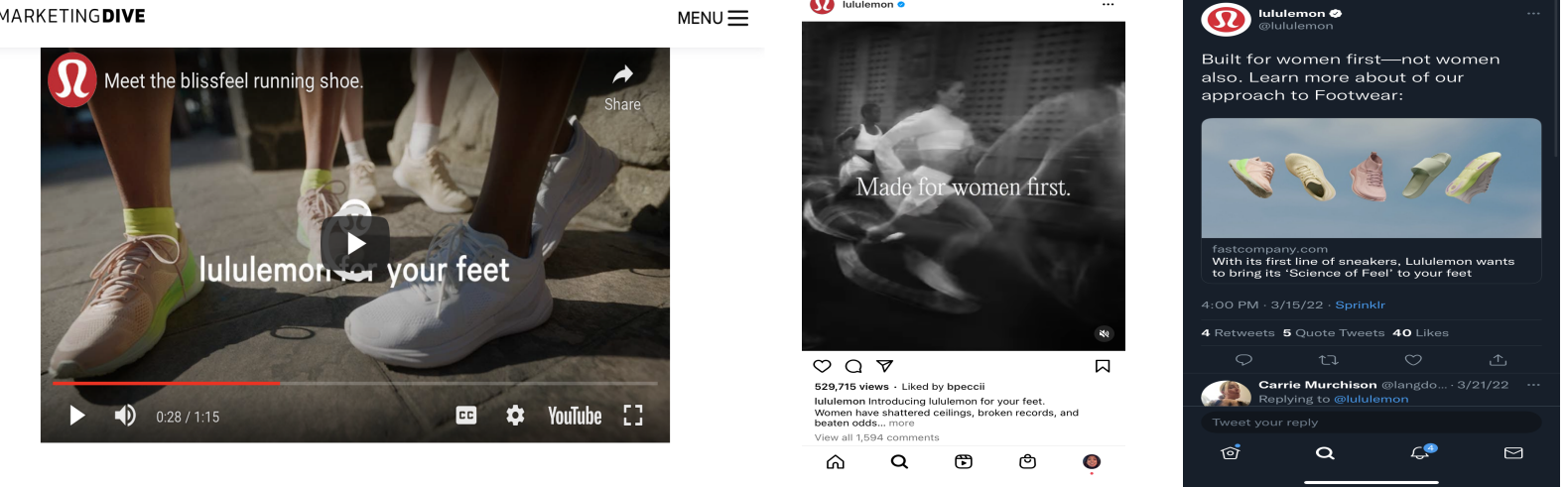
Shared Media

Lululemon developed a Snapchat lens that allowed users to see what the new footwear would look like on them, as well as allowing them to post it in their stories and share it with their friends.



Owned Media

Lululemon has announced their campaign on many of their owned media outlets, including Twitter, Tik Tok, Youtube and Instagram.



Success Metrics

- Social media
 - Tiktok
 - Influencers usage of tags and hashtags
 - Instagram
 - Influencers usage of tags and hashtags
- Media coverage
 - CNN- news article “We put Lululemon’s first running shoe to the test — here’s how it held up”
 - USA today - news article “Lululemon now makes running shoes—here's what to know about the Blissful launch”
 - NBC’s Today- news article “Lululemon just launched its first-ever sneaker, designed specifically for women”
 -
- Lululemon website
 - Half of the colors available are completely out of stock
 - The colors left have low availability

For a primary source, we decided to interview Carly Paternite, who bought the Lululemon sneakers at their first release. Below is the conducted interview:

What did you think about lulu's campaign release on International Women's day?

“Their whole principle is that sneakers were designed for men and women were just forced into making that work for them and their feet. Now there's an option for women to have something made for them that benefits their physique and foot anatomy. I think releasing this on International Women's day just added fuel to the fire and really helped paint the bigger picture of their shoe brand.”

Did that release date resonate with you and increase your want of the shoe?

“I think I would've bought the shoes regardless, but it was definitely impactful having it be released on that day.”

What is your loyalty to the lululemon brand?

“I love Lululemon and I own a lot of the products ranging from clothing, to sneakers, to belt bags and backpacks. While their stuff tends to be a little more expensive, it has always been good quality and I still have/wear my first pair of lulu leggings that I got when I was in high school.”

How likely are you to keep up with new lulu campaigns in the future?

“I think I’m very likely to keep up with their campaigns. Lululemon is a very inclusive brand from what I can tell and their clothes make me feel good when I wear them!”

After much research, it is evident that Lululemon's International Women's Day campaign was successful. Lululemon has sold shoes from an outside brand in their stores before, and it generated a ton of sales due to their customers' interest in footwear. With this in mind, Lululemon discovered that their customers are interested in purchasing footwear, which is how this campaign came about. The campaign's overall results were successful, so Lululemon decided to release a men's line soon. The campaign was designed for women because 69% of Lululemon sales came from women. Lululemon made a smart call by using this knowledge to launch this campaign, knowing it would succeed due to the statistics. Statista.com depicts that the athletic footwear market will grow from \$70 billion to \$102 billion by 2025. This proves that this launch is only the start since the brand will be releasing more footwear lines in the future. The Lululemon footwear line will only push Lululemon further up the ranks.

The campaign was successful overall, but the only thing they could've done differently was to create more awareness about the launch through social media. Although the brand did promote a Snapchat Lens to allow consumers to try on the sneaker virtually, the results weren't as drastic as they could've been. However, we think what would've made the campaign more successful is by doing an Instagram campaign giveaway for the shoe. We have seen many brands, such as Misfits Health, a protein bar company, create giveaways for the new launch of their products, which generated a ton of success. We believe if Lululemon posted an Instagram giveaway for a free pair of shoes, they would generate a lot more followers, sales, and acknowledgment of the campaign. To enter the Instagram giveaway, they should say you must

repost the picture to your story, tag three friends, and follow the brand to enter. We believe this social media strategy would generate growth within the campaign.

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