



AGENDA

1. About the brand
2. Company Analysis
3. Brand Equity
4. Digital Presence
5. Recommendations
6. Conclusion



ABOUT ALO

- Popular lifestyle and activewear brand
- Founded in 2007 in CA by Danny Harris and Marco DeGeorge with a vision to create high-quality, sustainable, stylish yoga apparel
- Functional and fashionable clothing and accessories
- Leader in the athleisure industry
- 73% female demographic



SWOT ANALYSIS



STRENGTHS

- High-quality brand image and product lines
- Annual revenue of ~\$247M
- Strong positioning and targeting strategy
- Well known in the fitness community, online, and through partnerships

THREATS

- Fast fashion industry/ larger activewear companies that offer dupes
- Possible social media backlash from celebrity partnerships

WEAKNESSES

- Complex brand portfolio
- Decentralized IMC
- More expensive pricing
- Have had some quality control issues raised about the quality of their fabrics

| | |
|---|---|
| S | W |
| T | O |

OPPORTUNITIES

- New partnerships and collaborations with influencers/athletes
- Capitalizing on health trends
- New product releases
- Enhancing brand equity through perceptions

COMPETITIVE ANALYSIS

Price



Outdoor Voices

ATHLETA

Quality

BRAND EQUITY

Brand Awareness

- Consumers recognize Alo from their start as a “Street to Studio” exercise brand to a now every day lifestyle brand



Brand Loyalty

- Dedicated loyalty from yoga and fitness enthusiasts as well as those interested in athleisure wear



Brand Image

- Alo is viewed as a luxury lifestyle brand with a focus on health & wellness



Brand Associations

- Alo was originally associated with yoga, as that is what they brand started as. Now, Alo associates itself with a just out of reach luxury for most.

Brand Value

- Alo consumers believe they can achieve a lifestyle of luxury, which is why they pay a premium price for the products

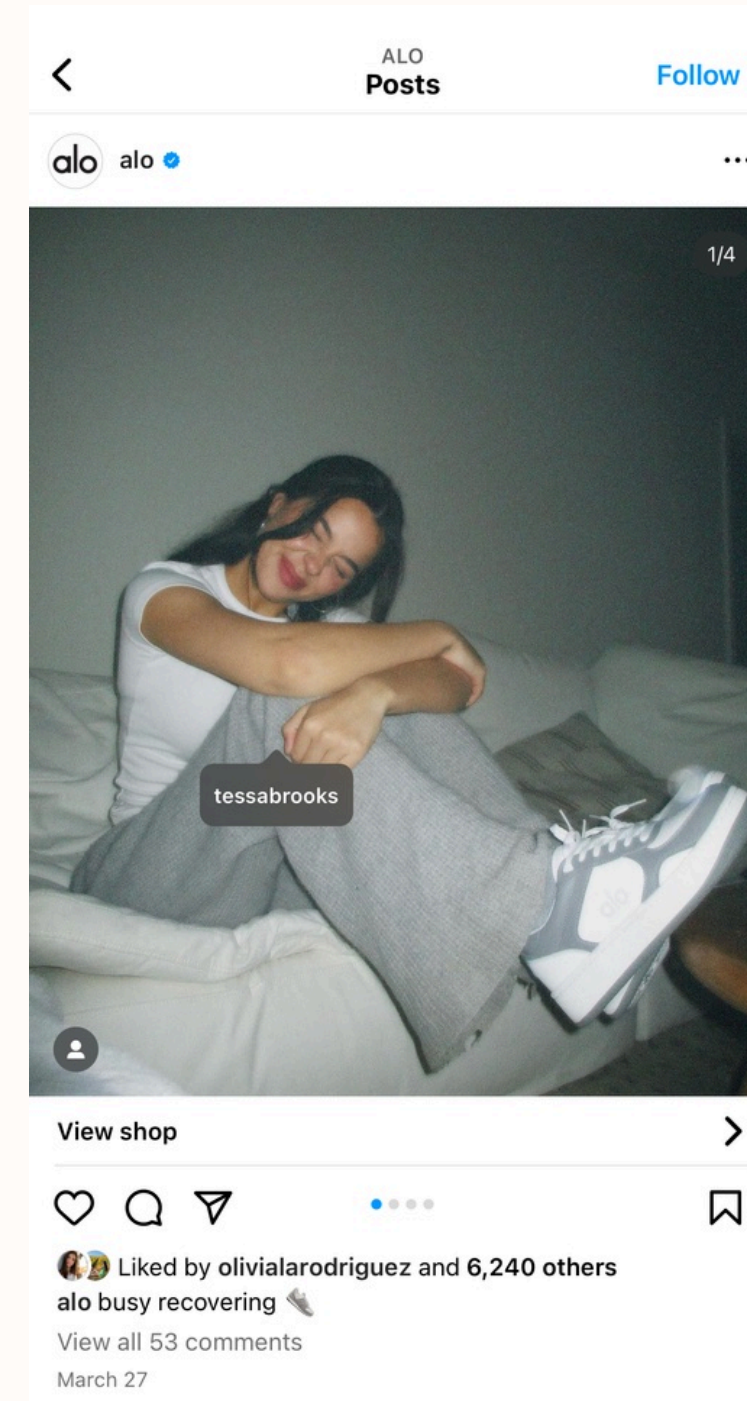
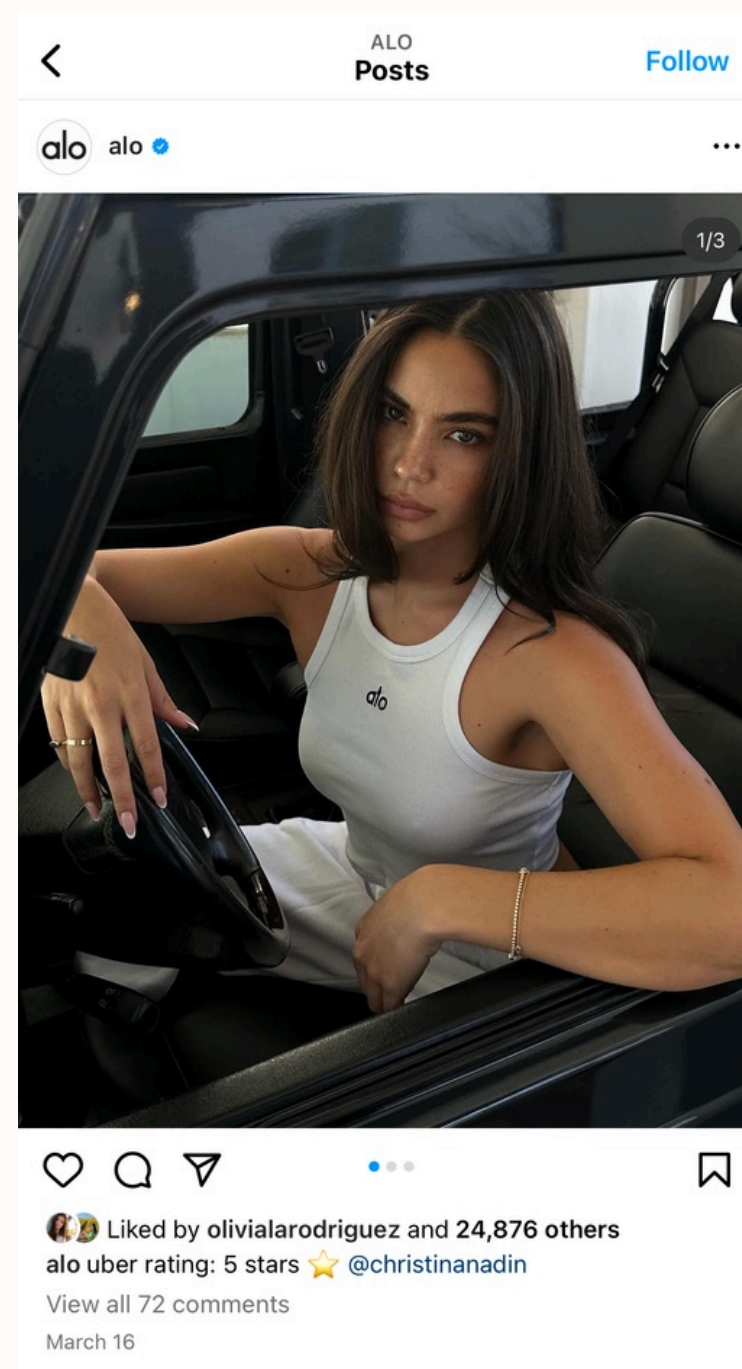
OVERALL:
POSITIVE BRAND EQUITY

BRAND HIERARCHY



USER GENERATED CONTENT

- Alo primarily uses UGC and their own content to curate their social media feeds
- Influencers, Celebrities and Yoga/Pilates instructors are typically featured on their main account
- Through UGC, Alo is able to show the functionality of their clothing both in the street and studio



*Alo will always tag the creator either in the caption or on the photo if their content is posted to any main alo account



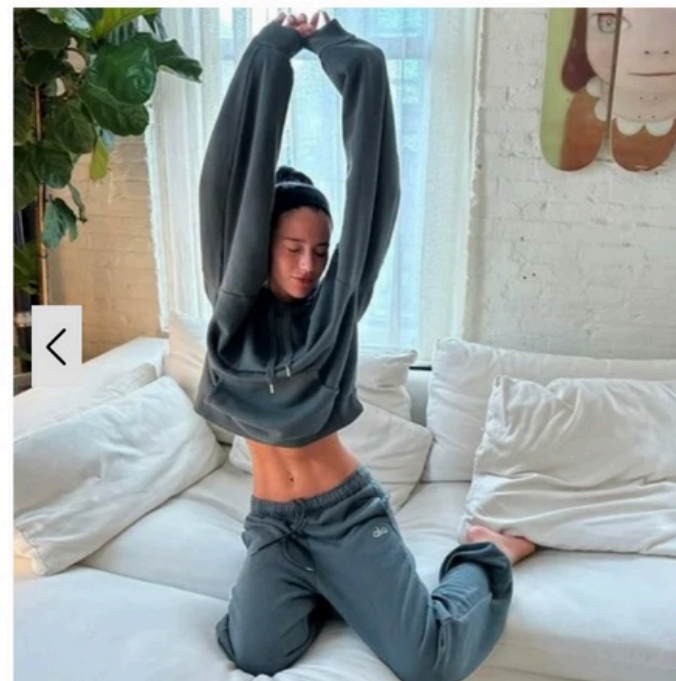
USER GENERATED CONTENT

- Under each product, the Alo website features a “Style Inspiration” page which shows images of Alo customers in the specific piece selected
- The Alo website will link you directly to the creators instagram account, and you can see how they wore and style the item

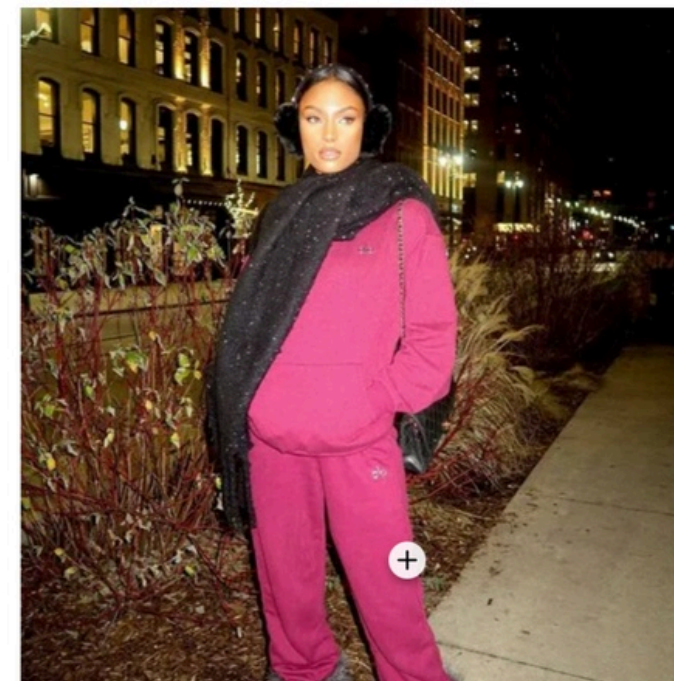


STYLE INSPIRATION

Shop our best looks, styled by you



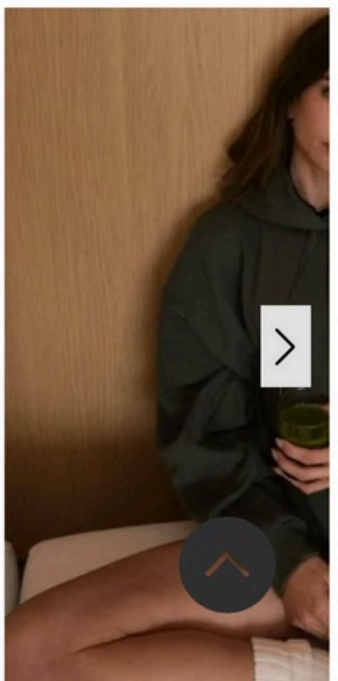
@olivianeill



@sydneyjharper



@fiona.bl



@valentinaferrer

The Alo Yoga logo, featuring the word "alo" in a bold, lowercase, sans-serif font. The letters are white and set against a dark, possibly black, background. The logo is illuminated from below, creating a soft glow.

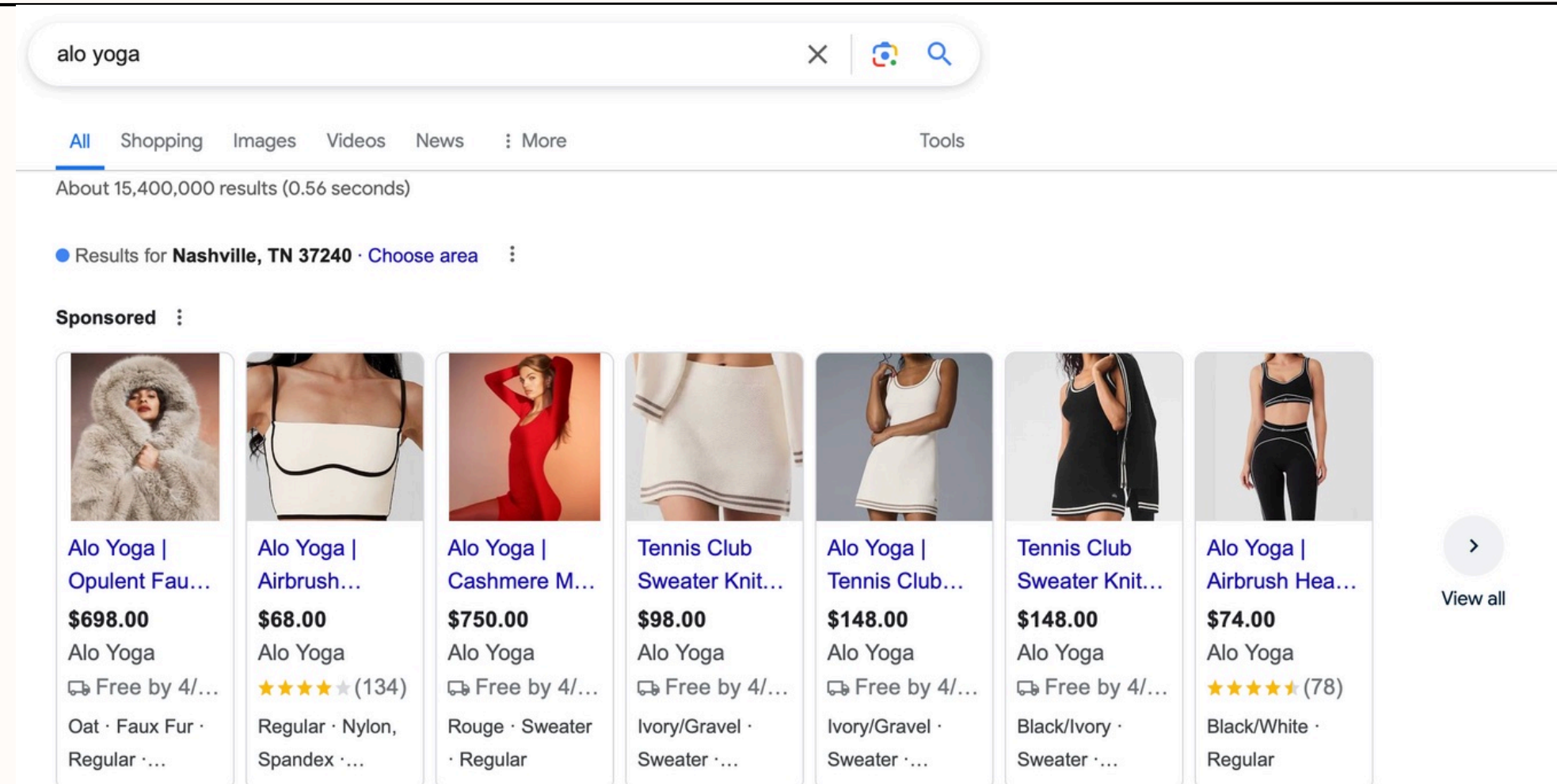
GOOGLE /PAID SEARCH ADS

- aloyoga.com Top Keywords:

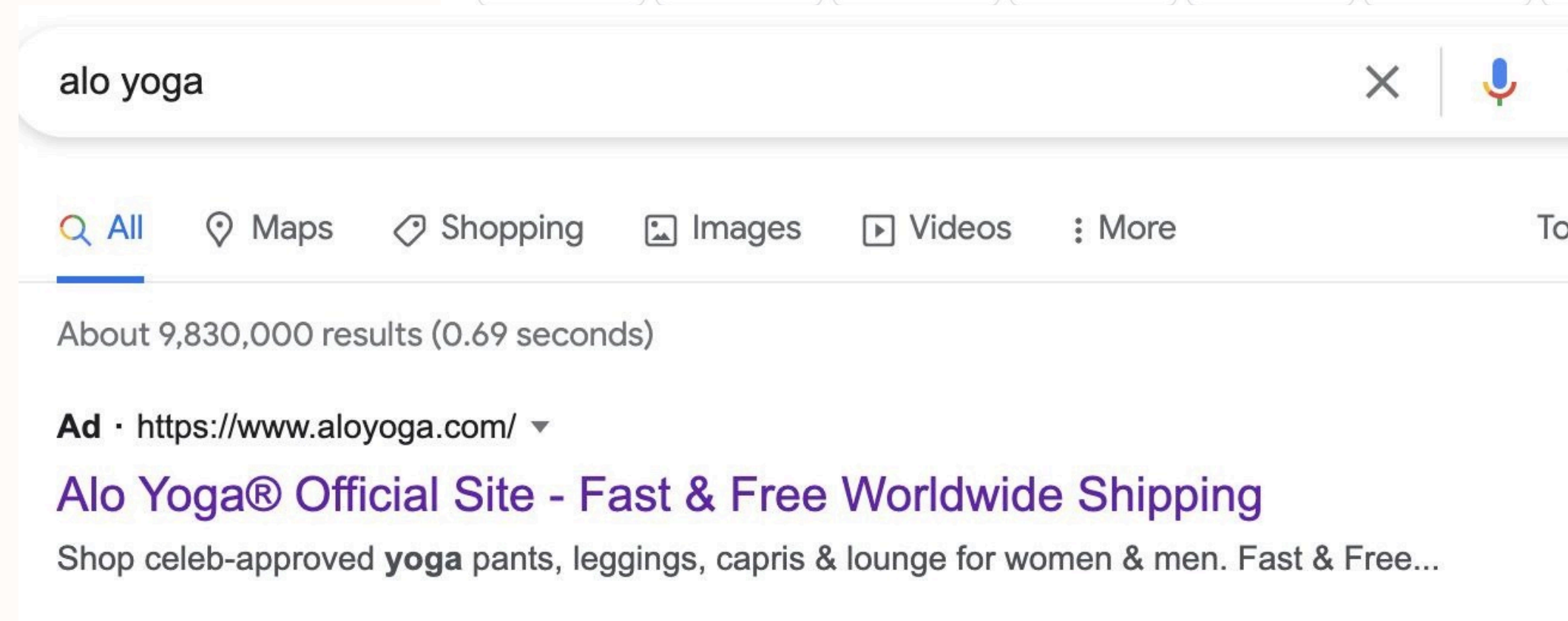
- alo
- alo yoga
- aloyoga
- alo hat
- alo men

- Paid vs. Organic

- 60.62% Paid
- 39.38% Organic

A screenshot of a Google Shopping search for "alo yoga". The search bar at the top shows "alo yoga" with a clear button and a search icon. Below the search bar, there are tabs for "All", "Shopping", "Images", "Videos", "News", and "More". The "All" tab is selected. The results show "About 15,400,000 results (0.56 seconds)". Below this, there's a location filter for "Nashville, TN 37240" with a "Choose area" link. The "Sponsored" section displays seven product listings. Each listing includes a product image, a title, a price, the brand name "Alo Yoga", a shipping option "Free by 4/...", and some listings show a star rating and the number of reviews. The products include a fur coat, a white top, a red dress, a white skirt, a white dress, a black dress, and a black and white outfit.

| Product | Price | Brand | Shipping | Rating |
|-----------------------------|----------|----------|---------------|-------------|
| Alo Yoga Opulent Fau... | \$698.00 | Alo Yoga | Free by 4/... | |
| Alo Yoga Airbrush... | \$68.00 | Alo Yoga | Free by 4/... | ★★★★★ (134) |
| Alo Yoga Cashmere M... | \$750.00 | Alo Yoga | Free by 4/... | |
| Tennis Club Sweater Knit... | \$98.00 | Alo Yoga | Free by 4/... | |
| Alo Yoga Tennis Club... | \$148.00 | Alo Yoga | Free by 4/... | |
| Tennis Club Sweater Knit... | \$148.00 | Alo Yoga | Free by 4/... | |
| Alo Yoga Airbrush Hea... | \$74.00 | Alo Yoga | Free by 4/... | ★★★★★ (78) |

A screenshot of a Google search for "alo yoga". The search bar at the top shows "alo yoga" with a clear button and a search icon. Below the search bar, there are tabs for "All", "Maps", "Shopping", "Images", "Videos", and "More". The "All" tab is selected. The results show "About 9,830,000 results (0.69 seconds)". Below this, there's an advertisement for "Alo Yoga® Official Site - Fast & Free Worldwide Shipping". The ad includes the URL "https://www.aloyoga.com/" and a description: "Shop celeb-approved yoga pants, leggings, capris & lounge for women & men. Fast & Free...".

Ad · <https://www.aloyoga.com/>

Alo Yoga® Official Site - Fast & Free Worldwide Shipping

Shop celeb-approved **yoga** pants, leggings, capris & lounge for women & men. Fast & Free...

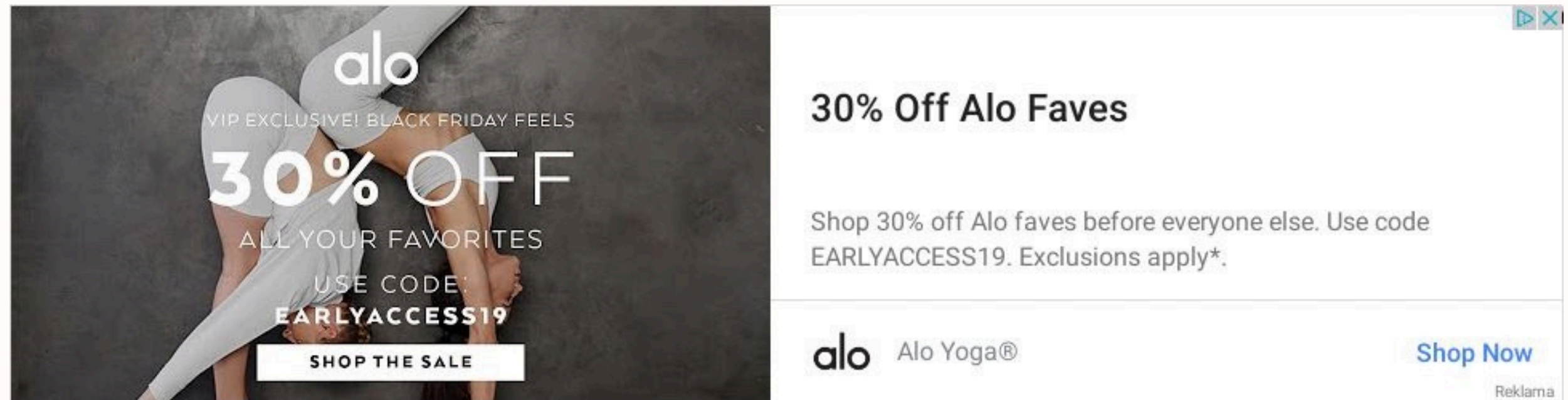
DISPLAY ADS

- Currently there are 144 publishers that are referring traffic to aloyoga.com. These sites include:
 - YouTube
 - Vogue
 - Travel + Leisure



alo **Midnight Green Color Drop**
Go from studio to street with new leggings, jackets, bras, & accessories from Alo.

Shop Now



alo
VIP EXCLUSIVE! BLACK FRIDAY FEELS
30% OFF
ALL YOUR FAVORITES
USE CODE:
EARLYACCESS19
SHOP THE SALE

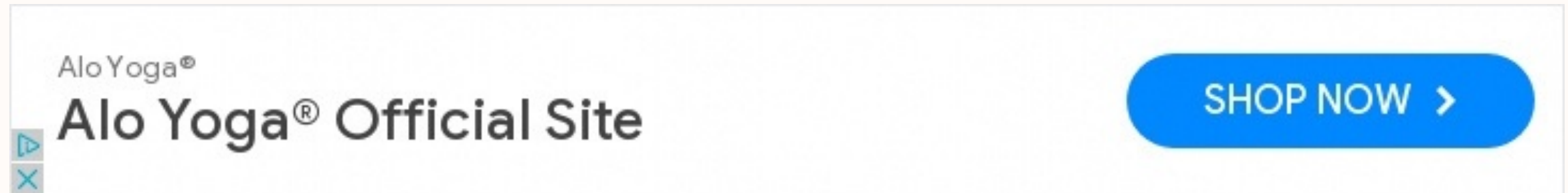
30% Off Alo Faves

Shop 30% off Alo faves before everyone else. Use code EARLYACCESS19. Exclusions apply*.

alo Alo Yoga®

Shop Now

Reklama



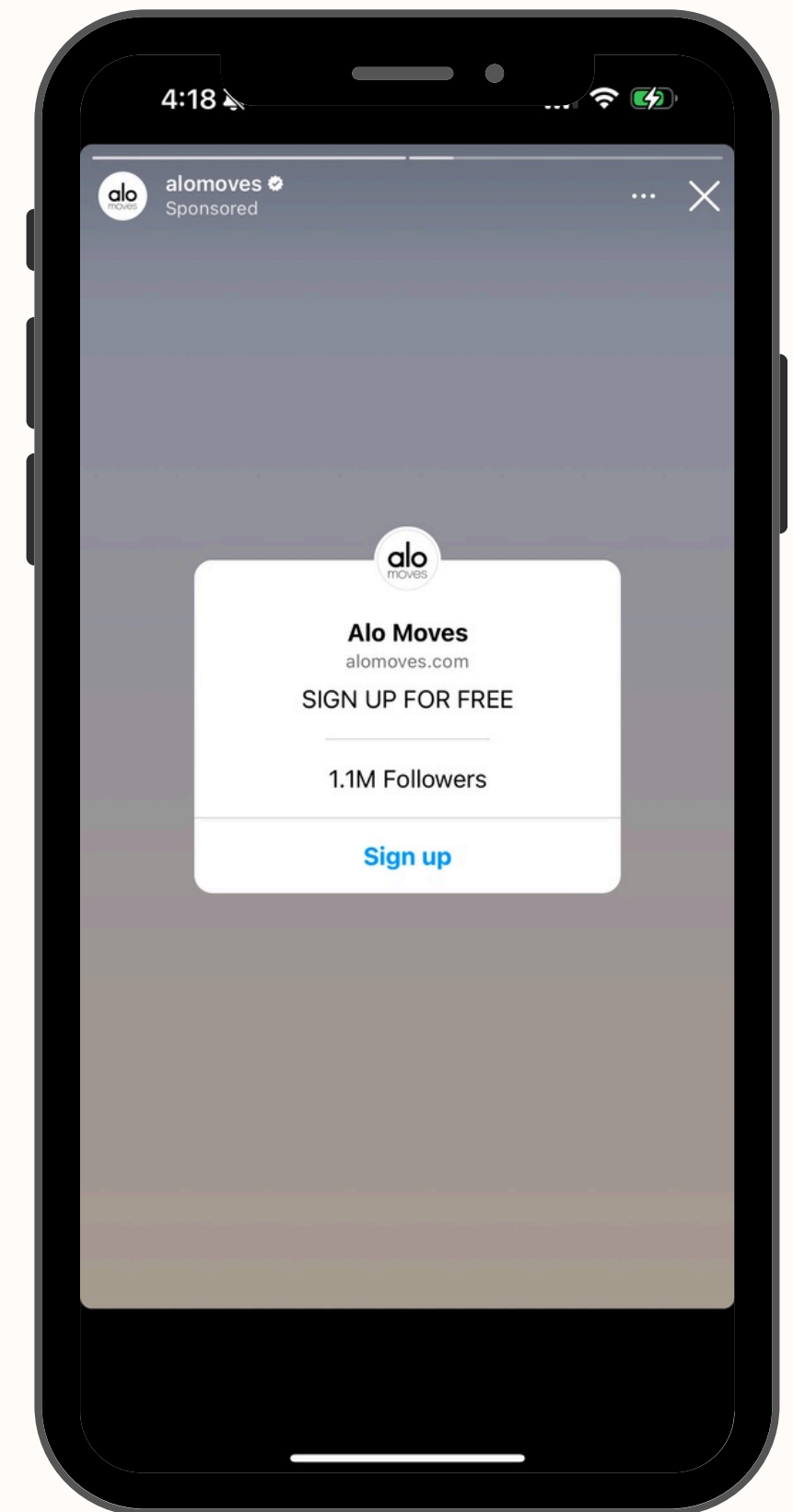
Alo Yoga®
Alo Yoga® Official Site

SHOP NOW >

SOCIAL MEDIA ADS

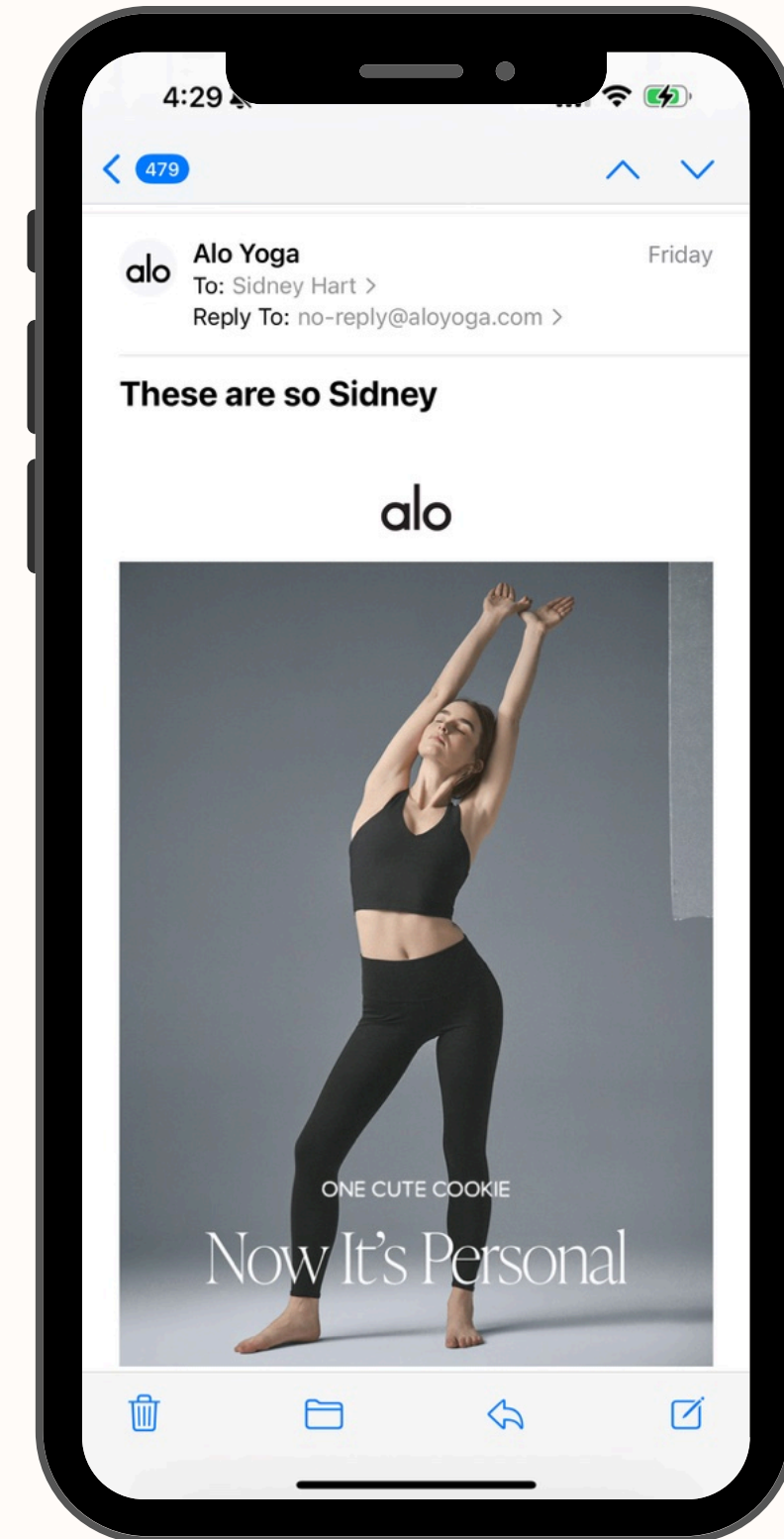
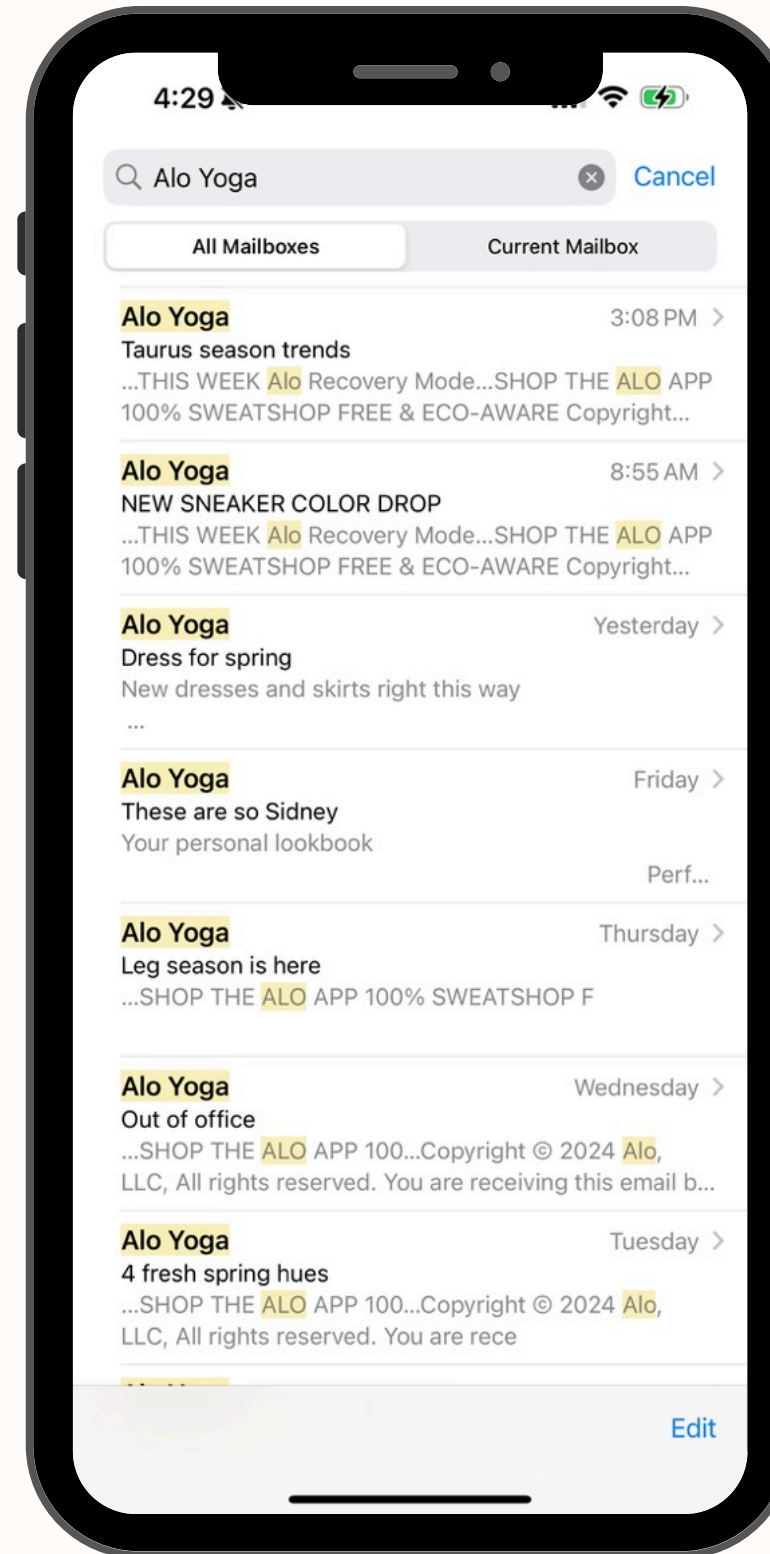
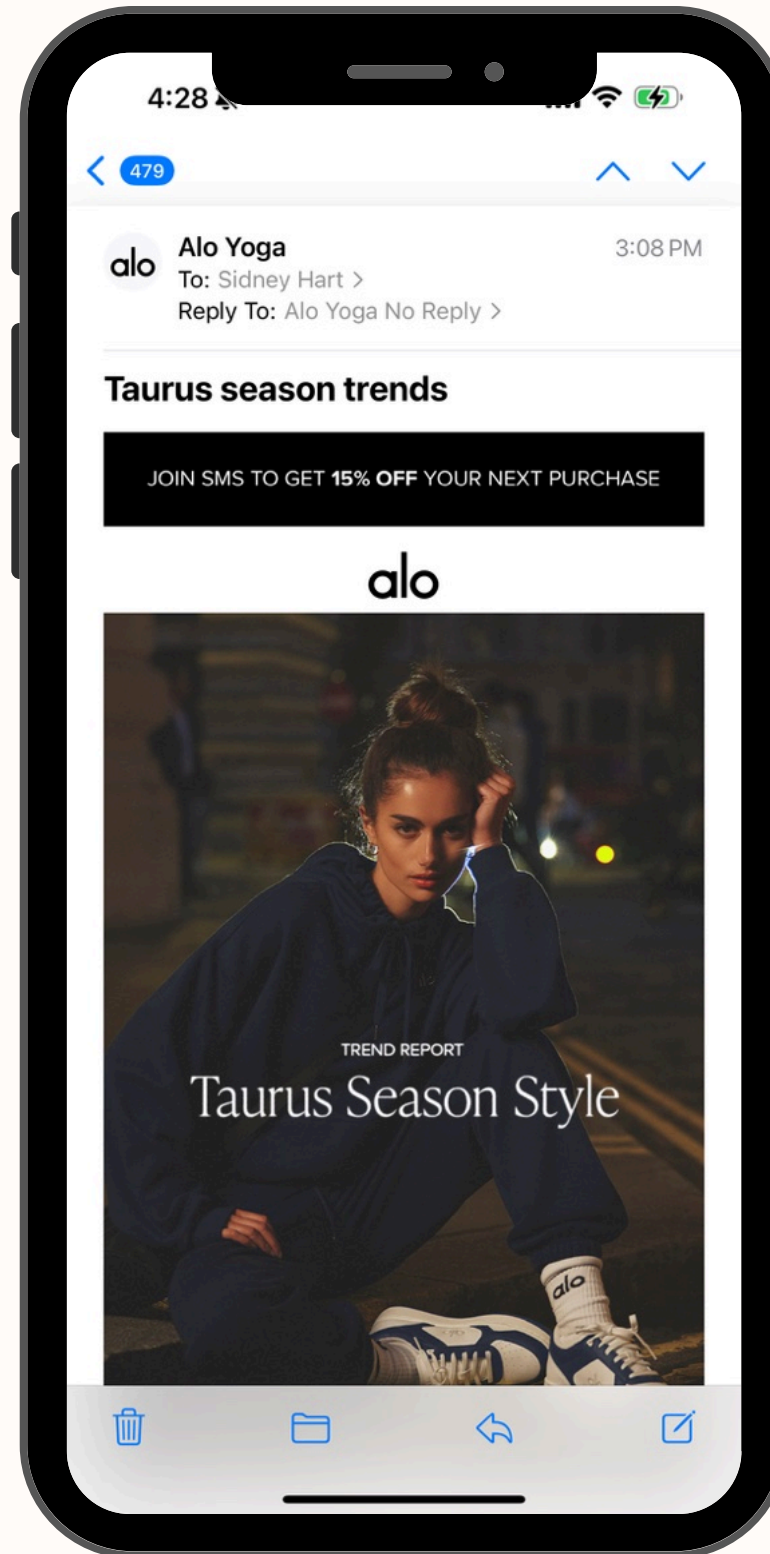


- aloyoga.com get the majority of its Social Media traffic from Facebook (54.33%), followed by YouTube (15.87%) and Instagram - Desktop (11.18%)
- 2.69% of Alo's overall traffic to their website comes from their social media



EMAIL ADVERTISING

- Email is the main way Alo reaches their customer base. This includes both recurring customers and new customers
- Personalized emails, on recently viewed items
- Participate in transactional marketing through email, reminding consumers to purchases

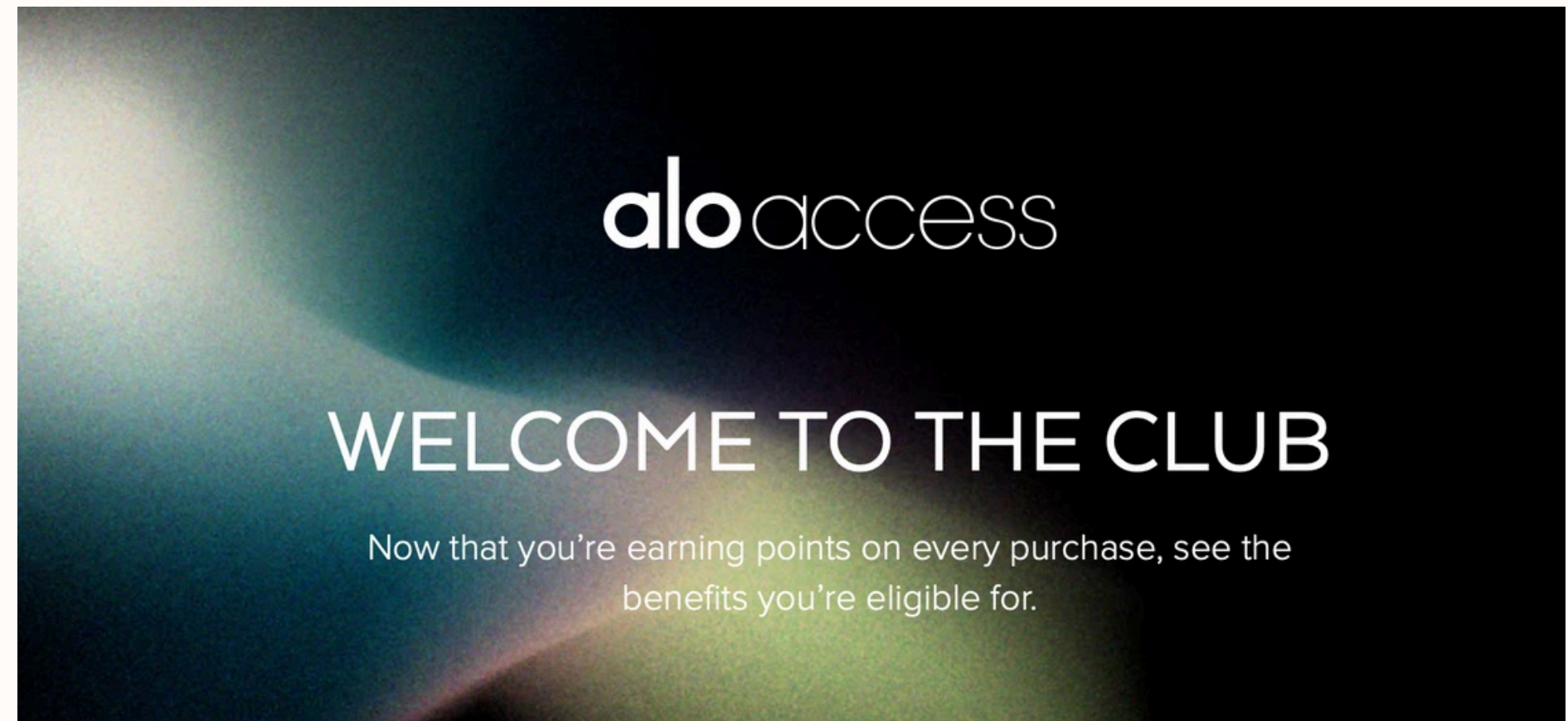


SMS

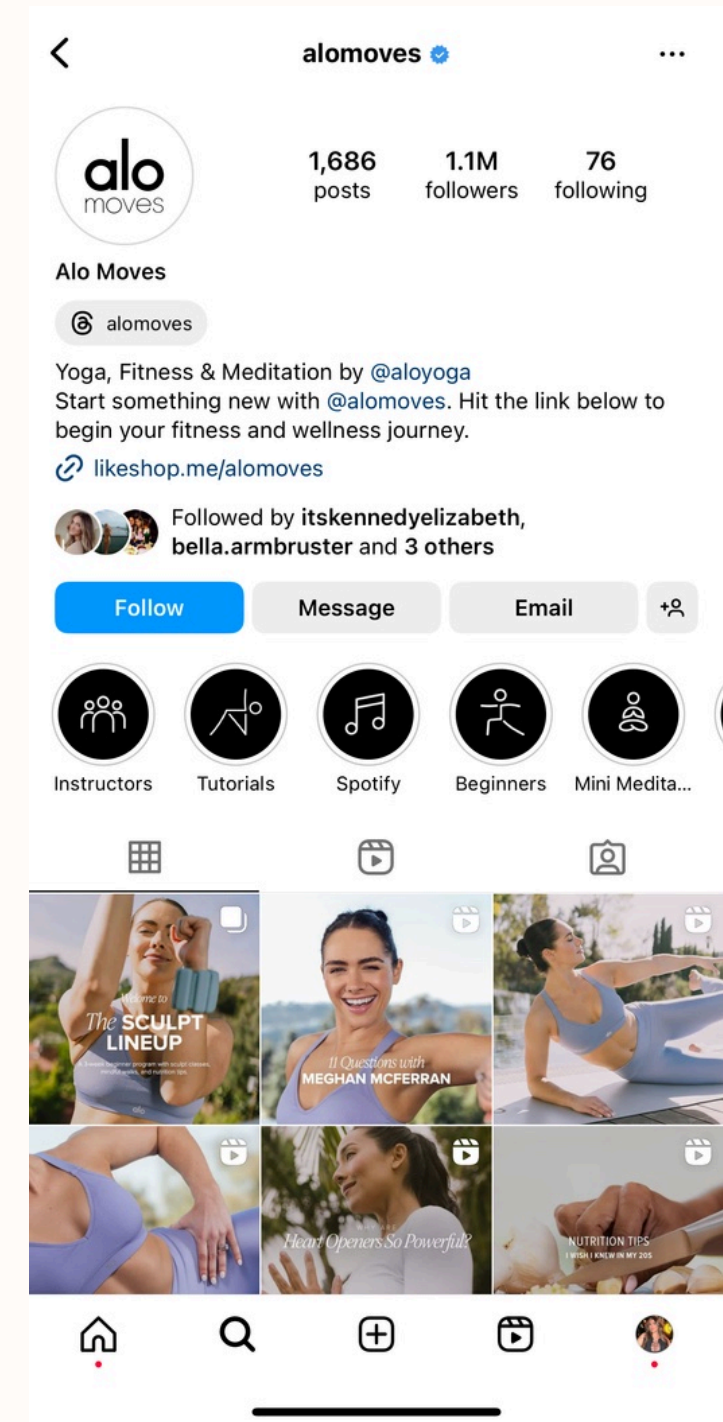
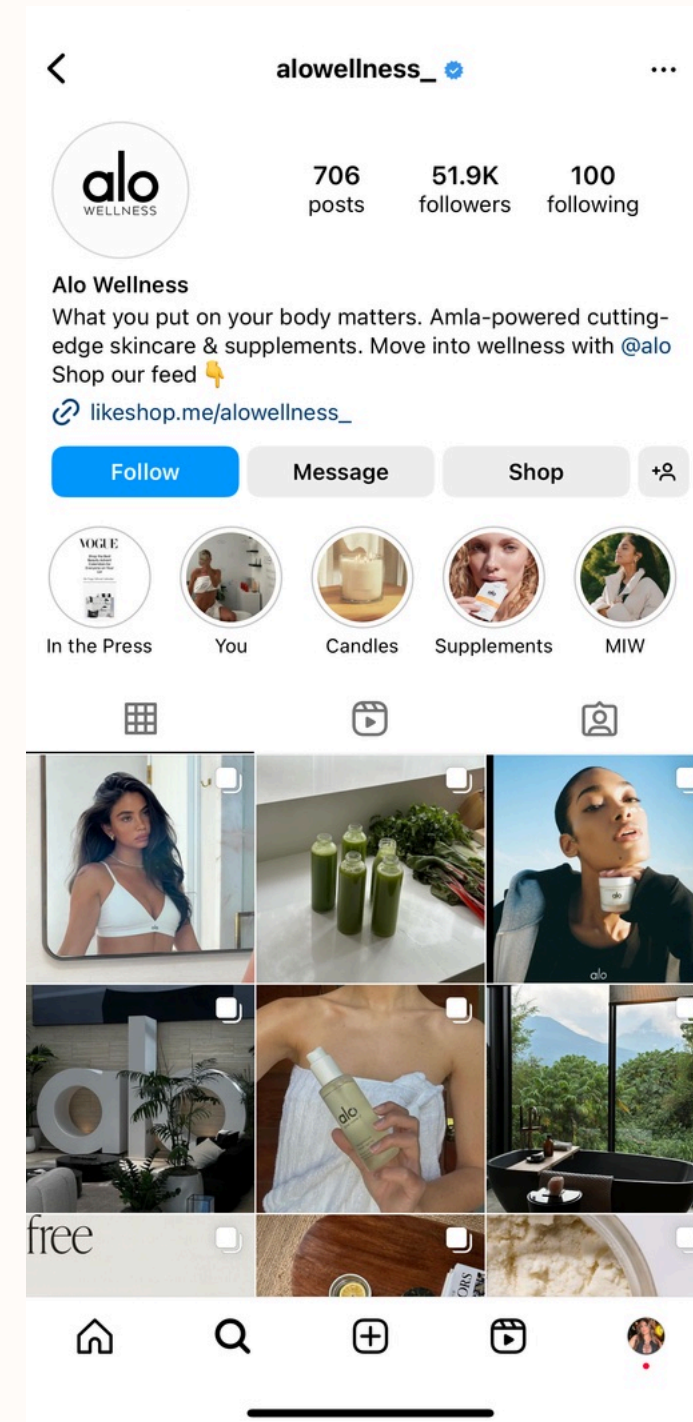
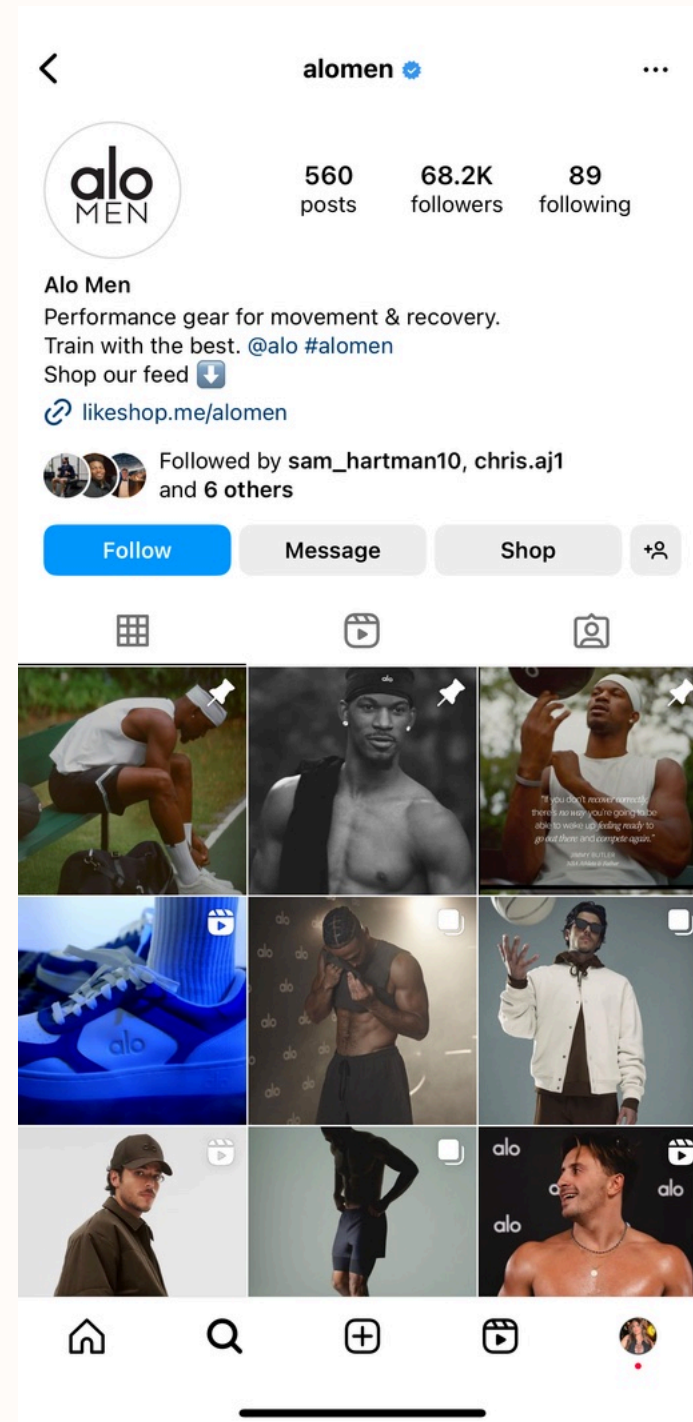
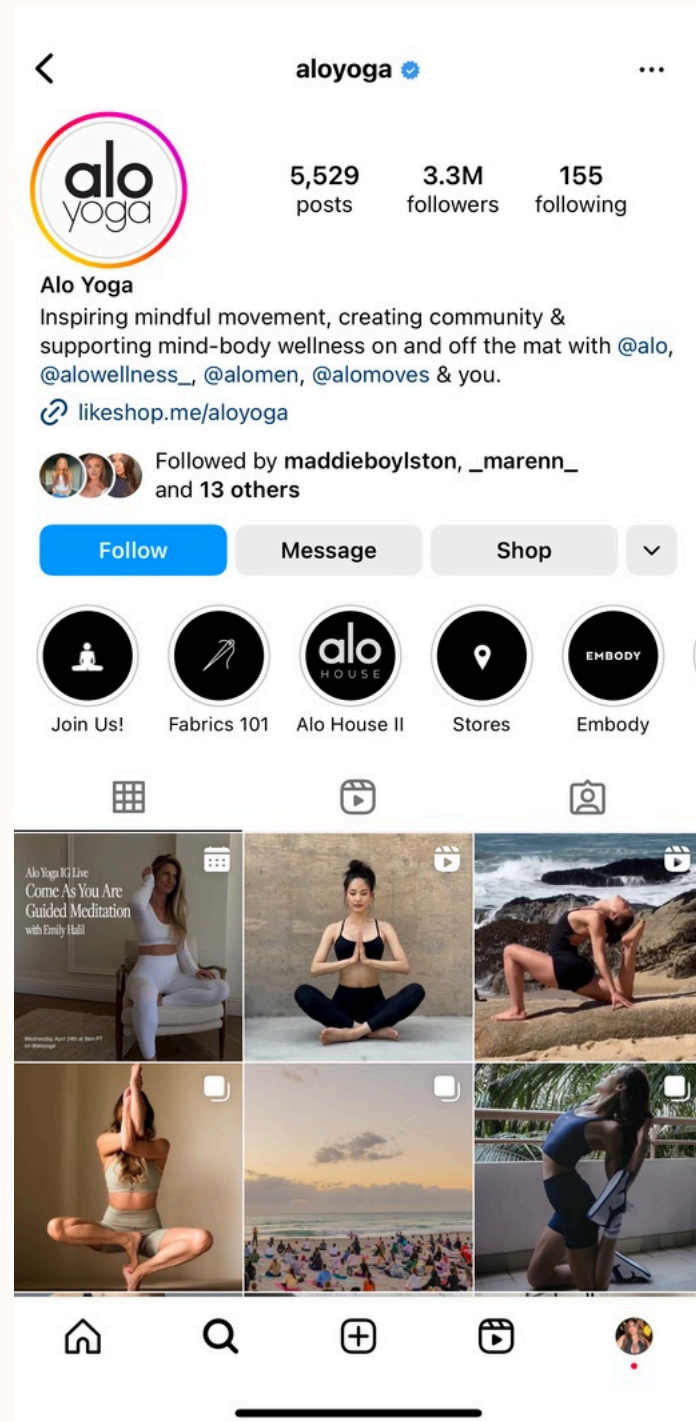
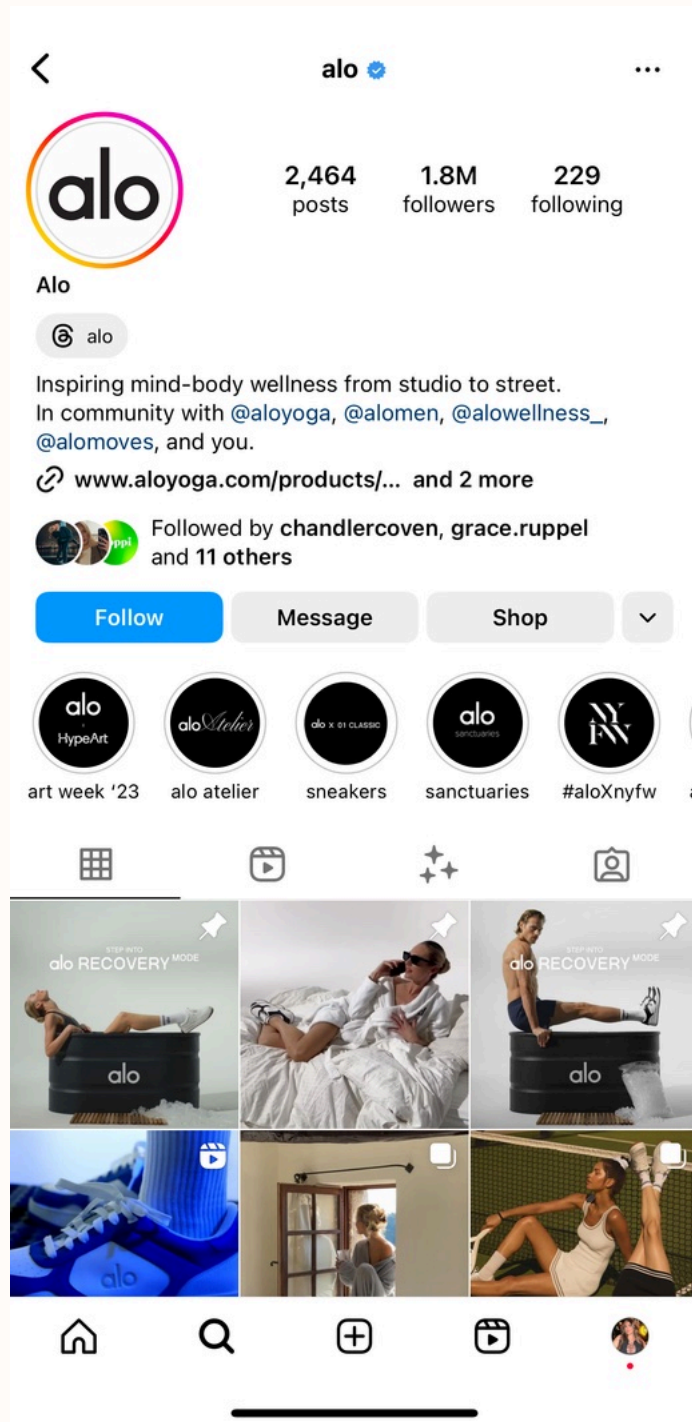
Director of Digital Marketing, Cher Fuller says "There's a ton of growth potential for revenue, but also as an acquisition channel surpassing, or getting on par with, our email program"



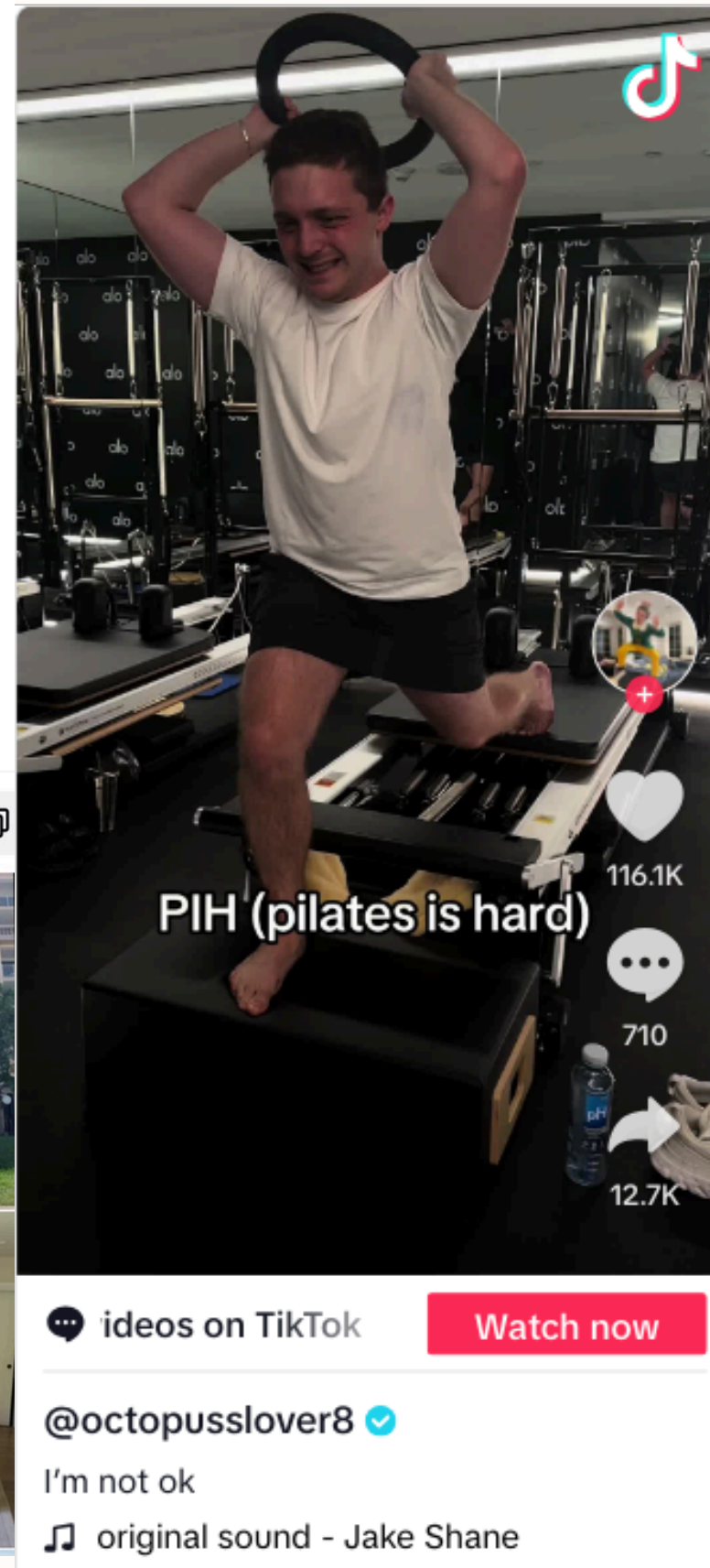
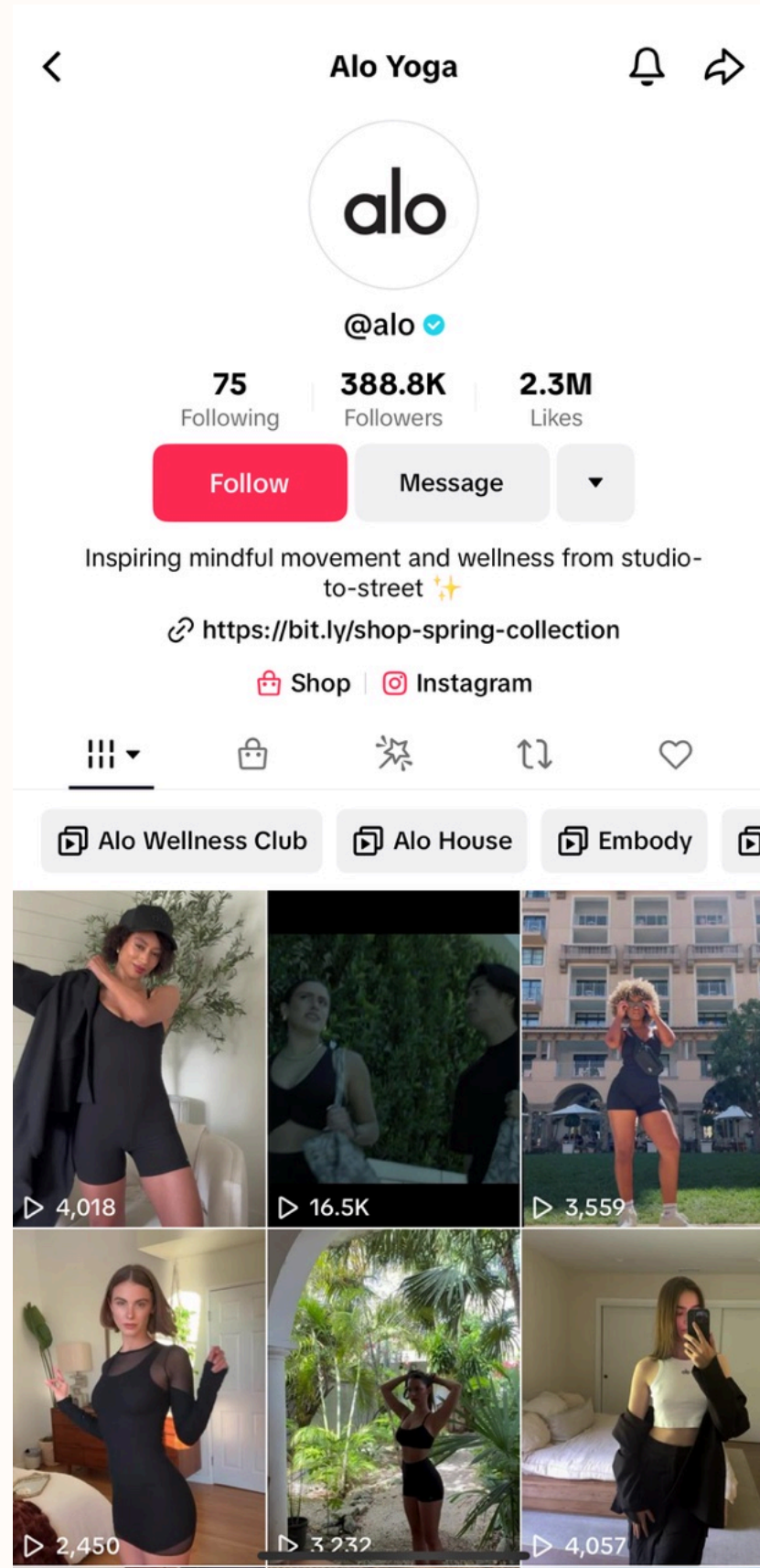
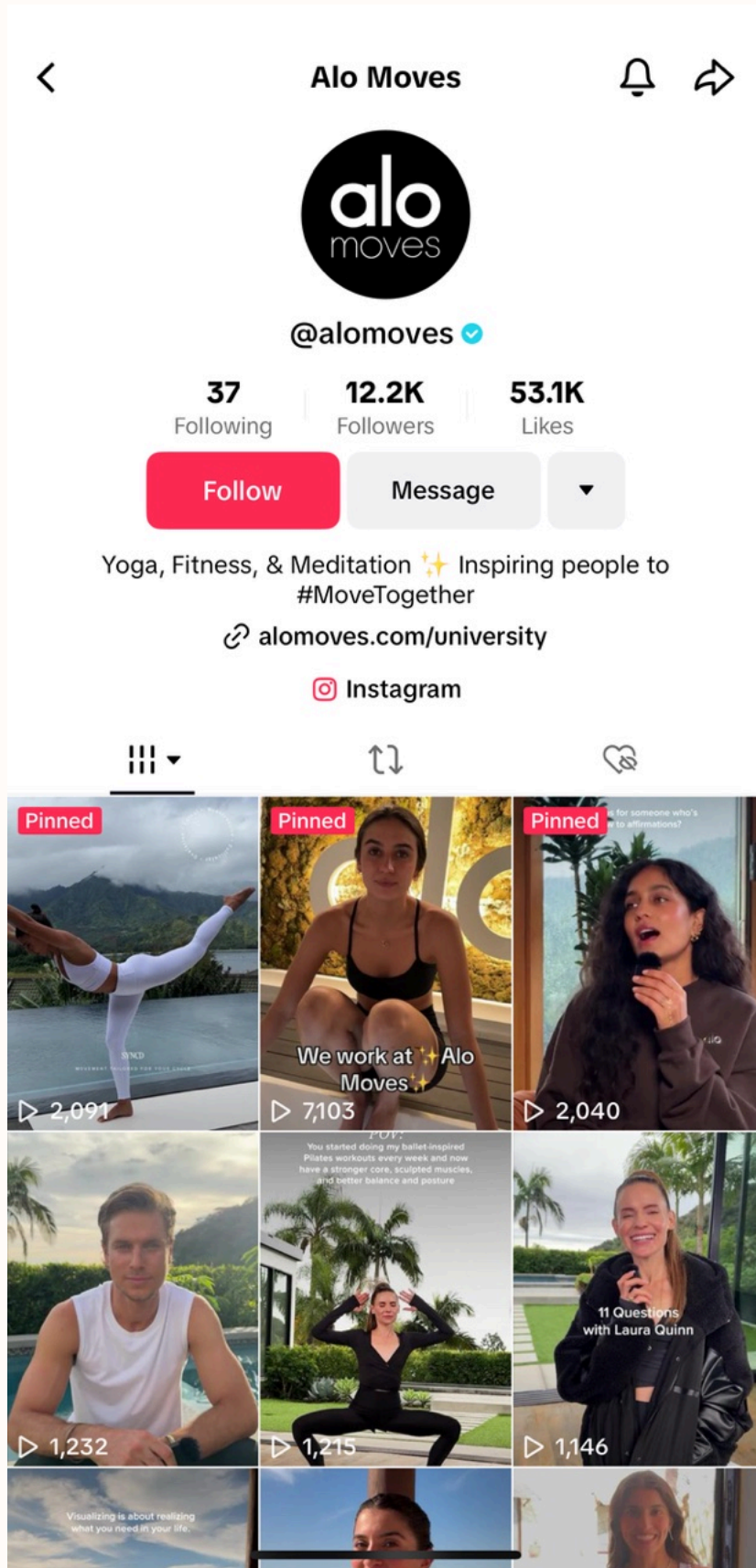
- SMS currently represent 4% of Alo's total business revenue
- SMS marketing has been greatly appreciated amongst younger consumers
- Alo loyalty members found it easier to access new drops via SMS



DIGITAL PRESENCE: INSTAGRAM

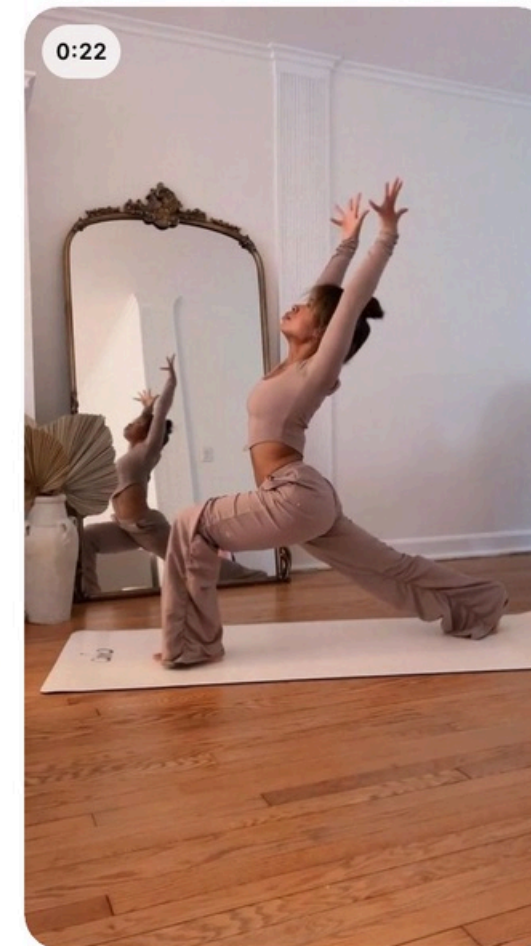
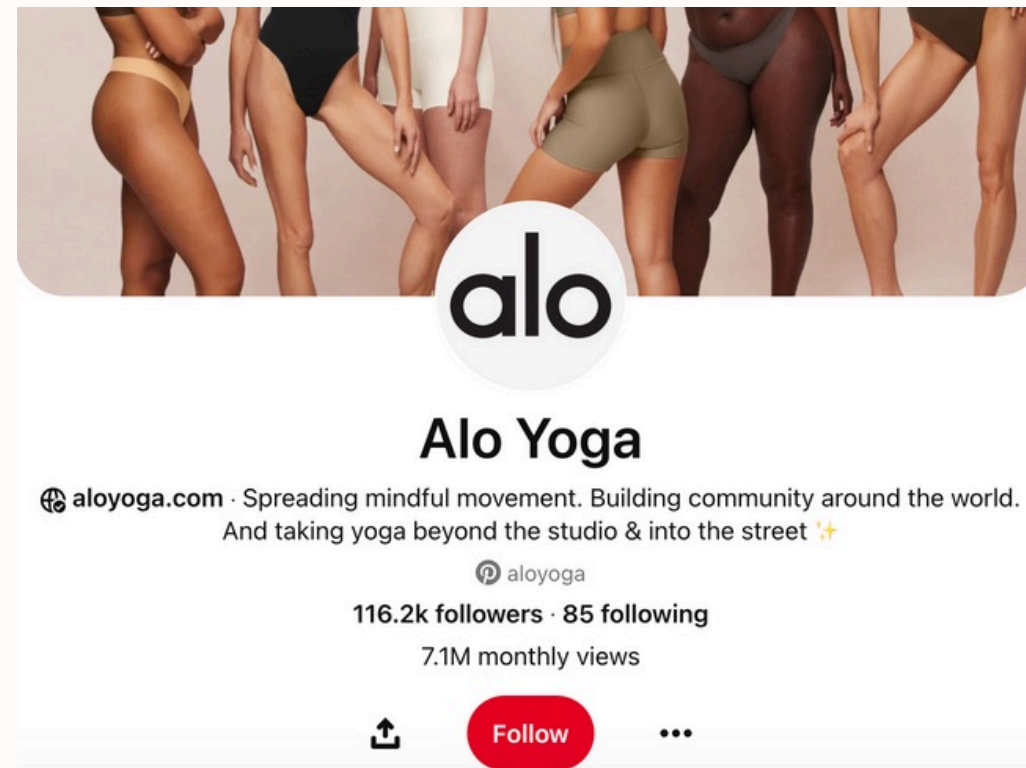


DIGITAL PRESENCE: TIKTOK



- Only TWO Alo account on TikTok
- Influencer Collaboration
 - (Alo Wellness Club)
 - Jake Shane, Noah Beck, Tate McRae
 - In Alo clothes
 - Alo Yoga utilizes social media influencers, with an average cost of \$1,627.88 per post
- UGC Content
 - Influencers
 - AWC
- Low followers and engagement

DIGITAL PRESENCE: PINTEREST





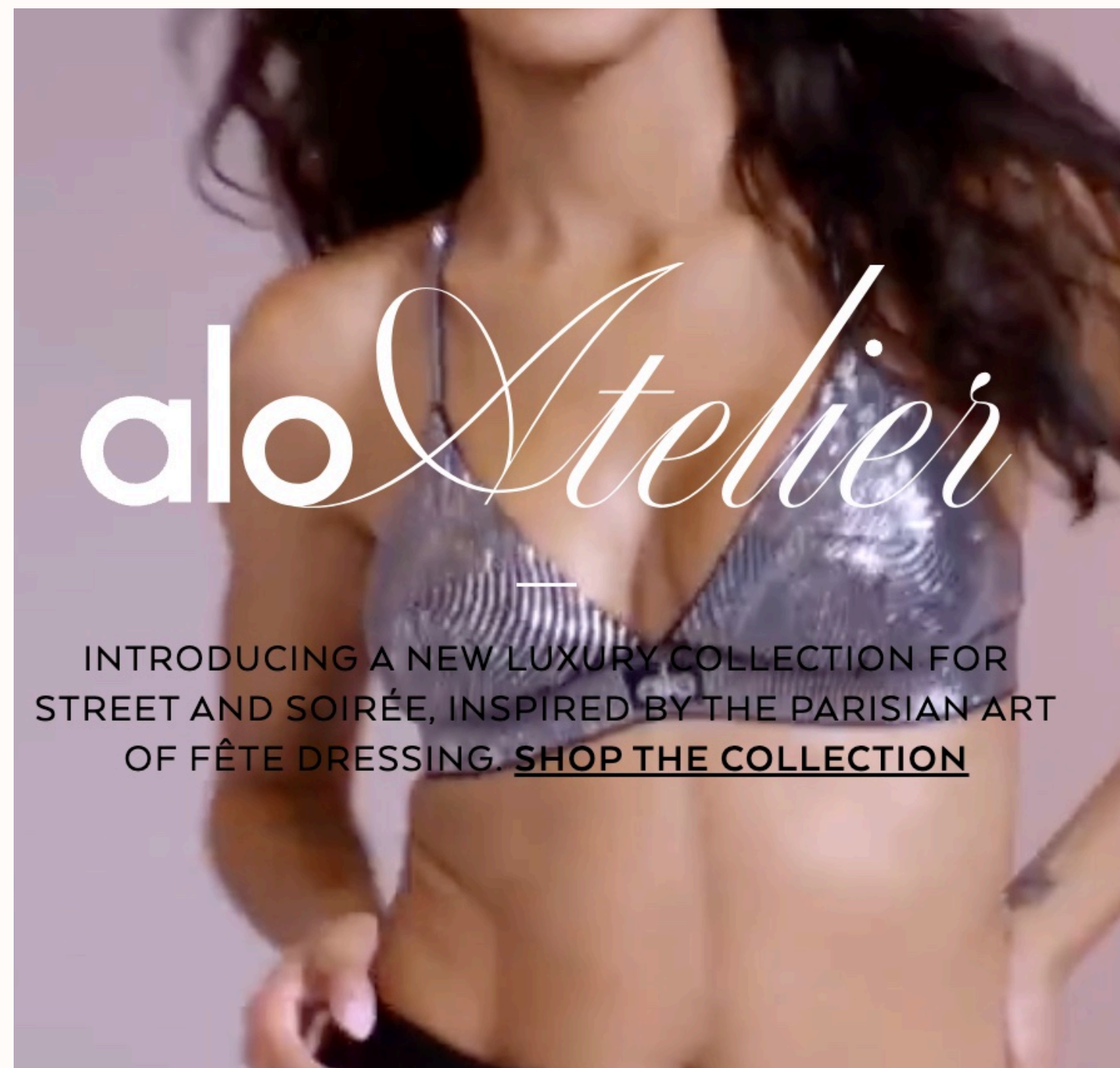
BRAND STATUS



LUXURIOUS

EXCLUSIVE

TRENDY



CASHMERE MA CHERIE
GARTER DRESS

\$750

or 4 installments of \$187.50 by [afterpay](#) ⓘ





LUXURIOUS

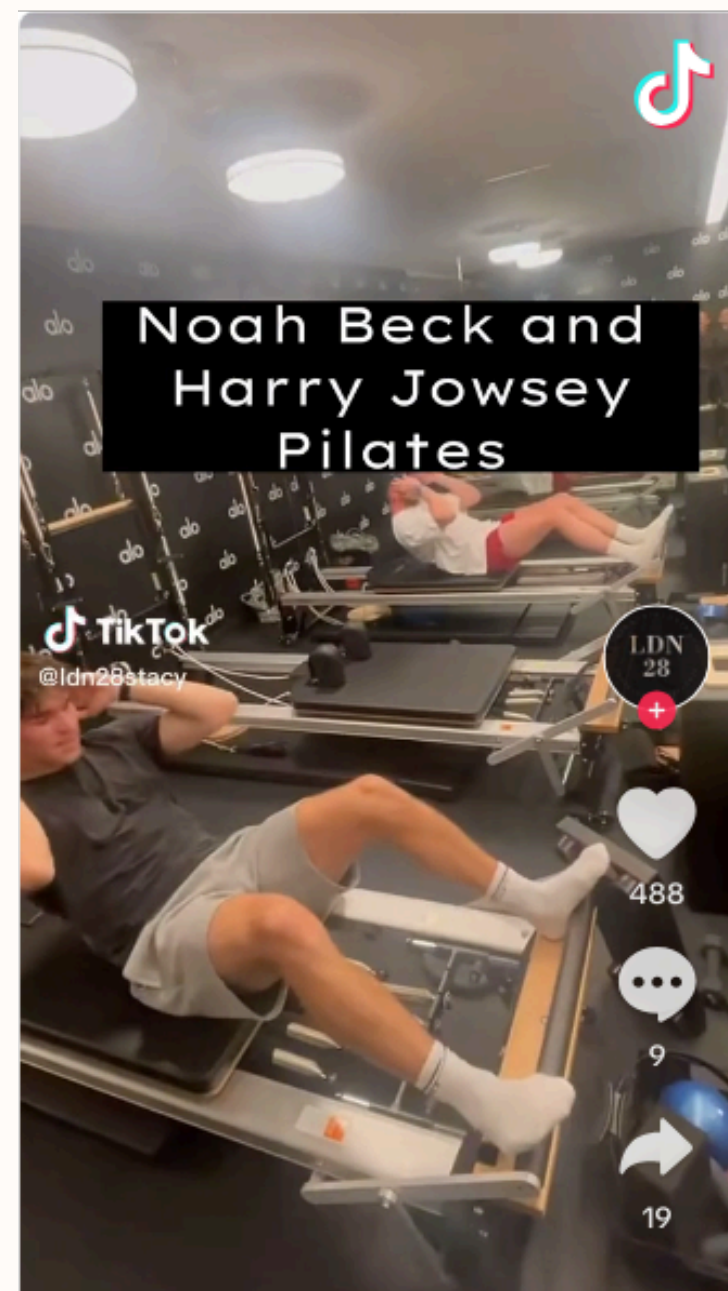


EXCLUSIVE

TRENDY

BRAND STATUS

- Invite only
- Located at corporate HQ in NYC & L.A

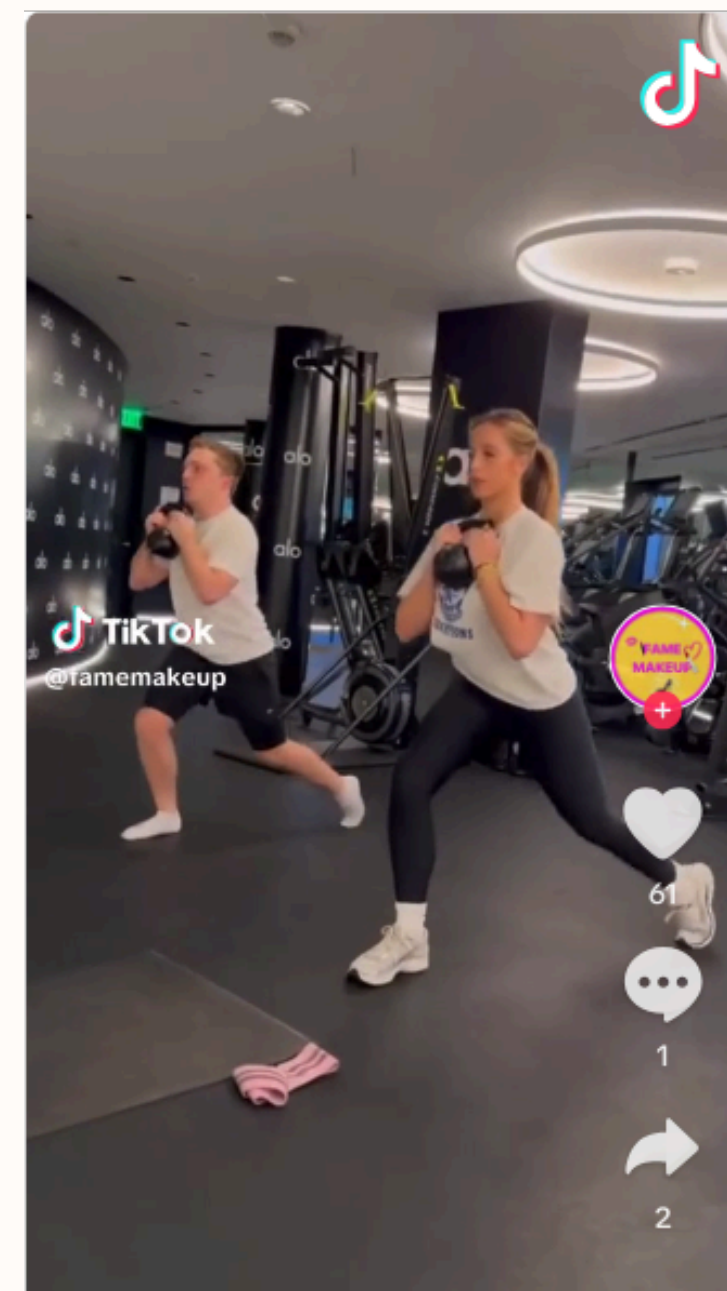


TikTok Watch now

@ldn28stacy

Noah beck and Harry jowsey try out Pilates. #noahbeck #harryjows ...See more

Collide (sped up) - Justine Skye



videos on TikTok Watch now

@famemakeup

#TateMcRae working out with #JakeShane at #Alo ❤️#fypシ #foryoupage ...See more

GigaChad Theme - Phonk House Version - g3ox_em





LUXURIOUS

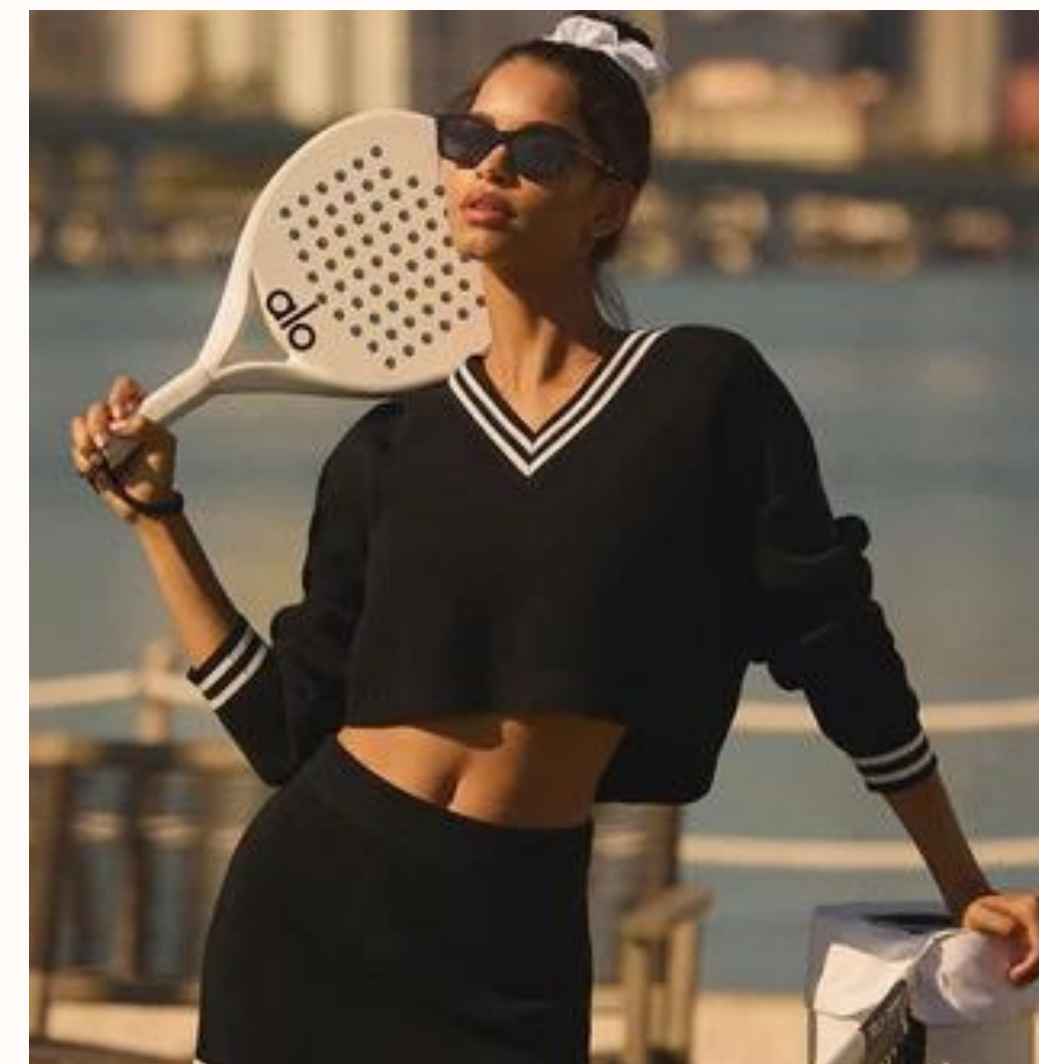
EXCLUSIVE



TRENDY

BRAND STATUS

- Celebrities to set new trends using Alo products
- Creating products for new fitness trends

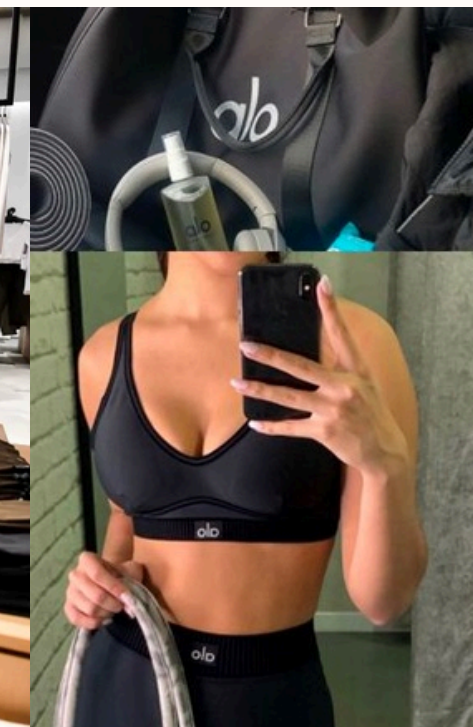
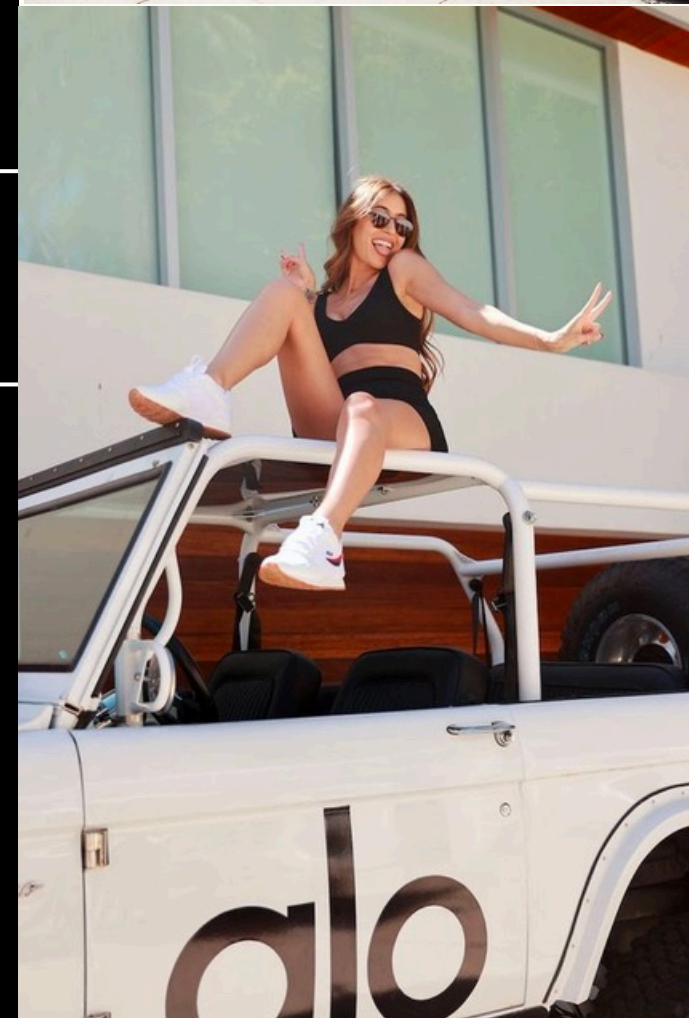




CHANGES IN POSITIONING



- Keep the current high-end target demographic, but place an emphasis on fashion and lower impact, trendy fitness
- Rebrand to just “alo” versus the current “alo yoga”
 - Gives more brand freedom
- Centralized, uniform, alo brand that users can be fully aware of & resonate with



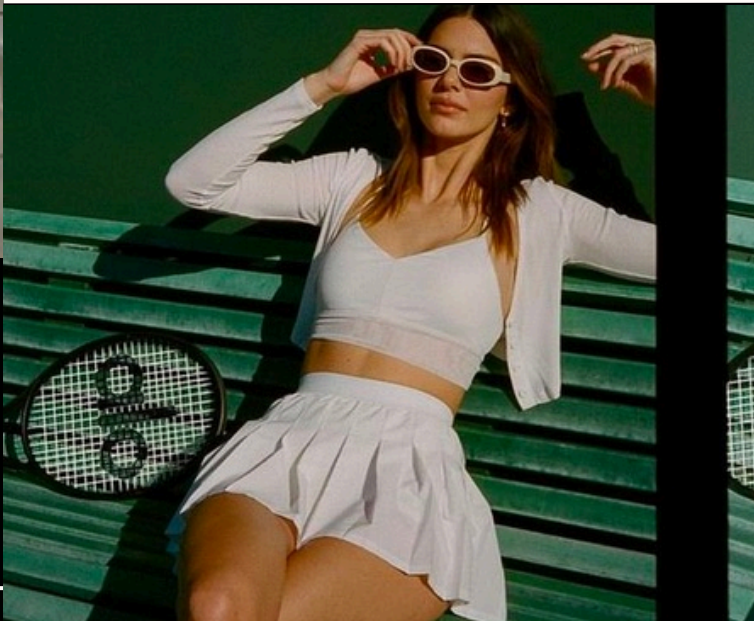
"LUXURY MEETS PERFORMANCE"

"MINDFULLY MODERN"

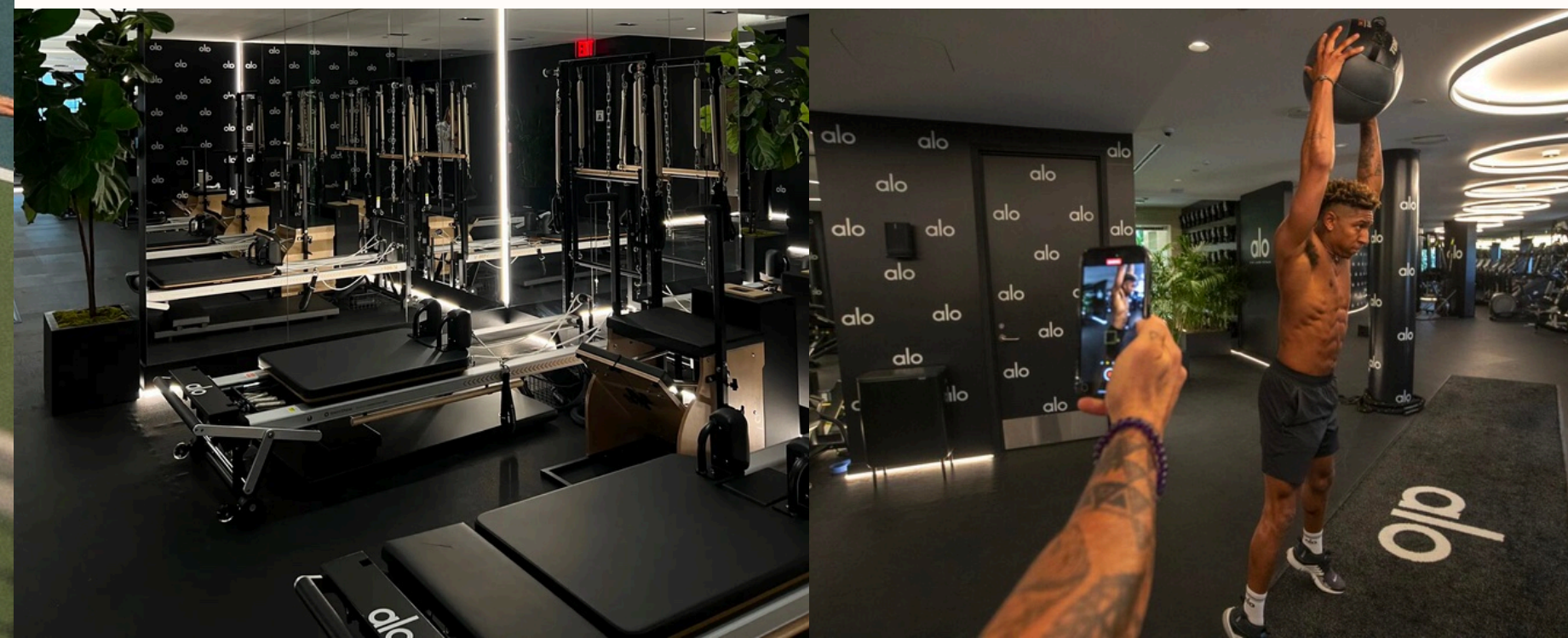
"STUDIO TO STREET"



IMPLEMENTING NEW POSITIONING



- Only keeping @alo & @alomen social media accounts
 - Highlight their sub brands on their overarching brand account
- Continue opening locations of the Alo Wellness Clubs
 - Currently in Soho and Beverly Hills
 - Invite only & very exclusive with their exact address
 - Look into more locations in NY & California, as well as expanding to Miami
 - Introduce an Hermes quota system for the wellness club
- Introduction of Alo Pickleball Facilities
 - Push their ideas of community
 - Aligns with the upscale brand image & low impact fitness
 - First mover advantage against competitors



"LUXURY MEETS PERFORMANCE"

"MINDFULLY MODERN"

"STUDIO TO STREET"



ACTIVITIES

YOGA

PILATES

RUN

TRAIN

TENNIS & PICKLEBALL

LOUNGE

STREET

PRODUCT REVISION



- Discontinue their skincare and supplement lines
- Update their “Shop by Activity” tab on the website
 - Revise the Tennis tab to “Tennis & Pickleball”
 - Introduce a new section labeled “Street” to promote their business and upscale clothing items



Studio
to
Street

NEW PRODUCTS



LUXURIOUS

EXCLUSIVE

TRENDY



Sweat-Proof Jewelry



Golf Line



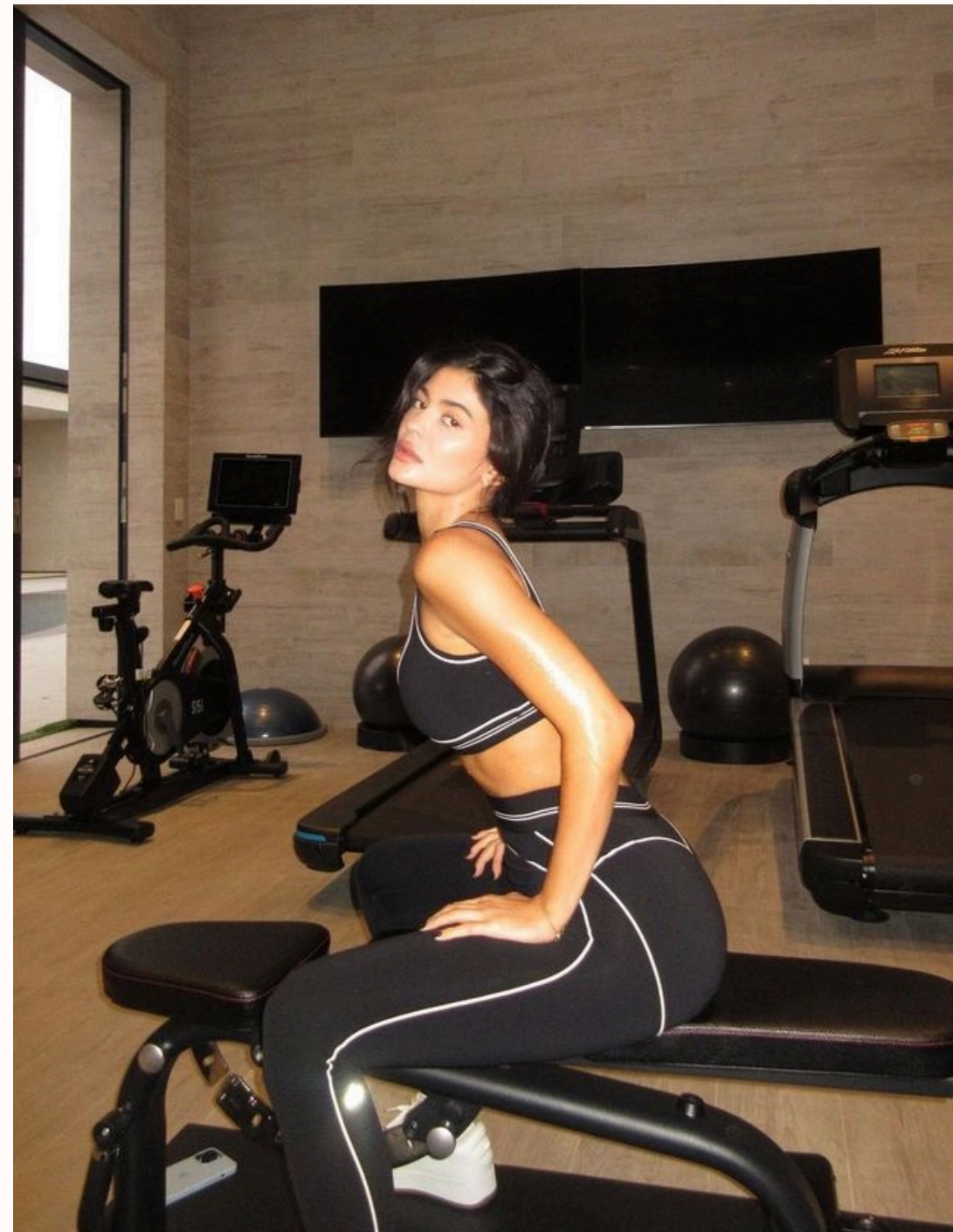
NEW PRODUCTS

LUXURIOUS



EXCLUSIVE

TRENDY



Invite Only Line



NEW PRODUCTS

LUXURIOUS

EXCLUSIVE



TRENDY



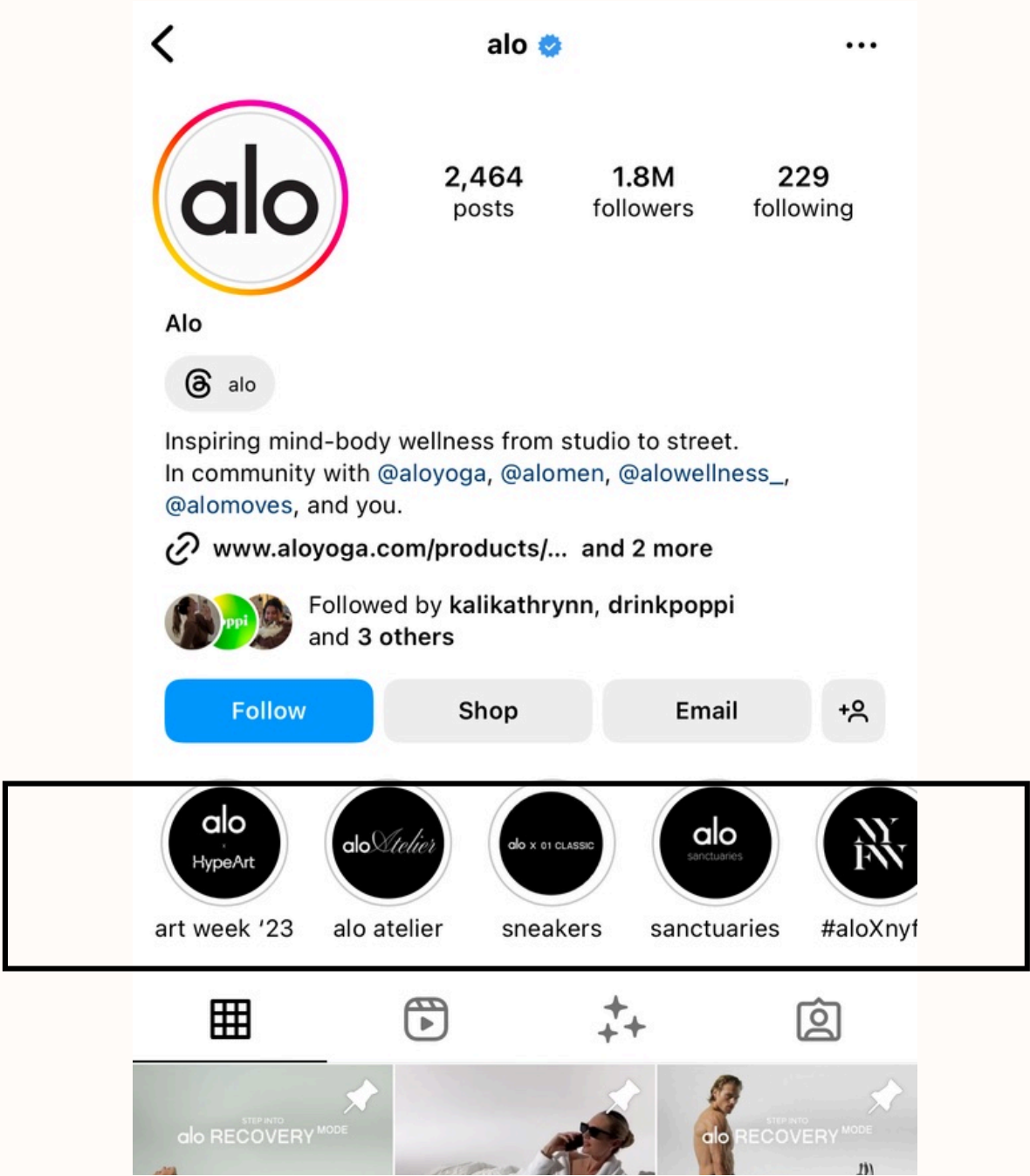
Pickleball Equipment



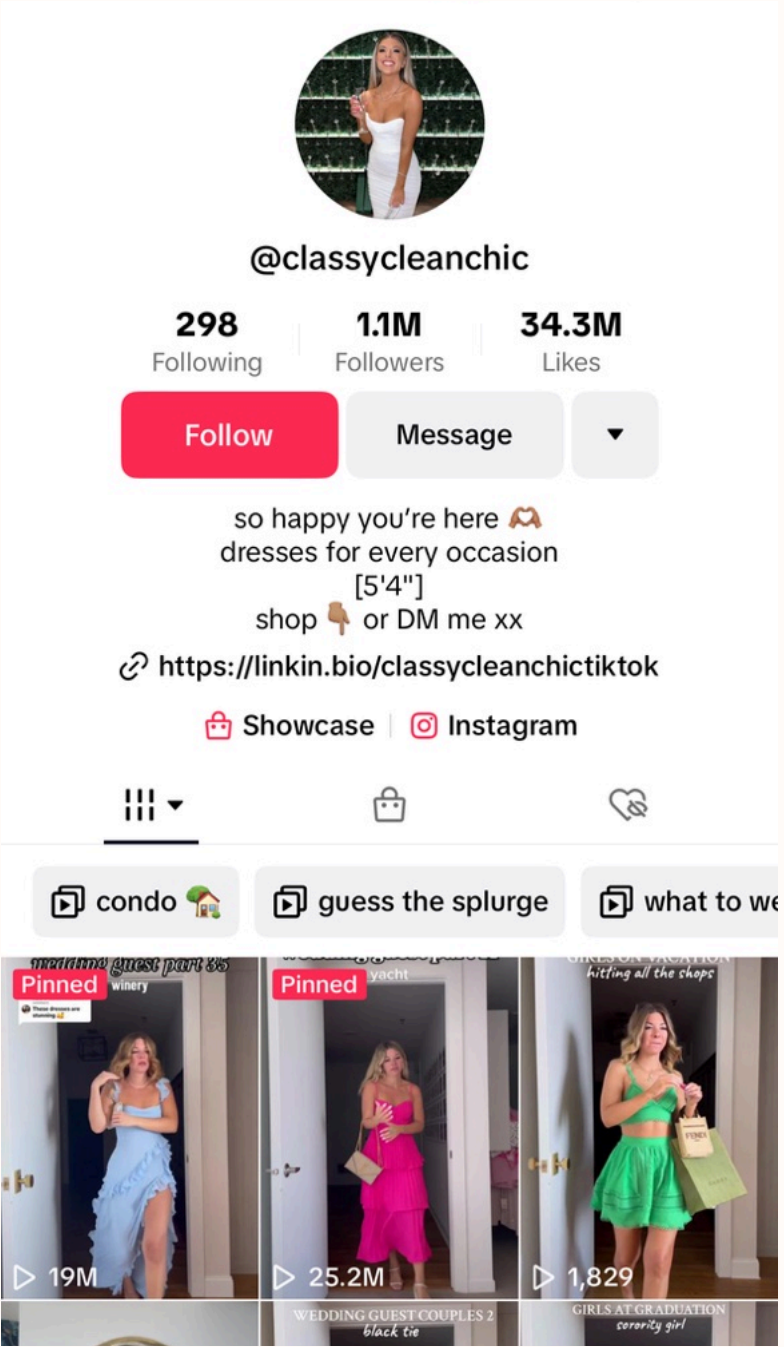
Running Equipment

IMC RECOMMENDATIONS

Social Media



Repurpose Highlights



TikTok Partner

KEEP IT COHESIVE

LUXURY

MEETS

PERFORMANCE

IMC RECOMMENDATIONS

Partnerships

KEEP IT COHESIVE

LUXURY

MEETS

PERFORMANCE



Nev Schulman



Whoop x Alo

IMC RECOMMENDATIONS

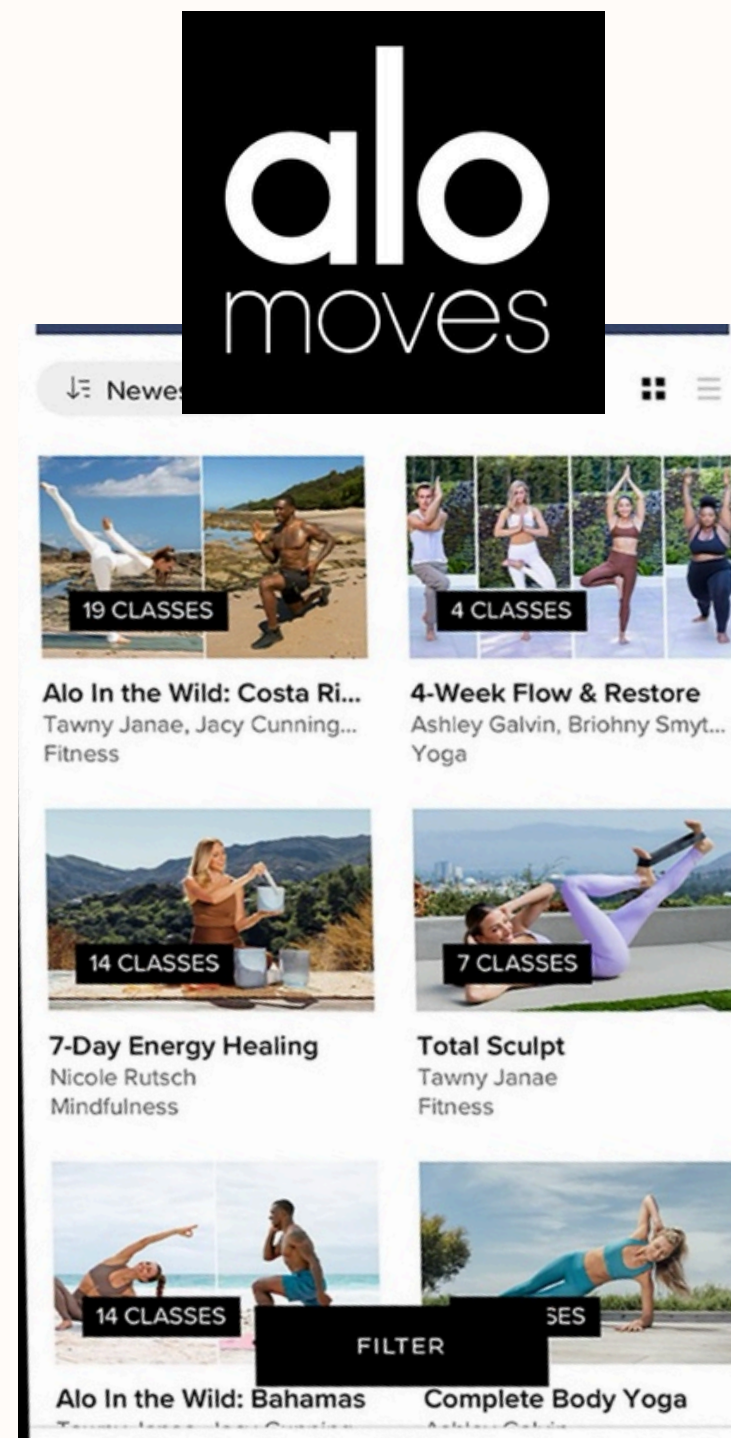
App

KEEP IT COHESIVE

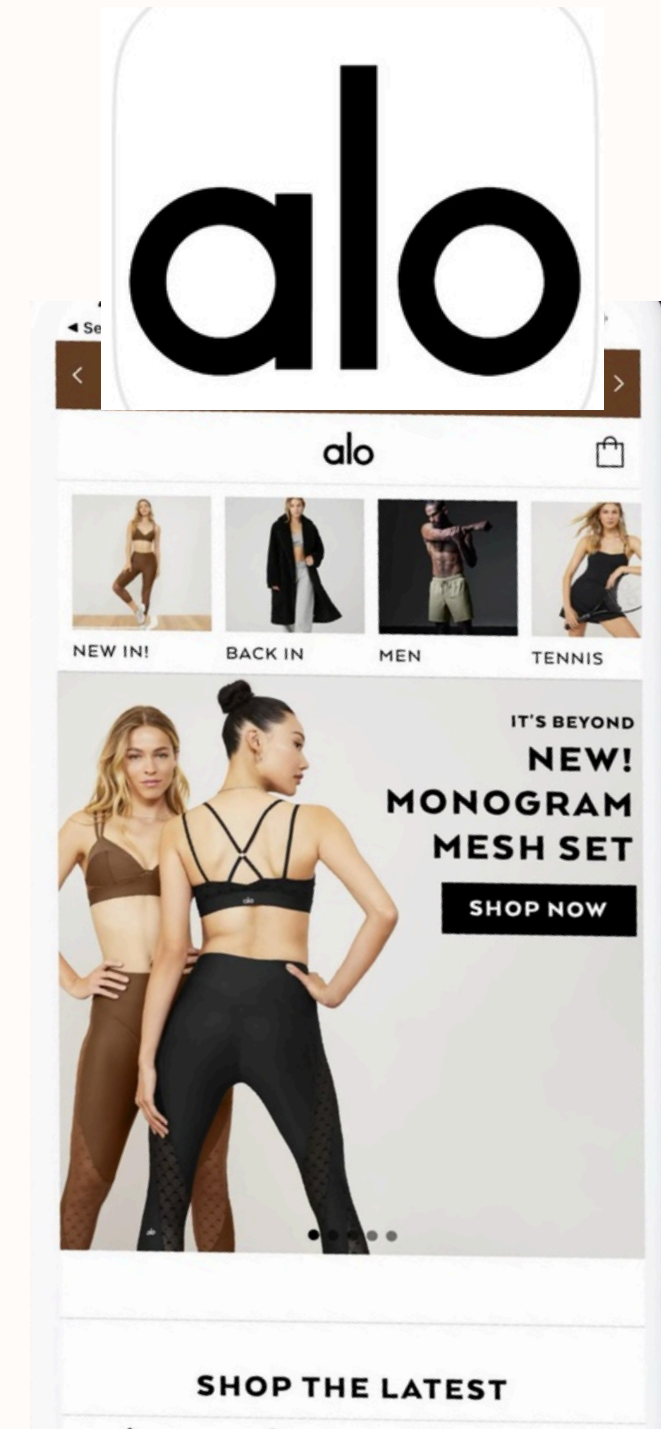
LUXURY

MEETS

PERFORMANCE



“Shop the look”



ENHANCE BRAND EQUITY



BRAND AWARENESS

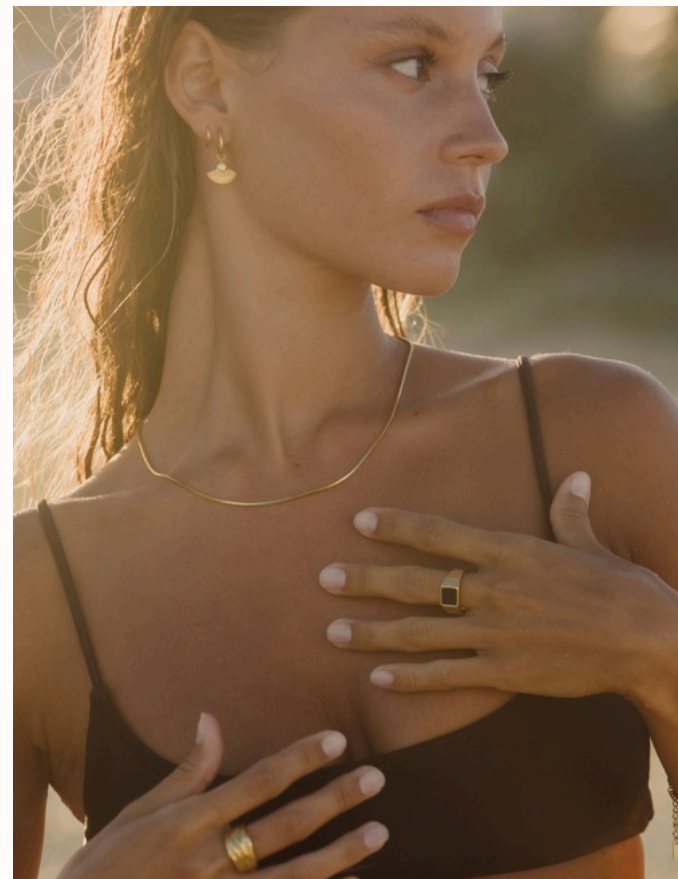
BRAND LOYALTY



BRAND IMAGE

BRAND ASSOCIATIONS

BRAND VALUE





ENHANCE BRAND EQUITY

BRAND AWARENESS

BRAND LOYALTY

BRAND IMAGE

BRAND ASSOCIATIONS ★

BRAND VALUE

ALO IS 100% SWEATSHOP FREE & ECO-AWARE

Clean practices. Clean environment.



THANK YOU

