

### ADV 375 Individual Assignment: Taglines

The new primary target audience for Lululemon is males aged 25-34 years old. Lululemon has had an ongoing problem where the prices they demand are too high for the male market to justify spending. Lululemon needs to focus on emphasizing the narrative that its products are durable, long-lasting, and versatile. As a brand, they have several aspects they could capitalize on, but given the social and cultural trends in the current market, and the direction the industry is heading, one of particular importance is expanding their primary target audience to include males aged 25-34 years old. Despite having found extreme success with the female audience, they have yet to make significant strides in making men primary consumers of the brand. Athletic apparel is a staple in both female and male consumers' closets, therefore, there is the opportunity for Lululemon to be equally as successful with the male audience as they have been with their female consumers. Additionally, a significant portion of people in the working industry now are in hybrid models post-pandemic. Our advertising objective is to appeal to males by emphasizing the versatility and durability of their products by emphasizing the masculinity within the items. Additionally, this age demographic will have a more steady income so will be able to make larger purchases like Lululemon products. Male consumers make up a small fraction of their business (21%) and it is still very female-dominant. We want to increase the percentage of male consumers aged 25-34 years old by 10% through increasing awareness of and desire to use Lululemon products. For millennial male golfers in need of versatile athleisure wear, Lululemon provides its consumers with high-end, durable golf apparel that can aid them in achieving their healthiest and most fulfilling lifestyle. The creative concept is to use a famous golfer, Tiger Woods, as the face of the brand, to show that this apparel elevates your look and skill on and off the golf course. We would show Tiger Woods taking a swing and making a hole-in-one while wearing this product line, then cutting to another scene of him going into the office for a meeting dressed in the same outfit.

- **Party in the front, business in the back:** This primarily focuses on the duality and versatility of the products, essentially that one part of the look is fun and playful, but can also be business-like.
- **Swing like a Tiger:** The connotations towards masculinity and golf through "tiger" help appeal to male demographics, and also emphasize its durability.
- **Early birdie offer:** This takes into account the high prices that can be off-putting to male consumers and ties it into saving money as well as the golfer demographic.
- **Your game is worth it:** This also factors in the idea that male consumers can't justify the prices of the product, but this tagline puts it in a different perspective by presenting it as something that helps your game.
- **Elevate the course of your life:** This ties into making the products seem more luxurious and versatile as it implies the products will elevate all aspects of your life, on and off the course, as well as being a high-end product that has the means to elevate.

I think my taglines would work effectively for my client because they encompass this idea of embodying your best self, in both an athletic and professional sense. This emphasis on versatility helps to argue that they are value-add products that can be used in various environments. It also focuses on the golf demographic through various phrases to better appeal to the new primary male audience.