

CREATIVE BRIEF

Client: Lululemon	Date: June 25 th 2024
Assignment: Part One Group Project Submission – Group 4	Client Signed By:
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PROJECT DESCRIPTION/BACKGROUND INFORMATION

In 2025, Lululemon is launching a new product line called “Sun Block” which focuses on UV-protection (UVP) garments with breathable fabric to enhance both performance and protection. A multi-media promotional campaign will be implemented in order to increase awareness and exposure of the new product line and the brand.

WHAT ARE THE COMMUNICATIONS OBJECTIVES?

- Increase engagement by 23% on social media in 6 months: 7%: likes, 5%: comments, 5%: shares and 3%: earned media, email open rate by 3% Objective: web site visits for "Breath Easy"
- Increase upselling products of "Sun Block" of current consumers by 5%

WHO IS THE TARGET AUDIENCE?

- **Demographic:** Both men and women with mid to high income.
- **Psychographics:** Enjoys yoga, running, hiking, playing soccer, cycling, and prioritizes sun safety.
- **Behavioral:** Health-conscious, fitness-focused, brand-loyal individuals who value high quality.

WHAT IS THE CONSUMER INSIGHT?

- 1) As a customer, I am aware of the effects of UV radiation, so I always choose to buy high-quality, comfortable UV protection gear for my activities.
- 2) I am a loyal Lululemon customer who enjoys outdoor activities and I am aware of the harmful effects of UV radiation. If Lululemon sold UV protection gear I would buy it.

WHAT IS THE BENEFIT WE ARE TRYING TO COMMUNICATE?

- 1) Use sustainable and recyclable materials in the product's construction.
- 2) Ethical eco-friendly manufacturing processes.
- 3) Advanced fabric technologies to deliver peak performance.

WHAT CAN WE OFFER AS SUPPORT FOR THIS?

- **High-quality fabric:** Everlux - Cutting edge science backed fabric technology
- High UV protection (UPF 50+) with water-repellent to resist light rain and moisture

WHAT IS THE BRAND'S CREATIVE STRATEGY/CAMPAIGN THEME?

Appeal Technique(s)

- **Primary:** Lifestyle; **Secondary:** Rational

Creative Tactic(s)

- Product Hero

WHAT'S REQUIRED / MANDATORIES/ EXECUTIONAL CONSIDERATIONS?

- **Digital Campaign** - Instagram, TikTok, LinkedIn, Email

- **Direct campaign** – In-store campaign
- Canada only - English and French