

## Creative Brief

Headline: “Soft Meets Strong”

General Insight: Strong brand loyalty, weak selection of trendy clothing.

### A. What is the task?

Position Lululemon as the leading athleisure brand for Gen Z by highlighting **durability, trend-driven pastel colorways, and deep connections with niche sport communities** (indoor climbing, pickleball, run clubs).

This will be achieved through strategic **brand activations at major sporting events and partnerships with social media influencers.**

### B. What is the goal?

Primary Goal: Strengthen Lululemon’s cultural relevance with Gen Z athletes and sport-based communities through immersive brand activations, social media influencers, and product storytelling.

How? Partnering with top influencers and clubs in climbing, pickleball, and run communities to integrate durability + colorways into real-world performance settings and digital storytelling.

### C. Why do we need to do this?

Gen Z values **trendiness and performance equally** but often sees Lululemon as leaning towards premium exclusivity and limited colors rather than an active community-based brand with a variety of choices.

Unlike Alo Yoga (fashion-focused) and Gymshark (strength-focused), Lululemon has a unique opportunity to integrate both style and durability in sports that foster social belonging—climbing gyms, pickleball courts, and run clubs.

### D. Who are we speaking to?

Primary Audience: Gen Z (18-26), health-conscious & socially driven individuals who prioritize athletic lifestyle, performance gear, and trend-driven aesthetics.

Sub-groups:

- Competitive Sport Enthusiasts – climbers, runners, pickleball players who value gear that performs under pressure.
- Lifestyle Athletes – those who wear activewear daily but seek stylish & functional pieces.
- Social Fitness Seekers – those who join clubs for community and motivation, aligning with Lululemon's existing brand DNA.

## E. What will make them listen to/read our material

Gen Z and Millennials view activewear as more than just clothing—it's a lifestyle, a status symbol, and a way to express identity. To capture both generations, the messaging must reflect their values:

1. Gen Z, Performance Meets Identity
  - Prioritizes self-expression and social influence
  - Values authenticity and transparency from brands
  - Prefers brands that align with mental and physical wellness, sustainability, and inclusivity
2. Millennials, Performance Meets Lifestyle
  - Invests in quality, longevity, and versatility
  - Seeks a workout-to-work transition in apparel
  - More likely to engage in brand loyalty if they see value-driven storytelling

Social Proof:

- Partnering with niche sport influencers to show why Lululemon is durable and trendy
- Organic content like “Wear Test Challenges” in climbing, pickleball, running
- Limited in-store trades of broken-down competitor brands clothing for select gear

FOMO-Driven Storytelling:

- Limited-edition pastel color drops tied to seasonal sports trends
- Exclusive collabs with top athletes or artist-designed lines

## F. Where will this story get told?

### 1. Social Media (The Heart of Brand Engagement)

Gen Z: TikTok, Instagram Reels, YouTube Shorts

- User-Generated Content Challenges: Encourage users to test durability in their sport
- Trend-Driven Micro-Campaigns: Leveraging fitness influencers to style pastel gear in unexpected sport settings
- ‘Day in the Life’ TikTok & Reels: Showcasing athletes + lifestyle influencers transitioning from workout to everyday activities

Millennials: Instagram, Facebook, LinkedIn (for brand credibility)

- “Train + Transition” Content: Showcasing how Lululemon gear is stylish enough for workouts and casual wear

- Athlete & Community Stories: Deeper storytelling (e.g., an ultra-runner's journey, a pickleball player's training, a climber's mindset)

2. IRL Brand Activations (Sporting Events & Community Engagement)  
USA Climbing Nationals, LA/NY Marathons, US Pickleball Nationals

- Live Demo Stations
- Influencer-led Workouts and Challenges
- Custom On-Site Apparel Printing

3. OOH Placements

- Transit Hubs (Subways and Bus Stops in NYC, LA, Chicago, SF)

4. Owned Media & Experiential Content  
Lululemon Run Club & Climbing Gym Takeovers

- Branded workout classes with ambassadors
- Pop-up Lululemon shopping experiences

Stakeholder FAQs:

**1. Why is Lululemon targeting niche sports instead of traditional fitness activities?**

While traditional fitness activities like gym workouts and yoga remain essential to Lululemon's brand, niche sports such as pickleball, climbing, and run clubs are experiencing surging popularity among younger demographics. These activities attract communities of highly engaged participants who are passionate about their sport, socially active, and eager to align with brands that support their lifestyle. By embedding Lululemon within these emerging fitness movements, we can establish a deeper connection with trend-conscious, health-focused consumers.

**2. How does this campaign differentiate Lululemon from competitors like Alo Yoga and Gymshark?**

Unlike Alo Yoga, which is heavily positioned as a luxury lifestyle brand, and Gymshark, which focuses on high-intensity training, Lululemon is uniquely blending technical performance with everyday versatility. This campaign highlights superior durability, innovative fabric technology, and a fresh colorway palette, ensuring that consumers see Lululemon as the intersection of trendiness and functionality. Additionally, by embedding the brand within niche sports, Lululemon reinforces its commitment to community and movement-based experiences rather than just aesthetics or gym performance.

**3. What messaging will resonate most with Gen Z and Millennials?**

For Gen Z, messaging must be bold, visual, and community-driven, emphasizing self-expression and inclusivity. Millennials, on the other hand, respond to messaging that reinforces product quality, longevity, and the ability to balance fitness with lifestyle.

**4. What challenges might arise, and how will they be addressed?**

Potential challenges include:

- **Standing Out in a Crowded Market:** To combat competitor noise, Lululemon will focus on hyper-niche storytelling and athlete collaborations that create an emotional connection.
- **Gen Z's Skepticism Toward Inauthentic Brand Messaging:** This will be mitigated by ensuring that real athletes and micro-influencers lead the campaign, rather than just celebrity endorsements.
- **Measuring ROI of Experiential Activations:** By integrating QR codes, in-store purchase incentives, and digital lead tracking, Lululemon will tie brand activations directly to conversions.

**5. How does this campaign align with Lululemon's long-term brand strategy?**

- Lululemon is evolving beyond traditional yoga apparel into a performance-driven, community-focused brand. This campaign reinforces versatility, durability, and cultural relevance, setting the foundation for continued engagement with emerging fitness communities. By solidifying relationships with niche sports, Lululemon positions itself as an indispensable part of the modern athlete's lifestyle, extending brand loyalty beyond just trends.

## News Release

### **Lululemon Launches Pastel Collection and Sports Partnerships to Energize Gen Z & Millennial Athletes**

**VANCOUVER, BC** – Lululemon is redefining activewear with its new pastel color collection and bold partnerships in indoor climbing, pickleball, and run clubs. By integrating live activations at major sporting events, influencer-driven content, and digital engagement across TikTok, Instagram, and YouTube Shorts, Lululemon strengthens its connection with Gen Z and Millennial athletes who prioritize both performance and community.

Lululemon's campaign kicks off at the U.S. Pickleball National Championships, USA Climbing National Championships, and the New York and Los Angeles Marathons. Fans can explore the limited-edition pastel collection, participate in interactive fitness experiences, and meet top athletes from each sport. On social media, influencers will showcase the collection's style, durability, and versatility, reinforcing Lululemon's reputation for high-performance activewear that transitions seamlessly from workouts to daily life.

"Fitness is evolving, and so is Lululemon," said Calvin McDonald, CEO at Lululemon. "By immersing ourselves in the communities of indoor climbers, pickleball enthusiasts, and run clubs, we're not just launching a new collection—we're showing up where movement happens."

Designed for health-conscious, style-forward individuals aged 18-40, the campaign highlights Lululemon's commitment to innovation, community, and social connection. Unlike competitors Alo Yoga and Gymshark, Lululemon blends trend-driven design with unmatched durability, making it the top choice for athletes who demand both function and fashion.

To further engage consumers, Lululemon is launching multiple social media challenges, inviting athletes and fitness enthusiasts to showcase how they incorporate Lululemon gear into their routines. The most compelling content will appear on Lululemon's social channels and digital OOH placements in high-traffic urban areas like New York, Los Angeles, and Chicago.

The Lululemon Pastel Collection drops on **January 12<sup>th</sup>, 2025**, with early access for loyalty members and event attendees. To learn more, visit [lululemon.com](http://lululemon.com) or follow @lululemon on TikTok, Instagram, and YouTube.

#### **About Lululemon**

Founded in 1998 in Vancouver, Lululemon designs high-performance activewear that fuses technical innovation with everyday versatility. Committed to community, movement, and self-expression, Lululemon continues to lead the industry in style, performance, and cultural impact.

# Lululemon's Next Play: Why Your Grandma's Pickleball Game Just Became the Hottest Thing in Athleisure

By Joe Carreon

Once upon a time, in the land of suburban retirement communities, pickleball reigned supreme. It was a sport for your grandma, her best friend Linda, and an occasional rogue uncle who still wore New Balance sneakers from 2003. Fast forward to today, and suddenly, your coolest fitness friend is asking if you want to join a pickleball league, your run club is oversubscribed, and your indoor climbing gym feels like Coachella for people who own too many water bottles.

So, what happened? Simple: **Gen Z and Millennials got bored of lifting weights alone, and Lululemon paid attention.**

Lululemon, once synonymous with boutique yoga classes and oat milk lattes, just made a power move—partnering with some of the fastest-growing, social-first sports to prove that community-driven fitness is the future. And honestly? They're onto something.

## The Fall of the Lone Wolf Gym Bro

For years, fitness meant one of two things: 1) You went to the gym, stared at yourself in the mirror between sets, and silently judged whoever was doing bicep curls in the squat rack, or 2) You followed a YouTube workout, hoping no one walked in on you doing burpees in your living room.

But now? **Movement is social currency.**

Run clubs now fill entire streets on weeknights. Indoor climbing gyms double as social hubs where people *actually* talk to each other. And pickleball? Well, it just became a **\$65 billion market**, proving that if you make something trendy enough, even the most ironic Gen Zer will give it a shot (and post about it on TikTok).

## Why Lululemon is Playing to Win

Lululemon isn't just launching a new pastel collection; they're embedding themselves into sports where style matters as much as performance. Think about it—people don't just *play* these sports; they curate an entire aesthetic around them.

- **Pickleball?** A pastel set, mid-calf socks, and the vague promise of an Aperol Spritz afterward.
- **Run clubs?** Sleek leggings, ultra-light sneakers, and a group photo for the ‘gram.
- **Climbing?** A fitted tank, chalk-covered hands, and a caption that says, “Crushed my project today.”

Lululemon gets that fitness isn’t just about function anymore—it’s a lifestyle flex. By sponsoring niche sporting events and flooding social media with influencer-led content, they’re proving that **they’re not just making leggings; they’re making moments.**

## **The Takeaway? Adapt or Be Left in the Dust**

Alo Yoga and Gymshark built their followings on digital-first, influencer-heavy strategies. But Lululemon? They’re coming for them with something even stronger: real-world, community-driven experiences. This isn’t just about selling leggings—it’s about being the brand that people wear when they meet their new best friends (or, let’s be real, their next Hinge date) at run club.

So, whether you’re hopping on the pickleball trend, showing up to your first group run, or just there for the post-workout vibes, one thing is clear: **Lululemon isn’t just making activewear. They’re making fitness fun again.** And honestly? We should all be here for it.