

LULULEMON

Project Name	Athleisure Campaign
Client Name	Lululemon
Brand	Lululemon
Product	All

PROJECT

Lululemon is a “yoga-inspired” athletic clothing brand for men and women.

OBJECTIVE

To increase awareness of Lululemon and change the common misconceptions and overall perception of the brand.

TARGET AUDIENCE

Educated men and women ages 18-35 who live an athleisure lifestyle in or around big cities in North America, Asia, Australia, and Europe with mid-high income.

ATTITUDE

Should reflect a trendy, urban, and vibrant tone.

MESSAGE

Sells quality products that will perform for a wide range of activities for both men and women; you don't have to be a yogi to wear the products, but the products will perform for high intensity activities.

MANDATORIES

Lululemon product image or logo. Both men and women must be present in campaign. Clothing and accessories from various collections must be in campaign.