

# Marketing IQ Challenge

Step 1 - Pick 1 sub-niche

Step 2 - Find a TOP brand in that sub-niche

Step 3 - Figure out WHY they are successful, full research on their avatar, roadblocks and solutions, their products, and their visible funnels. WHY ARE THEY BUYING?

Step 4 - Summarize the lessons you've learned and how you are going to apply them. Share with the group in the most engaging format you can come up with.

(Bonus Step 5 - Use what you learned to reach out to their competitors and offer your help)

## Step 1: Sub-niche

Yoga and Pilates

## Step 2: Top Brand in Yoga and Pilates

Lululemon Athletics

## Step 3: Why they are successful

### Target Market:

The target market has probably one or more of these characteristics, so they can reach a large variety of people:

- 1) **Female:** Lululemon has a large female customer base, as its products are designed to cater to women's specific athletic needs and preferences.
- 2) **Health-conscious:** Lululemon customers tend to be health-conscious and prioritize physical fitness and well-being in their daily lives.
- 3) **Active:** Lululemon customers are typically active individuals who engage in regular exercise and other physical activities.
- 4) **Fashion-conscious:** Lululemon customers are often fashion-conscious and appreciate the company's innovative designs and trendy styles.

- 5) **Affluent:** Lululemon products are priced higher than many other athletic wear brands, so customers tend to be relatively affluent and willing to invest in high-quality, premium products.

## Avatar:

### Description and Background:

Lucy, 32 years old, middle height, a little chubby but not fat, has brown eyes and hair.



Lucy had always been a hardworking and ambitious person. After graduating from college, she landed a job as a lawyer and was able to achieve many of her career goals. However, in the process, she had let herself go physically. Lucy had always been a little chubby, but over the years, she had gained more weight and felt uncomfortable in her body.

As a result of her busy work schedule and raising her first child, Lucy had not been able to focus on her physical health. She had tried to start a fitness journey several times in the past, but it never seemed to stick. Her busy schedule and lack of motivation were always getting in the way. As time went on, Lucy became more and more unhappy with her body, but she didn't know what to do about it.

One day, she realized that she needed to take control of her physical health and find a way to improve her well-being. She wanted to feel comfortable in her body again and regain her confidence. However, she was still struggling to find the right way to do it. Lucy had failed so

many times before that the thought of starting again seemed daunting. This started to trouble her more and more, as she desperately wanted to make a change but didn't know where to begin.

## Day in the life:

A typical day for Lucy usually involves waking up early to get her child ready for school and making breakfast for the family. She then heads to work, where she spends most of her day in meetings, researching legal cases, and drafting documents. During her lunch break, she tries to squeeze in a quick workout at the gym, but sometimes she has to skip it due to work demands.

After work, she picks up her child from school and spends some quality time with him, helping him with homework and preparing dinner for the family. After dinner, Lucy tries to unwind by reading a book or watching her favorite show on TV. However, she often finds herself getting caught up in work emails or other tasks that need to be done.

Lucy's day is usually busy and full of responsibilities, leaving little time for herself. However, she knows that she needs to prioritize her health and fitness if she wants to feel better in her body and regain her confidence. Despite the challenges, she tries to find small moments throughout the day to make healthy choices, whether it's taking the stairs instead of the elevator or drinking more water instead of soda. But it's clearly not enough.

## Pain and Desires:

### Pains:

- 1) Feeling uncomfortable in her body due to her lack of physical fitness
- 2) Struggling to find the right way to start her fitness journey
- 3) Feeling overwhelmed with her responsibilities at work and at home
- 4) Not having enough time for herself and self-care activities
- 5) Fear of failure and disappointment in herself for not sticking to previous fitness attempts

### Desires:

- 1) To feel confident and comfortable in her body
- 2) To have more energy and stamina for her busy life
- 3) To find a fitness routine that works for her and that she enjoys
- 4) To prioritize her own self-care and well-being alongside her work and family responsibilities

- 5) To feel a sense of accomplishment and pride in herself for sticking to her fitness goals

### Roadblocks:

Lucy is having trouble finding time for her fitness, gym's not helping because the courses have fixed times that are a struggle for her. She also feels the responsibility of being a mother as a burden more often than not, because she would like some time to dedicate to her physical health. But she cannot allow herself to say, "I'm going to the gym instead of helping my child because the course is at 6 p.m." So she procrastinates, and that has led her nowhere.

### Solution:

She needs to regain complete control over her workouts. So she needs something that can be flexible in terms of activities (she doesn't have the same energy every day) and in terms of hours. She needs to be able to train when and how she wants, and that is difficult in a gym.

## Products and Services:

Lululemon Athletics offers a range of products and services related to fitness, wellness, and lifestyle.

### Products:

- 1) **Athletic apparel and accessories for women and men**, such as yoga pants, shorts, tops, sports bras, jackets, and bags (the clothing part were how they started their business so it is still the main part of the website)
- 2) **Personal care items**, such as deodorants, body wash, and moisturizers
- 3) **Fitness equipment**, such as yoga mats, blocks, straps, and resistance bands
- 4) **Digital products**, such as mobile apps, online fitness classes, and guided meditations. This section is called Studio.

### Services:

- 1) **In-store and online shopping experiences**
- 2) **Personalized styling and fitting services** to help customers find the right products for their needs and preferences
- 3) **Community events**, such as yoga and fitness classes, workshops, and retreats
- 4) **Sweatlife membership program**, which offers perks such as free shipping, early access to product launches, and exclusive events for members

- 5) **Virtual shopping and styling sessions** to help customers shop and receive personalized advice from home.

**About the Studio section:** this is a concept store created by Lululemon that offers a **range of services and one peculiar product**, a smart mirror, called the **Lululemon Studio Mirror**.

The studio is designed to create a community-driven atmosphere for customers to connect with like-minded individuals and participate in activities that promote physical and mental wellness.

The classes and workshops are typically led by local instructors and cover a variety of topics such as yoga, meditation, strength training, and more. In particular, there are, according to the website, **10,000 different workouts to choose from**, which is an impressive number.

The Lululemon Studio is also an opportunity for the brand to showcase its products and offer personalized styling recommendations to customers.

## Reasons for Success:

Lululemon Athletics has been successful for several reasons:

**High-quality products:** Lululemon is known for its high-quality and durable athletic wear that is designed to last. The company uses advanced fabrics and materials that provide comfort, support, and flexibility during exercise.

**Innovative designs:** Lululemon is constantly innovating and experimenting with new designs and styles that are both functional and fashionable. This has helped the company stay ahead of trends and remain relevant in the highly competitive athletic market.

**Strong brand message:** Lululemon has a strong brand message that emphasizes the importance of health, wellness, and community. The company has built a loyal following of customers who share its values and appreciate its commitment to a healthy lifestyle.

**Customer engagement:** Lululemon engages with its customers through in-store events, social media, and other marketing channels. This helps the company build relationships with its customers and create a sense of community around its brand.

**Sustainability:** Lululemon is committed to sustainability and has implemented several initiatives to reduce its environmental impact. This resonates with customers who are increasingly concerned about the environmental impact of the products they purchase.

**Great adaptability to the Covid-19 period:** Lululemon did a great job during the last few years releasing in 2020 the Studio Mirror, which combined with the thousands of training they provide has granted a lot of people the chance to have basically a gym at home. Even if you don't have a lot of space. Considering that the mirror is their high-end product, they sure made a lot of profit during this period.

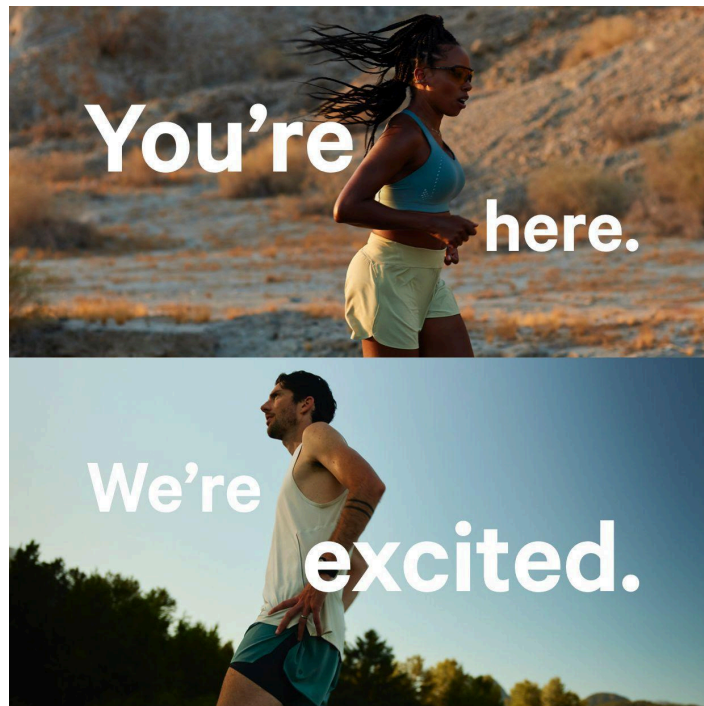
## Why Are They Buying?

There are **mainly four reasons** why people are buying from this brand:

- 1) **The website** is very well done, once you get in, once they let you opt-in you will probably buy something or at least come back to see if there's an offer or something like that. Also on the website, there are a lot of fascinations and bright pictures that can capture your attention.
- 2) They also have a **service for used clothes** where you can give back the old ones and get a discount on the new ones. You can come back and look for used clothes if you don't have enough money to buy new ones.
- 3) **The “group” concept** so from the moment you start to visit their social media pages, the website, and the newsletter you feel part of a group or tribe bigger than yourself and if you're not in it you want to get in it. **You'll be jealous** of the people there are in the group and I think that is very compelling for a lot of people to make the extra step and get into the group whether it would be by buying some clothes or subscribing or making a membership to the actual workouts.
- 4) **The social media pages** are curated and amplify the idea of the group.
- 5) **Studio part** which is the digital part of the brand is very catchy and very well done so it leads with all the **choices** you have when comes to training and how many **professionals** are going to follow you, what kind of **community** you have that is going to train with you.  
You get the feeling of being in control of your training if you stick with them and that you have so many choices in front of you that you'll never get bored.

## Step 4 - Summarize the lessons you've learned and how you are going to apply them

- 1) **“Be Like Them, Be With Them”** you are drawn to everything that they are doing from their social media to their website, they create this idea that you want to be like them and you want to do the same activities that they do and of course to enter this world you have to buy their products.
- 2) **The use of pictures:** pictures are used in a very effective way both on the website and in their social pages and newsletter. With pictures, they accomplish various actions in one go so it is very efficient and it gets stuck in the memory of the viewer.



This is a picture that puts together the first two lessons I talked about and more. They use this at the start of their newsletter. It lets you feel part of the group while letting you know that the group is happy that you're finally in and also it shows what it looks like to be a man or a woman that is part of this brand.

- 3) Another important lesson is **Cohesion**, it does not matter where you find the brand (website, Facebook, Twitter) it feels like a whole unit.

I will definitely apply these lessons on my spec work and hopefully with some clients soon enough.