



ATHLETA VS LULULEMON

BRAND COMPARISON PAPER

CAROLINE CARDER



TABLE OF CONTENTS

Executive Summary.....	3
Brand History + Mission.....	4
Audience + Personas	6
Digital Comparisons	8
Website.....	8
Instagram	11
Facebook.....	14
Twitter.....	17
Blog.....	20
Cross Channel Campaign	24
Social Mention	26
Conclusion.....	27

EXECUTIVE SUMMARY

In today's society, fitness and wellness are huge trends in consumer values and that is becoming reflective in their purchasing decisions. This is seen across the board of age groups as well as physicality levels.

Marketers in all arenas are seeing how they can make their brand appear healthy and attractive to consumers. Thus, companies that are at the heart of fitness and health, being athletic clothing, are thriving.

Two of these thriving companies are Athleta and Lulu Lemon. The two international companies are competing head-to-head for market share in an industry that is not slowing down anytime soon. The following pages will analyze how Athleta and Lulu Lemon are competing on their digital platforms, and ultimately which athletic clothing company's online presence is ahead in the race.



ATHLETA



BRAND HISTORY + MISSION

Founded in 1998 in Sonoma County, Athleta stems from its parent company, Gap Inc. after the company recognized that women were underserved in the sports. The company was inspired by everything that women and women were capable of, and noticed that women at the time struggled to find athletic gear that fit their bodies and athletic lifestyle. The company sought after to create premium quality clothing with a feminine style for serious athletes or just any woman getting into fitness.

Athleta's mission is to ignite a community of active, healthy, confident women & girls who empower each other to realize their limitless potential. To do this, the company started the Power of She. Athleta also values itself on sustainability and their commitment to the environment.

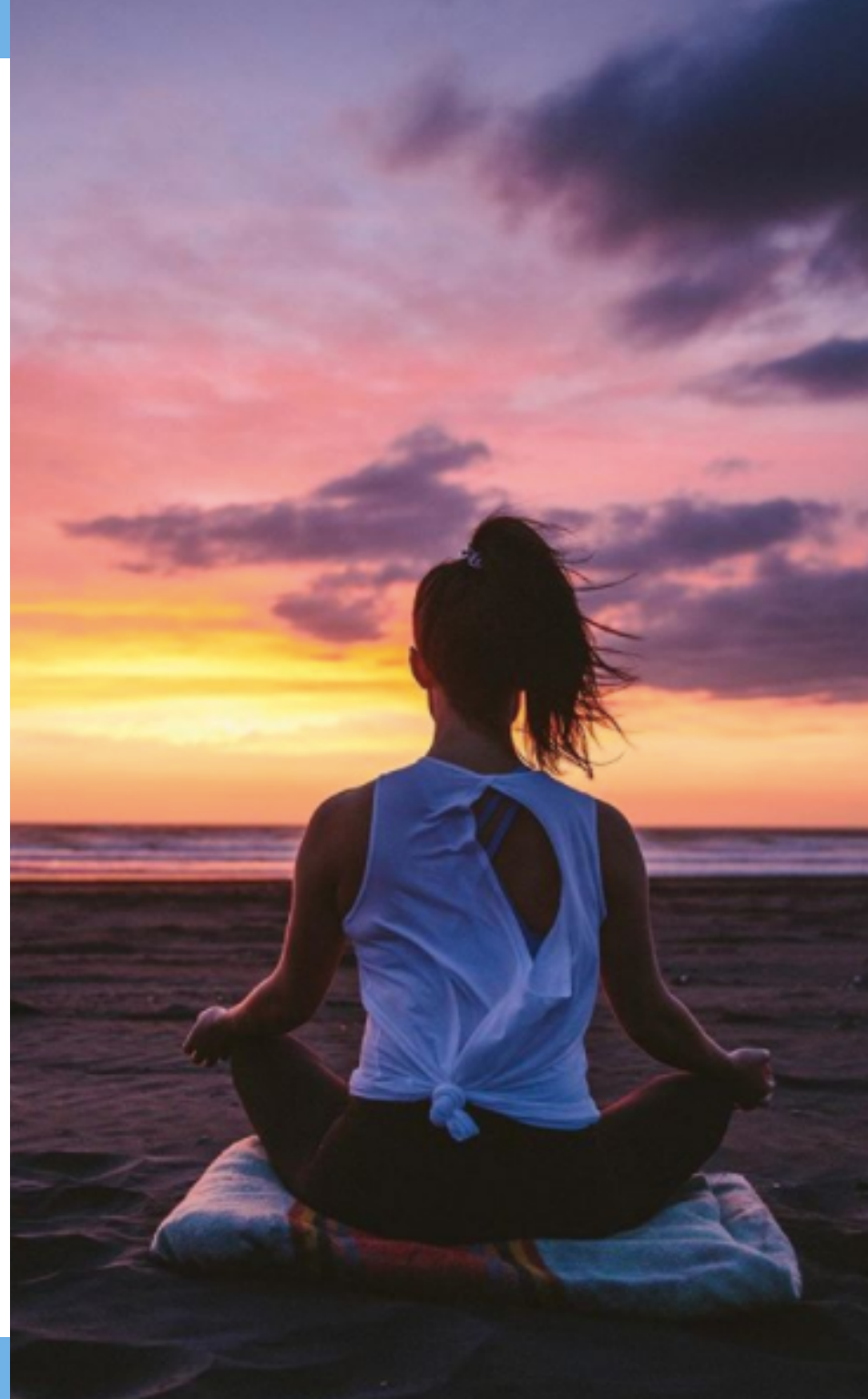




BRAND HISTORY + MISSION

Founded in Vancouver, Canada in 1998, the original store started as a design studio by day, yoga studio by night. The vision for the store was much more than a place where people could practice yoga, but a social hub where people could form a community with the desire to encourage people to reach their full potential through a healthy, mindful life.

The company's core values and culture is quality, product, integrity, balance, greatness, and fun. The company at its core believes in community and empowerment. Lululemon created the Hear to Be campaign to make that vision a reality.



AUDIENCE AND PERSONAS



Being a company under Gap Inc., Athleta audience is the everyday athleisure consumer. Their clothing, although designed well for fitness, is mostly worn as normal, everyday clothing. It is especially prominent in young moms ranging from 30-40-years-old. The clothing is an appealingly simplistic and is offers more coverage than the competing brand.



Michelle. In her mid 30's, she is an on-the-go mom that never stops moving. She puts her health, as well as her children's, as a top priority. She always sections off a portion of her day to go to the gym in between working at her job and taking her kids to soccer practice. Loves travelling and spending time outdoors.



AUDIENCE AND PERSONAS



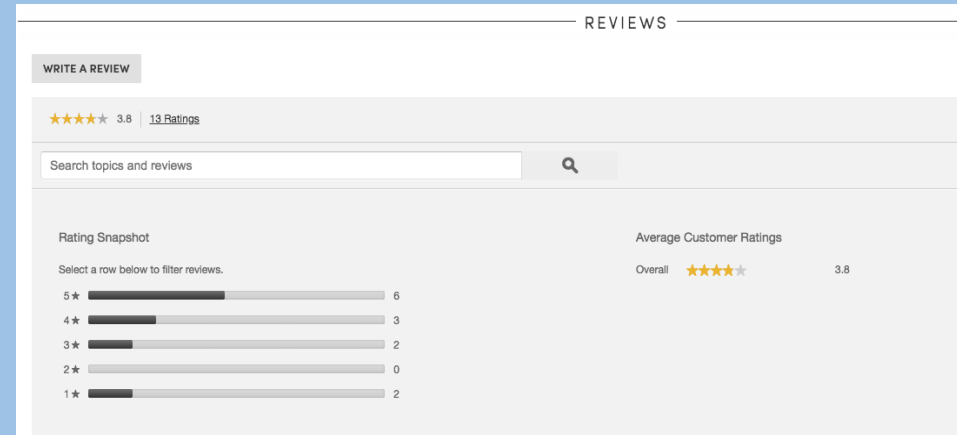
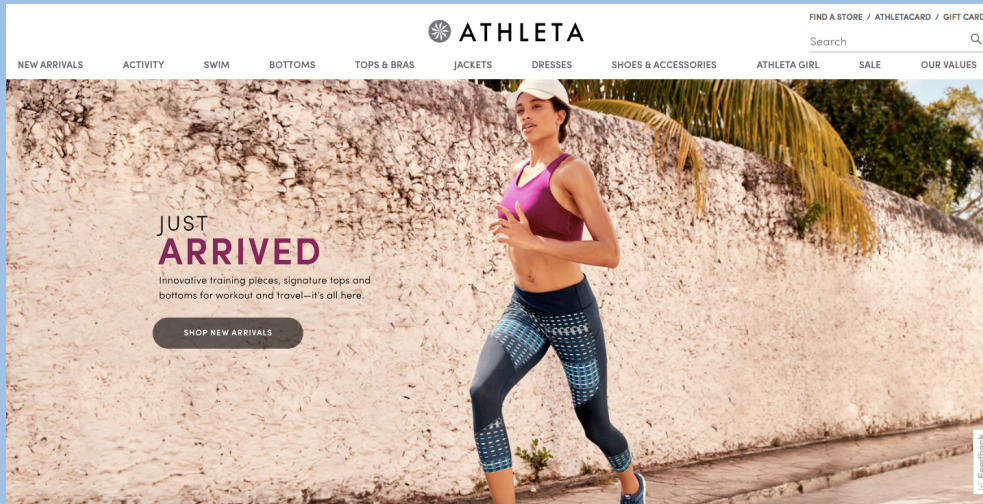
Lululemon has a larger audience due to it offering both women and men's clothing and it appeals to the 20-40-year-old age group. Lululemon also has young girls clothing. The audience is traditionally purchasing lululemon for fitness wear, specifically yoga. The clothing is modern, occasionally revealing, and innovative.



Haley. In her 20's. In the morning, she goes on a 5-mile run on the beach followed by spending time working on her yoga practice. Is willing to spend top price for the best, most modern, outfits. Very relaxed and loves to spend time with like-minded people.

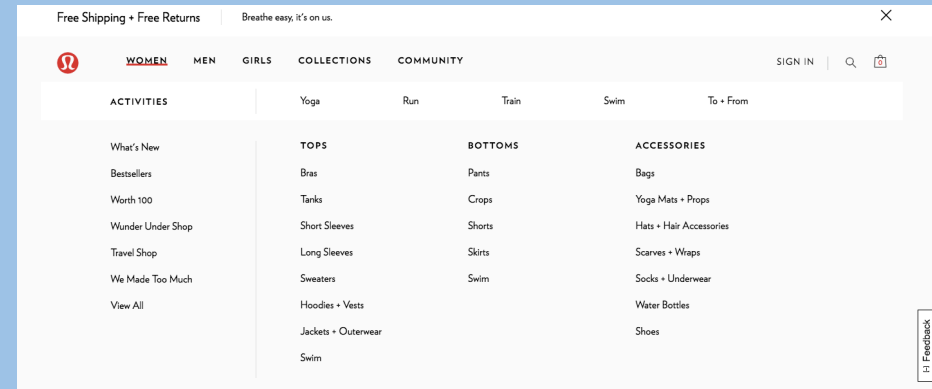
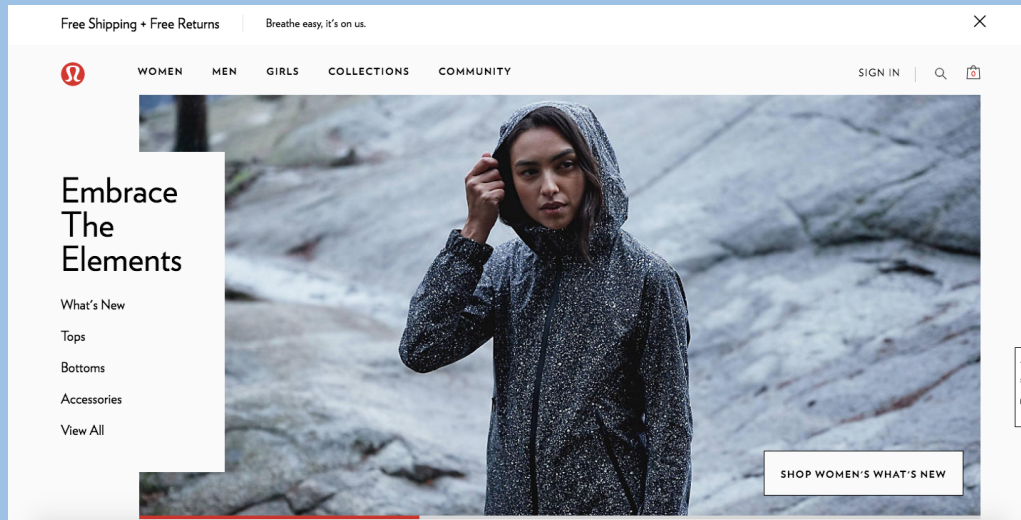


DIGITAL COMPARISONS: WEBSITE



The Athleta website is bright, eye-catching with edgy and contrasting colors that catch the eye immediately. The scroll-through page and header of what has just arrived shows frequent shoppers the latest styles and products. The website has models of all shapes and sizes which appeals to a variety of markets and sticks with their values of their brand being for any woman in any physical pursuit. You can shop at Gap, Old Navy, Banana Republic, and Athleta and keep your things in one cart. This streamlines the service into one seamless experience to fit all consumer needs. The company also collects data to generate a “Customers also viewed” section to encourage more purchases, as well allows customers to leave reviews about their products. Overall, this website is easy to follow and has more variety in offerings since they also sell swim and popular shoe brands such as Birkenstocks, Nike, New Balance, etc.

DIGITAL COMPARISONS: WEBSITE



The lululemon website follows a general, neutral color scheme and organizes their photos in a unique way that is slick and flows well throughout their website and the vibes the brand portrays. The dropdown category menu at the top is beneficial since lululemon also sell men's clothing, so it organizes the products the consumer is searching for easily. The drop-down menu also separates the clothing based off fitness activity, therefore showing this brand is more for high-level fitness consumers. The website has a "Bestsellers" section for the consumers who just want to fit in with others and have what everyone else has since it is such a well-renown, prestigious brand. Instead of having a "Sale" section, they instead rephrased it as "We Made Too Much" which makes the consumer not feel like they are getting the leftover or unwanted products. It keeps the brand feeling prestigious and high quality. In the review tab, it lets you input your custom body type to generate reviews that are most relevant for you and your body.

DIGITAL COMPARISONS: WEBSITE



Lululemon takes the first place trophy for its website. The main differentiator is that the brand is consistent across the entire platform. They position themselves as a brand that everyone wants to wear because of its high quality and style. Their logo is recognizable by all, so they have to position themselves as the higher brand.

To do this, they utilized the "Bestsellers" page, so the larger consumers can see what those before them have bought and what it perceived as the top clothing. By using "We made too much" instead of "Sale" it makes the consumer think that the clothing within that section is not there because no one wanted it, but rather the company made the mistake of producing too much.

They keep their top-notch, prestigious brand image across the entire website for an experience that feels sleek, sophisticated, and polished.

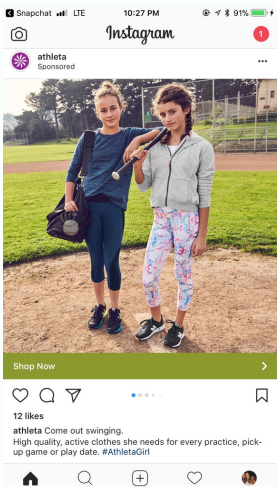
INSTA GRAM



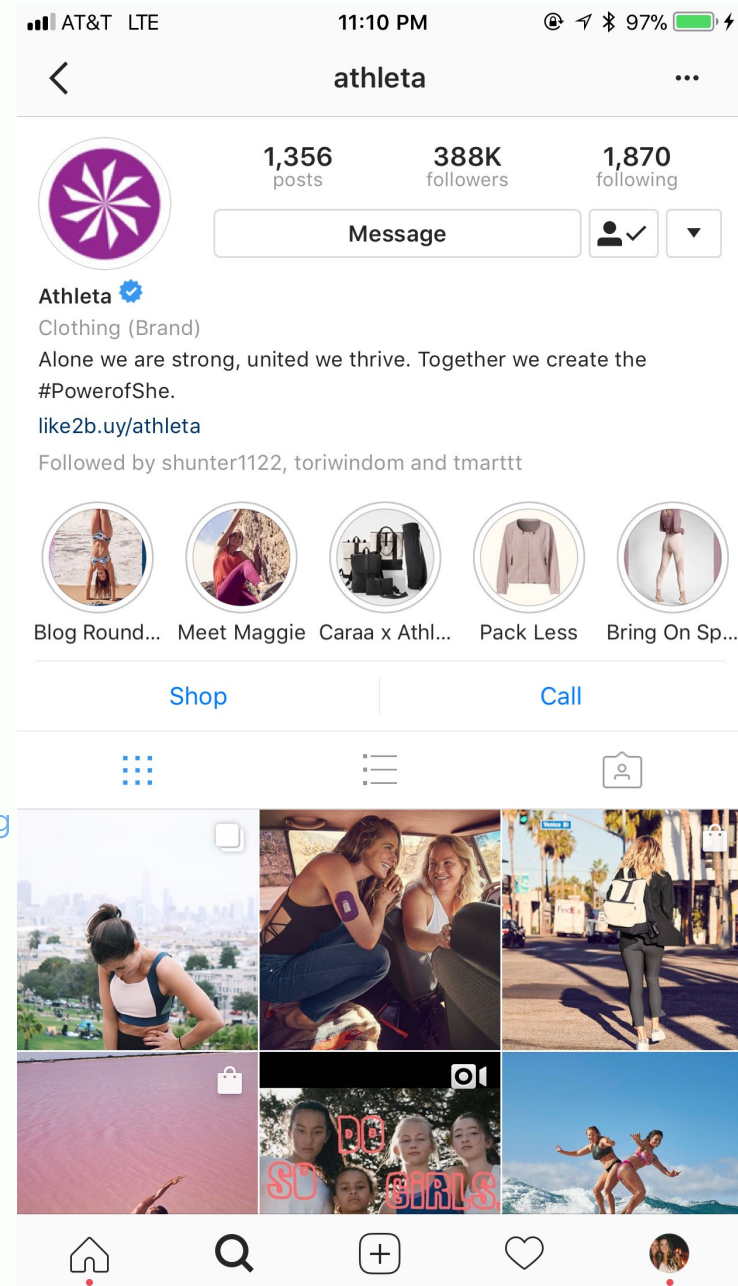
1,356
POSTS

38K
FOLLOWERS

The colors scheme is bright, vibrant colors. Their models are wearing their clothing outdoors or while working out. They mix up both video content, pictures of their products, and posts about their recent blogs they have released. They have already started utilizing the new Instagram stories that stay permanently at the top of profile. They have their recent blogs that you can swipe up to read, meeting their ambassadors, their new products, and even some “Epic Workouts”. Within the post, you can click on a shopping bag emoji that will tag each piece of clothing with its price and a link to buy. It is hidden unless you click the shopping item, so you are deterred by the price before you decide that you like the product. They feature women hiking, doing yoga, surfing, lifting weights, or just hanging out or traveling in their clothing, showing their products are for everyone.



Last week, a sponsored image came across my timeline. However, it was for their children's line, which is not something I would ever purchase considering I do not have small children, so they did not correctly target to me as a consumer.



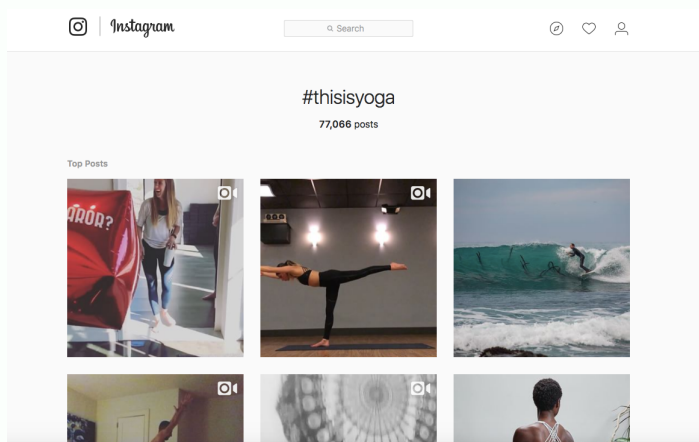
INSTAGRAM



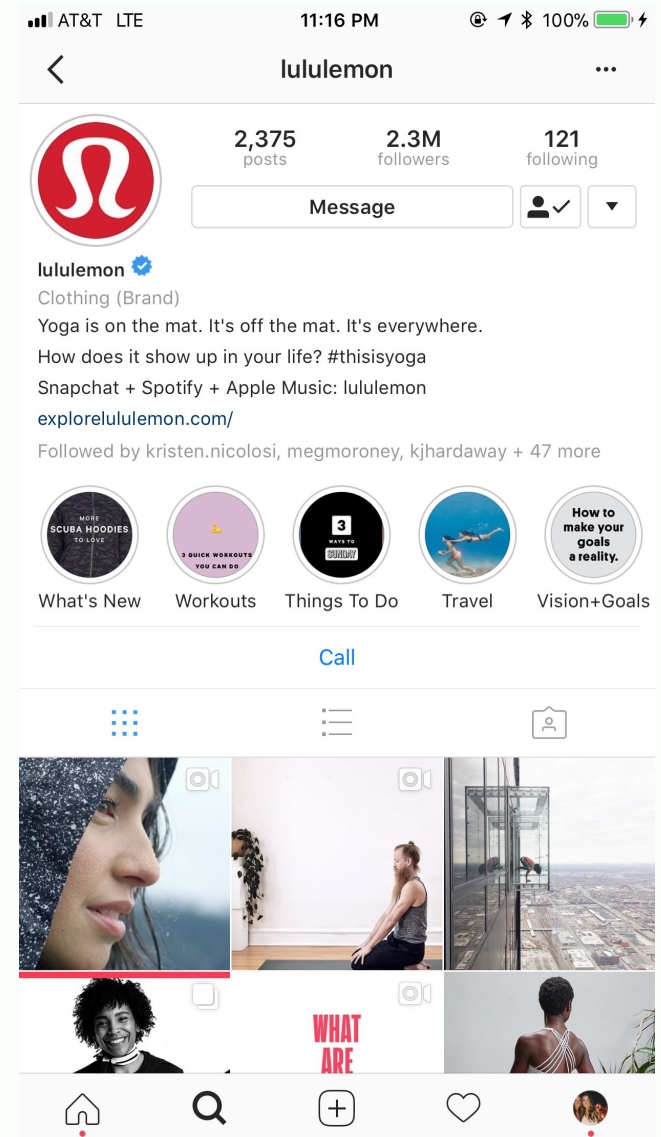
2,375
POSTS

2.3M
FOLLOWERS

Their Instagram shows their bolder color products that are not displayed on their website homepage. Lately they have generated mostly video content which appeals more to consumers because it catches our attention easier. The bio shows off their other apps that consumers can engage with, including snapchat, Spotify, and apple music, leading to greater engagement with their consumers. Their permanent Instagram stories are organized more clearly and include more content, including “What’s New”, “Workouts”, and even their “Vision+Goals”. They do not have a direct link to their products or the pricing, which probably reduces sales and does not utilize Instagram as a revenue generating source, but it is an opportunity for them to grow.



lululemon has a reoccurring hashtag of #thisisyoga which is seen all over their Instagram maintaining consistency with their values and their core product deliverables.. Customers use that follow the brand use the hashtag as well which generates brand awareness. As you can see, over 77,000 posts from accounts other than lululemon have used the #thisisyoga hashtag.



INSTAGRAM

Winner: lululemon

lululemon also receives a gold medal for their Instagram.

Despite having 60x the followers as their competitor, the overall look of their Instagram is artistic, innovative, and they are constantly releasing content that generates and retains followers.

The hashtag #thisisyoga is a viral movement is what really differentiates lululemon from its competitor. Other users use this hashtag to show their own followers that they believe in the brand and what the company stands for, which is spreading yoga and mental wellness throughout the world.

However, lululemon could take note from its competitor and start tagging their clothing using the shopping emoji found within Athleta's page. The emoji would provide a direct link for customers to purchase the item, leading to an increase in sales.





Athleta ✓

@Athleta

Home

About

Photos



Like

Follow

Share

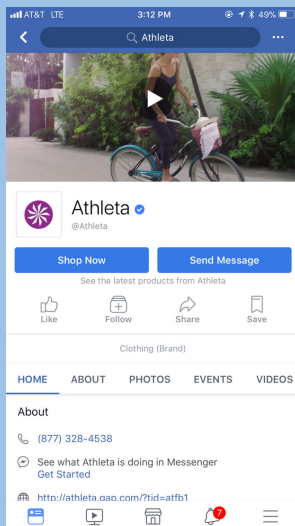
...

Shop Now

Send Message

FACEBOOK

ATHLETA



483,288
LIKES

The company has a clear logo as their profile picture, and in their cover photo, although you cannot tell above, is a video that promotes their new campaign Do More, Pack Less, encouraging women to travel around the world in Athleta clothing.

Their Facebook posts are on a schedule of about 3 times a week, always in the morning at either 10:00AM or 11:00AM, showing they have done their analytical analysis of when consumers are on the social media platform and at what times they can reach them. There is a direct link under each post to the product worn by the model as well as the price to encourage buying on this platform, too.

The page also has a section that lists all their upcoming events are to further push their community presence in different cities across the U.S. You can even go to their “Community” page to see what consumers are tagging them in their posts, unfiltered and uncensored.



lululemon ✓

@lululemon

Home

Posts

Events

#WORTH100



Like



Follow



Share



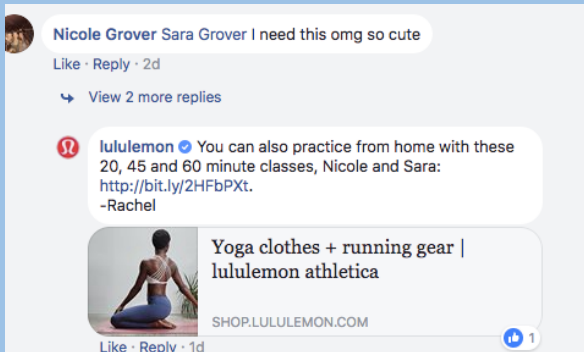
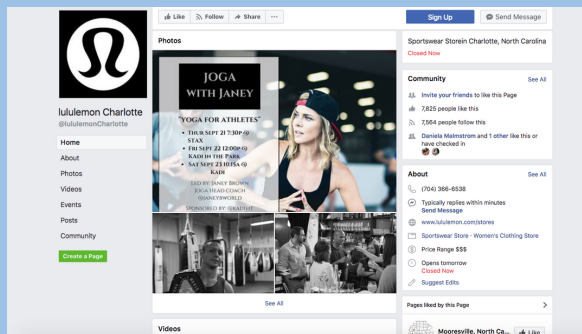
...

Learn More



Send Message

FACEBOOK



1,988,392
LIKES

Lululemon also has a clear logo as their profile picture and their cover photo is their recent marketing campaign #Worth100 which is a bright, attention drawing picture that leads you wondering what the campaign is. The company has other lululemon Facebook pages based on city that pushes content on what events are coming up to get their consumers involved more.

Their posts provide links to the clothing the models are wearing, so they use Facebook as a direct link purchasing platform over Instagram. This makes sense with what we have learned in class, which is that Instagram is not meant to push your product, but rather be an artistic outlet to showcase your brand.

They are also interacting with their customers by replying to their comments on their posts and they even sign off as their actual name to personalize the experience more. To encourage positive content from other users, a “House Rules” section is posted to encourage followers to keep it clean, kind, relevant, and PG.

1 Facebook Winner



Once again, lululemon rounds the corner and takes first place over its competitor. The brand uses its Facebook presence to push more of their product comparative to their other social media platform.

The company uses excellent customer service by replying to customers who need help in a personalized way to make their Facebook page an experience to interact with.

lululemon allows their stores to create their own Facebook pages based on cities to help promote different events that are coming up within the area, sponsored and organized by lululemon. This proves that their mission to bring together people focused on living a better life through yoga and mental wellness is not just a mission statement, but rather it is at the company's core.

Twitter: ATHLETA

Followers: 47.5K



Tweets: 18.7K

Athleta is mostly retweeting what followers and other accounts, such as fashion blogs, tweet about their products. Twitter is their most interactive site as it pertains to interacting with customers. However, they are just retweeting, not responding. The brand is using frequent use of hashtags, such as #ThePowerofShe and #BrandAmbassadors which coordinate with their marketing campaigns and efforts. Their current pinned tweet is the same cover photo as Facebook, which although it is a good video, is almost a month old so they should considering updating this soon.

Athleta Retweeted



Damilola Oyedele @DamiOyedele · Mar 3

I can't get over these beautiful snow pants, @Athleta! I think I bought the very last one on your online store but please bring back in stock!! There are loads of us for whom form is as important as function, because we know our ABCs.

#AlwaysBeCute 🌨️👶



Athleta @Athleta · Feb 23

Our #AthletaAmbassadors are all smiles. Swipe through to see how they're jump starting their weekend



Athleta @Athleta · 6h

Who's planning an escape to warmer weather? See some of our favorite vibrant suits and find the perfect combo to take with you: gap.us/2EYW0fJ



Athleta @Athleta · Feb 10

"If you really want something, and really work hard, and take advantage of opportunities, and never give up, you will find a way." - Jane Goodall
#powerofshe



Twitter: lululemon

Followers: 1.09M

Tweets: 235K

Lululemon is posting multiple times a day. Most of their tweets are mantra sayings and personal empowerment quotes. These receive the most retweets out of all their content. They use it to interact with their consumers by asking them “What are your views this weekend?” or creating a poll asking respondents to choose whether they like to have coffee or sweat in the morning to start their day. The brand uses their Twitter to push their values of living a fulfilled life and focused on gratitude, relationships, and a healthy lifestyle. They are not responding or retweeting any of their consumers posts and only follow around 300 people, so they are not leveraging their account to interact with their consumers as well as they could.



lululemon @lululemon · Feb 28
What's the best way to wake up?

55% Coffee

45% Sweat

5,591 votes • Final results

25 20 59

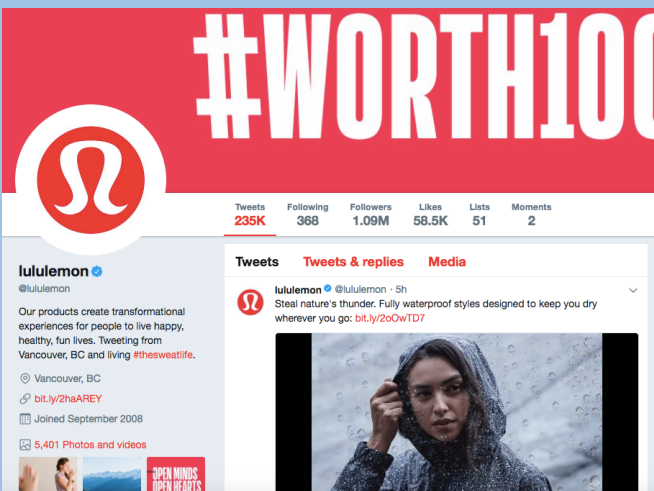


lululemon @lululemon · Feb 22
Take the risk or lose the chance.

7 2.2K 4.5K

lululemon @lululemon · Feb 22
Stop overthinking things and just do.

12 2.9K 6.7K



1

Twitter Winner



Not surprisingly, lululemon has won gold once again with its Twitter account. The company pushes varying content multiple times a day, all of which has a purpose and serves their brand in a way that is unique.

By using mantras and life quotes, followers actually want to retweet to spread the good vibes to their own followers, therefore promoting lululemon's twitter to all of their friends.

Even though they are not responding or retweeting other content, it works for them. It would make their relaxing, positive energy account appear sporadic and cluttered. It proves that there is no rule book for social media, but rather, do what aligns with your brand, social media goals, and values.

BLOG: CHI BLOG



Athleta's blog, Chi Blog, is releasing content once a week about their ambassadors, how to live a healthy lifestyle with clean eating and workout routines, quizzes, news about their company's initiatives and partnerships, etc. The brand is constantly posting new content that appeals to the target market of moms, such as ways to encourage your daughter that it is okay to make mistakes because you took a risk and now she will learn. It is laid out to easily find articles that interest you. It is organized like grids with the most recent at the top. They also have a "Most Popular Posts" section, all of which are workout routines, showing the trend of fitness in society today. Through the article, you can comment leading to interaction within the Athleta community and you can immediately share on all your social media platforms within the article. Banner ad at the top with the four most recent articles to catch your eye and encourage you to click through to them.



5 Must-Haves in Power Fabric

When we debuted our Powervita line a few years ago, we knew we had something special. Our design team and merchandising team have been working for months to create a new breed of yoga fabric. The result was a soft, double-brushed fabric that provides just-right support, hugs your body perfectly. To...

The SweatLife

Sometimes it takes a little more than gear to get out and get moving. These stories are

about giving you that extra kick in the (stretchy) pants so you can go out and live the sweat

BLOG: THE SWEATLIFE



lululemon

lululemon's blog, The SweatLife, is visually appealing, although they are not posting as frequently as their competitor. They create content on their ambassadors, workouts you can do, destinations, gift ideas, personal wellness tips, etc. Instead of being a grid view, it is in one row that you can scroll through. At the top, you can sort which articles you would like to see including: Up-Close + Personal, Our Gear, This Just In, Mindfulness, and The SweatLife. But, they only have around 200 posts so there is not that much content to sort through comparative to Athleta. Their workout blogs have videos accompanied with them to show viewers exactly how to complete the workout.

FEB 02, 2018

Business Destinations We're Visiting in 2018

by Alicia-Rae Olafsson

From a mountain ski getaway to an ocean-side spa treatment performed by these destinations will reset your body and soul.

LEARN MORE

DEC 27, 2017

Take Your Workout with You Anywhere

by Alicia-Rae Olafsson

Take your workout with you this holiday season with Michelle Kunhreich's no-nonsense, HIIT, backstreet workout. You can literally do anywhere (last we did it on a

BLOG WINNER:



Athleta's Chi Blog was finally able to outcompete its competitor, The SweatLife. Chi Blog releases more content that is not just noise, but rather fits in the brand's strategy. The articles appeal to all types of people: fitness-gurus, the average female looking to be more health conscious, mom's wanting to provide healthy lifestyles for the children, and much more.

The blog builds a community of strong, driven women seeking insight and advice on how to live healthy lives, which is what the brand has always set out to do.



CROSS CHANNEL CAMPAIGN

Starting in 2017, Athleta rolled out the Power of She campaign with the goal to encourage women to come together to make an impact in the world through a foundation of health and wellness. The Power of She brings to life the brand's mission to ignite a community of active, confident women and girls to reach their limitless potential and celebrates the power of sisterhood with the mantra "Alone We Are Strong, United We Thrive." The company believes that if we take away stereotypes and all women, no matter our body types or sports ability, come together, bounds will continually be broken.

The company pushes most the content for this on their website as well as their blog, Chi Blog. They post about impactful women that illustrate the Power of She and how others can join the movement with them. They occasionally use #PowerofShe on their Instagram and Twitter, but mostly leave the explaining of what the campaign is to their blog and website.

That is the Power of She.



athleta



7,190 likes

athleta Meet Maggie Crawford. She's a speed mountaineering competitor, a doctoral candidate at UC San Diego, and an all around inspiration. Learn about her story and why she promised to never let her type 1 diabetes diagnosis stop her from pursuing adventure (link in bio). [#powerofshe](#)



CROSS CHANNEL CAMPAIGN

lululemon's most recent campaign is #Worth100 in honor of International Women's Day on March 8th. The campaign focuses on igniting a real conversation to discuss work being done around the world, and work that needs to be done for every woman to be treated with and feel our 100% worth.

To promote this campaign, the brand has used a cross channel campaign to get the word out in full force. The brand has set the hot pink #Worth100 as their cover photo on Facebook, used it in tweets as hashtags, and is selling t-shirts on their website that say "Enough Already".

lululemon is hosting events throughout the United States to spark the conversations how we as women can all feel worth 100% by helping those who may not feel that, whether that be because of restrictions placed upon them by their culture or their own self-worth. This ties back into the company's core value of community and bringing together like-minded people.

On every social platform I have researched for this company I have seen multiple posts about this campaign and movement, so they are extending their reach and pushing new content on all platforms.



S O C I A L M E N T I O N

Using a website called SocialMention, it is possible to search any brand, product, name, etc. and see how often people are talking about that particular keyword, how they feel towards the subject, how likely they are going to keep talking about it, etc. The four categories are outlined in the SocialMention report:

Strength: the likelihood that a brand is being talked about on the social web

Sentiment: the ratio of generally positive to generally negative comments being made

Passion: the likelihood that people talking about the brand on the social web will continue to do so

Reach: the number of unique individuals talking about the brand divided by the number of mentions

The analysis below were taken for the two brands being analyzed (Athleta vs lululemon)



socialmention*

2%
strength

6:0
sentiment

46%
passion

14%
reach

These results illustrate that lululemon is being talked about on the social web much more than Athleta is based on strength percentages, which coorelates with its much higher followers on all platforms. lululemon is generating positive responses on the internet, but Athleta has not been spoken about negatively at all recently. Athleta's passion is slightly higher than lululemon. I believe this is because Athleta interacts with its customers on all of the brands social aaccounts, therefore encouraging consumers to continue to talk about the brand online, which lululemon does not. lululemon has a wider audience and following, thus their reach is higher.



socialmention*

55%
strength

14:1
sentiment

40%
passion

38%
reach

CONCLUSION



Blog

VS.



Website
Instagram
Facebook
Twitter

It is obvious that lululemon has finished the race in first place. The brand sticks to their core values and beliefs and efficiently executes those into their marketing strategy. They are a dominant leader in both the industry, and the social web. They know who they are, who they want to reach, and how to utilize each platform to achieve their goals.

Athleta is successful standing alone and not being compared with the powerhouse of lululemon. Some recommendations for the brand is to increase its audience on all social media platforms, create more of their own content for Twitter, and promote their sustainability values to generate positive attention.