

**Creative Brief:**  
**Lululemon's Women's Basketball Apparel Line**

**Project** Brand campaign, introducing a new product line, which helps emphasize the brand's desire to expand its sportswear market and product inclusivity.

**Goal** To influence the public that Lululemon is not a "yoga-wear" brand but an activewear brand that works on inclusivity; tell the Gen Z and millennial female basketball players that there is a brand offering them stylish with comfortability and functionality basketball uniforms and outfits, to increase the sales of this apparel line.

**Reasons to have this ad** Lululemon is well-known for its stylish women's yoga wear collection. Even though it tried to launch more products like tennis skirts or hats, people still associate Lululemon as a yoga-wear brand rather than an activewear brand. Since basketball is one of the most popular sports among female players ([Statista](#)), Lululemon has a line for women's basketball. People need to know that Lululemon is creating a new product line to make itself more inclusive and applying its goal - "stylish with comfort" to the design, allowing female basketball players to be fashionable on and off the basketball court.

**Desired Outcome** We will demonstrate the functionality and the modern design of the new line. Success will be measured by the sales of the new product line in different products, like basketball jerseys and shorts, and other basketball-style outfits like dresses or tear-away pants. Besides, it will also be measured by the result of a Google search for "activewear brand" instead of "yoga-wear" brand.

**Target Audience** Since Lululemon is a brand that offers activewear with modern and stylish design, our target audience will be high school and college female students – the age group that cares about appearance and self-expression the most. Female activewear was not perceived to have a fashion or stylish element before Lululemon existed. With Lululemon's female basketball wear line, basketball jerseys, shorts, dresses, and pants will no longer be only a basketball uniform but a new style trend, allowing players to be fashionable in and out of the basketball court.

**Key Insight** Lululemon is the only brand that strives to provide activewear balancing style, comfortability, and functionality, and it is now expanding from the women's basketball perspective.

**The Big Idea**

*Lululemon's women's basketball apparel line could help you earn a score on the court and be stylish off the court.*

- Ad Presenting Media**
1. OOH – Billboard → Letting the public know we are expanding the product line to make it more inclusive and showcase Lululemon as an "activewear" brand.
  2. Social Media – Instagram & TikTok → High School and college girls are our primary target audiences, and they are a group of heavy users on social media, which can help to increase the ad reach.

**Campaign Tagline**

*Score On the Court; Style Off the Street*