



Roots

**DIGITAL AWARENESS
CAMPAIGN
USA Market**

Spec Work

Situational Overview Roots Canada



- Past marketing efforts have seen a lack of response in US.
- Brand awareness is low in the southern US states compared to the Northern ones
- Disconnect with the customers creating difficulties in effective differentiation in the fragmented fashion industry.
- Current target audience is Millennials – through Facebook, Instagram ads.
- Lululemon has been identified as the major competitor.
- Roots Canada has premium quality products but price point is high which a varied product line.

USA ONLINE MARKET OVERVIEW



- the first quarter of 2019, smartphones accounted for **65 percent of U.S.**
- Statista.com: Mobile shopping apps are rising as a way to create **personalized experiences** for mobile customers.
- US Millennials seem to **spend more when it comes to online buying during in this time of pandemic**. Especially older millennials ages 30-44.
- Millennials are the largest age group or share of consumers making payments with **digital wallets** in the US 2020 (appendix p. 31)
- When it comes to **distribution of digital buyers in the US** as of Feb 2020, **age group of 25-34** have the largest share of 20.2% compared to other age groups (appendix p. 32)
- **18-34 year olds who are interested in visual search retail** account for the group that use it regularly or have not used but is interested. This also applies to their interest of purchasing products through social media. (appendix p.32- 33)

Canadian Brands that expanded to the US Market



Herschel

1. A good and consistent product

that's worth talking about

2. Avoiding mass marketing to maintain a sense of elusiveness

3. Effective social media marketing, particularly on Instagram

4. Brand told a story – "With an increasingly mediated, staged, transient world where people crave experiences, we think this gives rise to the desire for authenticity, and you need to render authenticity. They're making deliberate choices by rendering their backpacks in a certain way."

Lazypants

1. A good and consistent product

2. Incidental Influencer Marketing

Celebrities (Zendaya + Kourtney Kardashian) seem to love wearing Lazypants because of the comfort it provides—you can wear it outside or in for a cozy night.

Canadian Brands that expanded to the US Market



MEC

1. **Identified their highest valued customer**
2. **Changed their business proposition -**
They realized that most of their TA live in urban environments so wilderness self-propelled category would not work
3. **Built on community -**
made each store an activity hub, hosted events.

Joe Fresh

1. **Identified their customer's needs -** realized that people were looking for affordable accessible fashion
2. **Effective usage of digital marketing and YouTube influencers**

Lululemon VS Roots

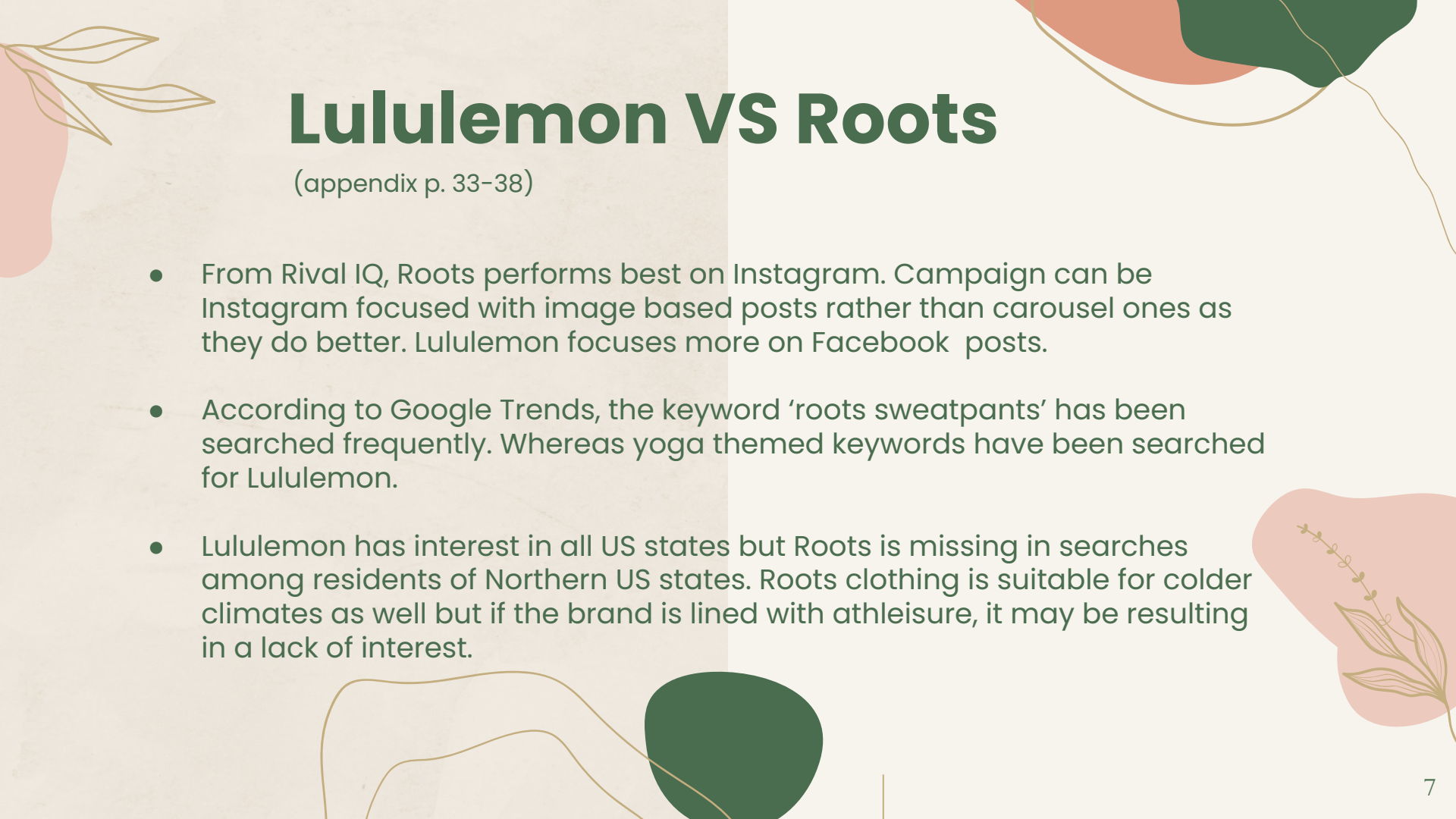
(appendix p. 39-42)

	LULULEMON	ROOTS
Website rank	US - 1,115	CA - 1,877
Traffic (total visits)	8.04 M	819.49k
Traffic (by country)	US: 74.15% CA: 19.12%	CA: 78.17% US: 14.73%
Referrals (from other sites)	2.7%	1.23%
Search	Organic: 78.06% Paid: 21.94%	Organic: 85.40% Paid: 14.60%
Social	Total: 4.29% IG: 1.26%	Total: 2.76% IG: 4%
Display Advertising	2.64%	1.79%



Based on the information or data provided:

- We can focus on improving engagement or traffic through paid search:
- We need specific messaging or identify keywords/ associated keywords
- Focus on social media channels (IG)
- Add more focus on display advertising as a fashion/ clothing brand



Lululemon VS Roots

(appendix p. 33-38)

- From Rival IQ, Roots performs best on Instagram. Campaign can be Instagram focused with image based posts rather than carousel ones as they do better. Lululemon focuses more on Facebook posts.
- According to Google Trends, the keyword 'roots sweatpants' has been searched frequently. Whereas yoga themed keywords have been searched for Lululemon.
- Lululemon has interest in all US states but Roots is missing in searches among residents of Northern US states. Roots clothing is suitable for colder climates as well but if the brand is lined with athleisure, it may be resulting in a lack of interest.



**lululemon
athletica**

A closer look to the competitor & what worked for them

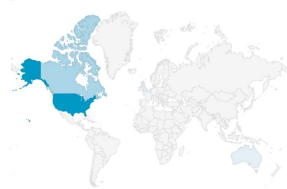


How Lululemon Increased Their Brand Value by 40% in 2020

Once the global quarantine reached most of the countries in March and April 2020, here is what happened to the website:

Traffic by countries

On desktop



United States	73.47%	▲25.40%
Canada	22.36%	▲23.84%
Australia	0.45%	▲36.70%
United Kingdom	0.41%	▼81.20%
Singapore	0.32%	▲37.39%

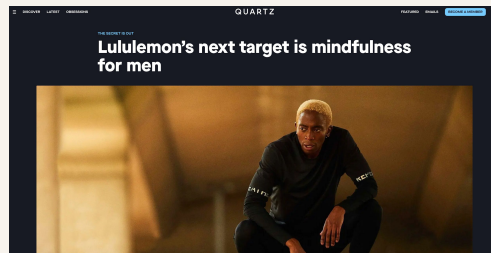
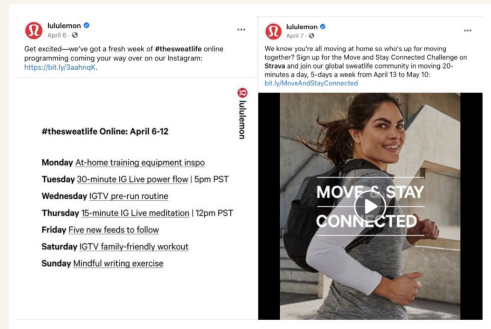
See 247 more countries

Image courtesy by the author. Screenshot from Similarweb

Website traffic increased from 23.84% to 37.39% in two months. I am sure you are curious about what might have led to this outcome. I have a few thoughts to share with you.

(appendix p. 46-48)

1. **Handpicked Target Persona- *Ocean & Duke***
2. **Prompt Response to the Shift in Habit**
3. **In-store Strategy- *4 types: ordinary, temporary, seasonal, pop-up***
4. **Targeting Men (*5 years: 2018- 2023*)**
5. **Lifestyle & Technology**
6. **Push Paid Search Traffic (*21.94% for Lululemon vs 14.60% for Roots, similarweb*)**



COMMUNITY

not market segments (Luluheads)

Underpinning the lululemon athletica marketing strategy is a recognition that when people buy sportswear, they're potentially buying **much more than just gym shorts or a running top. A new pair of shoes, a sports bag, a yoga mat – these could all signify anything from a new year's resolution and a fresh start, to a return to exercise and athletics after an injury, or a new way to spend time with friends.**

So many emotions and experiences are tied up in these events – the anxiety of not knowing whether you'll be able to run like you used to, the excitement of starting a new exercise routine, the joy of finding something you're good at. Most people don't spend hundreds of dollars on state-of-the-art athletic clothing for no reason, but rarely are the specific implications of doing this examined.



Differentiation

Lululemon attempts to differentiate themselves from competitors through the **use and implementation of multiple different methods and strategies.** The company's strategic sales methods pairs with local entrepreneurs as well as athletes who have a passion for their communities and bettering both themselves and the surrounding communities.



CREATE PERSONA & IDENTIFY COMMUNITY

Targeted Segments based on research:

Based on Prizm Consumer Market Segments we can target:

11- Urban Digerati

Disposable income, importance of brand, brand genuineness, active

12 - Street Scenes

Disposable income, prefer brands, ethical consumerism. Tend to shop at lululemon

Though these segments are based from information pulled from Canadian population, we can use their psychographics, thinking and purchase decisions as a base.

Urban Digerati



Street Scenes





Chill Jill

Jill is a single 26 year old professional. She holds a position as project manager at a small startup. Her job is fast paced but she is generally laid back. She's a person who is an advocate for a healthy work-life balance. She goes for comfort over trends because she knows that comfort and quality never goes out of style. She prefers something casual she can wear, wherever she goes. She's an introverted social networker and dabbles in photography now and then as her hobby and has an affinity for things retro and 90s. On the weekends she goes for photo walks, hang outs with her few friends or plays with her dog, which she named "peanut" because of his color.

Situational segmentation:

- Tech savvy (digital native)
- Smart shopper (compares reviews)

Identifiers:

- Lives in her own condo or apartment in downtown Toronto
- Individualistic
- Low Maintenance
- Normcore style

Goals/ Drives:

- Is career oriented but also wants work-life balance
- Allots time for creative hobbies
- Wants quality of life

Motivations:

- Takes responsibility of her personal life
- Prefers quality over quantity
- Taking life as it comes, but at the same time trying to push past the comfort zone in some areas she values

Challenges:

- Work-life and social life balance
- Making the right decisions in life
- Balancing materialism with spirituality and well-being

Favorite Brands:

- Sephora
- Netflix
- Apple
- Ikea

Favorite Apps/ Sites:

- Instagram
- The Cut
- Amazon
- Calm





Truly Rooted Community

This community believes in personality and functionality. They are go-getters and focused on their work, hobbies and family that is why they will happily trade money for time and comfort. They are well-educated and established in their lives and career. They know when to work hard and when to take off pressure.

Being a part of the digital generation, they are well up-to-date on the latest news and trends and have their finger on the pulse of everything around them.

They have money to spend but spend it wisely on items that they need or on things that hold value to them. This is why fashion-wise, they prefer branded clothes due to the quality promise offered.

Their style is understated rather than ostentatious. They want clothes that are comfortable in any situation but are still fashionable.

This community is grounded in everything they do and even though they have a lot going on, they do their best to balance it all. This is why they are 'Truly Rooted'.

Segments and
subcultures:
yuccie,
urban digerati,
normcore



CUSTOMER JOURNEY MAP



CUSTOMER JOURNEY MAP SUMMARIZED

(detailed: appendix slide 43-45)



Through building a Customer Journey Map for Jill, we have noted some key points:

- Jill is a discerning consumer so online reputation management is important since she will research the brand.
- Since Jill will make an online purchase, she would want to know how the clothes look on real people, so having styling tips, and images of real people wearing the clothes along with influencer marketing may help her convert.
- Jill will be looking for convenience in help purchase process so the shipping options should be clear cut.
- Jill values quality over price and will add the item to her cart if she believes that it will suit her personal style as well.
- Jill wants feel engaged with the brand and its history, so she will be looking for a personalized shopping experience with offers and communication addressed to her.

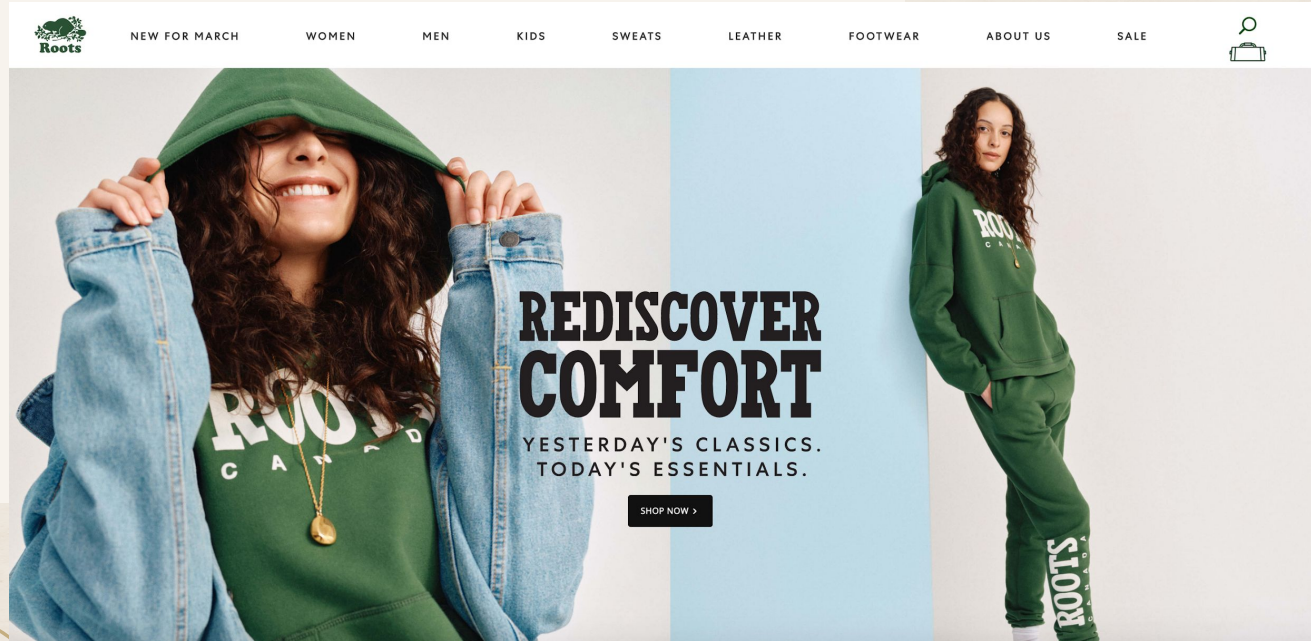




Roots

**Build Community Engagement
& Communicate Comfort**

COMMUNICATE COMFORT



*The task or challenge is to **build brand awareness in the US Market** through digital marketing or social media platforms.*

IDEAS OVERVIEW



The “Canadian” brand image won’t translate to the US Market, therefore we have to communicate a specific message that revolves around the USP. It has to be simple and easily recalled, but at the same time differentiated from its competitors. We have 3 ideas:

- **IDEA 1: Get Comfy**
- **IDEA 2: Extra Comfortable**
- **IDEA 3: Beyond Comfort**

1

IDEA 1: Get Comfy

Insight: There are uncomfortable moments in everyday life. It is inevitable. This is true especially this year due to the pandemic where people are stuck at home. We are all mandated to wear uncomfortable masks and have awkward social interactions. Travel has become uncomfortable too. Zoom calls also have their embarrassing moments- like not realizing you muted your mic during an important meeting.

Problem: How can we take these everyday uncomfortable situations to have a semblance of comfort?



IDEA 1: Get Comfy

Idea: We want to communicate that with Roots CA clothing, we can all **GET COMFY**. It doesn't matter whatever situation, we can afford to be comfortable.

Sample execution:

[scenarios are still typical for now but we can polish it further]

- Work from home: awkward meeting conversation (business attire with sweatpants)
 - Socially distanced gym: gym blooper (athleisure)
 - Family movie night: R-rated film (women's wear)
-
- **UGC** - people can share "uncomfortable moments of 2020/ 2021" then Roots flips it.
 - **Tiktok challenge:** Just chilling in uncomfortable moments.

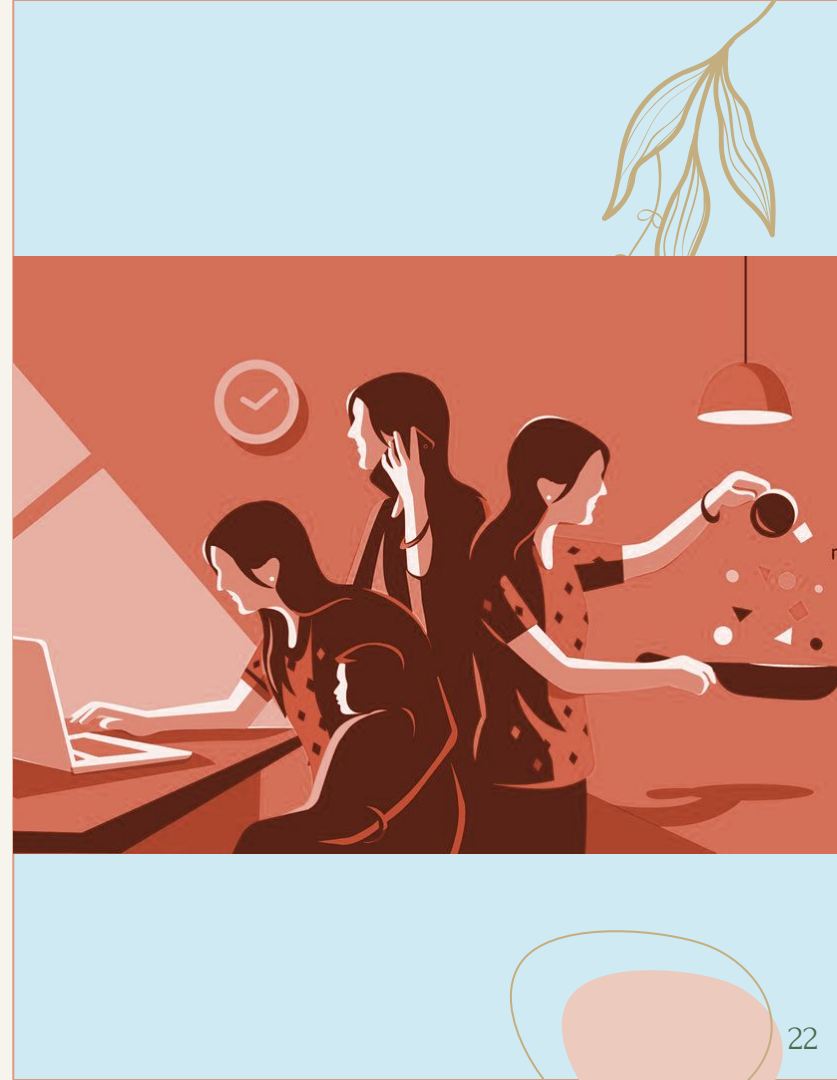


2

IDEA 2: Extra Comfortable

Insight: This year, flaunting fashionable looks has been on pause as we are mostly stuck at home. *But being stuck at home doesn't mean that life is on pause.* There are still so many things to do and so many situations that can happen. For example someone may start a new job and juggle that with being a mom. Someone might be going through a break-up, or may reach another milestone.

Problem: While everyone is trying to make it through this year in their own low-key and most comfortable way they can, how can Roots CA become top of mind for people, especially in the US?



IDEA 2: Extra Comfortable

Idea: Roots CA wants bring comfort wherever and in whatever the situation- *comfort “wear-ever”*
We can communicate that ROOTS- makes things extra comfortable- not just with clothes but for customers needs as well.

Sample execution:

• **Make it extra- comfortable** - for a limited time we can make different “extra packages” and spread it on social media.

For example:

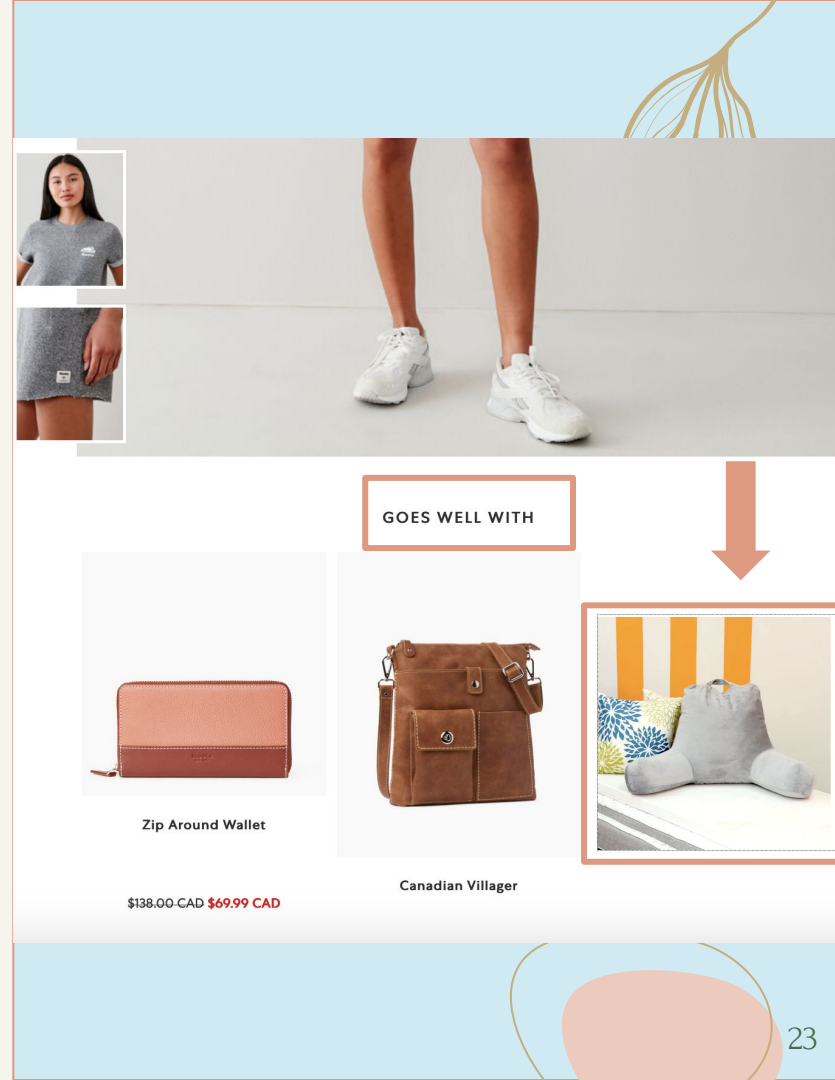
- **(work & work it) can be athleisure + back pillow support**
- **(no sweat sweats) sweats + noise cancelling earphones**

With each order from Roots, customers will receive value additions like a scented candle, bookmark, a mask, etc.

You can also have the option to deliver it to a family or a friend. It can also be applied to the e-commerce aspect of the website.

Going beyond:

Roots CA redefines comfort **(in partnership with companies that provide comfort)** example: Helix Mattress, Spas

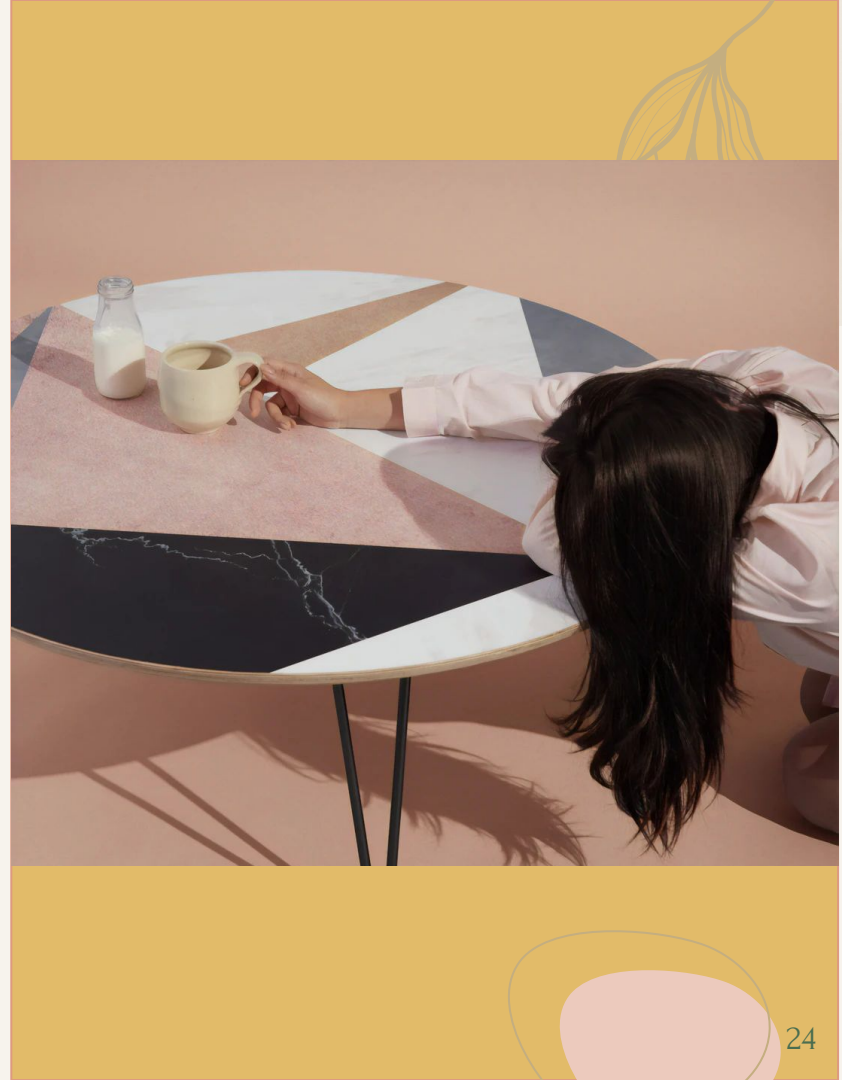


3

IDEA 3: Beyond Comfort

Insight: People are cooped up mostly at home and remain in their comfort zone, which is reasonable nowadays. However, it has brought about some listlessness among people. We want to remind people that it's still good to go further what you usually do.

Problem: How can Roots CA tie the concept of comfort in their clothing while encouraging people to go beyond their "comfort zone." *Roots CA has an opportunity to communicate a lifestyle and that ethos.*



IDEA 3: Beyond Comfort

Idea: We want to communicate with Roots CA clothing you can be comfortable as you go beyond your comfort zone.

Example scenarios:

- Socially distanced/ virtual dating (dresses/ other suits)
- Launching that business/ website for the first time (athleisure)
- Juggling parenting while getting a promotion (tops & bottoms)
- Pushing past what your body can do for your health goals (yoga/sweats)

Sample execution:

- **Beyond comfort challenges on social media**
(we can use influencers if there is budget)
- **Influencers/ celebrities doing things that they usually don't do**— out of comfort zone for example singer doing sports, etc.. then they can challenge their followers.
Hailey Bieber is trained as a ballet dancer— she can challenge herself to try hip-hop.
- **UGC— last time you did something past your comfort zone**
People can win prizes.



RECOMMENDATIONS OVERVIEW



- Identify Persona or Community



- Communicate USP or Comfort



- Establish brand association with messaging or keywords



- Focus on Instagram
- Spice up IG with engagement focused posts



- Incorporate style guides in Website



- Consider feature: Buy now, pay later in their e-commerce platform
- Add area for promo code for first time buyers



Roots

THANK YOU



"Creative Data Crunchers"

We like to turn information into insights and ideas



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APPENDIX

Online shopping behavior in United States

Statistics & Facts

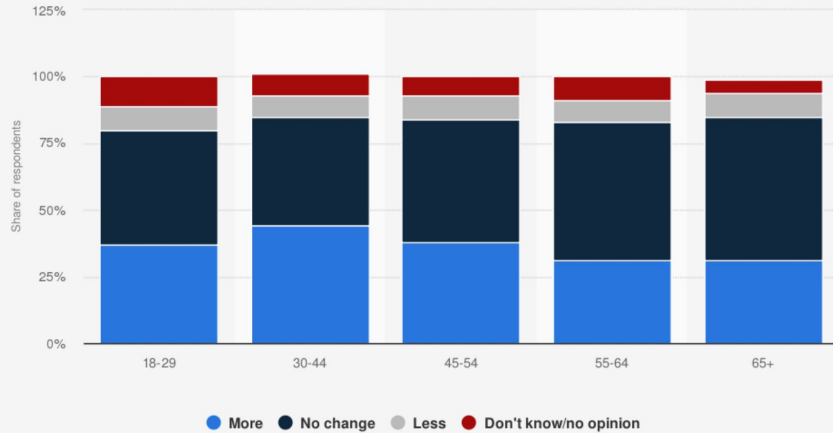


Retail e-commerce sales worldwide are forecast to more than **double between 2018 and 2023**, surpassing 6.5 trillion U.S. dollars in 2023.

the first quarter of 2019, smartphones accounted for **65 percent of U.S.**

As mobile commerce continues to grow, retailers are looking for ways to seize this opportunity. Considering some limitations of mobile web browsers, **mobile shopping apps are rising as a way to create personalized experiences for mobile customers.**

Share of consumers in the United States who plan to spend more or less on goods from online marketplaces because of the coronavirus as of March 26, 2019, by age group

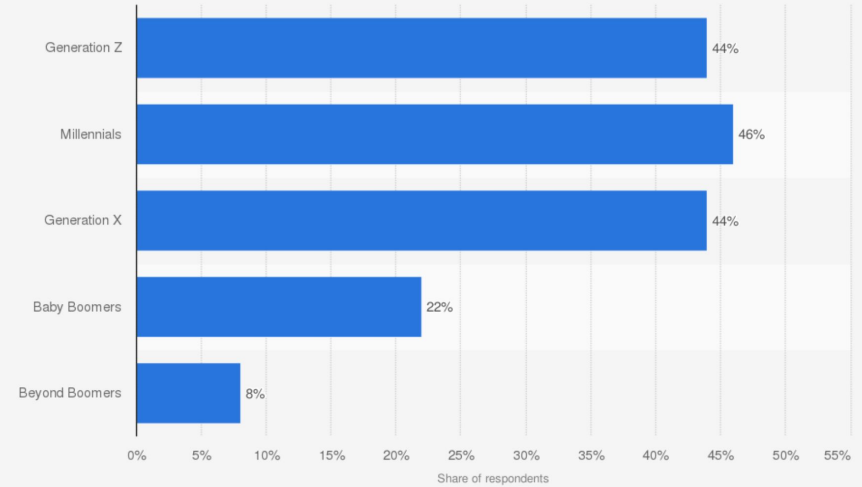


Source:
Morning Consult
© Statista 2020

Additional Information:
United States; Morning Consult; March 24 to 26, 2020; 2,200 respondents; 18 years and older

statista

Share of consumers making payments with digital or mobile wallets in the U.S. in 2020, by age group



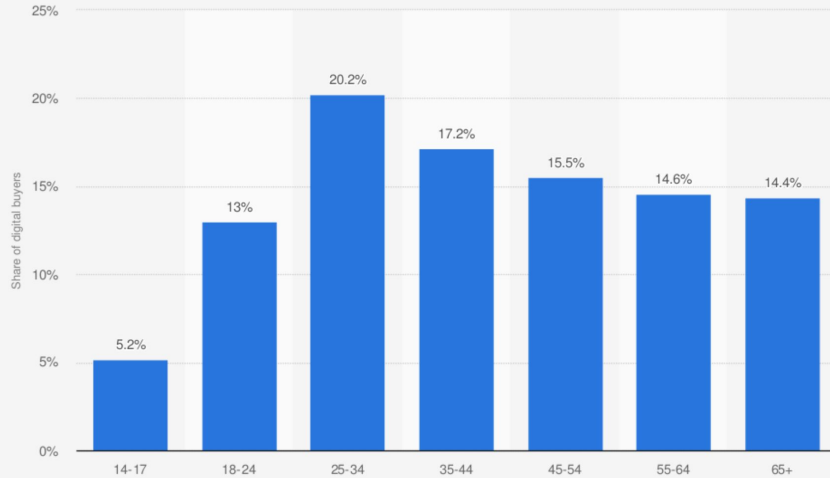
Sources:
FIS; Savanta
© Statista 2021

Additional Information:
United States; Savanta; June 2020; 15,000*; *consumers in 15 countries

statista

US Millennials seem to spend more when it comes to online buying- especially in this time of pandemic

Distribution of digital buyers in the United States as of February 2020, by age group

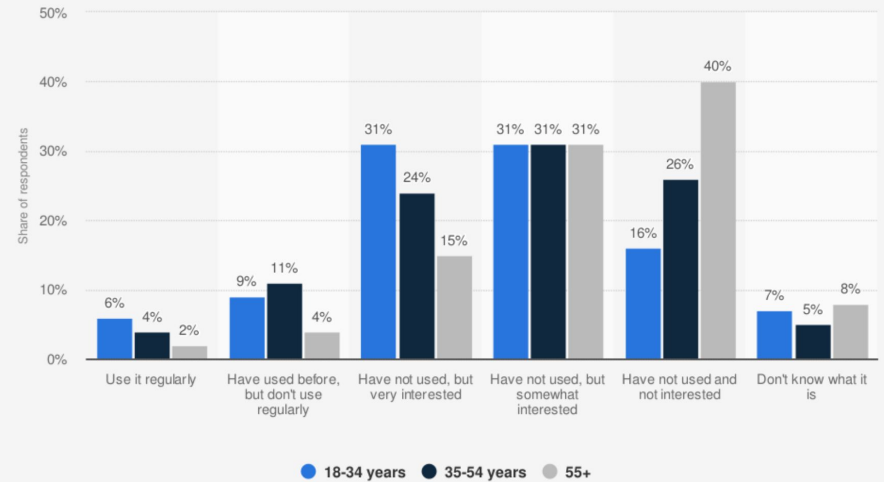


Source
eMarketer
© Statista 2020

Additional Information:
United States; eMarketer; February 2020; 14 years and older

statista

Share of internet users in the United States who are interested in visual search retail shopping technology as of October 2019

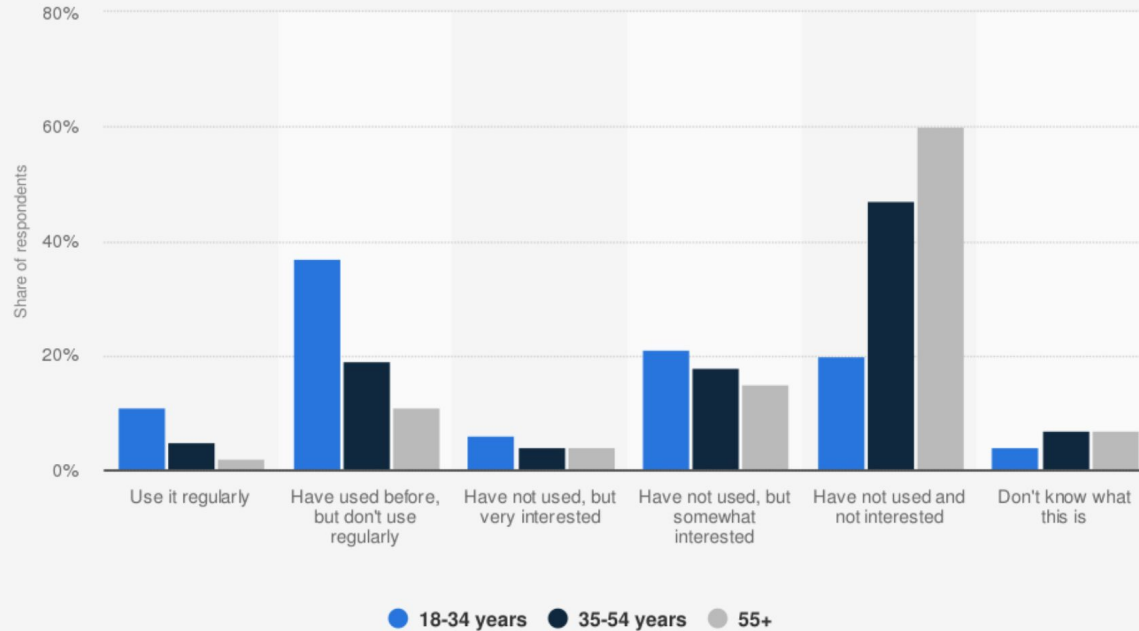


Sources
eMarketer; Bizrate Insights
© Statista 2021

Additional Information:
United States; Bizrate Insights; October 2019; 18 years and older; internet users

statista

Share of internet users in the United States who are interested in purchasing products through social media as of April 2020, by age group



Sources
Bizrate Insights; eMarketer
© Statista 2020

Additional Information:
United States; Bizrate Insights; April 2020; 18-65 years; internet users

Bonus: Channels used by online shoppers in the United States when shopping on Amazon as of February 2020, by age group

Search:

Records: 13

	Amazon.com - desktop site	Amazon.com - mobile site	Amazon app	Voice-enabled device (e.g. Echo)	Fire TV	Fire tablet
18 to 24	54%	23%	19%	0.4%	1.2%	2.4%
25 to 34	66%	16.5%	15.6%	0.4%	1.3%	0.4%
35 to 44	53%	17%	15.3%	0%	2.2%	2.2%
45 to 54	70%	13.8%	11.2%	1%	1.6%	2.9%
55 to 64	72%	12.9%	11.3%	0.8%	1%	2.1%
65 and over	61%	18.7%	12%	1%	2%	4.9%

Showing entries 1 to 6 (6 entries in total)

Bonus: Smart speaker shopping activities according to owners in the United States as of June 2019, by age group

Search:

Records: 13

	18-34	35-54	55-65
Ordered movies, TV shows, music, etc.	20%	26%	16%
Browsed products	17%	16%	13%
Asked for product recommendations	18%	17%	9%
Re-ordered products that you've bought before	15%	16%	12%
Added products to shopping cart, then finished checkout on another device	11%	21%	4%
Ordered groceries or household items	9%	11%	4%
Ordered electronic devices	8%	9%	2%
Added products to shopping cart, then bought on smart speaker	8%	6%	4%
None of the above	62%	57%	77%

Showing entries 1 to 9 (9 entries in total)

Details: United States; Bizrate Insights; June 2019; 1,036 respondents; 18-65 years; internet users; smart speaker owners; Online survey

© Statista 2021

YOUR AUDIENCE ⓘ

580k —
▲ 0.122%

YOUR POSTS ⓘ

86 —
▼ 2.27%

YOUR ENGAGEMENT TOTAL ⓘ

36.9k —
▼ 33.4%

YOUR MOST ENGAGING CHANNEL ⓘ

Instagram

Roots Social Media Performance Vs Lululemon

Data from Rival IQ

According to Rival IQ, Instagram is the best platform for audience engagement for Roots Canada. Lululemon seems to post more frequently on Facebook. Roots also uses carousels most often on Instagram but their posts with a single image works better so maybe they can focus on that.

Roots' Audience ⓘ

Export ▾

- Roots is below average for Audience, ranking 2nd of 2 companies. There's more work to do here.
- Roots saw the most audience growth on Instagram, while Lululemon grew the most on Facebook.

AUDIENCE ⓘ

[View all](#)

580k +0.1%

Roots

2.22M +0.1%

Lululemon

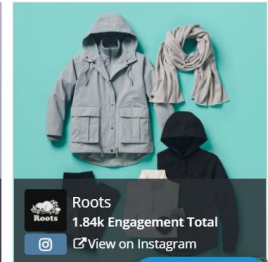
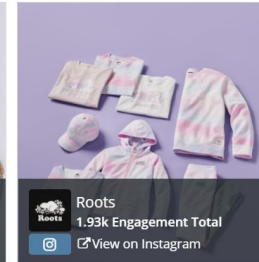
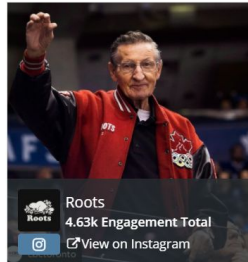
Facebook Instagram Twitter YouTube

Roots' Top Instagram Posts ⓘ

Export ▾

- You post carousels most often, but your top two posts are photos. Try posting more photos to see if it increases your engagement.

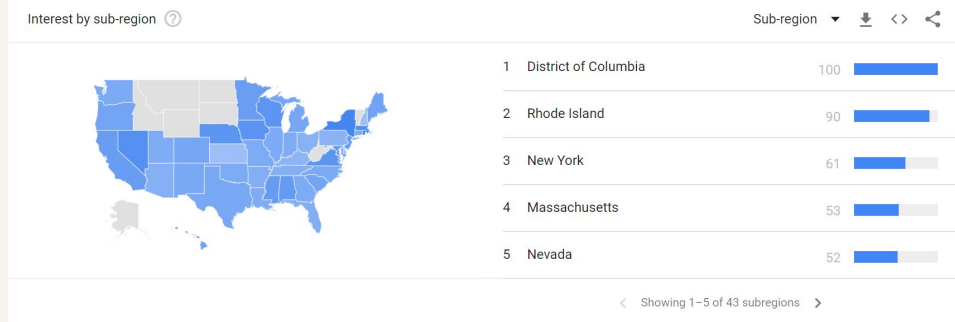
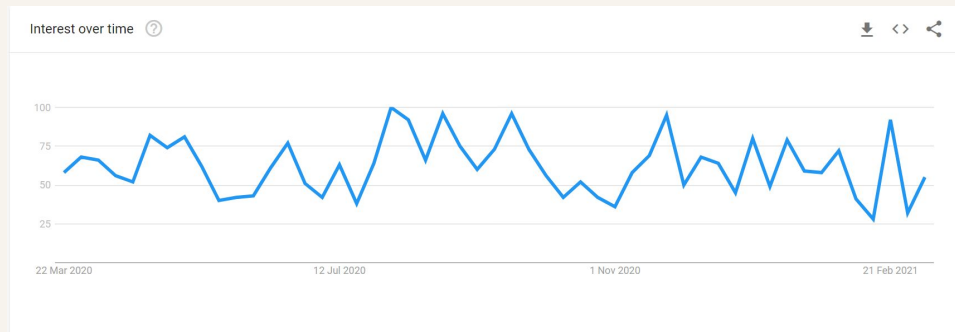
- On average, your top four posts this period earned 2.6x more engagement than your other posts.



Google Trends Findings

Search term: Athleisure

There is significant interest in athleisure in the US market over the last year. When we look at the search term locations, we can see that the northern US states are not that interested in athleisure. This may be due to the colder climate and the image of athleisure clothes as sport apparel.



Related topics

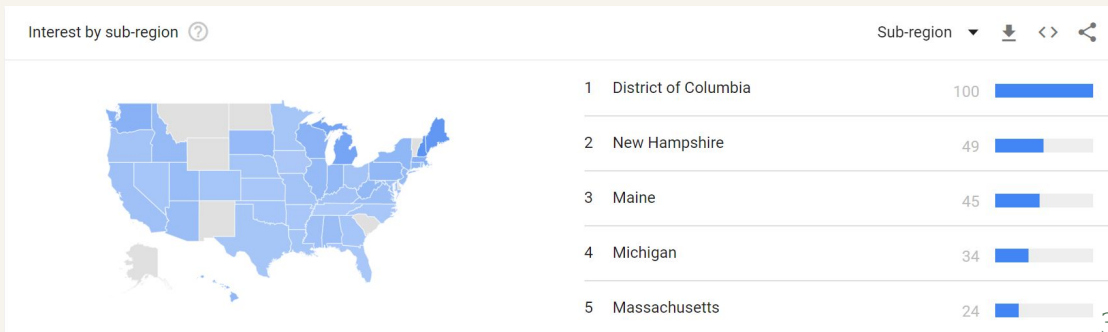
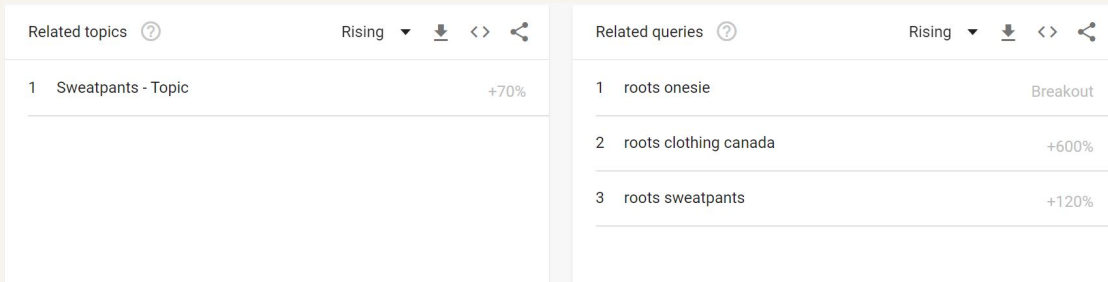
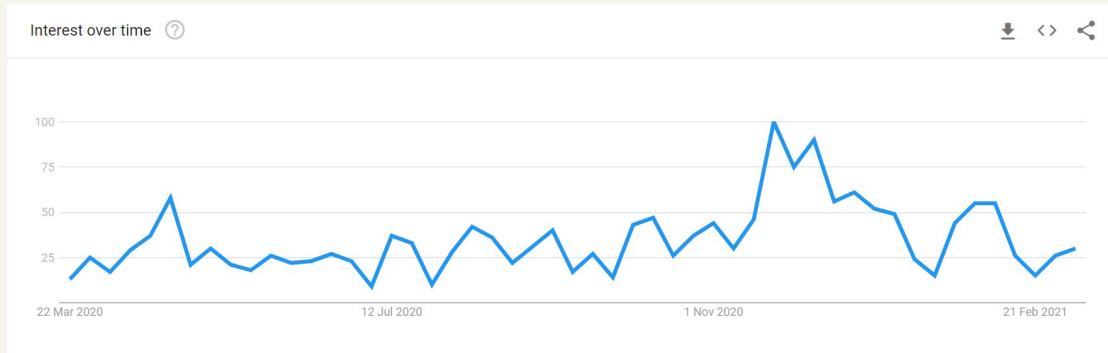
Rank	Topic	Interest Change
1	Fortnite - Online game	Breakout
2	Fabletics - Online retail company	Breakout
3	Athleta Inc - Company	Breakout
4	Vuori - Topic	Breakout
5	Athleta - Topic	Breakout

Related queries

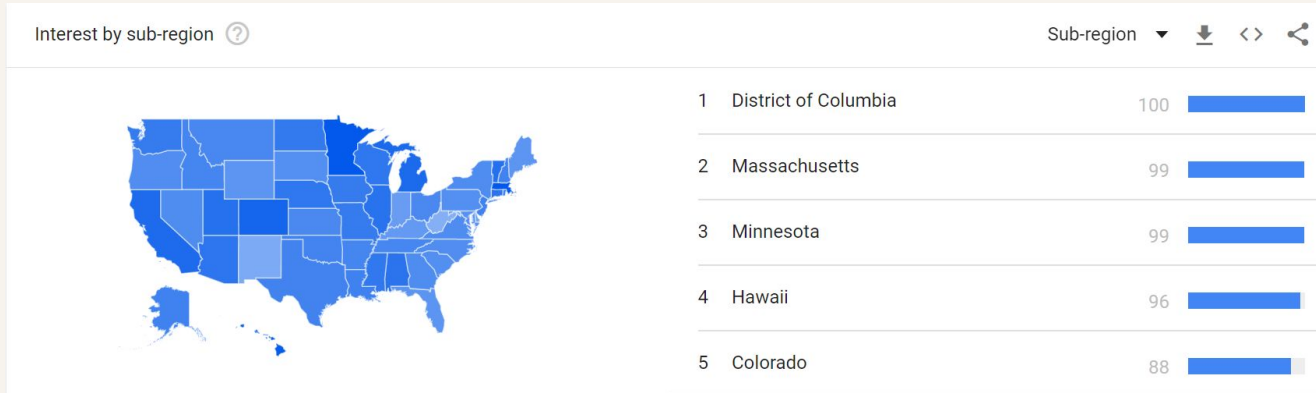
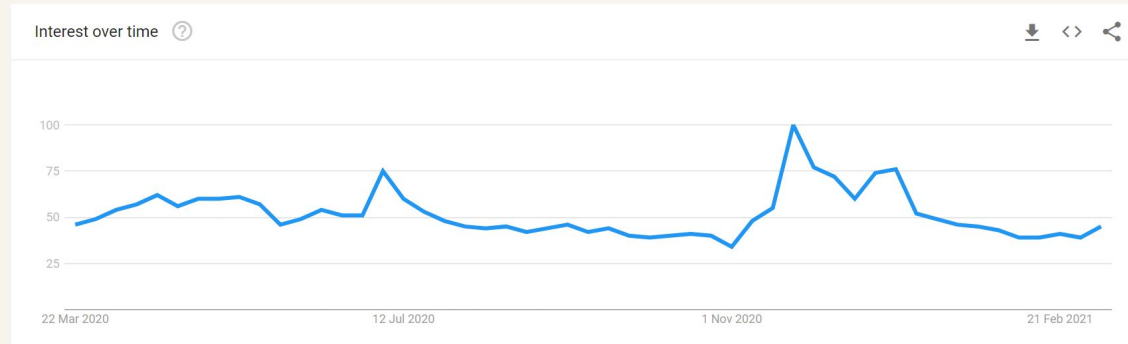
Rank	Query	Interest Change
1	athleisure meaning	Breakout
2	athleisure assassin	Breakout
3	plus size athleisure	+350%
4	athleisure shorts	+250%
5	athleisure outfits	+200%

Search term: Roots Canada

Interest in Roots Canada is much lower now than it was in November 2020. People seem to be interested in sweatpants sold by Roots.

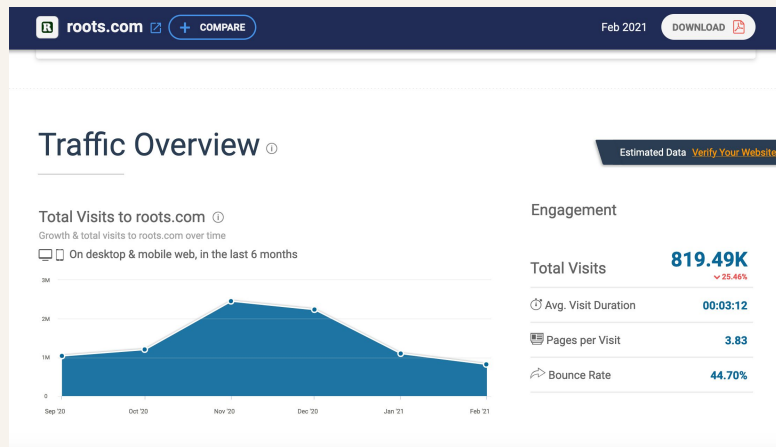
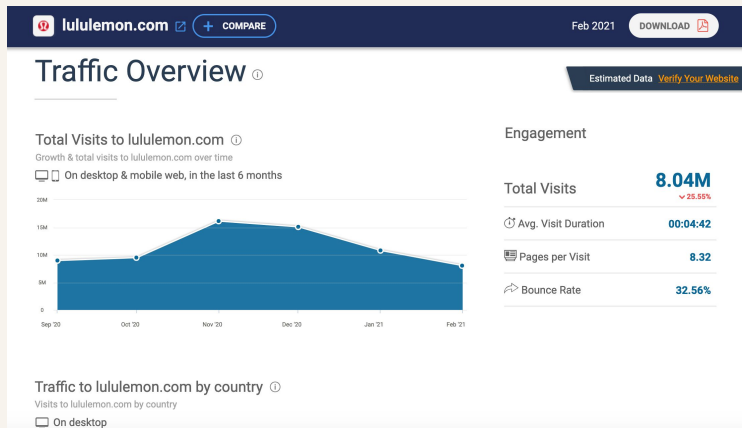
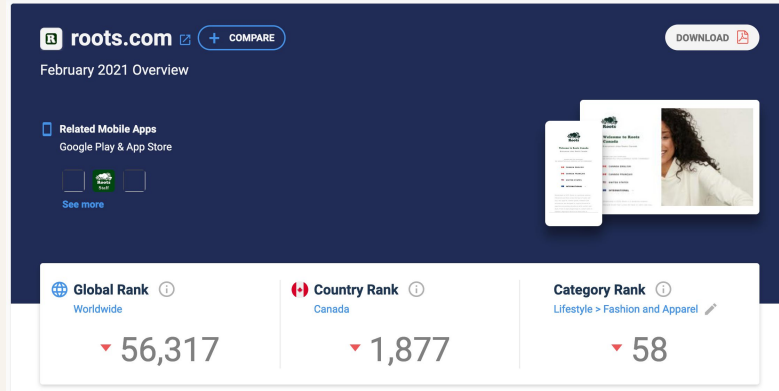
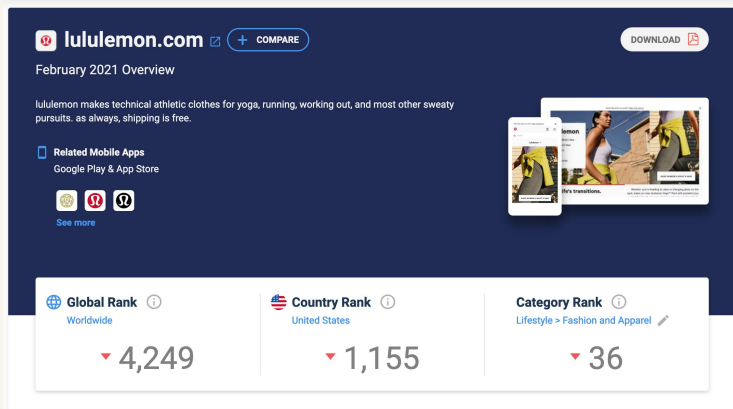


Search term: Lululemon



While search interest maybe trending downward for Lululemon, there is interest all over the US in the brand compared to Roots

Lululemon vs Roots



Lululemon vs Roots (by traffic)

 **lululemon.com**  + COMPARE

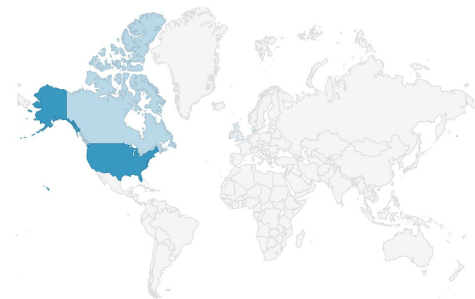
Feb 2021

DOWNLOAD 

Traffic to lululemon.com by country

Visits to lululemon.com by country

 On desktop



 United States	74.15%	▼ 27.51%
 Canada	19.12%	▼ 18.47%
 United Kingdom	0.50%	▼ 11.07%
 Ireland	0.47%	▼ 46.65%
 Denmark	0.40%	▲ 82.96%

[See 247 more countries](#)

Traffic Sources for lululemon.com

lululemon.com's marketing strategy is focused on Search with 48.42% of traffic coming from this channel, followed by Direct with 41.04%

 **roots.com**  + COMPARE

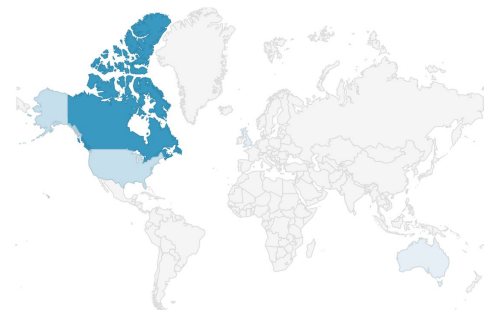
Feb 2021

DOWNLOAD 

Traffic to roots.com by country

Visits to roots.com by country

 On desktop



 Canada	78.17%	▼ 31.35%
 United States	14.73%	▼ 25.19%
 Taiwan	1.14%	▼ 15.82%
 Australia	0.82%	▲ 85.20%
 United Kingdom	0.63%	▼ 23.20%

[See 247 more countries](#)



Referrals



Top Referring Sites:

lululemon.com	13.34%
style.me	8.19%
lululemon.com	8.09%
lululemon.com	5.64%



Top Destination Sites:

lululemon.com	13.34%
style.me	8.19%
lululemon.com	8.09%
lululemon.com	5.64%

See 158 More Referring Sites

See 51 More Destination Sites

Search



78.06% Organic

Top 5 Organic keywords
Out of 5,696:

lululemon	46.07%
lulu lemon	1.28%
lululemon canada	0.73%
lululemon careers	0.44%
lululemon leggings	0.38%

21.94% Paid

Top 5 Paid keywords
Out of 3,678:

lululemon	4.33%
lulu lemon	0.55%
lulu	0.50%
lululemon sale	0.22%
lululemon canada	0.20%



SUCCESS STORY

Learn how Gruppo MutuOnline dramatically increased traffic share from industry keywords

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Referrals



Top Referring Sites:

afterpay.com	49.66%
lovevouchers.ie	4.39%
businessinsider.com	4.39%
yahoo.com	4.39%
jobapplications.com	4.39%



Top Destination Sites:

surveybitrate.com	35.40%
can59.dayforceh...	25.22%
122444.com	12.28%
portal.afterpay.c...	11.50%
twitter.com	6.31%

See 16 More Referring Sites

See 10 More Destination Sites

Search



85.40% Organic

Top 5 Organic keywords
Out of 1,217:

roots	33.94%
roots canada	11.78%
roots sweatpants	2.32%
root	0.69%
roots usa	0.63%



14.60% Paid

Top 5 Paid keywords
Out of 148:

roots	5.26%
roots canada	2.13%
roots sweatpants	0.36%
roots baby	0.18%
roots junction boots	0.16%

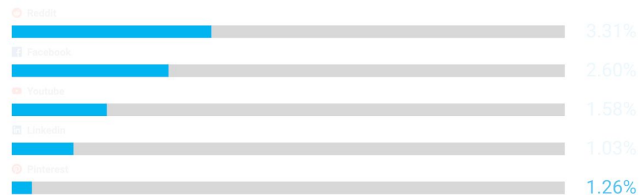


SUCCESS STORY

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Social ^①

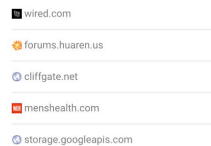


[See More Social Traffic](#)

Display Advertising ^①

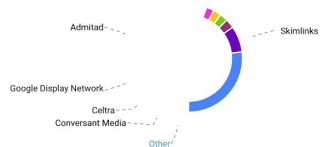


Top Publishers ^①

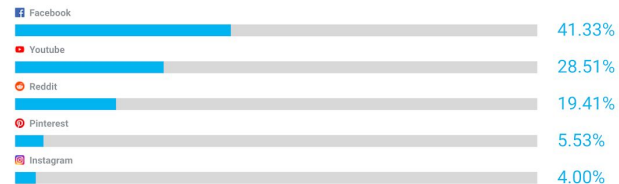


[See 102 More Publishers](#)

Top Ad Networks ^①



Social ^①

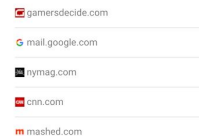


[See More Social Traffic](#)

Display Advertising ^①

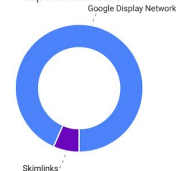


Top Publishers ^①



[See 5 More Publishers](#)

Top Ad Networks ^①



CUSTOMER JOURNEY MAP part 1



Customer Journey: Buyer's Journey	AWARENESS	CONSIDERATION	DECISION
<i>What is the customer thinking or feeling?</i>	Is not aware of Roots as yet. But prefers buying quality apparel.	Saw Roots through social media or word-of-mouth regarding and is reading or researching more about the company. Is comparing to other brands. Saw people and influencers wearing Roots. And is interested in knowing more.	Jill has visited the website a few times but is hesitant about the purchase because she wonders about the occasions she would wear the clothes and if it is worth the price.
<i>Customer experience</i>	No experience with Roots but is open to trying new brands of clothes.	No particular experience with the brand yet but is curious and a little bit excited to try the brand if it is comfortable as it claims to be.	Due to Jill visiting the website a few times, she has seen how the clothes can be styled and through influencers displaying styling options on their IG pages, she feels inclined to make a trial purchase.

CUSTOMER JOURNEY MAP part 2



Customer Journey: Buyer's Journey	AWARENESS	CONSIDERATION	DECISION
<i>Customer action or activity</i>	Word of mouth, fashion influencers and bloggers, tiktokers.	Jill has seen celebrities and influencers wearing Roots clothing. She visits their website and checks out their online shopping options in the US. She also checks out their social media pages to understand the company more.	Jill feels that Roots suits her personal fashion style. She likes the products offered and likes the history of the brand. She has participated in one of Root's promotional activities offered to her due to her being targeted by ads and has won a discount code. .
<i>What or where is the buyer researching?</i>	Online and social-media. Blog posts. Looking at Roots website.	Company website, Blogs, Reviews of Roots. Social-media: Instagram.	Jill has decided to buy Roots from their website itself instead of any other e-retailing platform due to the courier options being offered.
<i>Customer goals</i>	To find an apparel brand that suits their values, beliefs and style.	Roots seems like a brand that matches Jill's aesthetic and the quality and comfort she seems to be looking for. She is looking at 1 or 2 items to try her first purchase.	To maintain their personal style. To buy good quality clothing from a well-established trusted brand. To stay on trend in the fashion world. Jill hopes that the items she buys from Roots have value for the money she spends and are durable and comfortable.



CUSTOMER JOURNEY MAP part 3

Customer Journey: Buyer's Journey	AWARENESS	CONSIDERATION	DECISION
<i>Customer Touch Points (Brand Perspective)</i>	Website, social media sites, influencer Instagram accounts, fashion blogs, word-of-mouth	Word of mouth, social media, Adding 1 or 2 items to e-commerce cart.	E-commerce site and Instagram. Also looking at online reviews about the brand.
<i>Business Goal & KPIs</i>	Direct Jill to the website. Jill makes a purchase of at least one item. Attract Jill to come back for another purchase.	Jill to follow social-media or IG account, to revisit website. Create a database of customers that has purchased or interacted with the brand.	Generate Customer Lifetime Value with customers who have already purchased with them at least 1 or 2 items. KPI: conversions in terms of e-commerce. Mentions on social media. People who used the discount codes.

Competition: Lululemon

- Founded in 1998 as a yoga apparel brand, Lululemon has become renowned as an Athleisure brand with over 140 stores worldwide.
- Lululemon leggings are known as the 'Holy Grail' of leggings. Brand delivers on promises like fit, quality, durability, craftsmanship and technology making the price point of around \$100 per pair an amount people are happy to pay.
- Lululemon's revenue in 2019 in Canada was 822 million CAD (from Statista)
- Lululemon has had strong and successful marketing campaign like 'This Is Yoga' which combined online and offline advertising initiating two way communication and humanizing the brand. They took yoga off the mat and styled themselves as yoga experts and also included influencers. Read more on the campaign [here](#).
- The brand appeals to those who are interested in all types of workouts and exercise and have centred their communication around the same. They have identified their highest valued customer which leads to sales.
- The ideal customer for Lululemon is called Ocean who is a 32-year old professional making around \$100,000 a year. She is engaged, has her own condo, travels, is interested in fashion and has a hour and a half to work out everyday.
- They have recently started a men's line with their ideal customer being Duke - 35 and loves athletic activities like surfing and snowboarding. Duke earns more than Ocean and is willing to pay for quality.

Current effort or focus of Lululemon: targeting millennial men

QUARTZ

DISCOVER LATEST OBSESSIONS FEATURED EMAILS BECOME A MEMBER

THE SECRET IS OUT

Lululemon's next target is mindfulness for men



MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV WATCHLIST PRO

RETAIL

Lululemon targets revenue growth in low teens over next 5 years, helped by growing men's and online sales

PUBLISHED WED, APR 24 2019-7:32 AM EDT | UPDATED WED, APR 24 2019-3:26 PM EDT

Lauren Thomas @LAURENTHOMAS

SHARE f t in e

KEY POINTS

- Lululemon says it plans to double its men's and online sales over next five years, targeting annual revenue growth in the low teens during that timeframe.
- The retailer, meantime, plans to quadruple international revenues by 2023.



BNN Bloomberg

NEWS LIVE TV VIDEO SHOWS MARKET CALL MA

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The Close How Lululemon is gaining ground in the ...

Lululemon is expanding its reach into both the millennial and lifestyle market. C...



TECHNOLOGY | lulu:UW | Amazon | AMZN.OO

How Lululemon is gaining ground in the millennial male demographic

Lululemon is expanding its reach into both the millennial and lifestyle market. Camilo Lyon, managing director, equity research at Canaccord Genuity, says that the demand trends for this high quality and recognizable brand will help drive the company's success in international markets such as China.

f t in e +

Video Link: [nial-male-demographic-1668639](#)

The MIRROR by Lululemon

Lifestyle Campaign

Adapting to the COVID-19, scenario where people have to stay at home and are unable to the gym to workout, Lululemon has made use of AR technology to bring the gym to people's homes.

MIRROR is a home gym that occupies less than two feet of wall space and can be a cardio studio, yoga class, a boxing ring, etc. You can train along with a coach or an instructor who will motivate you and when you are not using it, it acts as a normal mirror.





Roots

Thank you

Tools Used:

- Statisa
- Google Trends
- Rival IQ
- Similar Web