

Key Objectives

Orienting products more towards the everyday average consumer/athlete through simpler technology communication and making it more affordable to encourage first time buyers.

Strategies

Identified problems

As of now, commercials and advertisements are very dramatic and try to appeal to consumers on an emotional level. However, how often do target consumers really have an emotional attachment due to the brand infancy? Communication strategies and marketing should utilize commercials that elicit more of a hype motivation of everyday activities rather than elite sports and elite athletes. Additionally, the information about clothing technology lines are confusing with too much information.

Tactics to achieve simpler technology communication:

- Feature more “average” people instead of professional athletes.
- Feature more “average” activities
- Highlight technology benefits more clearly in commercials and advertisements.
- Incorporate more peripheral selling points instead of analytical when seeking information about the different technologies.
 - A) Avoid information overload
 - B) Retain website users and information seekers

Average Athletes doing Average Activities

Under Armour excels at creating trendy and desirable clothing. However, it currently primarily utilizes famous athletes, such as Michael Phelps and US Olympic gymnasts in television advertisements and other marketing materials. This certainly works for people who avidly watch sports and idolize these people. However, America is widely obese with the strong desire to workout and be healthy or at least appear that way. People are often inspired to workout and purchase athletic clothing, even if they don't actually end up going to the gym. Also, the athleisure trend, or everyday wearing of athletic apparel to the mall, grocery shopping, to work, or just around the house, is on the rise. Under Armour is missing the mark when reaching these consumer groups. Utilizing more “average” athletes in advertising materials doing more “average” activities, allows possible consumers to build a more emotional connection to the brand and its products. For example, commercials of a typical mother's hectic day of dropping

kids off at school, work, picking up kids, soccer games, grocery shopping, cooking dinner, homework, finally getting kids into bed, and then finally putting on her under armour clothing and curling up on the couch with her husband to watch tv. Or commercials of mothers and daughters or fathers and sons working out together or playing sports while wearing under armour.

Technology Benefits

Under Armour has differentiated itself from other brands through its technology that helps athletes perform better. The problem is that A) they do not do a very good job of communicating what exactly each technology does and how it benefits the wearer and B) it currently fails to show value to non-athletes and people who do not play sports. Therefore, the company should rebrand their clothing technology and clarify the benefits. Additionally, the company should refocus marketing efforts on showing the value of the technology to those who aren't professional athletes. This is where more peripheral advertising efforts come into play with the use of symbols and brands to help consumers better understand the technology and how each one benefits the wearer.

Information Overload

As of now, the marketing of the Under Armour brand and the clothing technologies contains a lot of information. This creates information overload for consumers and forces them to process the information analytically. However, analytical processing requires high involvement and active engagement from the consumers. Marketing that utilizes peripheral processing would be much more effective and has the opportunity to create an emotional connection with the brand and their products. Therefore, we recommend that Under Armour keep simplicity in mind when marketing their clothing technology.

Simplified Marketing Tactics

Overall, the company needs to focus on simplifying marketing strategies and the information they present to consumers. One idea to do this, reduce information overload, and engage consumers is to create a quiz that consumers can take online. The quiz can be utilized to match consumer activity levels with items in the store and clothing technology. Consumers would enter their email or create an online account in order to take the quiz and in return would get a coupon for a percentage off an item in-store or online. In addition, clothing technologies should be targeted to different consumers based on time of year and regional location. For example, people in Oregon are going to buy more clothing that will keep them warmer. While in Florida, more people are going to buy clothing that keeps them cooler.

Affordability

The second strategy of the Under Armour marketing campaign is to acquire new customers and turn them into continued purchasers. Affordability, through targeted coupons via mailing, email, and social media, will initially draw the potential customer into the Under Armour brand. The competitive prices will also be in the form of a variety of sales throughout the year and by emphasizing the marketing of outlet stores. In time, the targeted first-time buyers will become a persistent and loyal customer because of the technological edge Under Armour products provide against the competitors. This advantage will be conveyed through the simpler technology communication strategy.

As previously mentioned in the simpler technology communication strategy, potential customers can take a quiz to match their activity and/or activity level with an Under Armour product. Upon finishing the quiz, the person would enter their email address to receive a coupon for said product they were matched to. In addition to providing the emailed coupon, the text within the email could be used to provide another simplification of the technologies within the matched product. Not only would this entice the potential customer to make their first purchase, it would also build the Under Armour email mailing list for future promotions. Once the coupon is redeemed in-store or online, associates could ask for a permanent mailing address to potentially receive print mailers of sale updates and coupons. The Under Armour social media presence will also be utilized during this step. Once the opening coupon is redeemed, online content should be targeted to those interested and beginning to be a part of the brand.

Another tactic to obtaining first-time customers is through an assortment of sales throughout the year such as:

- Targeted sales – These sales will be aimed toward those who previously purchased or expressed interest in a certain product. For example, if the potential customer was matched with a UA ColdGear® Infrared EVO 1/2 Zip jacket, that line of clothing would be highly promoted to those in the email/ mailing/ social media list. This could also be adjusted to encompass similar, related, or recommended items to what the potential customer was matched with.
- Flash sales – This type of sale consists of highly-discount items that are in limited supply. It can be promoted to all of the Under Armour mailing list or just to those who typically redeem coupons for a more restricted target market. For example, if the customer had recently purchased a certain item or expressed interest in the product, they would be included in this “going out of season” flash sale.
- Holiday sales – There are many different holidays that could potentially be included in this category. However, the main days/seasons to be focused on are Black Friday, Cyber

Monday, Back-to-School, the Christmas season, and during the New Year Resolutions time period. Each will have their own deals and promotions and the targeted consumers will match their previous habits. For example, if the customer has only ordered online, that customer would be a primary target for the Cyber Monday sale. Another example is to study the demographics of the email, mailing, and social media lists to gather who would be a primary target for the Back-to-School sales. At the beginning of the new year, Under Armour should capitalize on this tradition by offering special holiday sales to those looking to lead a healthy, active lifestyle.

- Seasonal sales – Within the seasonal sales promotions, Under Armour should keep in mind variables like geographic location, weather conditions, hunting seasons, and sporting activities. For example, a specific message should be formulated and sent to those who fit in that certain category of the sale.

The final method of increasing the affordability of Under Armour products is through the marketing of the outlet stores. Marketing efforts need to highlight the perks of these specific stores, making it an essential destination for those that have to commute. Because outlet stores are limited in the stock of the merchandise, social media will be most practical medium to relay messages and content specific to these individual stores. Promotion of social media avenues should be promoted in-store efforts and through sales associates. Outlet businesses should be calling attention to their online presence through in-store posters, targeted advertisements on platforms (Facebook, Twitter, Instagram, Pinterest, etc.), stickers on receipts, and small flyers in bags after purchases. These social media pages should inform the followers of updates within the store. With this increased social media presence, it will make the outlet store a “must-visit” destination during shopping trips and in the followers’ passing-through travels.