



# Marketing Creative Brief

## Smile at Yourself Campaign

### Background

Lululemon knows the importance of human wellbeing and shows this through their Centre for Social Impact and its *Peace on Purpose* collaboration with the United Nations Foundation. The Smile at Yourself Campaign will bring the importance of human wellbeing into the homes of the collective

### Objective

This campaign will raise brand awareness by showing consumers that Lululemon aids their customers in becoming healthier and happier inside and out

### Target Audience

Stressed and overworked people of any gender from ages 25-50 who would enjoy being proactive in self-care and personal progress

### Message

With the Mirror, users will have access to a productive and interactive self-care system from their homes. They will learn that when you smile at yourself in the Mirror, you'll smile back.

### Attitude

Productive

Open Minded

Compassionate

### Consumer Benefit

The Mirror's mindfulness features are the optimal way for the target audience to increase their mental and physical health in their own home. They will not need to worry about traveling to the gym during a busy day, or searching for aid in motivation to begin their mindfulness journey.



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### Product Adaptation

This Campaign will emphasize on the rising need for self-care and mindfulness in today's overwhelming world. By adapting the Mirror to include mindfulness features such as guided group and solo meditations, affirmations, morning/night routine stretches, along side yoga, users will be encouraged to smile at themselves as they improve both their mental and physical health.

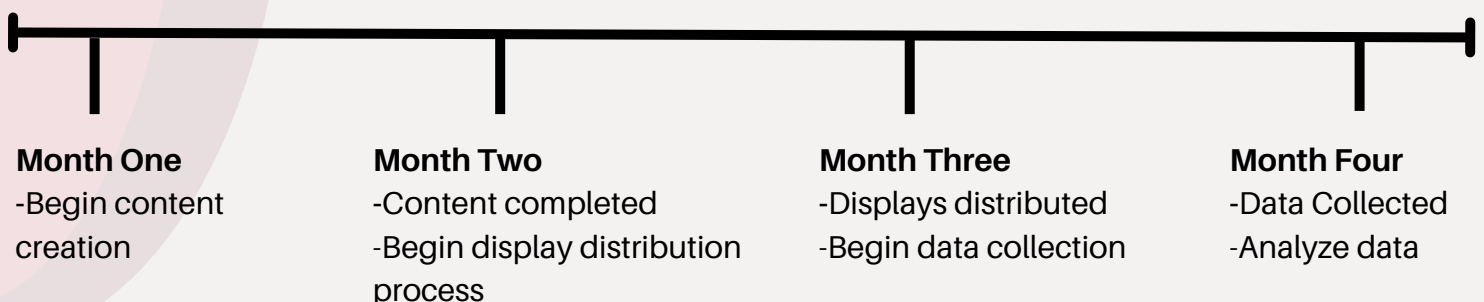
### Campaign Description

Some of the most stressful and overwhelming places are large cities. The Smile at Yourself Campaign would place digital screens that replicate the Mirror on the city sidewalks and before crosswalks. These digital screens would display a "reflection" of the person standing in front of this display and prompt them to smile at themselves. Following this action, instructors would appear on the display giving consumers the experience to enjoy some of the new mindfulness features. They are also encouraged to share their experience using #SMILE

### Distribution

Installing digital screens that can display real time reflections around populated cities such as New York City, Chicago, Atlanta, Tampa, LA, Philadelphia

### Project Timeline: Post product adaptation





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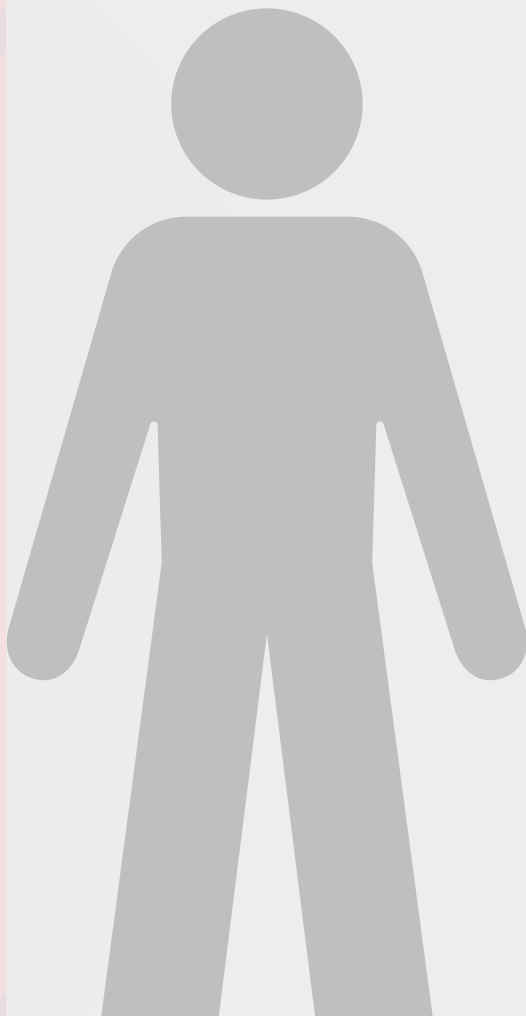
## Smile at Yourself Campaign

### Channels

Outdoor Advertising  
(Guerrilla Marketing)

Social Media  
Advertising

SMILE AT YOURSELF



### Assets

- Product Adaptation
- Digital Screens/Mirror Replicas
- Program to be displayed on screens

### Involvement

Who will be engaged in the project?

- Consumers: All who pass by and interact with the display, those who interact and share via social media
- Lululemon: Adaptation of the Mirror software, creation of the displays (graphics and physical distribution), social media marketing

### Result Measurement

- Social media engagement (Usage of #SMILE)
- Mirror landing page traffic
- Statistics that can be collected by digital displays