

**Background**

- Founder & CEO: Kevin Plank
- For athletes BY an athlete
- Problem: sweaty, practice clothes
- Solution: sweat-wicking gear

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UNDER ARMOUR

Video: "Real" Campaign

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**Suggestions & Improvements**

- Create interactive product
- Provide educational opportunities
- Target a niche market
- Develop games, apps, etc.
- Collaborate with influencers
- Focus on the product
- Continue to increase awareness & sales

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**Weaknesses**

- Lack of response
- More real-time interaction
- More personalized
- Increase ways to get involved
- "Top" in users/followers

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**Integrated Marketing Communications**

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**SWOT**

Strengths

- Strong brand identity
- High quality products
- Strong customer loyalty

Weaknesses

- Limited product range
- High price point

Opportunities

- Expand into new markets
- Develop new products

Threats

- Intense competition
- Rapidly changing market

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**Results**

- Increased brand awareness
- Increased sales
- Increased customer loyalty

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# UFIDA Case Series: CEO Video 2011, Video

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UNDER ARMOUR

"We Need a Better" Campaign

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What's Hot

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**Suggestions & Improvements**

- Expand international presence
- Increase marketing spend
- Increase marketing spend
- Increase marketing spend
- Increase marketing spend
- Increase marketing spend
- Increase marketing spend
- Increase marketing spend
- Increase marketing spend
- Increase marketing spend

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**Weaknesses**

- Lack of response
- More real-time interaction
- More personable
- Increase ways to get involved
- "Gap" in users/followers

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**Integrated Marketing Communications**



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**4 Cs**

- Clear
- Concise
- Credible
- Compelling

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**Threats**

- Global Market Competition
- Competition
- Lack of brand loyalty
- Lack of brand loyalty
- Lack of brand loyalty

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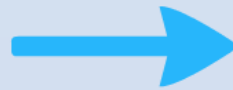


# UFIDA Case Series: CEO Video 2011, Video

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**UNDER ARMOUR**

# #IWillWhatIWant

IT DOESN'T MATTER WHAT OTHERS THINK.  
IT'S WHAT YOU BELIEVE.

We exist to help you be a success story. Our goal is to help you be a success story. We're UA Women. And we WILL what we want.

## MEET THE WOMEN OF WILL



ALEX AUST  
ATTACK, U.S. LACROSSE



KATHRYN BUDIG  
INITIATOR, PACEHER



GISELE BÜNDCHEN  
MODEL



BRIANNA COPE  
PARA OLYMPIAN



MISTY COPELAND  
BALLERINA



**ALEX AUST, Attack, U.S. Lacrosse**

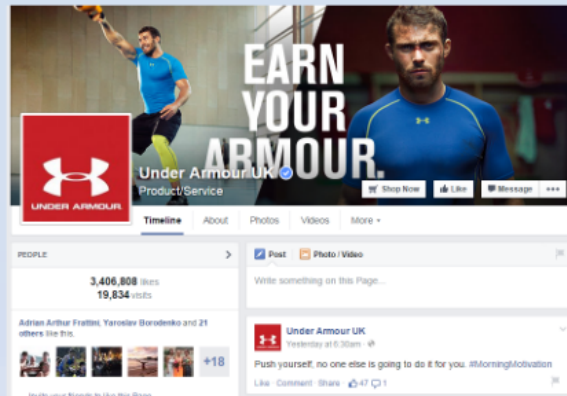
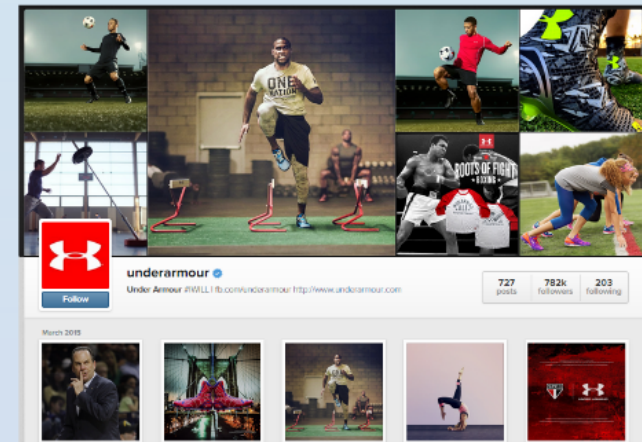
Now with her new role, Aust leads the nation's competitive, top-ranked lacrosse team. She's also a role model for young women who want to play lacrosse. She's also a role model for young women who want to play lacrosse.



Ad Age's 2014 Marketer of the Year: Under Armour

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# Integrated Marketing Communications



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## Weaknesses

- Lack of response
- More real-time interaction
- More personable
- Increase ways to get involved
- "Gap" in users/followers

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## 4 C's

- Cost:
  - Paid - TV advertisements, billboards
  - \*Owned - YouTube videos, Facebook, Twitter, Instagram, Apps
  - Earned - Blogs & Positive feedback
- Communication:
  - Online, via social
- Convenience:
  - Mobile, on-the-go, digital, real-time
- Consumer:
  - Wants = high-performance gear with a supportive community
  - Solution = provide sweat-wicking gear & an IMC campaign

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## Threats

- Sochi Winter Olympics 2014
- Competition
- Lack of international presence
- Products

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## Suggestions & Improvements

- Expand international presence
- Increase international sponsorships
- Target a younger market
- Develop games (Xbox, PlayStation, etc.)
- Re-vamp & improve athletic shoes
- Focus on other products
- Continue to increase presence & awareness

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