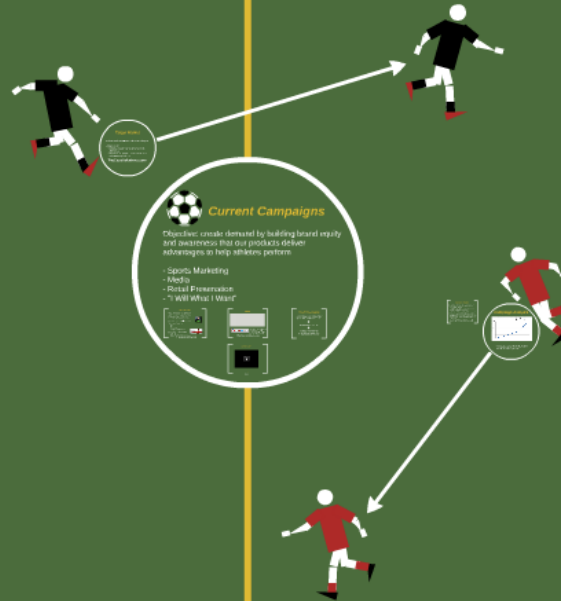


Under Armour's Willful Digital Moves

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Recommendations

- 1. Footwear**
 - USP: quality and performance
 - focus on basketball footwear to grow shoe sales
 - run more ad campaigns focused on basketball footwear to educate consumers
 - continue to gradually introduce footwear to generate hype
- 2. Women's line**
 - keep using regular women outside of the sports world
 - keep using up and coming athletes
 - create an ad campaign that follows the life and success of the athlete = emotional appeal
- 3. International market - grow slowly and carefully**
 - keep making deals with smaller international teams
 - build brand reputation
 - re-brand Under Armour as a futbol company
 - sponsor international athletes like Christian Ronaldo or Lionel Messi
 - sign at least one national team for 2018 World Cup
- 4. Expand Retail Outlets**
 - positioning = increased awareness & better brand image



Competition

Market:

- highly competitive
- new and already established brands
- compete against apparel, footwear, sporting goods, and outdoor apparel



Competitor Analysis



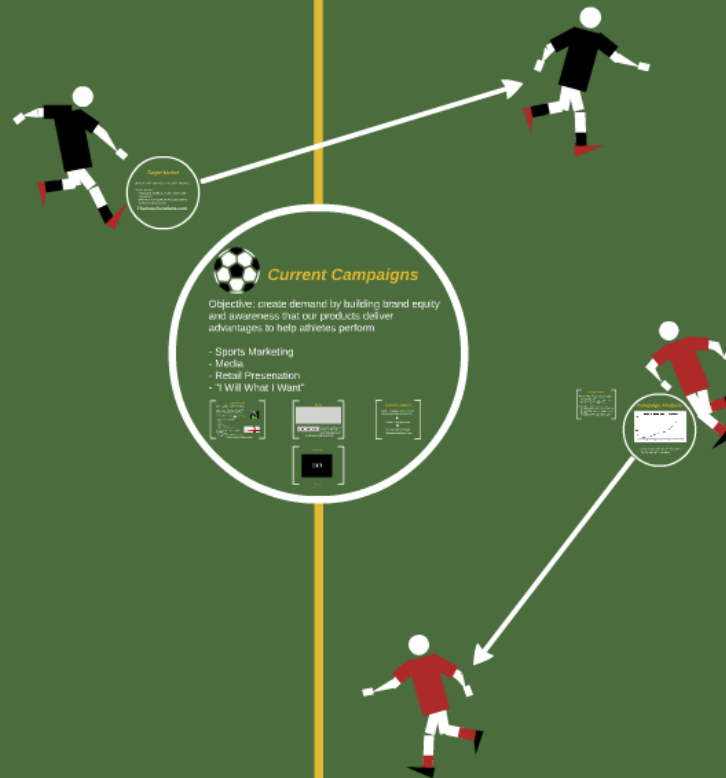
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Competition Analysis



Sports Marketing

Source: High performing athletes and teams on high school, collegiate, and professional levels

Channel: outfitting agreements, professional and collegiate sponsorships, individual athlete agreements, and direct selling to the source

Effect: on-field authenticity → brand image



Sponsorships with organizations

- NFL
- MLB
- NBA
- internationally
- high school All-American Games

Partnerships with nationally recognized foundations

- Power in Pink
- UA Freedom - Wounded Warrior Project
- UA Win



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Media



SOCIALIZE



- up and rising athletes and teams = brand loyalty
- brand grows with athletes
- lower sponsoship costs

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Retail Presentation

Goal: Increase and brand floor space dedicated to products



interactive experience



increase brand image

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I Will What I Want

- targets women= huge potential in this target segment
- sources like Misty Copeland and Gisele Bundchen → increase awareness outside of sports
- message= determination, perseverance, and true athleticism

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Target Market

athletes and consumers with active lifestyles

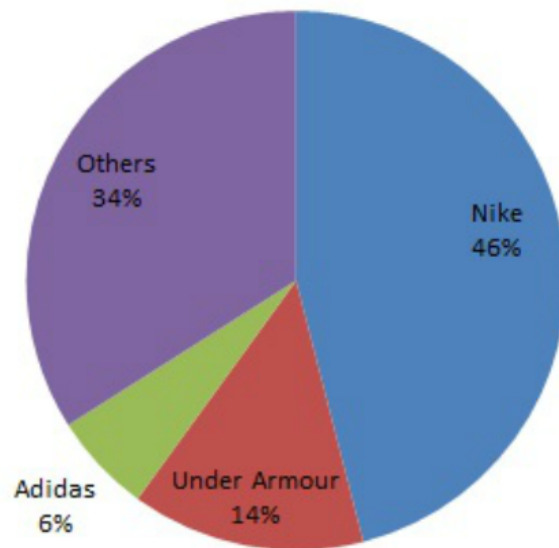
Market trends:

- increased health conscienceness and awareness
- shift from non-performance products to performance products

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Competition Analysis

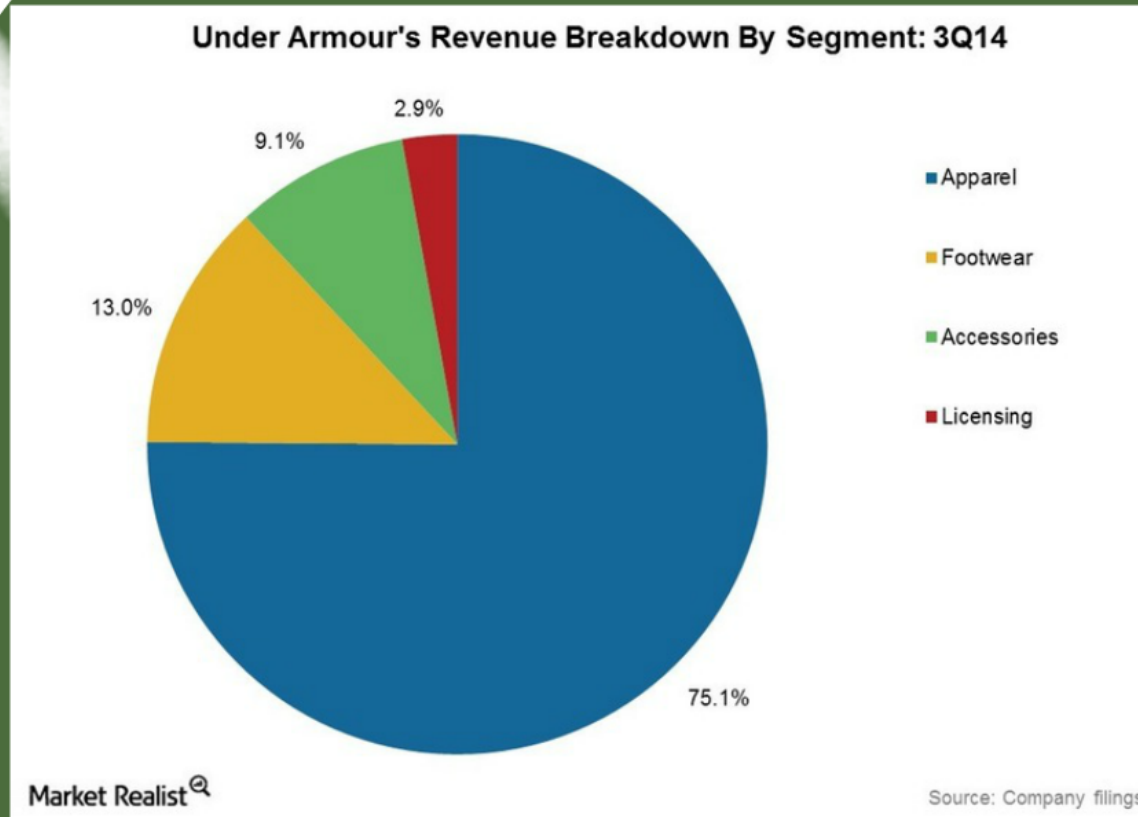
Sports Apparel Market Share 2014



- large apparel and footwear companies have stronger worldwide brand recognition and greater resources
- Nike & Adidas rival in international market= opportunity for Under Armour
- provides prototype and extends to areas Nike failed at previously ex: outdoors
- benefits of failed Durant deal
 - less costs
 - validated competitiveness

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Campaign Analysis



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