

Creative Brand Analysis

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MKTG 3550-001

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February 4, 2025

Lululemon

Lululemon is a brand that was founded in 1998 by the founder and, at the time, CEO. Their first standalone store opened in 2000. Lululemon has since developed into a powerhouse brand for active wear, and is worn by millions of people in North America. Their purpose, as stated on their website, is to “elevate human potential by helping people feel their best,” (Lululemon, About Us, n.d.). Their vision is to “create transformative products and experiences that build meaningful connections, unlocking greater possibility and wellbeing for all,” (Lululemon, About Us, n.d.). Their core values are personal responsibility, connection, inclusion, courage and fun (Lululemon, About Us, n.d.). It is clear that Lululemon values health and wellness beyond the physical aspects. Additionally, Lululemon has high brand recall and high brand recognition. It can also be said that Lululemon customers engage with all three levels of consumer brand engagement: object-centered as their consumers want to engage with the brand and products because of their functionality; self-centered as the image that is portrayed by any individual when wearing Lululemon could be the ideal self; and, as a result of the self-centered image, the social-centered image is produced, as people can connect with fellow consumers on a higher level as they are striving to reach the same ideal self.

Being the powerhouse brand that it is, Lululemon has multiple high value touchpoints, the most impactful one being their word of mouth marketing. According to The Social Media Hat, word of mouth (WOM) marketing is based on trust and social influence, and its impact comes from the idea that people are more likely to act on advice given to them if it is from someone who they know and trust (The Social Media Hat, 2023). This concept of WOM marketing for Lululemon is reinforced by their reusable bags. These bags are seen everywhere, in fact, as I write this, I see three bags around me alone. These bags, when carried, are a representation of the individual's support of the brand and instills the idea that the person carrying this reusable bag embodies the image of a Lululemon customer. This ideal customer is someone who values health and fitness and appreciates the value of the small “b”rand and the big “B”rand.

The next touchpoint to be considered is their advertising, while Lululemon does not do a lot of commercial advertising, the little bit that they do is strategically placed on YouTube, a place for creatives to share and connect, aligning with one of their core values. Regarding their packaging, when receiving an online order, it is aesthetically pleasing packaging and allows the opportunity for consumers to 'share' their purchase on social media. The packaging is also sustainable (The Good Shopping Guide, 2025), which again aligns with their branding.

Shifting the perspective to their partnerships, Lululemon's most prominent partnership is their sponsorship of Team Canada in the Olympics. This is a significant touchpoint overall for Lululemon as the WOM marketing and visual marketing that occurs during this time is far more impactful than any paid ads that they could put out. Additionally, Lululemon sponsors long distance runner, Colleen Quigley, both this sponsorship and Team Canada reinforce the ideal self, of the social-centered image that Lululemon consumers portray.

Another significant touchpoint for Lululemon consumers is their physical stores, with 749 stores across North America and Europe. The stores themselves are consistent in their design, featuring bright yet warm lighting, light wood accents, low-stacked tables displaying products. The hanging shelves are made of black metal, and there is always a display wall at the back with box-style shelves holding leggings. Their in-store representatives can be seen wearing Lululemon products and are always approachable and enthusiastic about the products. Finally, the website is a key touchpoint in Lululemon's overall reach. Their site is easy to navigate and allows consumers to shop by fabric, clothing type, accessories and sale items.

Looking at Lululemon as a person, they could be named Lulu and referenced as such moving forward, reference appendix A for her appearance. Lulu is a 28 year old female living in the Vancouver area, she makes about 100,000 dollars per year and is the CEO of a wellness/lifestyle brand. She is highly educated, having graduated from a top university with an MBA. Lulu is interested in fitness, mental health and overall wellness– spanning both physical and mental. She enjoys hobbies such as yoga and pilates, running, cooking and hosting parties at her home and philanthropy events.

Lulu will be voting conservative in the next election. She does not agree with all of the party's policies; however, she agrees with more of them than she would with any other party. She is reliable and values consistency and discipline, expecting others to act the same, though this rarely happens. Lulu is a woman who values her appearance and consistently presents herself

well. She regularly maintains her hair and nails, she considers herself 'high maintenance'. Lulu focuses on brands that engage all three levels of consumer brand engagement, so she is selective in the brands she wears and uses. Some of her top brands include: Audi, Range Rover, Le Creuset, West Elm, Trader Joe's, Stanley, Van Kleef, Nordstrom and Levi's. These conclusions are based on personal experience with Lululemon as a brand.

As a long time Lululemon customer, the value they provide is easy to see; sustainable, long lasting products that cater to the ideal self. Additionally, Lululemon's strong brand equity allows them to target higher income brackets. Brands with higher equity benefit from better margins and higher ROIs (Gee, E., In-class, 2025). The brands that Lulu, the persona, would favour reflect Lululemon's values, as each of the outlined brands prioritizes quality, social image and prestige. Reflecting on Lululemon's brand archetype, they could fit into several of the 12 categories. However, the best fit is the Magician; as a brand Lululemon offers "the comfort to pass limits" to their consumers (Lululemon, Men What's New, 2025), and make their customers "practically unstoppable" (Lululemon, Spring Preview, 2025). These statements among many others on their website reinforce the same message: 'Lululemon will change your life.'

Audi

Audi was founded in 1909 in Germany by August Horch. It is currently owned by the Volkswagen Group, this could be considered a family brand because it includes Bentley, Lamborghini, and Ducati brands (Audi, About Us, n.d.). According to Audi's About Us page: "The Audi name signifies high-quality vehicles, forward-looking and sustainable drive technology, first-class quality, and progressive design worldwide," (Audi, About Us, n.d.). Since the creation of the brand, Audi has evolved to be one of the leaders in luxury automobiles, and continues to evolve. With technological advances, such as the Audi e-tron, a leader in the electric car market (US News, Tesla Model Y vs, Audi Q8 e-tron, 2024), Audi consistently pushes the boundaries of modern automotive engineering. Audi's vision is "To be the BEST automotive sales and repair operation in every market we serve," (Audi, Our Vision and Mission, n.d.). Similar to Lululemon, Audi has high brand recall and high brand recognition, it can be easily recognized or recalled by just about anyone. Also like Lululemon, Audi customers engage with all three levels of consumer brand engagement: object-centered as their consumers want to engage with the brand and products because of their performance, durability and quality; self-centered as the image that is portrayed by driving an Audi is the ideal self; the

social-centered image, people can connect with fellow consumers on a higher level as they are striving to reach the same ideal self and feel a sense of community with other Audi drivers. Overall, it is incredibly clear to see that Audi values innovation and luxury and consistently combines these two to create their products and they are shown in their services.

Audi's marketing strategy does not rely on heavy manufactured touchpoints in paid marketing as in the same way as other, cheaper, car brands do, but they do engage in more select advertising efforts, including print ads in magazines and, similar to Lululemon, YouTube ads. Unlike Lululemon, Audi also invests in traditional commercials on TV. Audi has partnered with FC Bayern Munich, a soccer club, since 2002 and recently extended the contract until 2029 (Audi Media Center, 2024). Audi has also sponsored the Olympics, first in 2008 for the Beijing Games followed by sponsorship of the Sochi Olympics (Olympics, Audi becomes IOC vehicle supplier, 2013).

Based on its brand identity, Audi's customer service experience should reflect its core values of innovation and luxury. However, a Google search for "Audi customer service experience" suggests otherwise. As shown in Appendix C, customer feedback shows that Audi's service consistently does not meet these values. This general search reflects a weak spot in Audi's brand equity and could impact consumer loyalty. Additionally, those who have had a negative experience, the primacy effect will play a role, which means their first impression of Audi service will shape their overall perception of the brand (Gee, E., In-class content, 2025). The overall perception of the products Audi produces, based on personal reference, is positive. Despite the potential issues with service, people still understand the value the brand offers in the products they provide, and overall, Audi has reached their brand objectives consistently in their consumer market (Gee, E., in-class content, 2025). The store design, based on Audi Media Center, is one that is sleek and modern, with wood accents, soft lighting and concrete roofing that adds another modern element to the design; while the customer experience may contradict this setting, it is still one that contributes to the overall brand image for Audi (2022).

To personify the brand, Audi can be represented by a persona named Owen. Owen is a 39 year old male, who graduated from an Ivy League school and makes upwards of 500,000 dollars a year, in addition to this he also has a very large trust fund and comes from a wealthy family. Currently Owen invests in tech start up companies and values innovative technological advancements above all else. Owen lives in California, specifically silicon valley. In his free time

Owen: golfs, invests heavily in the stock market, builds robots, enjoys fine dining experiences and luxury travel. He maintains his public image by attending charity events Owen votes conservatively every election, and does not stray from this ideal. Owen is an individual who values routine and regimen. Reflecting on the brands that Owen enjoys, it needs to be understood that Owen values innovation, luxury, sustainability, craftsmanship, he also values success-oriented individuals. With these qualities in mind, Owen likes the following brands: Tag Heuer, Tom Ford, Apple, Four Seasons, Peloton and Dyson. This image of Audi as a persona is one based on my own opinion and experiences with the brand, however, reflecting on this person, there is influence from the image of Tony Stark, the Marvel character, who drives Audi cars in every movie. I think Audi's partnership with Marvel, particularly with this character, is an excellent touchpoint they have with their consumers and allows them to see a potential 'ideal version' of themselves in this character that is played. Finally, looking at the 12 brand archetypes, Audi very clearly fits into the Hero role. Their inventions and innovations have an important impact on the world, and they do help people achieve their greatest potential, or at the very least pursue their 'ideal image.' The products that Audi provides perhaps are not the "warrior" type of hero that is the norm, it does embody the strategic, tech-driven hero that enhances quality of life through intelligence and performance.

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Appendix A



Picsart AI prompt: “A 28 year old, blonde, white woman who is a CEO of a wellness brand. She is well dressed and happy”

Lulu, 28 | Vancouver



- 👩‍💼 CEO | Wellness & Lifestyle Brand
- 💰 Six-figure earner | MBA Grad
- 🏆 Fitness | Yoga | Running | Pilates
- 🌿 Health & wellness enthusiast
- 🍷 Loves hosting elegant dinner parties & philanthropy events
- 🏠 Always polished, always prepared
- 🗳️ Thoughtful voter, values discipline & consistency

Looking for someone with ambition, who is willing to put in the work to be consistent. I want someone who places importance on high value products that show a level of prestige and status. I also want someone who understands the importance of sustainability and makes choices that reflect this. Overall, I want someone who wants to continue to strive to be their ideal self.

Appendix C

Google X |   

 AudiWorld
<https://www.audiworld.com> › ... › Audi A5 / S5 / RS5 (B9) ⋮

Audi US Customer Service - Worst I've Ever Seen

Jun 23, 2024 — **They do not provide periodic, proactive emails.** And while they have given some guidance, none of it has helped the issue. I have offered to ...

 RedFlagDeals.com Forums
<https://forums.redflagdeals.com> › audi-service-story-wa... ⋮

Audi Service Story - Wanted to share my experience

Apr 9, 2014 — **Dealership changed how they treated me, without cause.** They completely forgot I was a customer. The rep I was dealing with changed ...

 Audi Canada
<https://www.audi.ca> › models › layer › contact ⋮

Contact & Service > Audi Canada

Contact an **Audi Owner Customer Relations Advocate** today. Telephone: 1-800-822-AUDI (2834), Mon-Fri, 8 am to 8 pm, EST (Eastern Standard Time).

 YouTube · Audi Canada
2.8K+ views · 4 years ago ⋮

Service Process - The New Audi Customer Experience | Audi ...

 2:20

We have adapted our service processes with reduced contact measures that are designed to provide you with peace of mind.

 ConsumerAffairs
<https://www.consumeraffairs.com> › ... › Best Car Brands ⋮

Top 729 Reviews From Leait Audi Buvvers

Appendix D



Picsart AI Prompt: "39 year old man, well educated in technology and very smart, handsome, very rich"

Owen, 39 | California



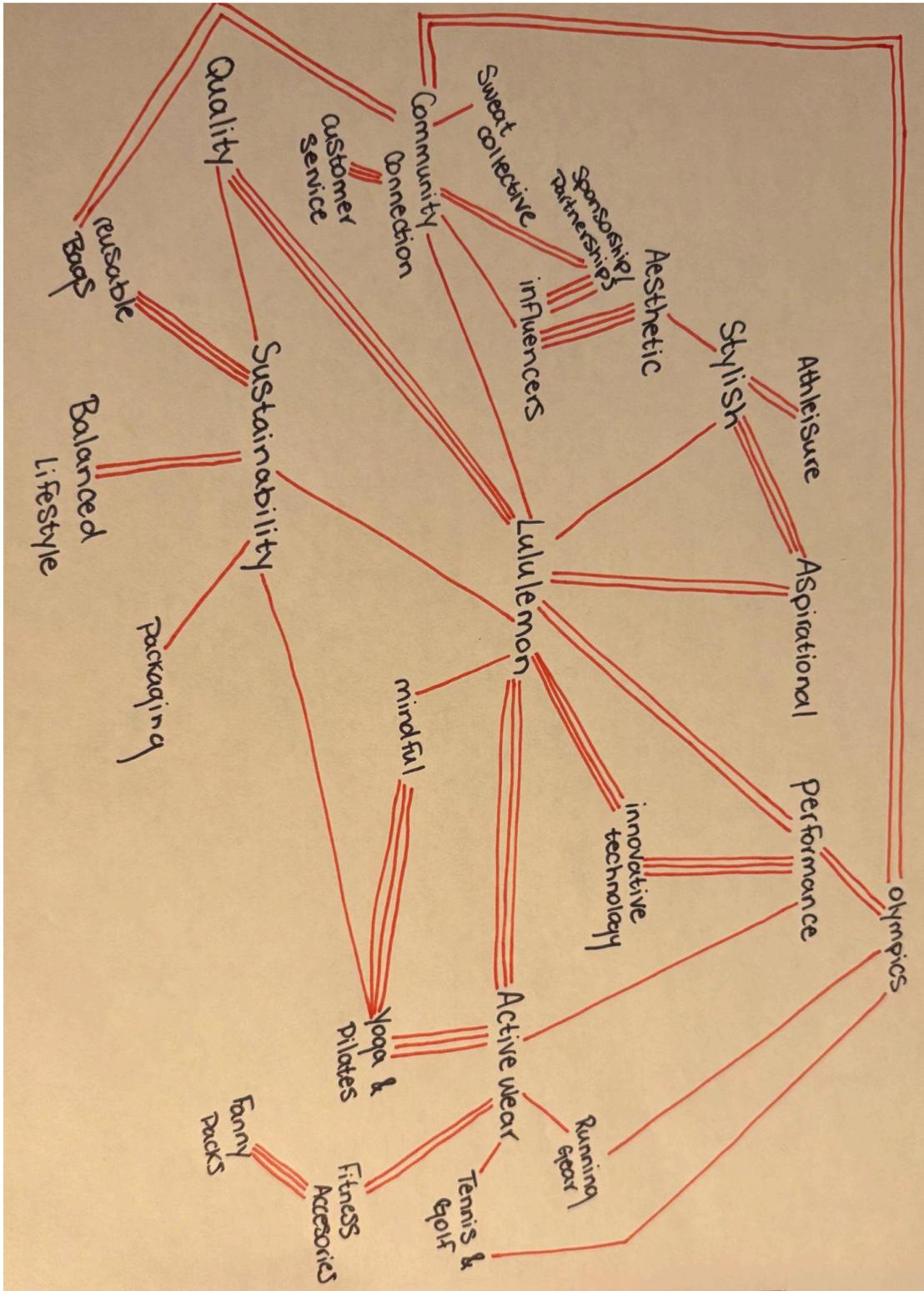
Investor in Tech Startups

Six-figure earner | MBA Graduate from Harvard

Golf | Luxury Travel | Stock Market Investor | Fine Dining

Looking for someone who is driven and passionate about success, whether it is in business or in life. I value intelligence, innovation and a strong sense of ambition. If you love staying on top of cutting edge trends, love tech and appreciate the finer things, we will get along perfectly. You are someone who likes to lead, enjoys fine dining and values high-performance in everything you do.

Appendix F



Appendix G

