

# Under Armour.docx

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**File name:** Under\_Armour.docx (967.56K)

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## Under Armour AU Social Media Marketing Campaign Planning



## Company Background

Under Armour is a company founded by Mr. Kevin Plank in 1996 and headquartered in Baltimore in the United States of America. Mr. Plank also acts as the company's executive chairman and brand chief (James & Whitney, 2018). Together with its subsidiaries, it ventures into the apparel manufacturing industry by developing, marketing, and distributing branded performance apparel, accessories and footwear for women, men and youths in Europe, Africa, Middle East, America and the Asia-Pacific regions. Accessories offered by the company include but are not limited to bags, gloves, sports masks and headgear. Currently, the company is a \$15 billion athletic-apparel business empire with over 15 000 employees worldwide (James & Whitney, 2018). The company uses various channels to communicate with its audience. The company uses sports magazines such as Runners World to showcase their products. It also advertises its products via television adverts.

The company understands the power of social media marketing in reaching out to a vast audience. The company employs famous people, especially celebrities and renowned athletics, to advertise its products (Armour, 2021). The main objective is to win the followers of such influencers to become part of the company's customers (Appendix 1). The main aim is to continue to escalate consumer engagement and brand awareness by aligning the company's marketing efforts and digital sales. The company also used the I'MPRETTY digital campaign to appreciate women for their career achievements and entice them to buy Under Armour Women Products (Appendix 4).

The company's previous social media campaigns include its recent user-generated content to tell its high-performance story effectively. For instance, the company used shopper reviews, customer ratings, images, and videos, shoppers donning its products, including feedback from its

"wear-testers" like Stephen Curry and Dwayne Johnson (Gray, 2019). It also used an emotional mobile video campaign that participants on social media platforms shared. The campaign aimed at creating an emotional bond with customers to forge customer loyalty. It emphasized the need for the participating runners to prove their love for running. Runners posted photos, map tracking and a statement explaining why they were included in the UA Run Camp (Appendix 2). Each post had to include the hashtag #earnyourspot for a chance to be chosen.

### Situation Analysis

**Internal factors**— The company's mission is to advocate for teammates with varied abilities through inclusion and awareness (James & Whitney, 2018). The company celebrates all capabilities, including service animals, support for parents and children, injuries and mental health. The company has a unique program to empower Blacks to grow professionally via community, career and consumer-based initiatives. It also has women and military veteran mentorship programs. Despite its colourful mission, the company has been accused of promoting a troubling workplace culture where some executives and employees expense visits to strip clubs.

The company that started small in Plank's grandmother's basement has grown into a giant empire with over 15,000 employees worldwide and 310 stores around the globe. The company registers an average of \$4.9 billion in earnings annually (Mohamad, 2019). Also, it has an impressive list of renowned athletes, for instance, Tom Brady, Michael Phelps and Lindsey Vonn, who have brand endorsement deals. Reports indicate that the company still struggles to learn the spelling of inclusiveness and diversity, as characterized by the dominance of males in the positions.

**External factors—** The apparel industry is growing at a promising rate of 4.8%, and it is anticipated to become worth \$ 900 billion in market value by 2021. This gives the company a plethora of opportunities to expand its empire to other parts of the world, such as in the Middle East and Asian countries. The potential trade war between the AU and China might increase the price of its products. The company utilizes technology to reach its customers by selling its products online. Most UA customers are sports enthusiasts and those with the zeal to lead a healthy life. 69% of its customers are males, while most of its customers are aged between 18 and 30 years (Mohamad, 2019). The company's close competitors include Adidas, Nike, New Balance and Puma.

**SWOT analysis—** the significant strength of Under Armour is that it is expanding to other sports and has a vast potential for expansion, considering that it is a new company. Also, its products differentiate it from its competitors because of its highly engineered products that guarantee comfort in weather extremes. UA has a substantial community involvement via its programs, for instance, UA Win Global and UA freedom. To add, its constant revenue growth is a significant economic cushion for the company, while its increase in share price boosts investors' confidence.

The major weaknesses of UA are that it is a new company with a limited presence and stores in few markets. The company's brand athletic cups were recalled for the possibility of causing injury to users. The company's significant opportunities include tapping online shopping to increase sales. Its partnership with the NBA league will lead to high brand visibility, primarily to kids. It has the chance of expanding in Australia with its constant innovation as the leading force in attracting consumers (Armour, 2021). Some of its significant threats include stiff competition from Nike and Adidas that have a high customer base (Appendix 3). Its brand

awareness is still low compared to other brands, while some of its products like athletic and chin straps may lead to injury hence harming the brand name.

2. Social media factors needed

### Campaign Objective

To increase brand awareness and stickiness among youths (aged under 18) in the Australia by 50% (from the total number of followers on Instagram, Facebook and Twitter) with the increasing sales of youth's products by the end of the 2022.

Article Error (ETS)

Article Error (ETS)

3. Justification needed

### Target Audience Profile

Youths form a significant customer segment that companies ignore. They lead in the buying of sports gear and equipment. Surprisingly, children also influence household spending and decision-making when it comes to buying sports apparel. Also, parents are increasingly investing in the child in the name of love; hence, the child's choice matters a lot. A higher

affinity for a specific brand benefits the chosen brand in terms of sales and brand loyalty

(Armour, 2021). Currently, at least 40% of youths aged between 5 and 18 play an organized sport every year (Appendix 5). The youth sports in Australia are a tremendous business with an impressive growth of 5% annually (Armour, 2021). Under Armour needs to seize the emerging power of children in the apparel sector to harvest the segment's lucrative returns. Also, the move will enable the company to have a brighter future of growing with the children into the future markets.

Frag. (ETS)

4. Stronger justification of target audience needed

## References

Armour, C. (2021). The regulator: Change in the weather. *Company Director*, 37(1), 34-35.<sup>2</sup>

Gray, A. A. (2019). Brands Take a Stand for Good: The Effect of Brand Activism on Social Media Engagement.

<sup>4</sup> James, C. R., & Whitney, K. (2018). Under Armour: repositioning for the global stage. *The CASE Journal*.

<sup>3</sup> Mohamad, N. (2019). Determinant Factors of Company Performance in Under Armour Inc. Available at SSRN 3498357.

5. Target audience profile needed

## Appendix



5. Broader screenshot needed

Figure 1. The use of influencers by UA in marketing and endorsement deals

5. Specific posts needed



Figure 2. UA RUN on Twitter

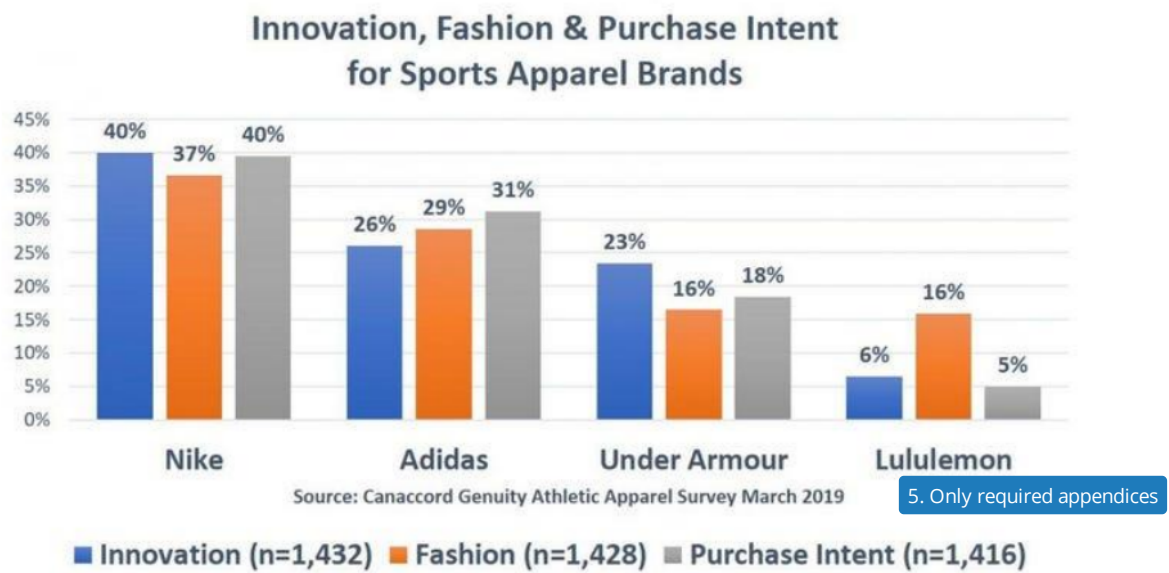


Figure 3. UA competitors

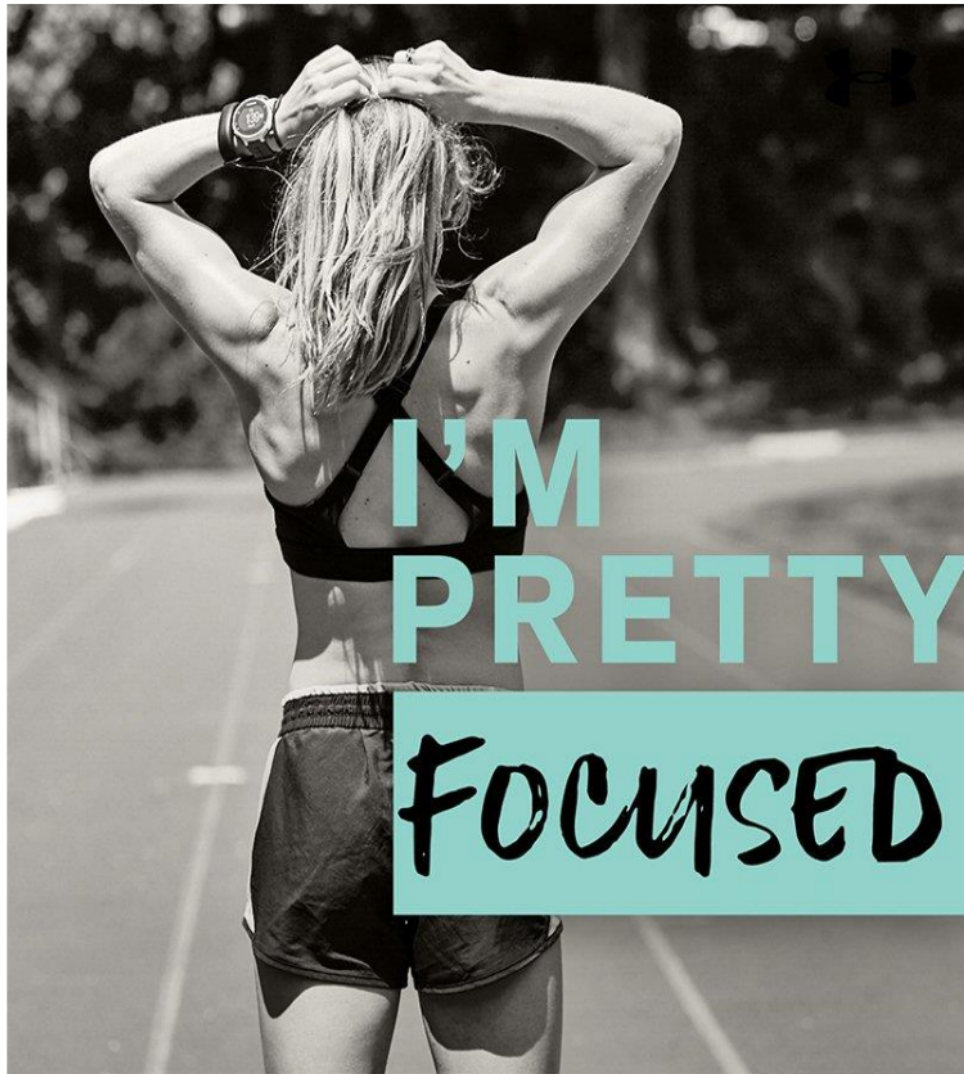


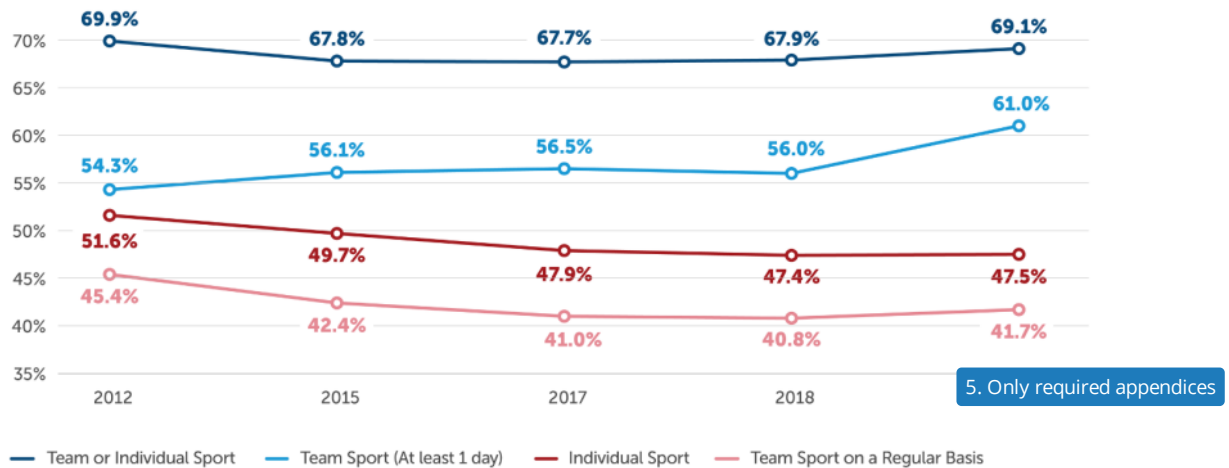
Figure 4. UA IMPEETTY campaign

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5. Only include two examples

## Total Sport Participation Rates

Percentage of children ages 13-17



Source: Sports & Fitness Industry Association, 2019

Team sports include: baseball, basketball, cheerleading, field hockey, football (flag, touch, tackle), gymnastics, ice hockey, paintball, roller hockey, rugby, soccer (indoor, outdoor), softball (slow-pitch, fast-pitch), swimming on a team, track and field, Ultimate frisbee, volleyball (court, grass, sand), and wrestling.

Individual sports include: tennis, golf, martial arts, roller skating, skateboarding, running, and cycling (road, BMX, mountain bike).

A participant is anyone who played a sport at least one day during the year, in any form, and either organized or unorganized or unstructured.

A "core" participant is anyone who participated on a regular basis for a certain number of times per year. The number varies by sport, as defined by SFIA. A "core" participant includes a level of organized play.

Figure 5. Sports participation by youths

## Situation Analysis

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Internal factors</b> | <ul style="list-style-type: none"> <li>• Excellent corporate culture that encourages employees to do their best</li> <li>• Practices workplace diversity</li> <li>• The company's mission is to advocate for teammates with varied abilities through inclusion and awareness</li> <li>• The company celebrates all capabilities for instance mental health</li> <li>• has a unique program to empower Blacks to grow professionally via community, career and consumer-based initiatives</li> <li>• has women and military veteran mentorship programs</li> <li>• has over 15,000 employees worldwide and 310 stores around the globe</li> <li>• The company registers an average of \$4.9 billion in earnings annually</li> <li>• Has an impressive list of renowned athletes who have brand endorsement deals</li> </ul> |
| <b>External factors</b> | <ul style="list-style-type: none"> <li>• The apparel industry is growing at a promising rate of 4.8%</li> <li>• The company can expand to other markets</li> <li>• Online selling of its products</li> <li>• Competition from established companies like Adidas and Puma</li> <li>• Most UA customers are sports enthusiasts and those with the zeal to lead a healthy life.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>SWOT analysis</b>    | <p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• the potential of expanding to other sports for it is a new company</li> <li>• product differentiation due to its highly engineered products that guarantee comfort in weather extremes.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> <li>• Excellent relations with the community</li> <li>• constant revenue growth and increase in share price boosts investors' confidence.</li> </ul> <p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• It is a new company with a limited presence and stores in few markets.</li> <li>• a recall of athletic cups for the possibility of causing injury to users.</li> </ul> <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• tapping online shopping to increase sales.</li> <li>• Its partnership with the NBA league will lead to high brand visibility</li> <li>• It has the chance of expanding to unexploited markets in Australia with its constant innovation</li> </ul> <p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• stiff competition from Nike and Adidas that have a high customer base</li> <li>• low brand awareness compared to other brands</li> <li>• some of its products like athletic and chin straps may lead to injury hence harming the brand name</li> </ul> |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

*Figure 6: Situation analysis*

# Under Armour.docx

## ORIGINALITY REPORT

7%

SIMILARITY INDEX

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INTERNET SOURCES

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## PRIMARY SOURCES

1

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GENERAL COMMENTS

Instructor

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PAGE 1

PAGE 2



**Article Error** You may need to use an article before this word. Consider using the article **the**.



**Missing ","** You may need to place a comma after this word.



**Article Error** You may need to use an article before this word. Consider using the article **the**.



**Missing ","** You may need to place a comma after this word.

PAGE 3



### 1. More details of specific sites needed

More details of the specific sites they have used in the past and what they have posted on these



**Sp.** This word is misspelled. Use a dictionary or spellchecker when you proofread your work.



**Sp.** This word is misspelled. Use a dictionary or spellchecker when you proofread your work.



**Missing ","** You may need to place a comma after this word.



**Proofread** This part of the sentence contains a grammatical error or misspelled word that makes your meaning unclear.



**Article Error** You may need to remove this article.

PAGE 4

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**Article Error** You may need to remove this article.



**P/V** You have used the passive voice in this sentence. Depending upon what you wish to emphasize in the sentence, you may want to revise it using the active voice.



**Article Error** You may need to remove this article.



**Missing ", "** You may need to place a comma after this word.



**Missing ", "** You may need to place a comma after this word.



**Confused** You have used **Its** in this sentence. You may need to use **it's** instead.



**Confused** You have used **Its** in this sentence. You may need to use **it's** instead.

PAGE 5

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## 2. Social media factors needed

**The situation analysis also needed to include discussion of those factors that are specific to social media.** <!--EndFragment-->



**Article Error** You may need to remove this article.



## 3. Justification needed

**Justification for why this was the best objective for the social media marketing campaign was needed.** <!--EndFragment-->



**Article Error** You may need to remove this article.



**Frag.** This sentence may be a fragment or may have incorrect punctuation. Proofread the sentence to be sure that it has correct punctuation and that it has an independent clause with a complete subject and predicate.



## 4. Stronger justification of target audience needed

<strong>A stronger justification of why this group was chosen as the target audience(s) was needed.</strong> <!--EndFragment-->

PAGE 6

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PAGE 7

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QM

## 5. Target audience profile needed

<strong>A target audience profile needed to be included in the appendices. Please ensure you adhere to the assessment requirements and guidelines.</strong>

QM

## 5. Broader screenshot needed

The screenshots needed to include the rest of the frame (rather than just the image) to demonstrate which social media site it was posted on and the caption/lack of caption.

QM

## 5. Specific posts needed

The screenshots needed to focus on two specific posts rather than their broader social network profile.

PAGE 8

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QM

## 5. Only required appendices

No additional appendices should be included. Please ensure you adhere to the assessment requirements and guidelines.

PAGE 9

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**Article Error** You may need to use an article before this word. Consider using the article **the**.

QM

## 5. Only include two examples

Only include two examples - please see guide for requirements

PAGE 10

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QM

## 5. Only required appendices

No additional appendices should be included. Please ensure you adhere to the assessment requirements and guidelines.

PAGE 11

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**Missing ","** You may need to place a comma after this word.



**Missing ","** You may need to place a comma after this word.



**Possessive** You may need to use an apostrophe to show possession.



**Missing ","** You may need to place a comma after this word.



**Missing ","** You may need to place a comma after this word.



**Sentence Cap.** Remember to capitalize the first word of each sentence.

PAGE 12



**Proofread** This part of the sentence contains a grammatical error or misspelled word that makes your meaning unclear.



**Sentence Cap.** Remember to capitalize the first word of each sentence.



**Confused** You have used **Its** in this sentence. You may need to use **it's** instead.



**Missing ","** You may need to place a comma after this word.

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15.27

COMPANY BACKGROUND (4 MARKS)



2.96

SITUATION ANALYSIS (6 MARKS)



4.5

**CAMPAIGN OBJECTIVES (4 MARKS)**



2.2

**TARGET AUDIENCE (6 MARKS)**



2.94

**APPENDICES (3 MARKS)**



1.47

**FORMATTING (2 MARKS)**



1.2