

Case Study

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FASH 763/ Tingting Shi

QUESTION 1

Should Under Armour continue targeting and growing the female market segment? Or should it target a broader population to gain more traction on Nike and get closer to the number one spot?



A woman in athletic wear is performing a handstand against a brick wall. She is wearing a white Under Armour tank top and black leggings with white polka dots. Her left leg is extended upwards, and she is holding a black ring with her right hand. The background is a textured brick wall.

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

We're UA Women. And we WILL what we want.

**WOMEN
OF WILL** 



I WILL WHAT I WANT

Increase in sales

"Since the beginning of 2020, Under Armour has witnessed an increase in sales on its women's side despite the coronavirus pandemic. Online dollar sales of UA women's activewear apparel rose by 77% in the United States from January through May versus a year ago, according to NPD Group's Consumer Tracking Service."

-----Forbes



Strengthening the women's market

I think we should strike while the iron is hot and continue to develop the women's market, so as to consolidate our position in the women's market. After all, female consumers have always been untapped potential customers in the sports brand market, and they have great purchasing power.

Developing new markets

By the time the Women's segment is well established and mature, Under Armour could consider marketing to a broader audience in a variety of strategies that could compete effectively with Nike for the top spot.

QUESTION 2

Should Under Armour keep paying famous athletes to be part of its advertisement campaigns, or should it use more everyday people?

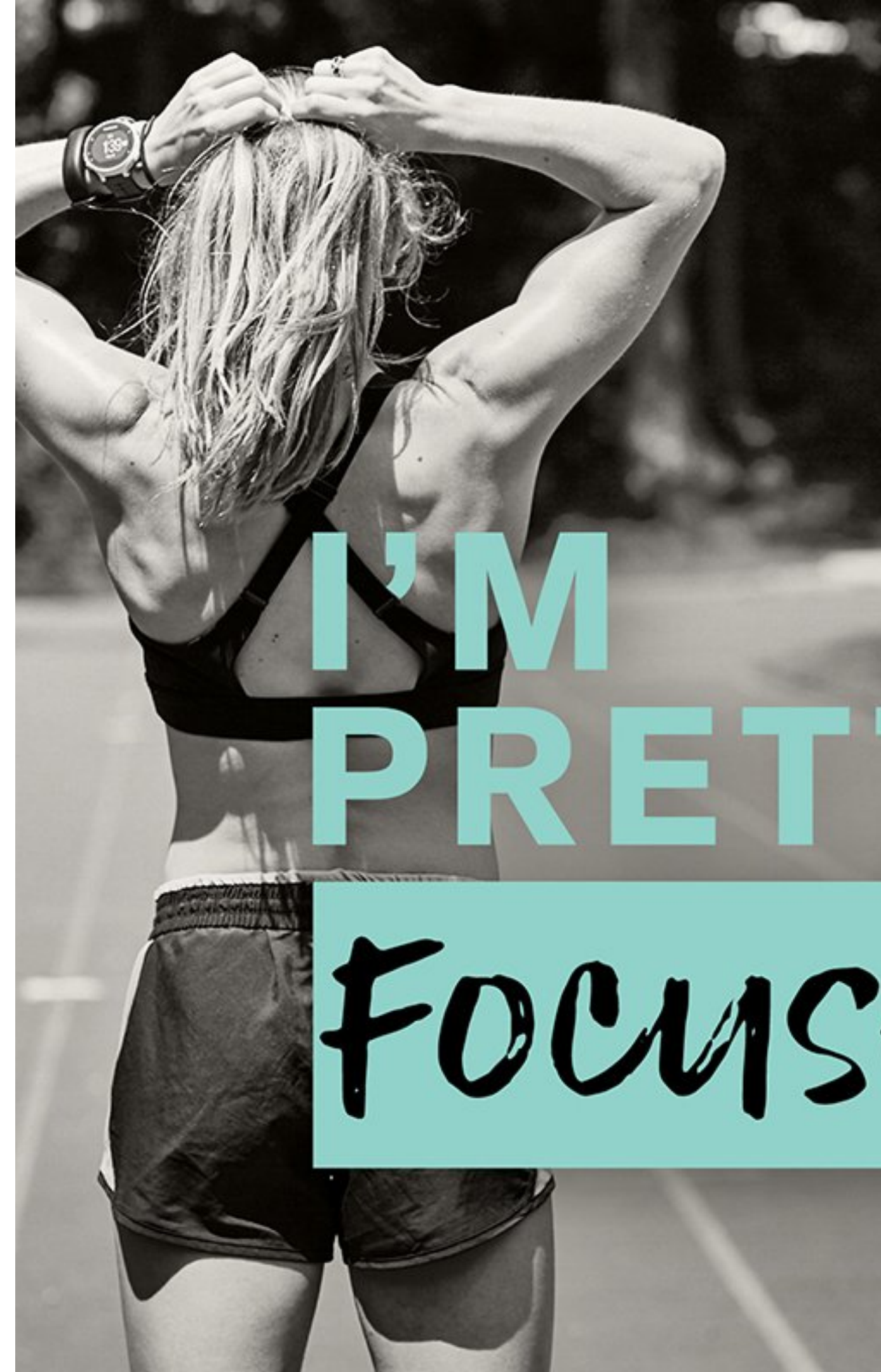




- Under Armour should use more ordinary people to participate in advertising campaigns while occasionally using famous athletes for brand endorsements or other advertising campaigns.
- Because, as mentioned in the article, working with celebrities involves not only high endorsement costs but also some risk, and Under Armour is naturally not able to compete with industry giant Nike for that kind of funding, under Armour should continue to use good and creative advertising strategies like “I will want what I Want” to build brand awareness and recognition.

QUESTION 3

Should the next campaign be run on multichannel platforms, or should Under Armour solely focus on one channel, such as television or online advertisement?



I WILL
BE MORE
THAN A
PRETTY FACE



- Under Armour's next move should look at running on a multi-channel platform. Because first of all as a sports brand, its consumer groups can be from all walks of life, all kinds of income groups. Letting more people see ads for your brand is good publicity, especially if you can do something like "I will want what I Want" again, the viral marketing of so many platforms will be a successful advertising campaign with a small return on investment.

REFERENCES

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Thank You