



# Lululemon Internship

By Kushagra Kedia (July)

# Overview

- Internship at Lululemon, a premium athletic apparel brand known for high-quality, stylish, and performance-driven activewear.
- Engaged in a job simulation focused on developing a digital and omnichannel marketing strategy for Lululemon.

# Key Responsibilities

- Job Simulation: Built a new digital and omnichannel marketing strategy product for Lululemon.
- Integrated Marketing Plan: Created a detailed marketing plan and creative brief for Lululemon's newest at-home fitness platform, MIRROR.
  - Objective: Raise awareness of MIRROR and align it with Lululemon's core values within communities.
- Digital Product Concept: Developed a concept for a new digital product or customer experience within the technical athletic apparel space.
- Ambassador Profiles: Reviewed profiles of current Lululemon global ambassadors and created hypothetical profiles for local ambassadors to support the “Power of Three x 2 Growth Strategy”.
- Marketing Metrics Analysis: Calculated key marketing metrics based on data from a recent Lululemon ambassador campaign and communicated findings to the manager.

# Notable Projects

- MIRROR Marketing Strategy:
  - Focused on promoting the at-home fitness platform as a lifestyle choice that complements Lululemon's brand identity.
  - Emphasized community engagement and connection through fitness.
- Ambassador Strategy Development:
  - Identified potential local ambassadors to enhance brand representation and community outreach.
  - Aligned ambassador profiles with Lululemon's values of wellness and personal growth.

## Key Learnings

- Gained insights into the complexities of digital marketing strategies in the athletic apparel industry.
- Understood the importance of integrating community-focused marketing with product promotion.
- Learned how to analyze marketing data effectively to drive strategic decisions.

## Conclusion

- The internship provided valuable experience in developing comprehensive marketing strategies that align with brand values.
- Enhanced skills in data analysis, strategic planning, and creative problem-solving within a leading athletic apparel company.