|  | ***Creative Brief*** |
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| **DESCRIPTION:** Outdoor Voices (OV) New Year’s Promotion |  |
| **PREPARED BY:** Sophia Lapus |  |
| **DATE:** December 6, 2022 |  |

**Why do this project?**

The new year is when many people start to set new goals to create a better life for themselves and those around them. In addition, it is positioned at the cusp of the holiday season, so consumers are still spending more money purchasing gifts for others and treating themselves to products they have been eyeing during the year. The FrostKnit fabric was a fan-favorite material, and its relaunch in more styles and colors is perfect for the new year. The advertisements will feature great photos showcasing the FrostKnit collection and will encourage customers to live healthier lifestyles in 2023.

**What problem are you trying to solve and/or opportunity are you trying to capitalize on?**

One of the most common New Year's resolutions for adults is to exercise more or live healthier lives; many people stay motivated to workout by purchasing new athletic wear. OV has been promoting healthy lifestyles since 2013, and it is crucial, now more than ever, to remind consumers that exercise looks different on everyone and that simply moving your body is enough. OV's mission has always been to promote the notion that "endorphins make you happy," so promoting exercise during the new year aligns with the brand's core values and is an excellent opportunity to sell more products and showcase the FrostKnit collection.

**Who are you trying to influence?**

Billboard/Print Ad Audience: Urban Young Women

This audience comprises of women ages 21 to 35 years old who live in urban cities. They are mindful of their health and follow fitness influencers on social media. They want to live a healthier life in 2023 and are looking for functional and aesthetic athletic gear. They are social media savvy and constantly curate the perfect lifestyle on their social media platforms. They value comfort, style, and functionality when shopping, so the FrostKnit collection would be the ideal piece for their wardrobe.

Instagram Ad Audience: Young Professional Millennial Men

This audience comprises men ages 21 to 35 years old who are young corporate professionals who value career growth but do not focus significantly on their mental and physical well-being. They care about their public image and physical appearance in terms of clothing and how they present themselves to their peers. They need workout clothing that is trendy enough to wear after work and on their commute to the gym.

Facebook Ad Audience: Young Mothers

This audience comprises of women ages 26 to 38 years old. They are mothers who have devoted the majority of their time to caring for their young children, leaving little time for them to invest in their physical health and well-being. Going to the gym or workout classes is daunting, and they prefer to go on nature walks or hikes as their primary form of exercise. Their goal for the new year is to prioritize their own well-being so they can be the best version of themselves for their children.

**What is the one primary message you want to send?**

We will send the primary message to encourage people to wear OV apparel to start the new year on the right foot with the FrostKnit collection. We are promoting setting a healthy New Year's resolution mentality, supporting the idea that fitness is a journey, not something on a to-do list. We want to make healthy living accessible to everyone and welcome them to Team OV.

**Why should the primary audience care?**

Within the past few years, there has been a constant push for healthy living and achieving what society considers the perfect body. However, we know that is unrealistic. The audience cares because they know the societal pressure to improve their lives each new year and want to find healthy ways to live a fit lifestyle in 2023, with the focus being on movement for fun.

**What's in it for them? How will they benefit from what you have to say?**

Science has proven that regular exercise is vital to a healthy life, and people need workout clothes that fit into their lifestyles. Purchasing the new FrostKnit collection will be great for those who live in colder climates and is versatile because of the athleisure design. In addition, the new year is the best time for people to try new products, which means this campaign is promoting the FrostKnit collection and the idea of exercising for pleasure with the help of OV products. The deals on social media advertisements will push consumers to purchase new OV apparel at a reasonable price.

**What primary action do you want the target audience to take?**

The primary action the target audience should take would be to purchase OV apparel, specifically the FrostKnit collection.

**What's preventing the target audience from taking this action today?**

The most significant barrier the audience faces is the stigma that you must be skinny to purchase workout gear. This campaign aims to make fitness as approachable and comfortable as possible. In addition, the price may also be a factor, so the discounts provided in the advertisements will be a great motivator for the target audience to purchase OV products.

**When is the ideal time period to drive behavioral change?**

The ideal period to drive behavioral change is January 2023.

**The 4 Cs of Outdoor Voices**

**COMPANY**

* Ty Haney founded Outdoor Voices (OV) in 2013 because she could not find an athletic apparel brand focused on healthy lifestyle changes.
* OV started by offering OV Kits, which include leggings and a sports bra in various colors and sizes; now, the company has a product line of over 30 items, including socks, bags, and hats.
* OV aims to make exercise and casual recreation as accessible and friendly as possible; its apparel is multifunctional and can be used for leisure activities such as running errands to more intense exercises such as running marathons.
* OV keeps sustainability in mind and is transparent in how materials are sourced, all online orders are packaged in 100% recycled paper boxes, and customers who shop in-store are given reusable canvas tote bags instead of plastic bags.
* Since 2013, OV has shifted its focus into becoming a lifestyle brand and often hosts collaborations and pop-up events with other athletic apparel brands such as Hoka.

**INSIGHT:** *OV is a lifestyle brand that creates athletic gear for everyone regardless of fitness level; it aims to create an inclusive environment around healthy living and encourages its customers to move in a way that feels good to their bodies.*

**CONSUMER**

* Consumers are both male and female Gen Z and Millenials who have a passion for living a healthy lifestyle. They are not professional athletes; instead, they want to improve their overall wellness and quality of life through exercise.
* Style, sustainability, and quality are top of mind when shopping, which is why they choose OV compared to other athletic apparel brands.
* Consumers are eager to learn about and follow fitness trends; they try out new workout classes and follow fitness influencers on social media.
* Not all consumers are avid exercise enthusiasts; some are urban white-collar professionals who wear athleisure apparel on the weekends as casual clothing.
* OV consumers are the same people that can be found purchasing overpriced coffee and posting about it on social media; they are interested in creating a perfect lifestyle online and offline.

**INSIGHT:** *Consumers want to live healthy lifestyles and do so stylishly; they need clothing that they can wear to the gym, hike, or get groceries.*

**CULTURE**

* Wearing OV gear is a status symbol for Gen Z and Millennials because it shows that you prioritize health and style.
* OV has successfully created its brand image as the go-to place for people to purchase functional and aesthetic athletic clothing that can be worn in various settings.
* OV has cultivated a community of passionate recreational sports lovers throughout the years. Its continuous collaborations with small businesses and other brands foster a larger sense of community because everyone can find at least one piece of OV gear that will fit into their lifestyle.
* OV is a fun and youthful brand that uplifts its customers and encourages them to get outside and move their bodies in a way that feels good to them; OV has changed the narrative in terms of defining what exercise looks like.
* OV is a trendsetter. One of the most prominent style trends of the past few years is wearing matching workout sets, and OV was the pioneer; since its start, it has been creating colorful apparel showing how exercise clothing can be both functional and stylish.

**INSIGHT:** *OV has cultivated a sense of community among its customers, and wearing OV products is seen as a status symbol, signaling to others that you prioritize your well-being.*

**CATEGORY**

* The main competitors of OV within the fitness and lifestyle industry are Set Active, Alo, and Girlfriend Collective; OV’s competitive advantage is its reasonable price point and commitment to sustainability.
* Alo caters more to people interested in more high-end and luxury products because of its stepper prices and brand image of exclusivity, while OV is much more approachable.
* The fitness and lifestyle industry’s boundary is becoming blurry as time passes. Consumers are more interested in wearing multifunctional clothing that can take them from their workout class directly to brunch without changing clothes.
* OV is one of the few athletic companies founded by women and has grown with a majority of women in leadership positions, making it stand out compared to traditional athletic companies like Nike and Adidas.
* As a small business turned billion-dollar company, OV has always had a soft spot for the communities it stores in. Hosting events like running clubs or yoga sessions fosters a sense of community more intimately than its competitors.

**INSIGHT:** *OV has an opportunity to lead the charge in promoting healthy lifestyle changes by continuously creating products and marketing materials that target the average person who wants to add fitness to their lives and simply encourage people to move.*