

CREATIVE BRIEF

The “Sweat Where Your Feet Are” comprehensive for lululemon athletica was chosen because of its focus on contrast. That is, for this, the contrast between exercising in the city vs. exercising in nature. Much of the research for lululemon focused on three primary issues:

1. A lack of appeal for nature/outdoor lovers.
2. There is not enough emphasis on the menswear, and why men should buy lululemon.
3. lululemon is too expensive.

Unfortunately, this comprehensive does not appeal to the relationship aspect of fitness (couples working out together, exercise is a social activity). However, men will have more interest in a product that appeals to them, rather than a product that appeals to relationships (which tend to draw more from women). Either/or, the advertisement appeals to the three primary issues with its male representation, contrast (and unity) of nature and city, and the promotional discount found at the footer.

The goal of the design was to show the consumer that whether an individual finds fitness in the city streets or the mountains, lululemon will be there for the consumer to sweat in both places. The phrase “Sweat where your feet are,” derived from the common phrase “be where your feet are” simply encourages the consumer to sweat wherever, whenever, in lululemon apparel. Although there is an apparent contrast between city and nature, the poster is unifying them through design and placement. The diagonal split allows for the implication of a merge between the opposing settings, as both sides are tipping into the other’s side. The “glue” of the oppositions is the running man, as he is running and present in both city and nature, sweating at his best.

The color contrast between the black and white vs. the colorful nature scene is meant to emphasize lululemon’s appreciation and encouragement of exercising in nature. The black and white side is also making the nature part more organic than it already is; the city is artificial, and nature is living. However, the point is not to discourage exercise in the city. The “running man” is still in the city, and he is in the color when in the city, which goes to show how there is life in both scenarios. The two “colorful” parts in the city image are the man, representing the consumer, as well as the lululemon athletica logo, which is the company. The colors vs the black in white only on the left side allow for an aesthetic connection between brand and consumer.

Considering the hierarchy, the emphasis is placed on the contrast between nature and city, as stated previously. The audience’s eye will be drawn to the difference in colors, and then (second) to the running man (as he is the “glue”), and thirdly, to the copy: “Sweat Where Your Feet Are”. The last thing the audience will see is the promotion: the one thing the consumer will desire after visually experiencing the brand. The type directly in front of the running man allows for there to be unity between the message and the individual, which will equalize the two elements in the hierarchy. Among the colors, the green from the grass and the red from the promotion and lululemon logo be the first two colors to pop-out. Instantly, the audience sees the connection between nature and the brand, as well as the unity between nature and

lululemon athletica – Sweat Where Your Feet Are

the individual (represented by the running man). The promotional offer and the brand name are also aligned left (separate from the other type) so that the audience connects the brand with being cost-effective. Both the “lululemon” and the “15% OFF” are red, which is the contrasting colors in the poster’s typography. Space is the last detail in the poster’s analysis.

The poster is cut into three sections: two triangles and one rectangle, though the rectangle is black, at the bottom, and separate from the triangular attraction. Because there is a triangular theme happening on the geometric plane, the audience is looking for triangular themes to follow, and such is the case with the typography. The typography is almost triangular, as the “lululemon” and the promotional deal both serve as a corner of the triangle, the “Sweat Where Your Feet Are” serves as what should be the symmetric peak of the triangle. However, the bold and white copy is moved closer to the “running man’s” feet, which, because of its geometric brokenness, will draw greater attention to its placement, there in front of the “running man”. The triangular space is manipulating symmetry to create visual attention and interest with the copy.

Each of the mentioned aspect not only creates visual interest and allow for the stated issues to be addressed, but they also maintain an element of simplicity given the range, space, and placement of type in the poster. Simplicity and intensity are both in this single poster, a contrast that sparks appreciation and desire for the audience. In one single advertisement, lululemon athletica invites the nature-lovers, athletic men, and people on a budget to shop and join the lululemon community.