

Winning with New Spokespersons and Optimized Messages

Under Armour is launching a newly optimized campaign featuring a new spokesperson and targeting a new opportunity audience, the athletic female.

THE CHALLENGE

Under Armour is the originator of performance athletic wear. To increase sales of its women's sportswear lines, the brand is launching a new campaign, with new spokespersons, to appeal to two distinct opportunity audiences: athletic females and female athletes. Each group has its own motivators and purchase behaviors.

Called *I Will What I Want*, the campaign must be optimized to drive awareness among the target

audience segments—including messaging, media placement, content creation, SEO and PR. With audience and campaign intelligence gained through the Networked Insights platform, the brand found strategic opportunities early in the campaign and was able to iterate and make adjustments in flight to sustain momentum and resonance with the target segments.



WEBSITE
underarmour.com

INDUSTRY
Retail / Sportswear

“Our business is hyper competitive and traditional research is too slow. Accordingly, we looked to Networked Insights to deliver analytics and help keep us ahead of trends. Their real time insights are leveraged by all of our functional teams and help to inform our KPIs.”

Steve Sommers, VP Global Brand Marketing at Under Armour



THE INSIGHTS

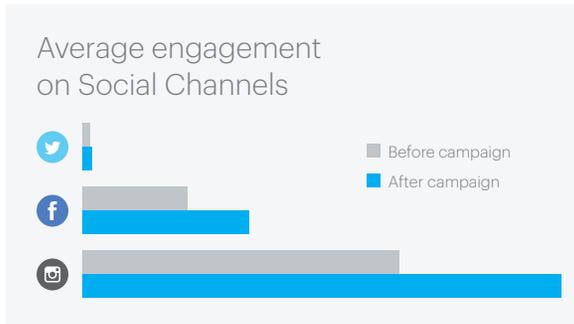
Networked Insights provided key audience insights in the initial planning stages of Under Armour’s *I Will What I Want* campaign, allowing the brand and its agency partners to integrate findings and optimize every aspect of the campaign earlier than ever before. Insights revealed unique motivators for each of the brand’s opportunity audiences: The everyday Athletic Female who likes to work out and Female Athletes, who compete through organized sports.

By digging in to the social data, Networked Insights revealed opportunities to engage with each segment uniquely, and expand Under Armour’s reach outside of its existing customer base. Results not only revealed consumer-focused messaging opportunities and calls-to-action, but also optimized digital targeting opportunities and influencer networks, driving broader reach as the campaign began to trend.

In order to maximize awareness for the campaign, Under Armour enlisted two new brand ambassadors, Misty Copeland and Gisele Bunchen. Networked Insights was able to evaluate target audience perceptions of both prior to the campaign launching to help mitigate any potential risks and maximize the partnerships through activation recommendations.

In addition to utilizing data to pre-inform the campaign, Under Armour also leveraged Networked Insights to provide ongoing

campaign optimization support via content recommendations based on real-time audience interests, key campaign KPIs, evaluation of brand ambassador performance within audience segments, and more.



THE BOTTOM LINE

I Will What I Want successfully increased conversation about the Under Armour brand among women and significantly improved Under Armour’s association with “stylish” and “empowering.”

The campaign substantially impacted the Athletic Females segment, broadening the brand’s opportunity for new sales and shows sustainable impact.

Networked Insights’ findings were used across teams to enable better and faster marketing decisions, generating efficiencies in every marketing function and expanding campaign reach.



TOP LINE RESULTS

Networked Insights’ data analysis revealed subtle differences between new opportunity audience segments – Athletic Females vs. Female Athletes.

Real-time insights allow Under Armour to make better marketing decisions and improve retail sales.

Audience insights extend across teams including:

- Brand Marketing
- Digital and Social
- Consumer Insights
- Public Relations
- SEO
- Media

I Will What I Want campaign drove 116% increase in Under Armour conversation among Athletic Females.

TO LEARN MORE OR TO SCHEDULE A DEMO

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