

Iululemon Case Study

FACES -OF- FITNESS

CHICAGO • JULY 26 & 27

POWERED BY

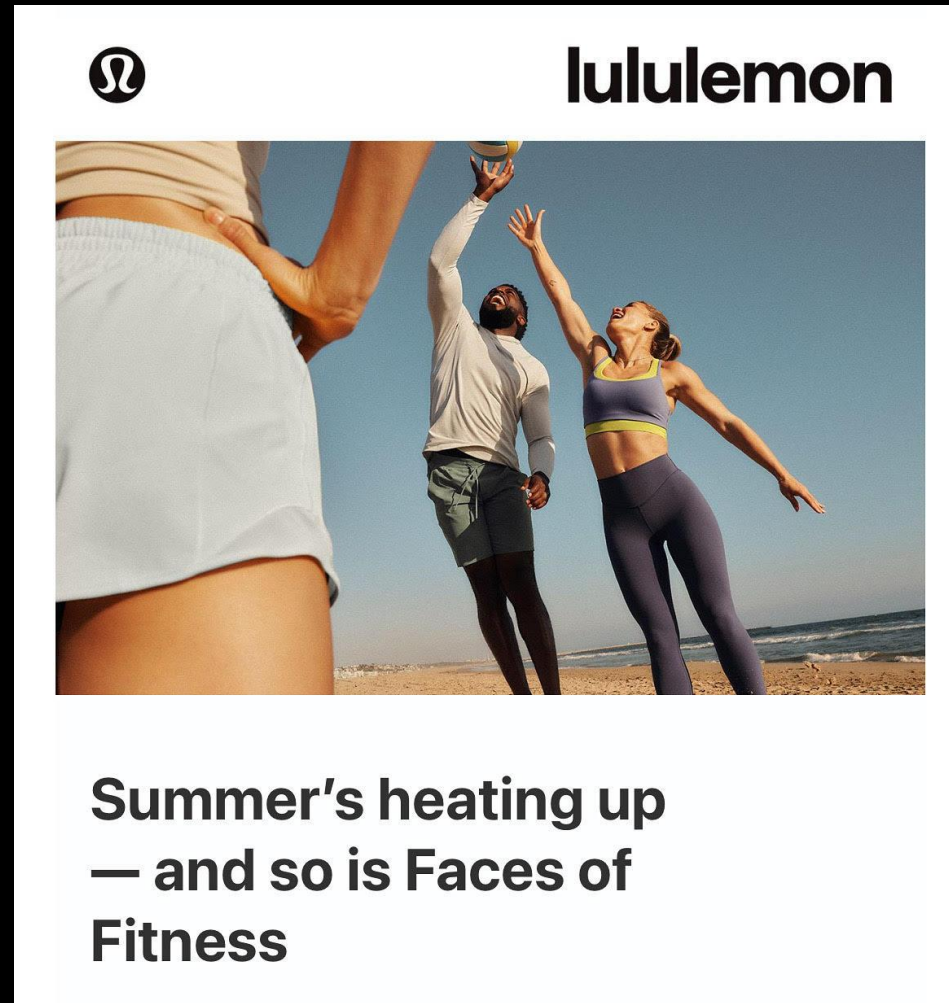
Bloom

PRESENTED BY  **SWEATPALS**



OFFICIAL PERFORMANCE APPAREL PARTNER

lululemon fully integrated Summer festival campaign



CONTINUOUS DIGITAL ENGAGEMENT,
THREE EXCLUSIVE GUEST INVITES



HERO BRAND FOOTPRINT
ELEVATING ATTENDEE EXPERIENCE



TWO LINEUP HEADLINERS
Carmilla Kupritz (DAY 1) & Akin Akman (DAY 2)



SOCIAL MEDIA AMPLIFICATION,
HEADLINER & CONTENT CREATOR VIRAL
IMPACT



OUTFITTING
HEADLINERS &
CONTENT CREATOR



NATIONAL MEDIA COVERAGE
Founder wearing lululemon



RETAIL PROMOTION
BRACELET PICK-UP &
EXCLUSIVE OFFER



FESTIVAL PROMOTION
& CELEBRATION VIP FIRST
'FIRST 200' GIFT





GOOD DAY Chicago 9:37 AM 46°

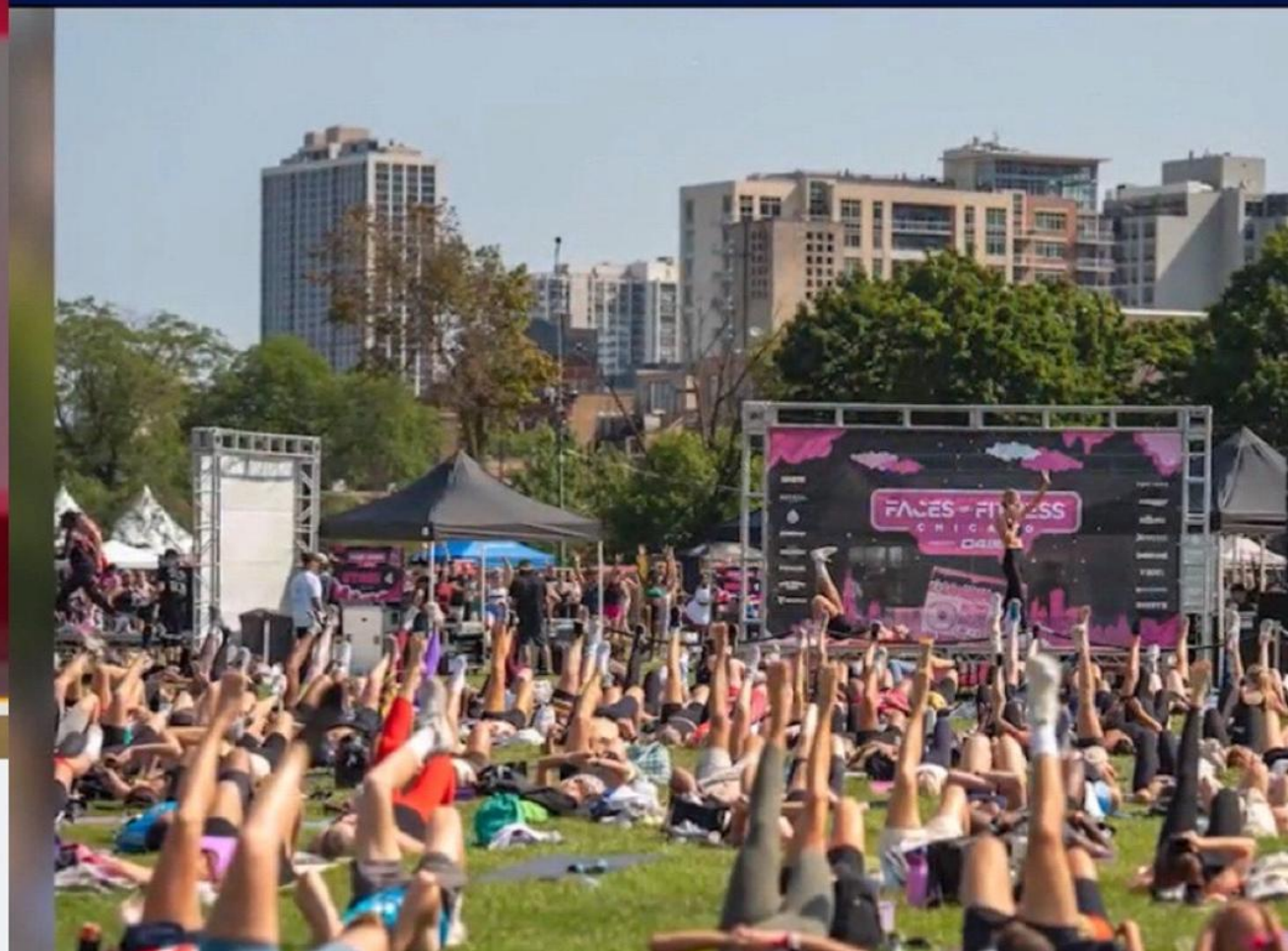
FACES OF FITNESS: THE ULTIMATE WELLNESS EXPERIENCE

FOX 32 CHICAGO Watch Live FOX 32 CHICAGO



STREAM NOW FOX LOCAL DAVID GRASS CO-FOUNDER, FACES OF FITNESS FESTIVAL 9:35 AM 46°

Chicago's Faces of Fitness Festival returns this summer with star power



STREAM NOW FOX LOCAL FACES OF FITNESS: THE ULTIMATE WELLNESS EXPERIENCE 9:35 AM 46°











