

Mackenzie Snider

Alo campaign revamp.

PROJECT ALO REVAMPED

Mackenzie Snider

ALO

THE BEST REASONABLE PRICED WORKOUT WEAR BRAND
OUT THERE.

"Creating garments that carry over to the street, into a life lived consciously, takes mindful movement one step further: a beautiful life celebrated with forward design. Capturing what's trending in contemporary fashion with both the women's and men's collections is how Alo and mindful movement can travel beyond the studio. Luxury meets performance in every collection."(alo)

A man is sitting in a field of tall grass, looking directly at the camera. He is wearing a dark blue long-sleeved shirt, dark shorts, and a dark blue baseball cap with the 'alo' logo. He has a tattoo on his left leg. The background is a dense field of tall grass with some trees visible in the distance.

THE ORIGINAL PROJECT.

Alo - We are built for everyone.

CREATIVE BRIEF

Client: Alo

Situation Overview / Business Background: Alo has been around since 2007 and started in LA. In the beginning the best yogis and yoga lovers fell head over heels for this brand. Although, that was in the beginning of the brand where they brought fashionable designs to the yoga world. Looks that were meant to be for the streets and the studio. Now they have advertised the different fabrics that they use for different lines. What a lot of people don't know is that they include body sculpting technologies into their fabrics.

Competitive analysis: Skims and Spanx have been ruling the shape/sculpting wear of women's workout brands.

Marketing Objective: The goal of this advertisement is to show off the 5 different fabrics they use.

Client expectations: I would say that their expectations include showing off Yogis in their ads along with some family faces in the yoga industry. Plus to show off how stretchy and form fitting their fabrics are.

Target Audience: The demographics for this brand include men and women ranging from all ages. Their prices are more reasonable compared to more high end workout gear. Aka (Lulu). This is also a more yoga oriented brand. So customers that are looking for the perfect, well priced, and form fitting yoga/street style workout clothes come here. This brand solves the problem that Lulu tries to promote which is a lifetime warranty, because if you don't take care of Lulu's gear it starts to fray early on. Whereas, Alo's fabrics and stitching style makes it more durable and longer lasting. I should know I have had all my Alo gear for 7+ years and I'm definitely lazy about taking care of it.

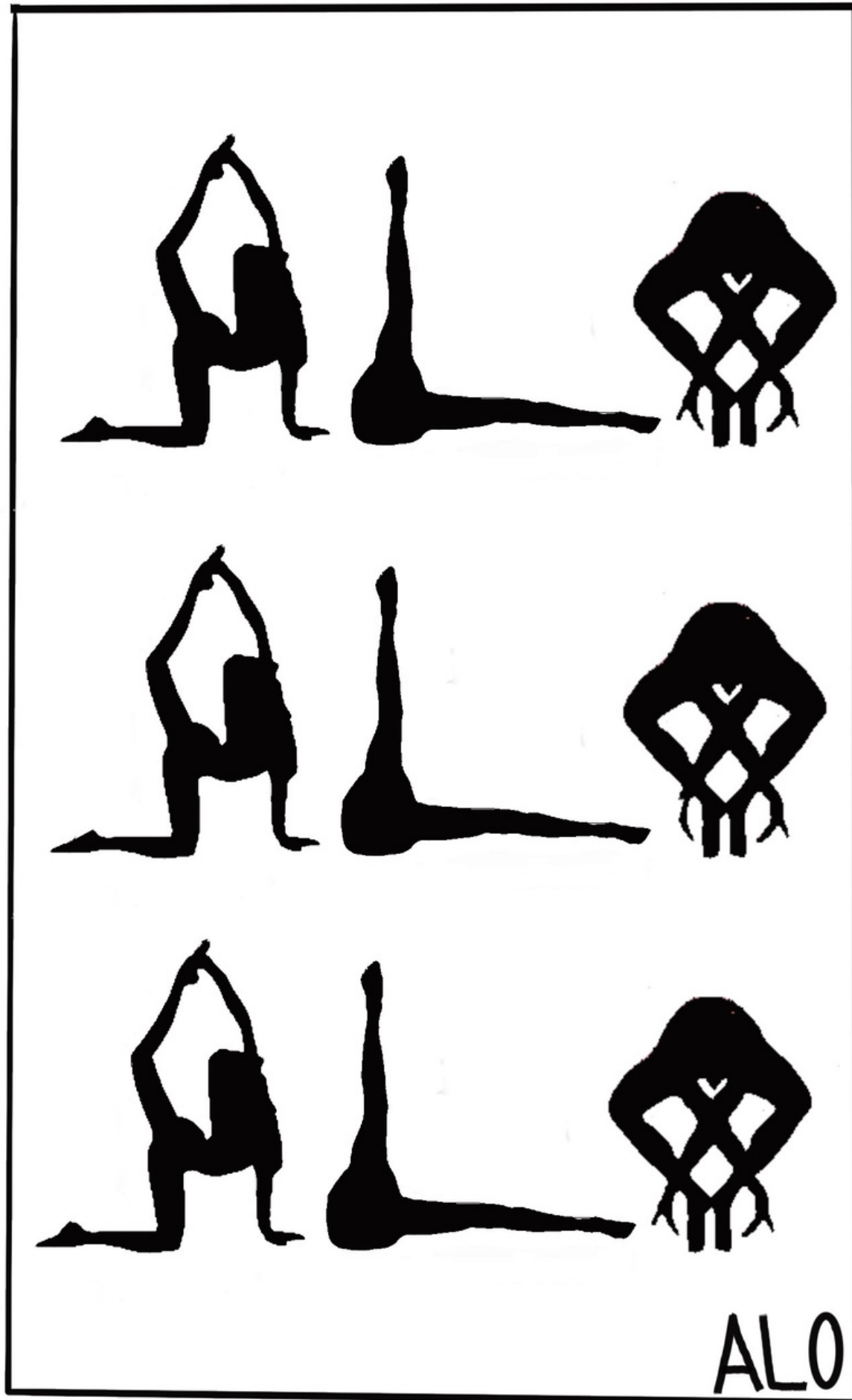
Current Beliefs: Currently people believe just by the brand's outreach and their current target audience/brand image is that their gear is mostly only for yoga activities. But that isn't true they use 5 different fabrics that each have collections that are made for more activities than just yoga. I couldn't find any research but this is what I have heard from talking to other people about the brand.

Key Net Take-Away: Alo is the more versatile and form fitting athletic clothing company out there.

Reasons To Believe:

- 1) Reasonably priced
- 2) Long lasting fabric materials
- 3) They have clothing options for on and off the streets
- 4) Very stylish for both men and women
- 5) Form Fitting
- 6) They have their own workout equipment as well

MOODBOARD



**How do you show
your inner power to
the rest of the
world?**



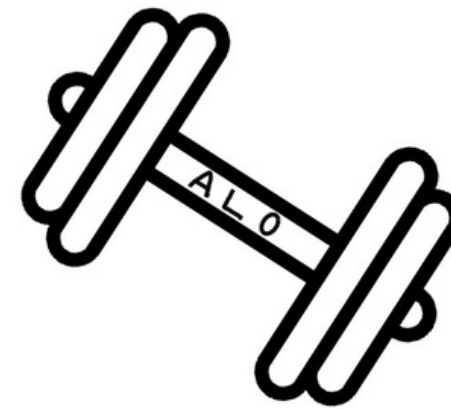
**AFFORDABLE
WASHABLE
DURABLE**

ALO

P.S. No lifetime warranty needed.



We're an all
sport club.

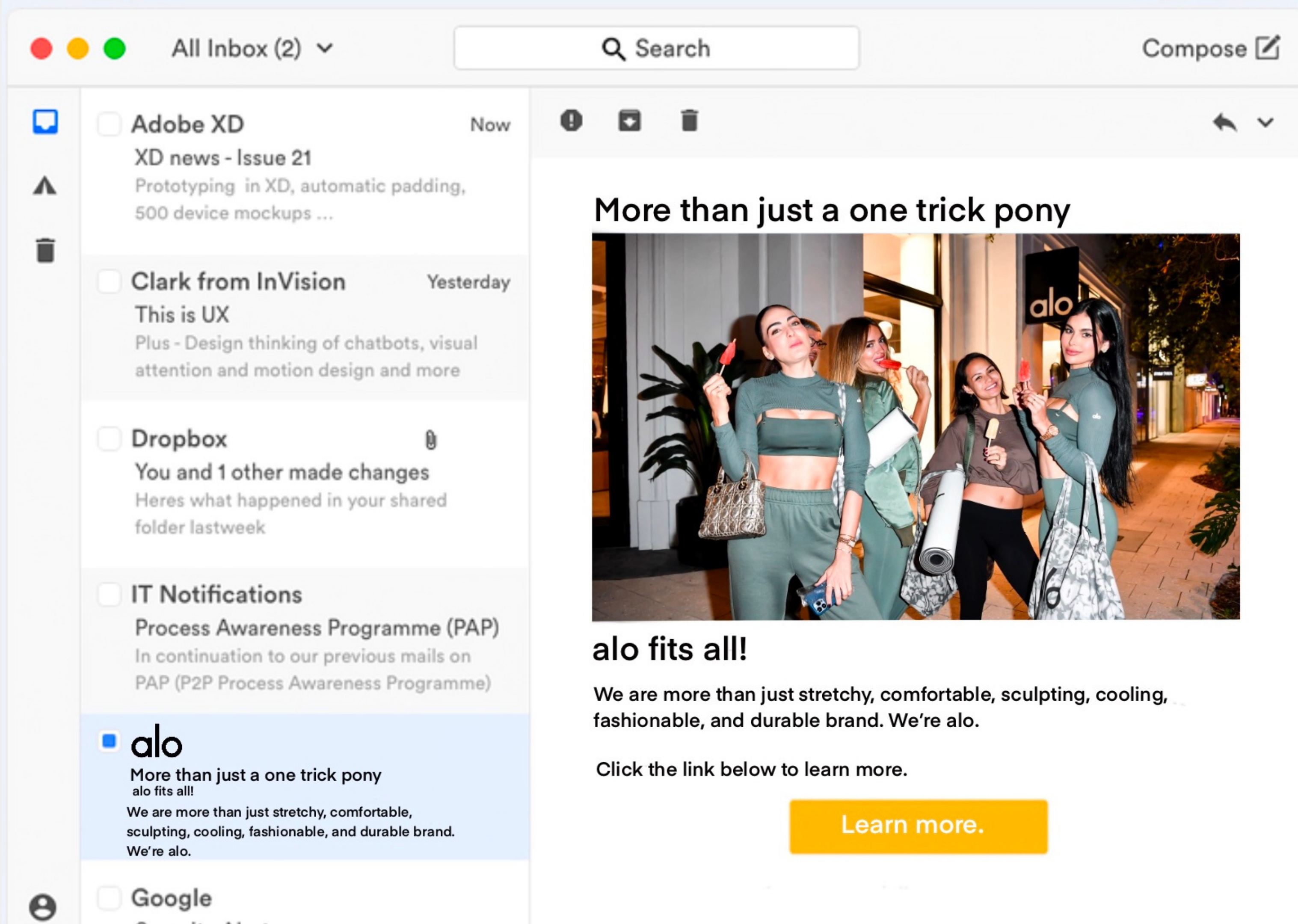


ALO

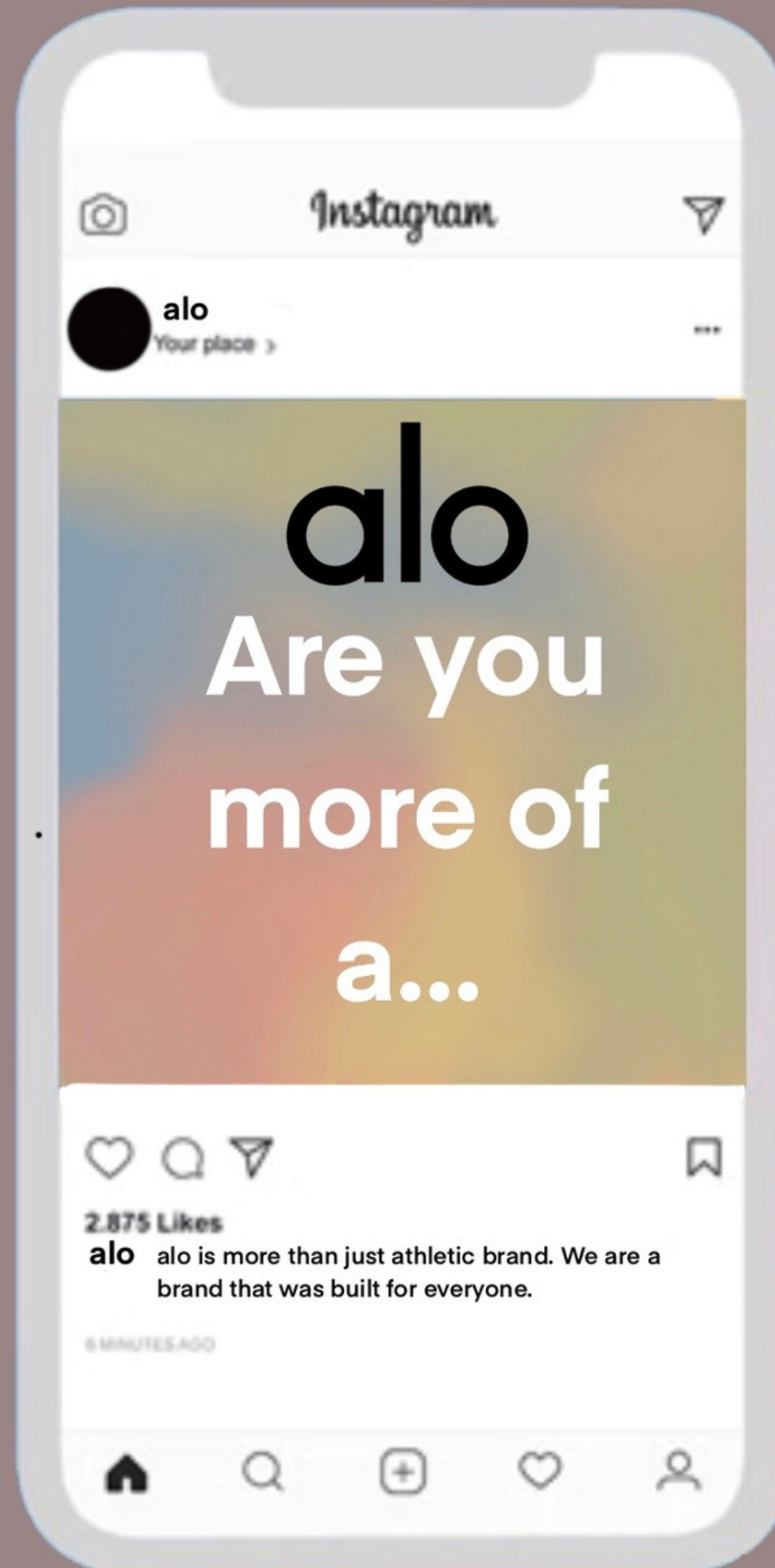


Final Comps

The Email:



Instagram carousel



1.



2.



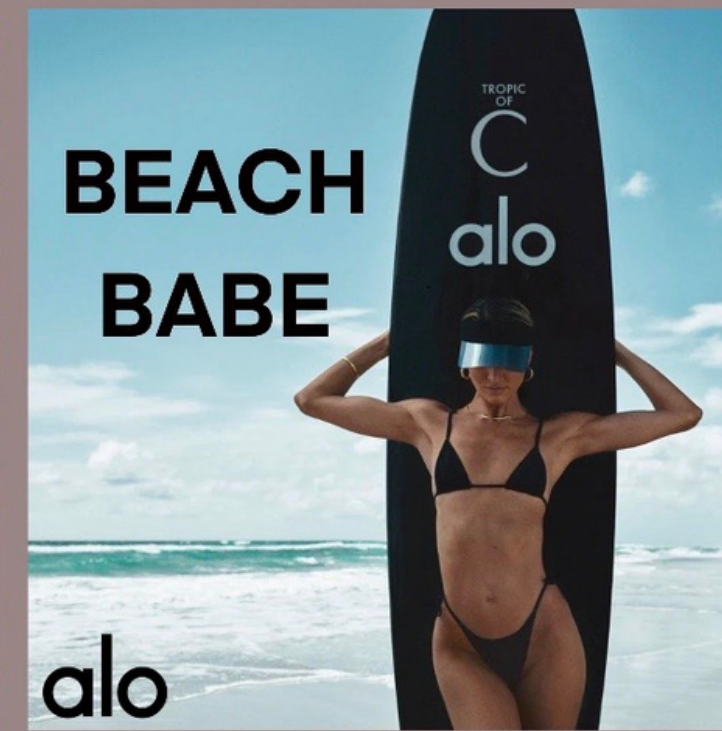
3.



4.



5.





The Poster

The Instagram Story :

1. There's a link to login to their online store and shop all of the outfits Kendall is wearing.
2. Kendall Jenner is one of alo's strongest ambassadors.
3. "Alo represents unity, strength, empowerment, and the freedom to be who you want to be.
4. Also found the best song for the story that represents how this brand has been on a long journey.



The Twitter Post:





THE NEW CAMPAIGN

ALO

ALO - AIR, LAND, OCEAN

For this revamp of my original project I wanted to focus on turning the ads into a more modern approach and focus on what the brand actually stands for instead of just focusing on all the different activities they cover.



Instagram Post:

**Be the
diamond
in the
rubble.**

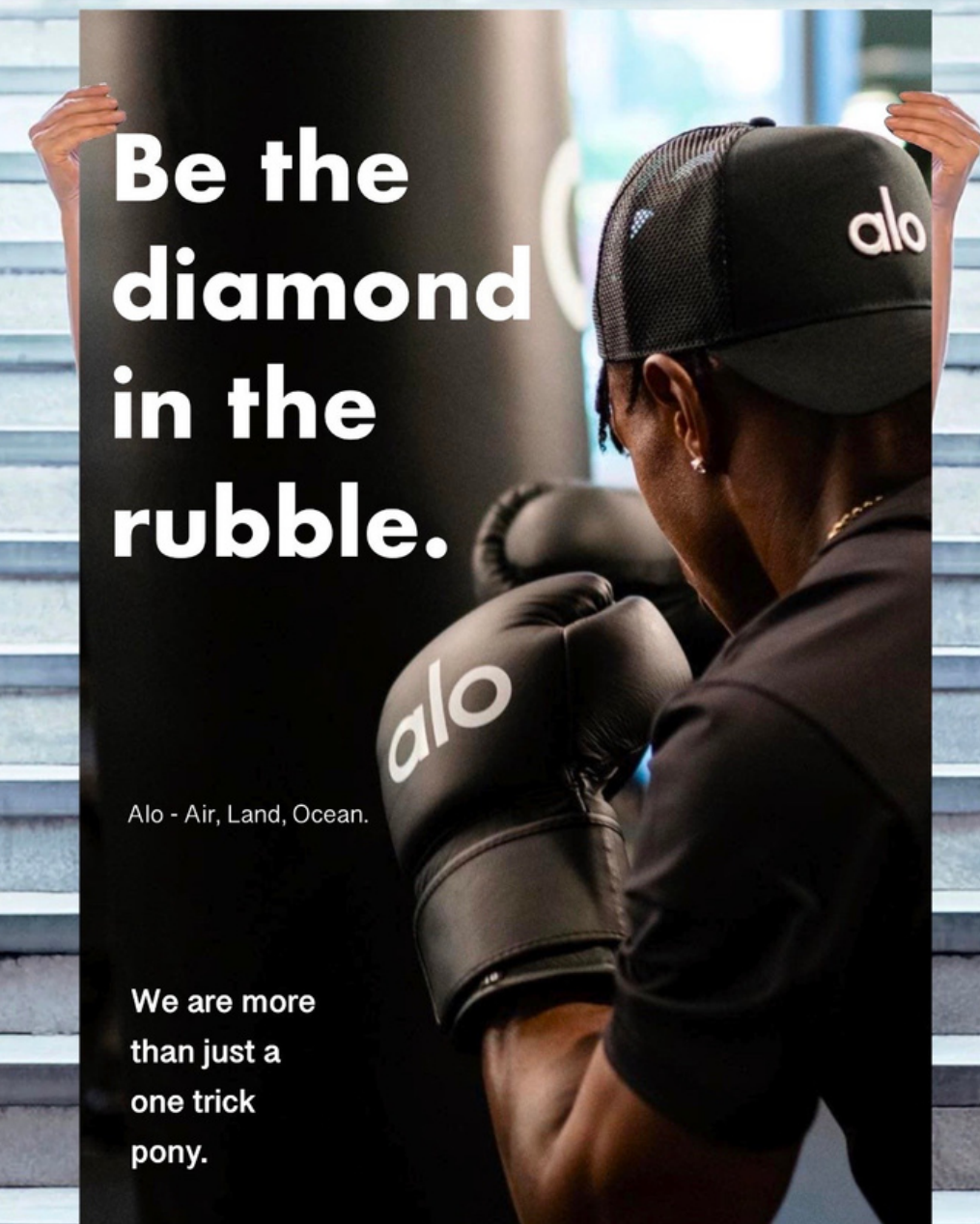
Alo - Air, Land, Ocean.

**We are more
than just a
one trick
pony.**

Posters 1 and 2:

**Be the
shark in
this
vast
ocean.**

**We are more
than just a one
trick pony.**



**Be the
kindness
that's in
your
heart.**



Alo - Air, Land,
Ocean.

We are more than
just a one trick pony.

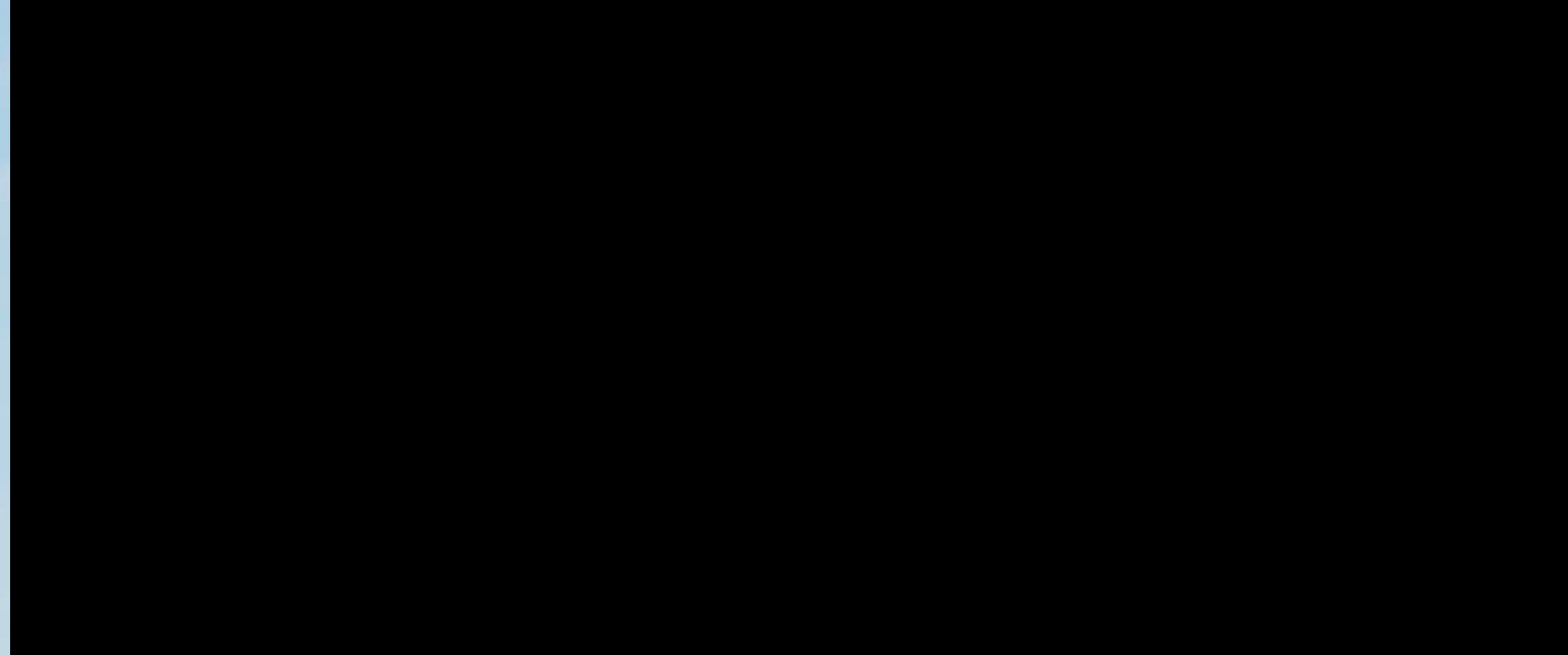
Billboards:

**Be the
eagle alo
sourcing
overhead.**



Alo - Air, Land, Ocean.

We are more than
a one trick pony.



alo

alo

@alo

Don't drift away from the people that love you.

11:13 PM · 4/1/19 · #air,land,ocean

82.1K Retweets 186K Likes

alo

alo.

@alo

Don't clam up express your emotions.

11:13 PM · 4/1/19 · #airlandocean

82.1K Retweets 186K Likes

alo

alo

@alo

Use the hashtag below to win a chance of going to our summer house

11:13 PM · 4/1/19 · #air,land,ocean

82.1K Retweets 186K Likes

alo

alo

@alo

My mom didn't raise a quitter but she did raise a procrastinator

11:13 PM · 4/1/19 · #airlandocean

82.1K Retweets 186K Likes

The Twitter Posts:

alo

alo

@alo

Don't lose yourself while grinding.

11:13 PM · 4/1/19 · #air,land,ocean

82.1K Retweets 186K Likes

A photograph of two women from the chest up. They are both wearing a brown and white checkered button-down shirt. The woman on the left has dark curly hair and is looking off to the side. The woman on the right has long blonde hair and is looking directly at the camera. The background is a soft, out-of-focus light blue and white. A semi-transparent orange rectangular overlay covers the middle portion of the image, serving as a background for the text.

**THANK YOU
FOR
VIEWING.**