



UNDER ARMOUR

UA HEATED

ADVANCED LINE DEVELOPMENT

Part 1: Trend Analysis & Research

UNDER ARMOUR - Brand Extension

UA HEATED

Concept: Heated garments. Battery powered so you have the ability to turn it on or off. You can clip the battery in and out and charge it up at home, as well as giving you the ability to have multiple batteries. It is such a convenient technology that no one seems to be utilizing to its full potential.

Rationale: There are tool brands that make heated coats for construction workers in the wintertime. Under Armour will benefit from using this technology to develop heated garments. I don't believe this technology has been properly utilized by any brands with power yet. With a light jacket you could stay warm all year round without having to overdress. I think this would fit perfectly within Under Armour's products as they already have their HEATGEAR and COLDGEAR technology that are brand staples.

Approach: I am going to utilize the technology on simple zip-up jackets, hoodies, vests, nothing too bulky. I believe this would be a great way to introduce this into the brands line of products because it allows you stay light and mobile while having the ability to stay warm. Batteries would be thin and lightweight for easy travel. The battery will hold a charge up to 10 hours.

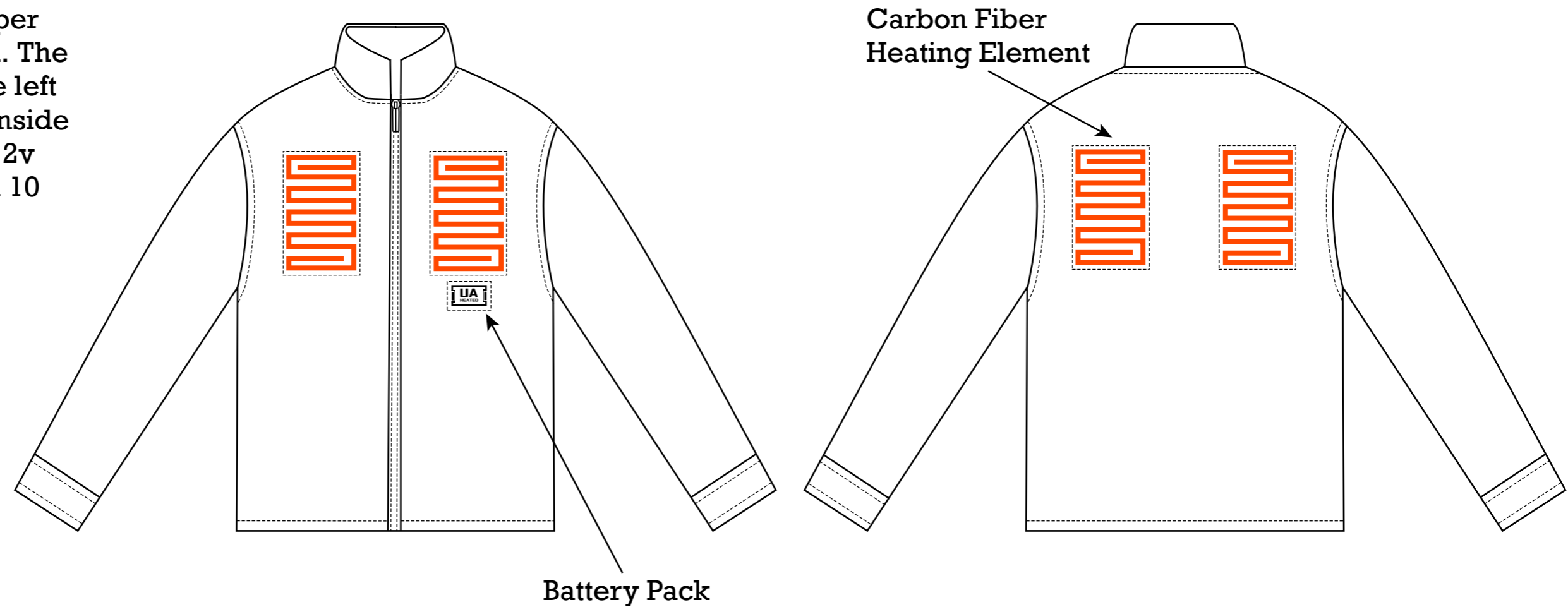
Pricing: \$180 to \$350 based on the product.
Extra battery packs would cost \$45 to \$50.



UNDER ARMOUR - Brand Extension

How It Works

Carbon fiber heating element is sewn into the lining of the garment in the front and back of the upper body secured with a lockstitch. The battery clips in underneath the left chest heating element on the inside of the jacket. The battery is a 12v lithium ion battery that holds a 10 hour charge.



UNDER ARMOUR - Brand Overview

Background

Under Armour is an American men's and women's sportswear brand. They manufacture equipment, footwear, and activewear. Under Armour began in 1996 with a skin tight sports shirt that wicked sweat faster than anything else on the market. It kept athletes cool and dry while playing sports. In 1997 they developed HEATGEAR and COLDGEAR which took the sporting world by storm. In the early 2000's Under Armour was seen being worn throughout all sports. It truly revolutionized the sporting world with its tights. In 2006 Under Armour made the jump into footwear with its first line of football cleats. They took over 23% of the market in its first year and went on to become the official footwear supplier of the NFL. Despite their rapid rise to success Under Armour has struggled over the past few years with their popularity shrinking amongst teens. In 2018 they also had to deal with 1.3 billions dollars of leftover merchandise.



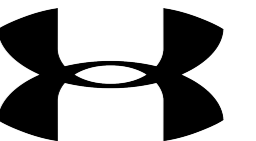
UNDER ARMOUR - Brand Overview

Mission

Under Armour's mission is to enhance athletes performance through their pursuit in science, innovation, and their overall passion for sports. The brand stands for equality and fairness, they believe sports to be the ultimate unifier. Another value they are working on is acting sustainable, they work ethically and efficiently. They believe in coming together to work as one and have a lot of respect for athletes.



WE STAND FOR EQUALITY.



UNDER ARMOUR

UNDER ARMOUR - Brand Overview

Brand DNA

INNOVATIVE



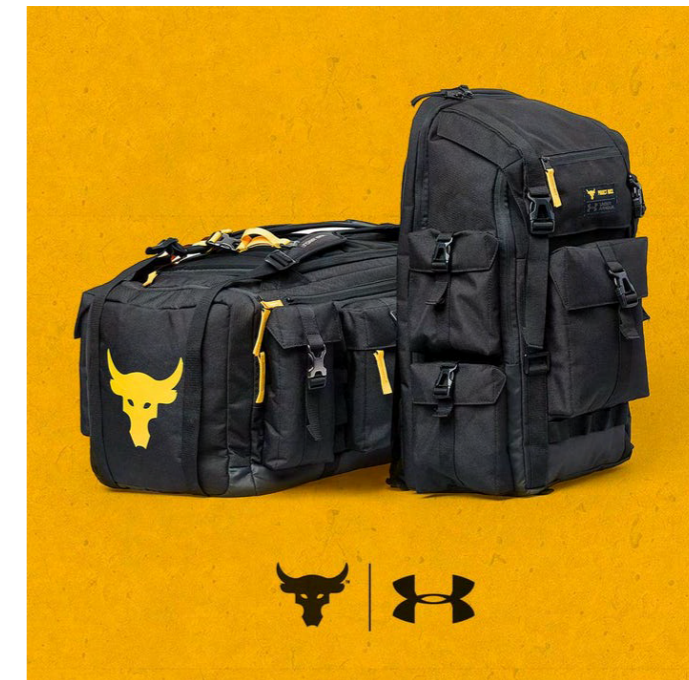
ATHLETIC



DURABLE



VERSATILE



UNDER ARMOUR - Brand Overview

Core Products

- Activewear
- Footwear
- Tights
- COLDGEAR & HEATGEAR are staples for their performance lines.

COLDGEAR

COLDGEAR is a lightweight insulated layering technology that keeps you warm and dry in bitter conditions.

HEATGEAR

HEATGEAR wicks sweat and dries really fast to keep you cool, dry, and light. No matter the weather.

\$40



\$70



\$45



\$40



\$180



\$70



UNDER ARMOUR - Brand Overview

Distribution

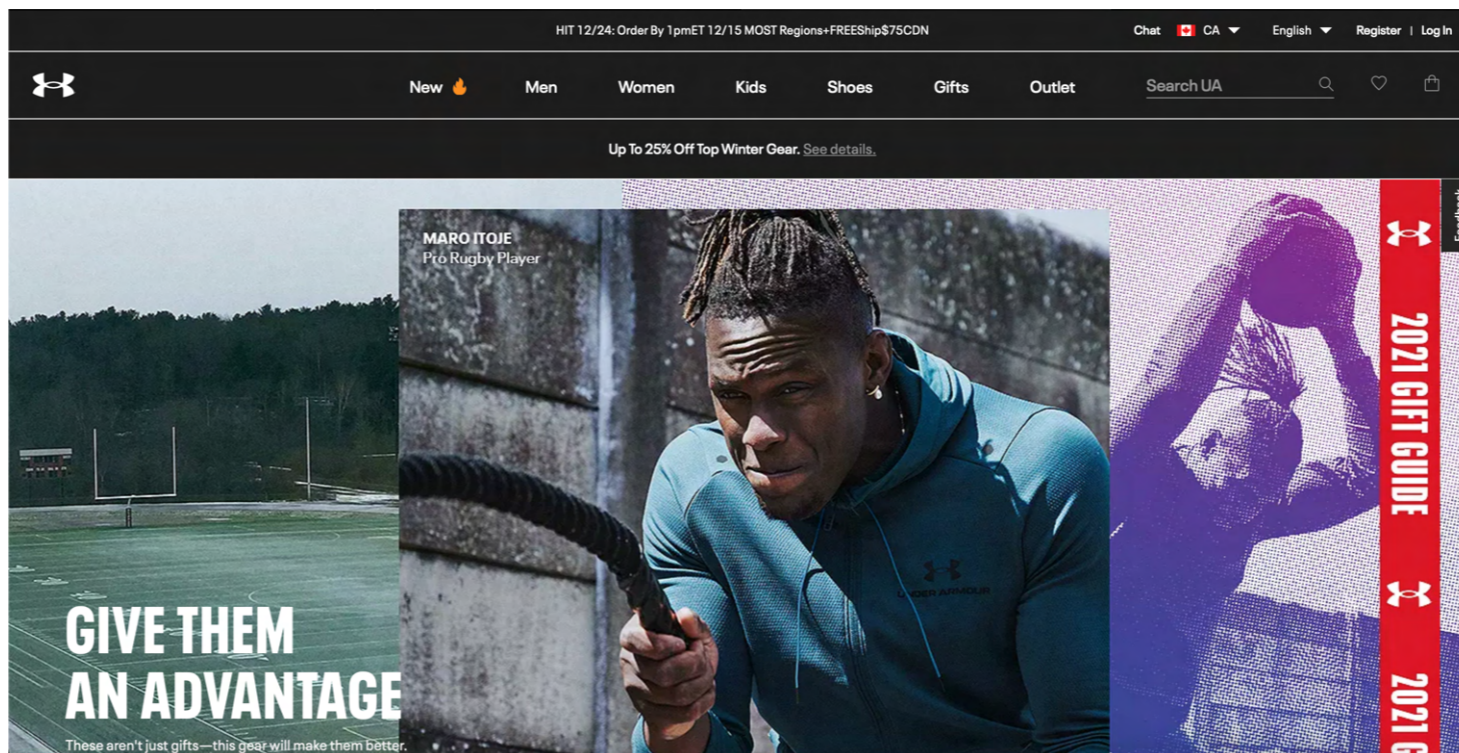
15,000 Locations Worldwide

Direct

427 Branded Stores
Online Site

Indirect

Cabela's
Bass Pro Shops
Dick's Sporting Goods
Modell's Sporting Goods



UNDER ARMOUR - Target Market Report

Demographics

Age Range: 18 - 35 (Generation Z)

Gender: Male

Income: \$75,000 +

Occupation: Athlete, Coach, Hunter

Marital Status: Married

Education: College/University athlete

Population: Canada - Roughly 3 million / USA - Roughly 16 million
(Males from 18 - 35)



UNDER ARMOUR - Target Market Report

Psychographics

Lifestyle: Athletic, Healthy, Hardworking, Active.

Hobbies: Playing sports, Football, Baseball, Hockey, etc.
Hunting & Fishing. Hiking.

Cultural Values: Believe in hardwork, have love for their country, Freedom, Equality.

Products/Brands/Media: Yeti, Cabelas, Bass Pro Shops, Fishing & Hunting shows. Sports shows, college football, live sports. Athletic apps. Apple watches.



UNDER ARMOUR

UNDER ARMOUR - Target Market Report

Geographics

Climate / Weather: Seasonal climate change, cold winters, rainy springs, brisk fall.

Location: North America, outer city, small towns, houses over apartments.

Countries: Canada, United States.

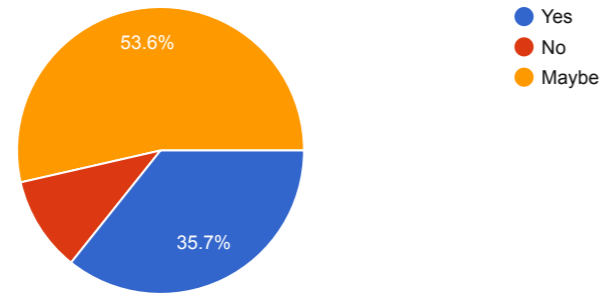


UNDER ARMOUR

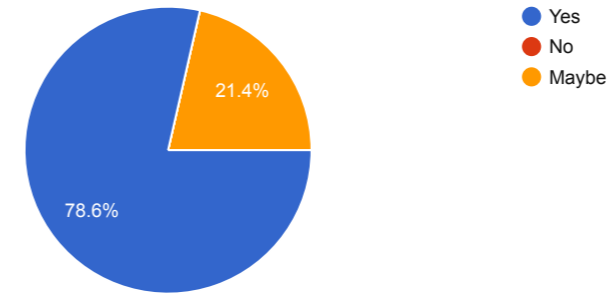
UNDER ARMOUR - Target Market Report

Survey

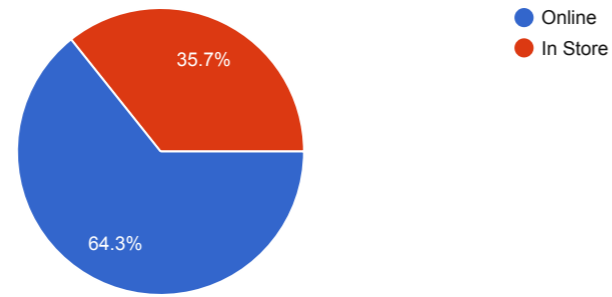
Is this product needed for this brand ?



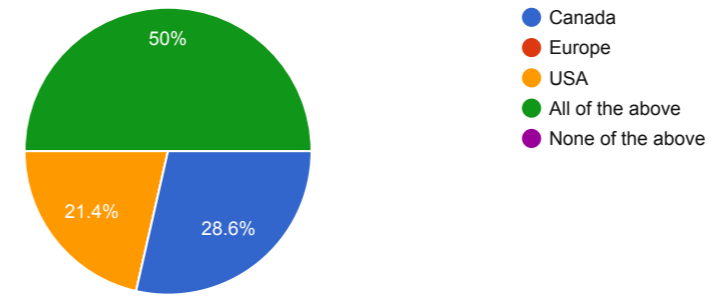
Do you think this product will benefit the brand ?



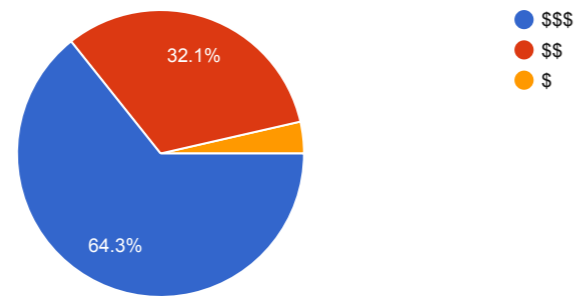
Do you shop online or in store more often ?



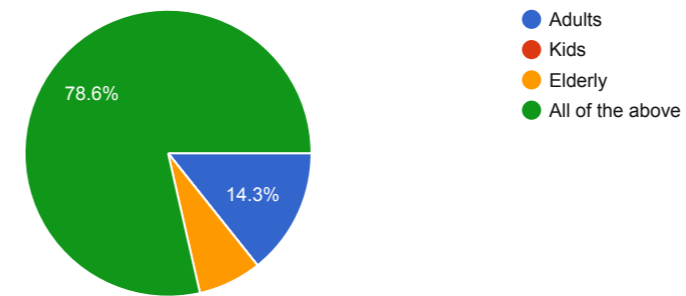
Where do you think this product will be most successful ?



How much would you be willing to pay for this product ?



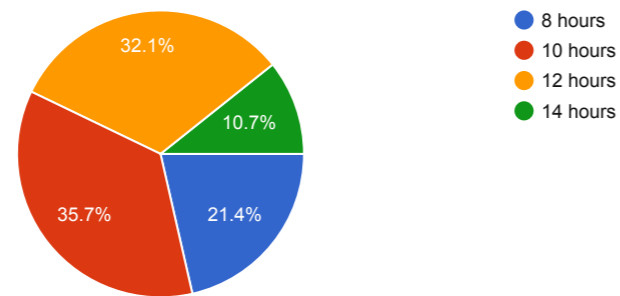
Who will use this product ?



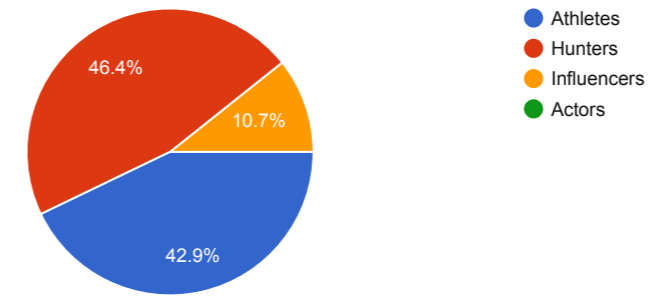
UNDER ARMOUR - Target Market Report

Survey

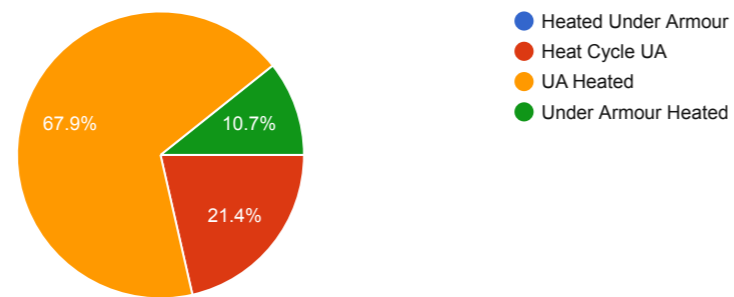
How long should a single charge last ?



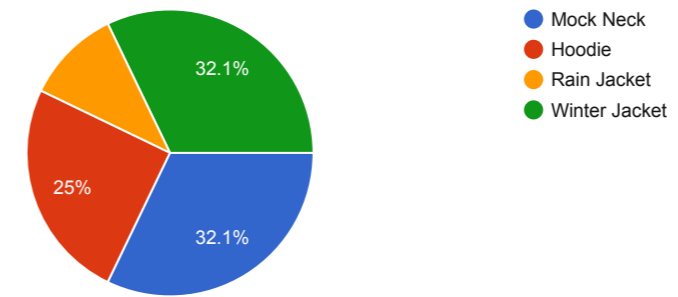
How should this product be marketed ?



What do you think the product line should be called ?



What style would you most like to see this technology used ?



UNDER ARMOUR - Target Market Report

Survey Results

I learned a lot from the results of my survey. It gave me insight on how people are feeling about this particular product. I learned that this product is not necessarily needed because Under Armour is already a well known brand with power, but I also learned that most people think it will benefit the brand. I also found that more people shop online now versus in store, which tells me I should invest time into online promotion tactics. Something else that I found interesting was people were willing to pay more than I expected. I think this is because when you think of a heated jacket you naturally expect it to be expensive. It made me reconsider pricing and pushed to bump up the price slightly. Another thing I noticed was that most people think the product will be successful all over, but people's choices otherwise were strictly Canada or USA. This may lead me towards ads and promotion being more directed at North America. Something else I found interesting was that most people find the product could be popular amongst all ages. The charge time also surprised me, I was expecting everyone just to pick 14 hours because it was the longest option. To my surprise, the most popular was 10 hours which tells me people are not wanting a large battery that is bulky just for an extra couple hours. I found out that UA Heated was by far the most popular name for the product line. I also found out that the product should be marketed and promoted with and for athletes as well as hunters. Lastly I realized that people are interested in more than one specific style for this product.



UNDER ARMOUR - Target Market Report

Market Board

- Athletic
- Confident
- Active
- Good Income
- Motivated
- Outdoors
- Healthy
- Loves Sports



UNDER ARMOUR - Competitor Analysis

Competitor 1: Milwaukee

Brand Category: Work wear

Company Size: Large

Product Range: Jackets, Mid layer, Gloves, Hoodie, Vest.

Price: \$119.99 to \$349.99

Promotion: Minimal promotion online, Signs and stands within tool and hardware stores, social media presence.

Locations/Sales platforms: Home Depot, KMS tools, Hardware stores, Online store.

Target Market: Construction workers, people working outside, Trades workers.

Brand DNA: Tough, Durable, Hard working, known for Tools.

Strengths: Well designed product, Targeted a specific market that has benefits of using it, Promote the product where their target market shops.

Weaknesses: More promotion and advertising needed online, as well as more avenues for sales. Small target market, lack style options, lack the backing of being known as a clothing brand.



UNDER ARMOUR

UNDER ARMOUR - Competitor Analysis

Competitor 2: ActionHeat

Brand Category: Outerwear

Company Size: Small

Product Range: Jackets, Mid layer, Base layer, Gloves, Socks, Vest.

Price: \$39.99 to \$229.99

Promotion: Minimal promotion, Small social media presence.

Locations/Sales platforms: Online store, Home Depot, Cabelas.

Target Market: Adventurers, People who like getting outdoors, Cold climate.

Brand DNA: Adventure, Outgoing, Innovative, Strictly focused on warmth.

Strengths: Well designed product, known for heated clothing, variety of heated garments, affordable pricing.

Weaknesses: More promotion and advertising needed online, as well as more avenues for sales. Lack the backing of being a well known clothing brand. One style of product make it a very seasonal brand.



UNDER ARMOUR - Competitor Analysis

Competitor 1: Ororo

Brand Category: Outerwear

Company Size: Medium

Product Range: Jackets, Gloves, Socks, Vest, Tees, Hoodies.

Price: \$59 to \$369

Promotion: Minimal promotion, Small social media presence.

Locations/Sales platforms: Online store, Home Depot, Wal-mart.

Target Market: Athletic, Adventurers, Outdoors, Cold climate.

Brand DNA: Warm, Comfortable, Innovative, Technical.

Strengths: Known strictly for heated clothing, wide variety of heated garments, reasonable pricing, Good styles.

Weaknesses: More promotion and advertising needed online, as well as more avenues for sales. Lack the backing of being a well known brand.



UNDER ARMOUR - Competitor Analysis

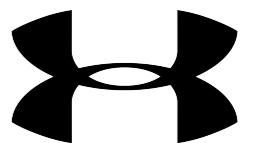
SWOT Analysis

Strengths: Backing of a well known brand / Brand power, Strong promotion, Innovative, Performance.

Weaknesses: Have not worked with this technology before, have a lot of other products and can't strictly focus on one product, Will have to develop a battery and charger.

Opportunities: Have an opportunity to be the first big well known brand to develop and use this technology. Have the brand power and resources to take this technology to the next level. Have the promotion tactics to really take advantage of this technology.

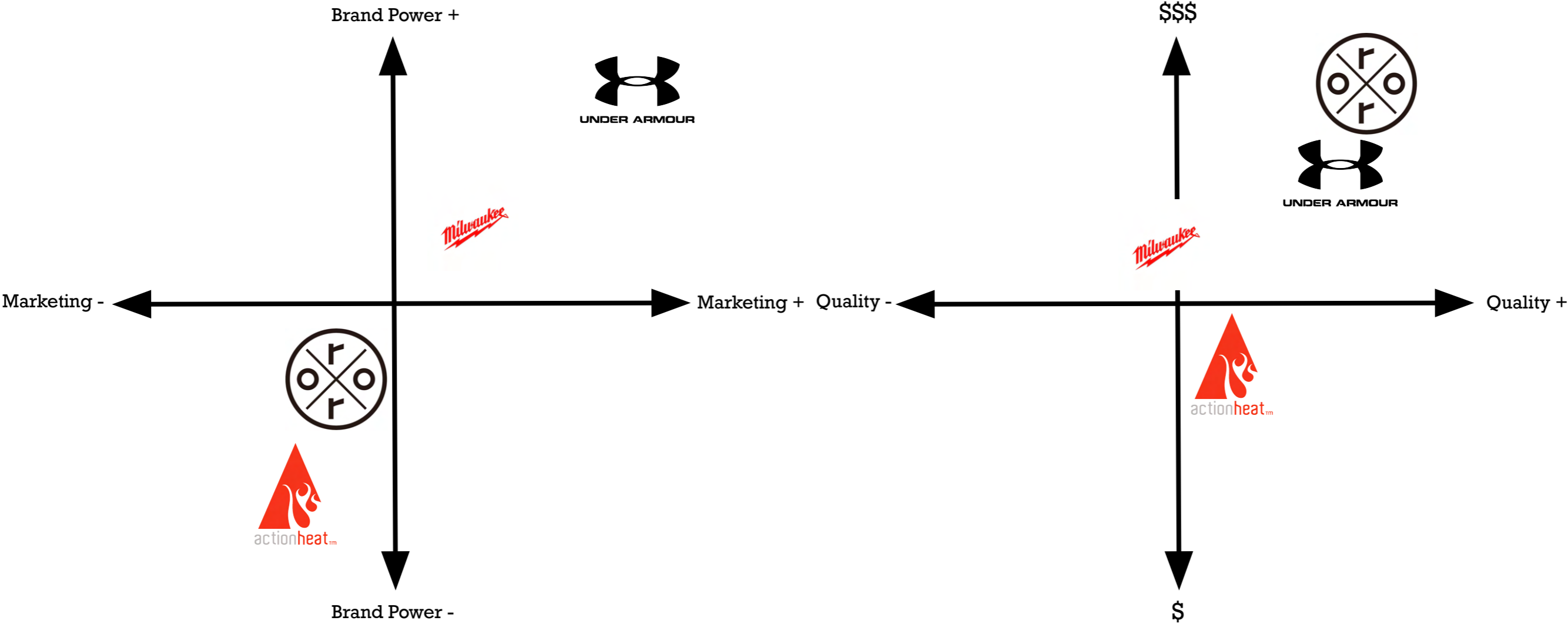
Threats: Threats would be if one of these smaller brands got bought up by a brand like Nike or Adidas, a direct competitor to Under Armour. Other than that I don't believe these brands pose much of a threat if the product is executed properly.



UNDER ARMOUR

UNDER ARMOUR - Competitor Analysis

Perceptual Map

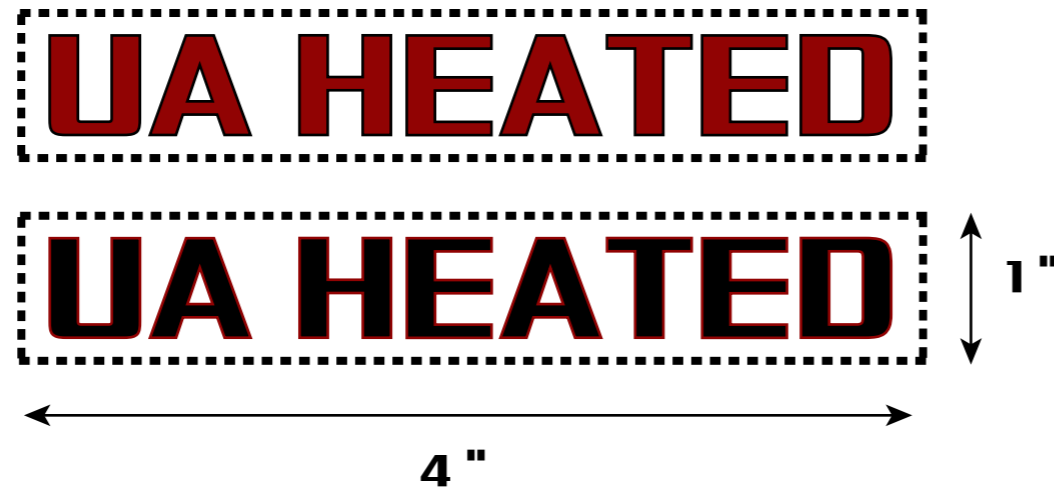


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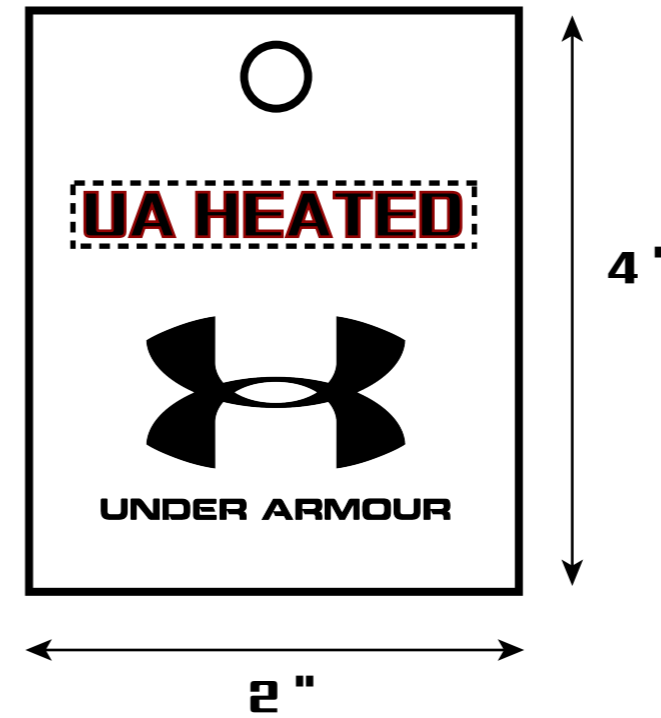
UNDER ARMOUR - Brand Development

Branding

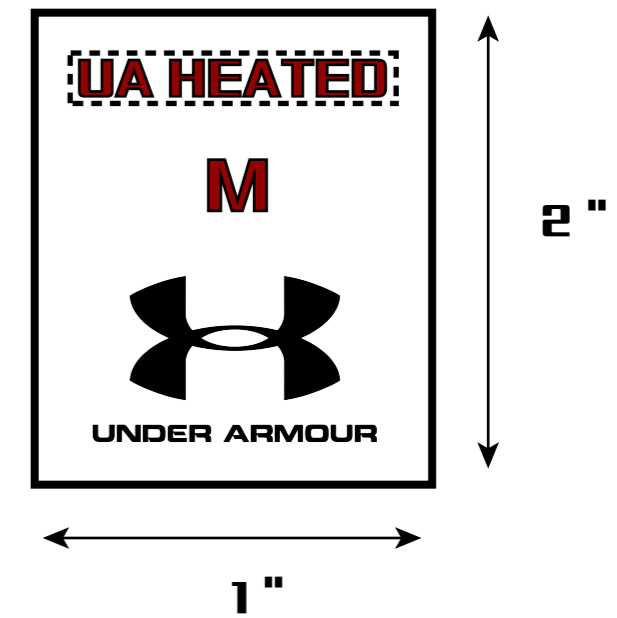
Clothing Logo



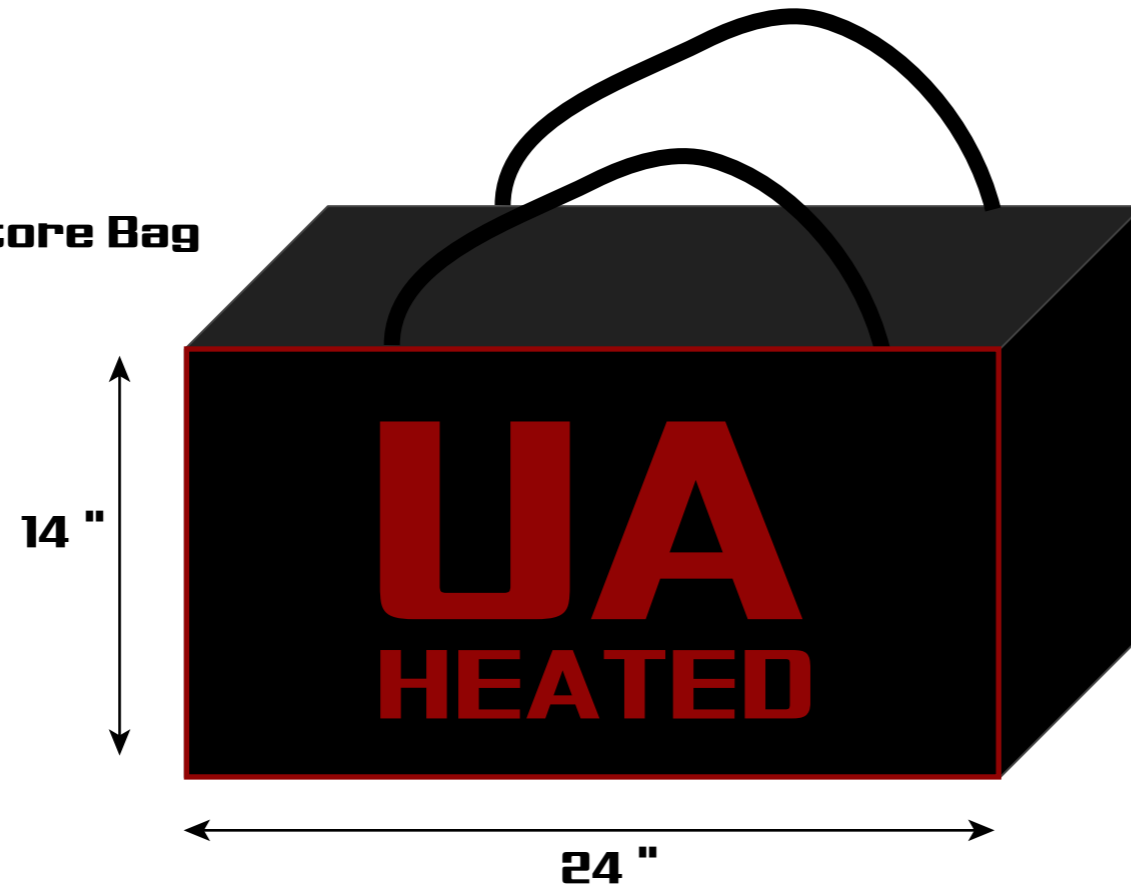
Hang Tag



Size Label



Store Bag



12v Lithium Ion Battery

