

Influencer Marketing

DIGITAL MARKETING 2

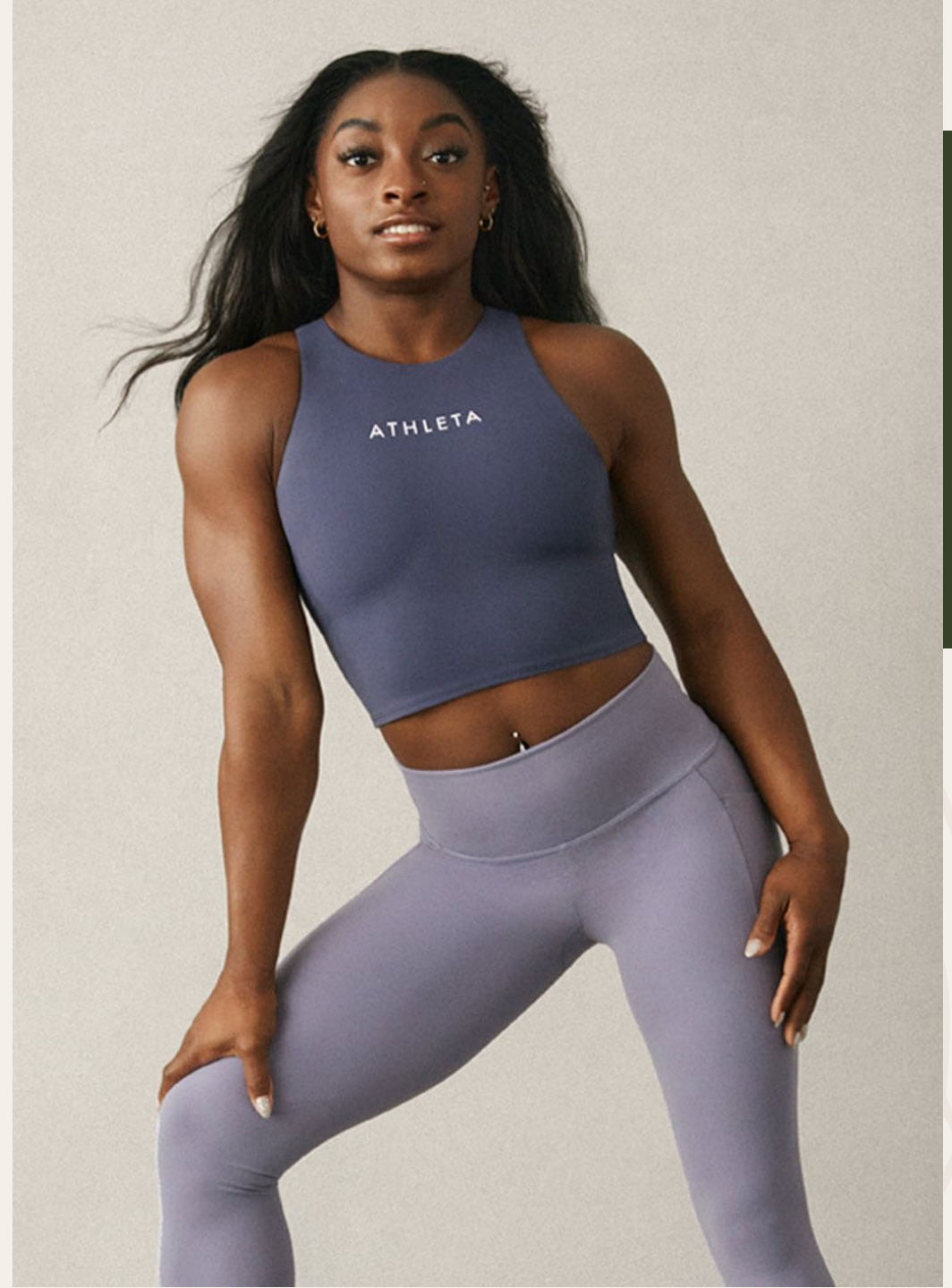


BY SHANIQUE HARNETT

background

Athleta's "Power of She" campaign was launched in 2021. It featured decorated US gymnast Simone Biles with the theme focused on the strength and resilience of women and community.

Simone Biles' involvement in the campaign elevated Athleta's brand and celebrated the community that empowers her.



Social Media Followers



**ATHLET
A**

INSTAGRAM

873 Thousand

FACEBOOK

768 Thousand

X (TWITTER)

763 Thousand



SIMONE BILES

INSTAGRAM

7.1 Million

FACEBOOK

1.6 Million

X (TWITTER)

1.6 Million

Bio

A gymnast in a blue leotard with red and gold stars is captured in a split leap. Her arms are raised, holding purple ribbons that trail behind her. The background is dark with some faint light patterns.

- Olympic Gold medalist in vault, floor, Individual and Team All-Around
- Bronze medalist on Beam at the 2016 Rio Olympics
- Three-time World Champion & U.S. National Champion gymnast

Athleta “Power of She” Campaign

Campaign Objective:

To celebrate female empowerment and highlight the strength of the community.

Campaign Message:

The campaign aims to inspire and celebrate the collective power of women and girls.

It emphasizes that together women can achieve greatness and break barriers.

Campaign Goals:

To inspire collaboration among girls and women to empower each other.

To highlight the importance of strong support for women and girls.

To revolutionize athletic sponsorship by partnering with Simone to illuminate the authenticity of her life, strength and community that supports her.





Target Audience

“Power of She”

Demographics

- Gender: Primarily women and girls.
- Age: Diverse but skewed toward young adults and teens.
- Geographic: Mainly US, but also global since Simone Biles has international recognition

Psychographics

- Values: Individuals who resonate with empowerment, community, and strength.
- Interests: Fitness, sports, and female empowerment.
- Lifestyle: Active, health-conscious, and socially engaged.

Behaviouristics

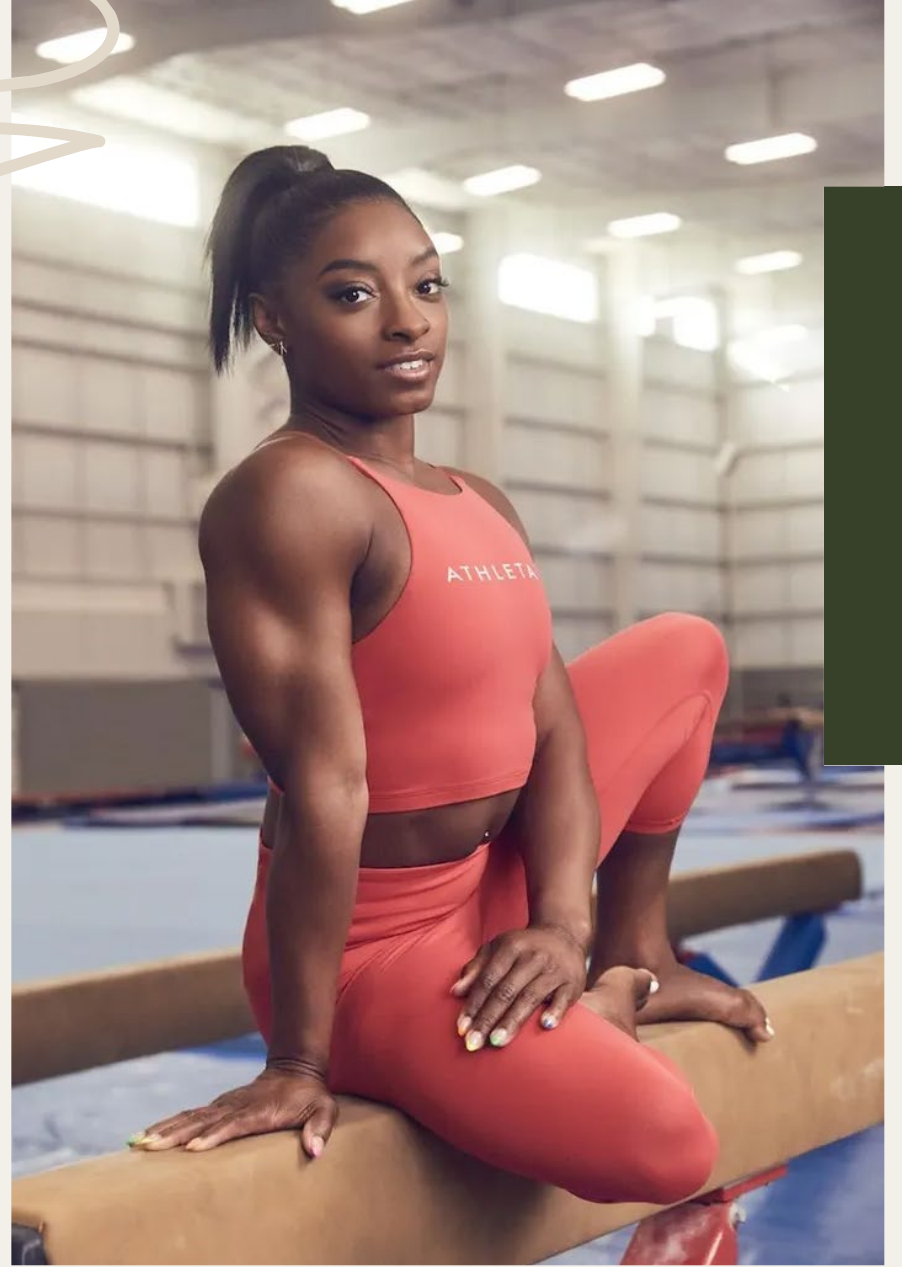
- Heavy social media users engaged on platforms like Instagram.
- Active community members who champion teamwork, mentorship, and uplifting others.
- Malleable attitude, those who are inspired by role models like Simone Biles who admire her achievements and character.

Personality



Social Media Preferences







POWER OF SHE



Campaign Results

Net sales **declined** 11% in 2023 due to “product acceptance challenges” despite the campaign

Athleta launched the “Power of She” Collective in 2023

As the brand’s first major campaign – it increased Brand Visibility

High engagement on social media (likes & comments) on posts with Biles.

Strengthened the message of female unity and empowerment.

In celebration of the first year of partnership, Simone Biles and Athleta launched Biles’ first signature collection

Created a shift in the company’s marketing strategy toward a more holistic and authentic approach

High Social Media Engagement



simonebiles and **athleta**
Original audio

simonebiles Making magic happen on set with Athleta. For me, this holiday season is all about embracing the moment with looks that let me stay on point and present. Go to @athleta IG page to shop my favorite looks. #PowerofShe #Athletapartner
Edited · 13w

q.u.e.e.nq You look so beautiful 🥰🥰🥰
12w 1 like Reply

artnjewelrybyreener Beautiful! ❤️ Every color is your color! 🥰
12w 1 like Reply
View replies (1)

mmslade1 Perfection! 🔥🔥🔥
11w 1 like Reply

54,676 likes
December 13, 2023

Add a comment... Post

54k Likes
300+ Comments

Q&A

Q. Do you feel that the influencer selected for the campaign matched well with the brand and the brand's target audience?

A. Yes, Simone Biles is a decorated gymnast. The campaign goes beyond her achievements to highlight her support system which aligns with Athleta's focus on women empowering women. Her intrigue as an influencer is well-matched to Athleta's target audience - women and girls interested in fitness, sports, and empowerment.

Q. Evaluate the quality of the content for the campaign.

A. The campaign has high-value content – images and videos - that features Biles with her peers, mentors, family and community through all aspects of her life – professional and private. This adds depth and authenticity to the campaign, showing what it takes to produce an athlete of her calibre. It aligns with the “Power of She” campaign theme of greatness achieved through a strong support system. The content was also visually appealing and emotionally poignant.



Q&A

Q. Do you feel that the campaign was credible or authentic?

A. Yes, by highlighting not only Simone but also the women who support her, the campaign achieved a high level of credibility and authenticity. It emphasized unity and genuine empowerment. It feels genuine and aligns with Athleta's brand image which would resonate with the target audience more than the average sports campaign.

Q. Do you feel that the campaign was effective in achieving its goals?

A. Somewhat, I believe the campaign helped Athleta in building a more positive brand image and connecting with a wider customer base of women. However, sales have suffered with the brand despite the campaign to the point where the brand ironically fired its female CEO Mary Beth Laughton and hired a male CEO, Chris Blakeslee which raised some eyebrows about 'How Powerful is She Really?' if a man needs to come in and save a female-led brand.



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