Brand Inventory

• Offers lifestyle and exercise clothing through using hi-tech, performance fabric technology – LJ Excel
• Offers a wide range of accessories to compliment activewear
• Stores in South Africa, USA, Australia
• Stock lists in Europe, Africa, Middle East
• Also available through David Jones concession stores and online

Accessories/Food
  • Bags
  • Books
  • Exercise mats
  • Gloves
  • Hats
  • Water Bottles
  • Health Food

Pants/Skirts/Skorts
  • Multi Length Pants
  • Skirts
  • Skorts
  • Tights

Shirts/Jackets/bras
  • Hoodies
  • Tanks
  • Shirts
  • Sports bras
  • Tops
Brand Inventory
Characteristics

- Emphasizes their ‘Move, Nourish, Believe’ mantra
- Has a relatable tag line of ‘Active living’
- Offers ‘Active Living Rooms’ – comprising of ‘move’ studio and the Nourish Café
- Brand personality through stylish and modern architecture with added focus on inspirational prints
Brand Inventory

Pricing: Lorna Jane adopts a premium pricing strategy

• Reassures consumers of high quality and tailor-to-fit guarantee

• Leading technology and expert craftsmanship
Analysis of Brand Inventory

Consumers perceptions

• Positive brand personality tends to grow brand equity

• Leading consumers believe Lorna Jane exudes a strong, sexy and stylish brand image
Analysis of Brand Inventory
Existing tools to increase brand equity

**Intrinsic activities** uniquely attributable to Lorna Jane:

- Content diversity: treating each social media channel like a different person, catering content to suit that particular channel.
- The Lorna Jane Social Hub: customer-centric office to monitor Lorna Jane’s social media activity in real-time and generate more interaction between the company and customers

**Analytics:**

- Radian 6: a tool for crisis management
- Hearis: allows administrative control over all Lorna Jane Facebook pages.
Analysis of Brand Inventory
Existing tools to increase brand equity

• **Extrinsic activities** uniquely attributable to Lorna Jane:

  Instagram marketing and content:
  • #NowMoveIt campaign: 3000 photos were tagged with the campaign hashtag
  • #LornaJane branded hashtag:

  • Move, Nourish, Believe Philosophy content
  • The philosophy is an umbrella of content and these three categories cascade below it.
Analysis of Brand Inventory
How brand equity may be better managed

• Constantly reinforcing the brand

• Introducing more product-related performance associations

• Constantly revitalizing Lorna Jane and introducing exciting products and campaigns such as a product expansion to gym equipment.

• Employing a brand migration strategy; showing and reminding customers that as they grow, the brand grows with them.
Analysis of Brand Inventory
Brand consistency

Lorna Jane products hold the same:

- Purpose: to motivate women to lead an active lifestyle
- Prices: premium prices, between $50-$200
- Distribution channels: online, in-store, David Jones Concession Stands, Active Living Rooms

Common branding methods include:

- Placement of Lorna Jane logo on products
- Placement of Lorna Jane inspirational slogans on products
- Lorna Jane brand attributes such as slogans, logos, colours and more are similar across all products and form the brand’s personality
Analysis of Brand Inventory
Undesirable redundancy

• Consumer susceptibility to inspirational quotes and the Move, Nourish, Believe slogan displayed on products

• 80% of consumers would favour Lorna Jane products more without the displaying of slogans.
Brand Exploratory
1. An abstract positioning:
- Motivational, lifestyle brand
- Alternative to global sportswear brands

2. Understands consumer culture:
- Recognises the body as an object of importance
- Brand mantra ‘Move, Nourish, Believe’ signifies active living is consistent with female empowerment
The brand leverages off of its founder:
Her story as a #girlboss and healthy living advocate

This has helped the Lorna Jane brand become:
The most prominent, motivational active wear brand in Australia
- The psychological benefits Lorna Jane strives to deliver are in harmony with consumer’s imagery of the brand.
Competitor Analysis

Why is the brand so salient with consumers?

‘SISTERHOOD’

- This is not as prevalent with their primary competitors
1,217,468
Kilometers cycled by Sisters world wide

COUNT ME IN
SEE WHO’S MOVING
Points-of-parity associations
(Core needs of the target market)

1. Functionality

1. Fabric technology innovation

1. On trend colourways and patterns
1. Advertising Strategy
- Digital influencers, that embody Lorna Jane lifestyle are strategically chosen for digital advertisements and lookbooks

How does this benefit the brand?
- Provides a platform in leveraging the influencers strong, favorable & unique associations for the brand’s gain
LORNA JANE
Welcome to the home of #ActiveLiving - be inspired to #MoveNourishBelieve EVERY DAY. Show us how you live active - tag lornajane to be featured❤️
lorna.link/ShopInsta

MADISON EDWARDS
SYDNEY, AUS 🌞🏖️🍛
Scoop SYD | Dally’s BRIS | Giant MELB
Snapchat - madiedwardssss
Email: - madi-edwards@hotmail.com
Points-of-difference

Lorna Jane understand purchase decision motivators within a specific market segment:

- Young, image conscious women who are active social media users

- This is why 50% of their marketing activities are spent on digital strategies

- Has maximized customer relevance and competitive distinctiveness
This strategy differs in the U.S.
Further points-of-difference

2. A consistent key message throughout branding and advertising

3. Active living rooms

MOVE, NOURISH, BELIEVE,
by Lorna Jane
Recommendations
Health food extension

- Taking the active living rooms to the next level by introducing brand extensions
- Can have first mover advantage with no other competitors looking towards this move as of yet

Selling Lorna Jane branded Health foods in:

GYMS

HEALTHFOOD STORES
Recommendations
LJ excel

Recommended that Lorna Jane market their LJ excel material on a larger scale
• Leveraging off Nike Dri-FIT current associations
• Lorna Jane will benefit from current brand awareness, meaningfulness and transferability
Recommendations
Collaborating limited edition ranges

Boosting sales and awareness of Limited edition ranges by Collaborating with health and fitness celebrity Kayla Itsines

- Co-branding with a big digital influencer with over 5.1 followers

- Kayla Itsines lives the Lora Jane active living lifestyle

- Co-Branding is a way to strengthen both brands simultaneously

- Kayla will help design new limited edition ranges to be sold

- Will help re-establish hype and boost sales of ranges
References

References

