

### Under Armour Women's Campaign Survey & Results

#### **Key objectives**

The objective of this survey was to see if the new Under Armour women's campaign I WILL WHAT I WANT with Misty Copeland and Giselle Bundchen has an effect on purchasers of athletic apparel, particularly with females.

Though Under Armour has long been known for ultra-masculine commercials featuring football players, the new campaign...aims to rebrand the athletic company as a place where empowered women can shop for high-endurance and fashionable gear. It's a smart move for Under Armour: they currently only make 30% of their sales to women, even though women-focused yoga brands like Lululemon Athletic are raking in \$1.6 million per year. Under Armour hopes its new campaign will help it to cannibalize Lululemon and Nike's yoga pants and women's sneaker sales (Dockterman, 2014).

This survey focuses only on the Misty Copeland and Giselle Bundchen commercials, even though there are four other women taking part in Under Armour's I WILL WHAT I WANT campaign. Copeland and Bundchen are the first two commercials that came out for this campaign and they are the ones that have had the most press. They are also not the typical athlete that Under Armour, and its competitors tend to focus on,, which makes these commercials a different selling point for Under Armour.

#### **Methodology**

A total of eighteen questions, some with sub-questions, were asked in this survey. There were nine nominal questions, two ordinal questions, and eleven interval questions, including demographics and sub-questions. The survey began with a qualifying question about gender. Both men and women were sampled, with the hope to compare the genders on the factors that go into purchase decision making as well as participant viewpoints of the Under Armour commercials. Following the qualifying question, broad questions about the participant's activity level, purchase frequency, favorite brands, and brand attributes were asked in order to understand decision making preferences to purchase athletic apparel. Each participant was then asked if it was important or unimportant in their purchasing decisions for a brand to be woman friendly and whether the participant was familiar with the new Under Armour campaign before getting into the detailed questions on the campaign. Each participant was then asked to view each commercial, one of Copeland and one of Bundchen, and answer the corresponding questions. Finally, a set of demographic questions were asked to finish out the survey. Questions were kept close-ended and neutral.

#### **Results**

A total of 40 participants completed the survey: 57.5% female and 42.5% male. 40% of the survey participants are very active, working out 6-7 times per week which correlates nicely with the 37.5% of participants who wear athletic apparel 6-7 times per week. 40% of participants purchase athletic apparel once or twice a year, as well as 40% of participants purchase about once a quarter. Adding the 32.5% of participants who work out 2-5 days per week to the 40% who work out 6-7 times a week, this suggests that there seems to be some correlation between how often one works out to how often one purchases athletic apparel. The survey also asked participants to rank their top three favorite athletic apparel brands, which resulted in the top three being Nike (75%), Under Armour (62.5%), and Other (32.5%). Adidas came in fourth with 27.5%. Then the participants were asked to rank the athletic apparel brands from most likely to purchase (1) to least likely to purchase (11). The results showed that Nike (2.40/11), Under Armour (3.58/11), and Adidas (4.23/11) were the top brands consumers are most likely to purchase. Next, the participants were asked how significant, if at all are certain brand attributes to their purchasing decision for athletic apparel. The top three attributes were comfort (3.79/4), reliable (3.79/4), and trustworthiness (3.70/4), followed by performance driven (3.59/4), strong (3.56/4), pricing

(3.53/4), and innovative (3.15/4). The attribute of a brand being woman friendly was a 2.48/11 meaning it is somewhere between insignificant to neutral to the participants purchasing decision. However, nineteen participants stated a brand being woman friendly was significant or very significant to their purchase decision for athletic apparel. A total of twenty-three women completed the survey. It would be interesting to see how many of the nineteen participants who said a brand being woman friend was important to their purchasing decision were in fact female, since that is the target demographic for the Under Armour campaign. However, only fifteen responses on the following question, "How important or unimportant is it in your purchase decision for an apparel brand to be pro-woman or woman friendly?" were marked as important or very important. There's a slight discrepancy in these two questions. The top brands seen as woman friendly (1 being the most woman friendly to 11 being the least women friendly) were Nike (3.05/11), Lululemon Athletica (4.20/11), and Adidas (4.53/11), followed by The North Face (4.55/11) and Under Armour (4.90/11). 62.5% of the respondents were not at all familiar with Under Armour's I WILL WHAT I WANT campaign. After watching the ads for Misty Copeland and Giselle Bundchen, the participants were asked to rank each brand attribute and how well it is portrayed in the ads. Both ads portrayed the brand being woman friendly (4.50/5 - Copeland and 4.30/5 - Bundchen) as the top attribute followed by strong (3.90/5 - Copeland and 4.18/5 - Bundchen), performance driven (4.05/5 - Copeland and 4.15/5 - Bundchen), cool or trendy (3.50/5 - Copeland and 3.38/5 - Bundchen), trustworthy (3.55/5 - Copeland and 3.30/5 - Bundchen), reliable (3.38/5 - Copeland and 3.55/5 - Bundchen), and comfort (3.38/5 - Copeland and 3.48/5 - Bundchen). This shows that both ads are consistent with the message of the campaign and how they are perceived by viewers. The respondents also stated that both videos were either effective or very effective in portraying a pro-woman/woman friendly brand (90% Copeland and 85% Bundchen). Almost 50% of respondents had a positive change in perception for the Under Armour brand after watching the Copeland and Bundchen ads. However, only 32.5% are more likely to purchase Under Armour after watching the video. 35% were neutral in their purchase behavior for Under Armour after watching the video. From the demographics, the majority of respondents (87.5%) were between 18 and 34 years old.

### **Recommendations and takeaways**

From the results of this survey, it seems that Under Armour is changing the perception of the brand through the I WILL WHAT I WANT campaign to being a more women-focused brand, but it still has not turned all of those changes in perception into changes in purchase decision making. Kwiksurvey's free version, the program used to conduct this survey, does not allow to filter results, so a look specifically at the female respondents versus the male respondents was not possible in this particular analysis. However, to expand the analysis further, it is recommended to split the survey by gender to compare the differences of responses between males and females, especially since the I WILL WHAT I WANT ads target females. It would also be advised to include the other women celebrities represented in this campaign because they are true athletes (Lindsay Vonn – Downhill Ski, Sloane Stephens – Tennis, Kelley O'Hara – Soccer, Brianna Cope – Surfing). Furthermore, it would be interesting to see how participants view each of the I WILL WHAT I WANT women as role models/spokeswomen for the campaign and to see if the female participants relate to each I WILL WHAT I WANT spokeswoman. It would also be advised to get a more diverse sample of participants based on location since the majority of respondents were living in Illinois. This survey could be expanded further by focusing on international markets as well. Finally, it is recommended to incorporate woman-specific descriptors/questions for the ads and the spokeswomen into the survey in order to bring more depth into how the ads and spokeswomen are perceived by the target audience. For example, descriptors using the terms empowered, strong, healthy, active, fit, etc to describe how the ad represents women, how it makes women feel, and how the participants view the spokeswomen would probably better clarify what a woman-friendly or pro-woman ad means.

## Works Cited

Dockterman, E. (2014, September 4). *Watch Gisele Bündchen Kick Butt in This New Under Armour Commercial*. Retrieved October 27, 2014, from TIME INC. NETWORK: <http://time.com/3269386/gisele-bundchen-under-armour-commercial/>