

A photograph of five women of diverse ethnicities posing together against a brick wall. They are wearing athletic or casual clothing. The image is tilted diagonally. The woman on the far left has a large afro and is wearing a black top. The woman next to her has long dark hair and is wearing a light green top. The woman in the center has long dark hair and is wearing a white top. The woman next to her has curly dark hair and is wearing a pink top. The woman on the far right has long dark hair and is wearing a light pink top.

ONSET
BE ACTIVE. STAY POSITIVE.

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MARKETING 553 PROJECT 2

A background image of four women in athletic wear. The woman on the far left is wearing a black sports bra and black leggings with a white headband. The woman next to her is wearing a black sports bra and black shorts. The woman in the center is wearing a black sports bra and black shorts. The woman on the far right is wearing a white long-sleeved crop top and black shorts. The entire image is overlaid with a semi-transparent grey rectangle containing text.

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ONSET is an athletic wear brand created by youtuber LESDOMAKEUP. The brand was created to help woman embrace themselves in all forms. This is done by creating athletic wear that helps women feel confident and comfortable.

Brand Checklist

Pragmatic

- Sold online through its existing ONSET website
- Have exclusive drops and once one given drop is sold out they come back with a new one. Occasionally ONSET will bring back previous drops based on customer demand
- Given that it's sold through one medium they could be missing customers

Inspiring

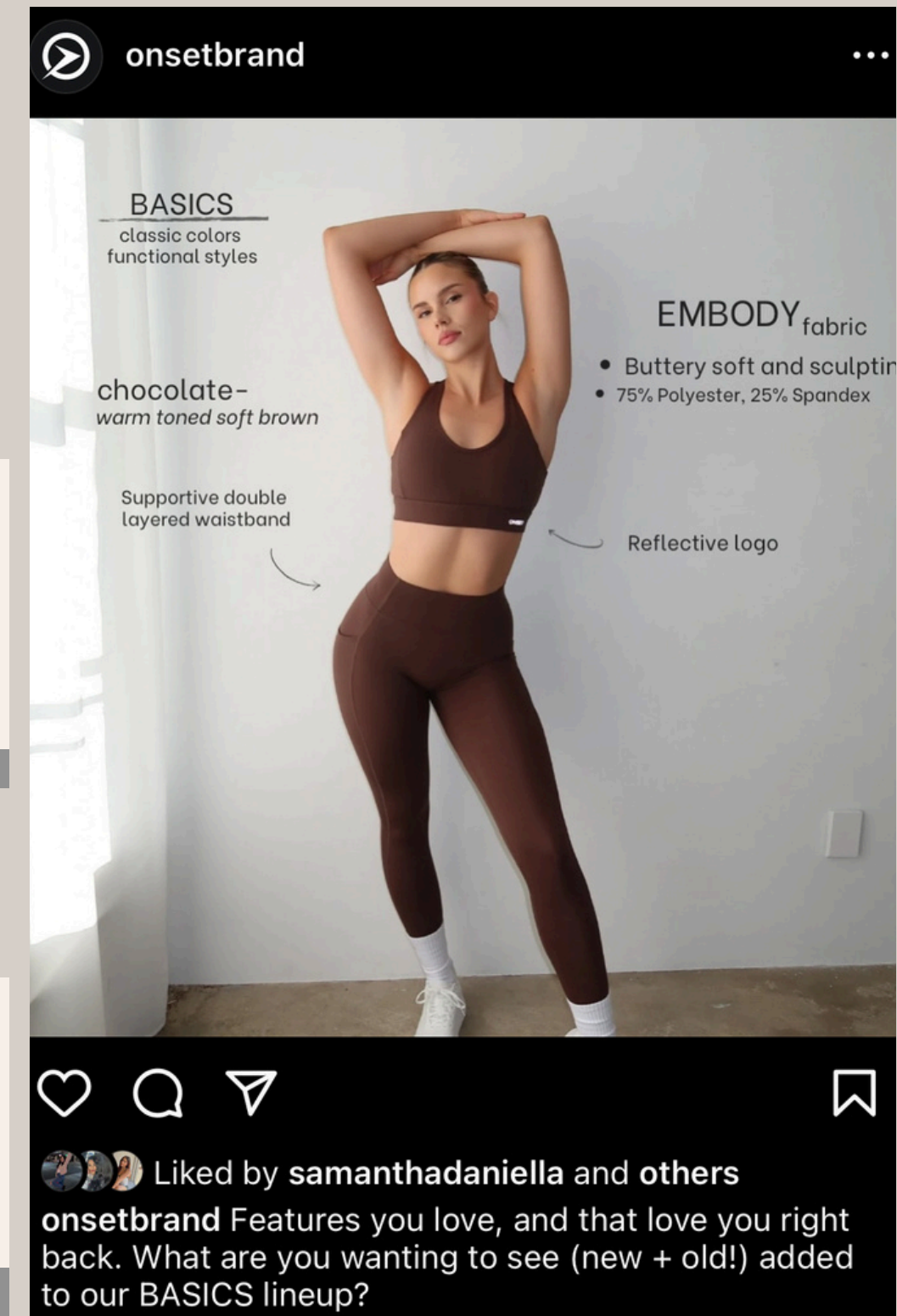
- ONSET'S branding is focused on empowering the everyday woman, they do this by creating clothes that woman feel good in
- This is communicated on their social media accounts
- They can also further communicate this idea with more thought out campaigns and quality pictures

Customer-Focused

- ONSET is currently aimed at not only the gym goer, the hardworking mom, and the student
- Have aimed their product to help woman feel confident in any activity that they're taking on
- Targeting many markets, it might be smart to focus on each group through different campaigns

Innovative

- ONSET focuses on comfort in their clothing
- Their active wear is made up of an array of colors with each article of clothing having features like EMBODY fabric which is buttery soft and helps sculpt the body
- Also have seamless sides, glute contouring V-back seams, and reflective logo on back waistband
- These features need to be further communicated to differentiate themselves from competitors





REBRANDING THE INSPO

ATHLETA

- Local store events
- Ambassadors
- Online community platform
- Social media engagement
- Collaborations and partnerships
- Community giving



lululemon



INCORPORATION

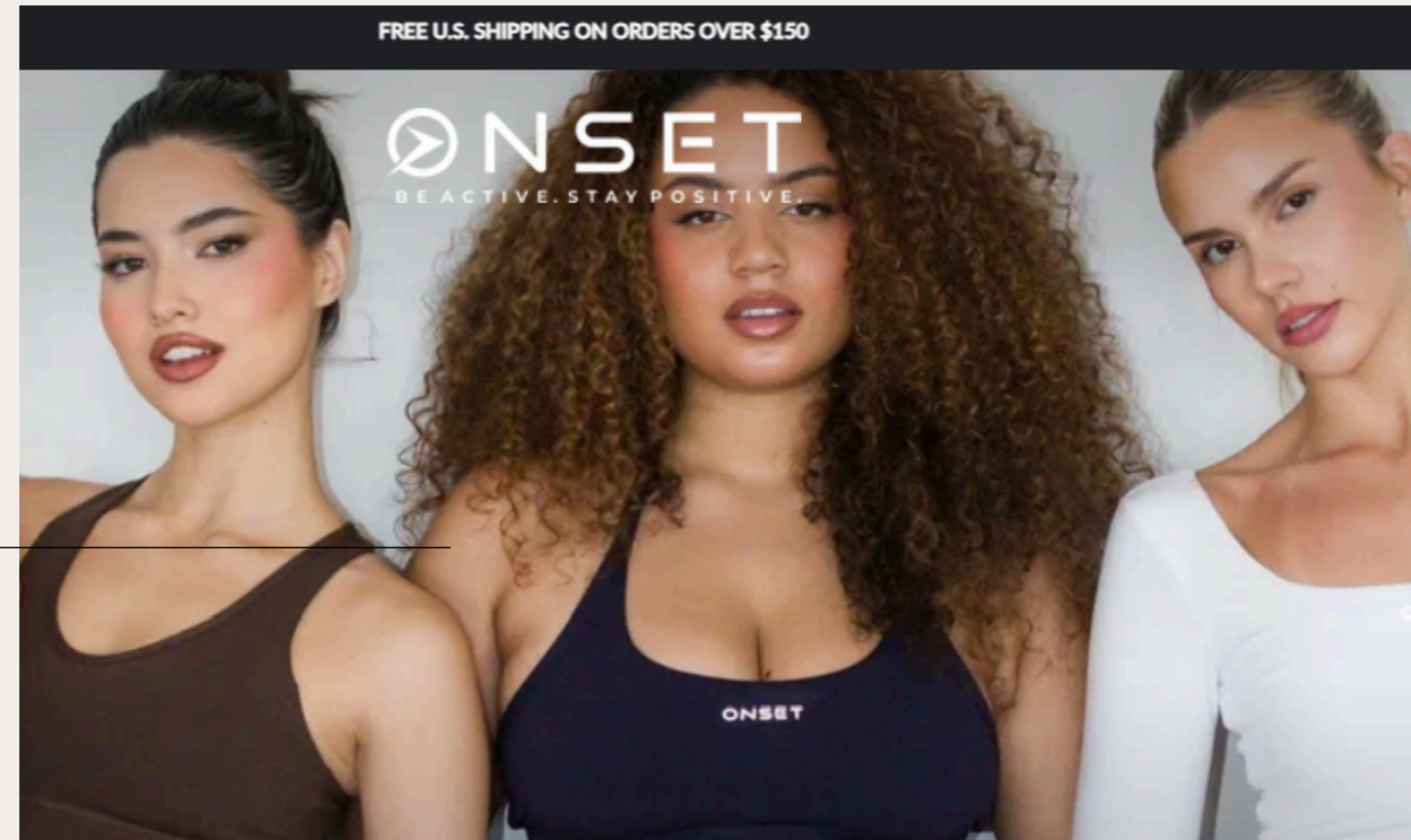
- Focus on a more specific segment per campaign – Students!
- Foster a strong community of students by providing platforms for connection, engagement, and mutual support – both online and offline.
- Taking inspiration from Athleta and Lululemon, key initiatives include campus events/workshops, online community forums, student ambassadors, social media engagement, collaborations with student influencers, and community outreach programs.
- Cultivate a sense of belonging and empower students on their journeys of personal growth and wellness.





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REBRANDING STRATEGIES



Pro-social

Digital

Community

PRO-SOCIAL MARKETING STRATEGY: “EMPOWER HER”



Cause

Focuses on supporting girls' education and empowerment, aligning with ONSET's commitment to empowering women and promoting active lifestyles.

Event

ONSET organizes a community service event where customers and team members come together to assemble care packages for girls in need.

Strategy

Partner with a non-profit organization and then a specific product line or collection is designated for the strategy, with a portion of proceeds from sales going directly to the nonprofit.

Impact

The strategy aims to raise awareness about the challenges facing girls' education globally. This will help ONSET strengthen its brand reputation as a socially responsible company.

DIGITAL MARKETING STRATEGY: ONSET FITNESS APP



Features

ONSET Fitness App that include personalized workout plans, progress tracking, access to live-streamed fitness classes to enhance the active lifestyle of its users

Engagement Strategies

Once the app is live, ONSET incentivizes downloads and usage through exclusive rewards and challenges.

Strategy

Upon app's release, ONSET collaborates with fitness influencers and lifestyle bloggers to generate buzz and excitement. Teaser hint at the app's features and benefits, encouraging followers to sign up for early access.

Long-Term Impact

The app becomes a central hub for the ONSET community, fostering ongoing engagement and interaction, reinforcing brand loyalty and driving brand advocacy.

COMMUNITY MARKETING CAMPAIGN:

“ONSET POP-UP & WORKOUT”

An Onset Bus on a college campus

- Target Audience: Female college students
- What it offers: fitness classes, free giveaways, drinks, interactive tabling

The Goal: allow students to learn about the brand and their clothing/products in an interactive environment



COMMUNITY MARKETING CAMPAIGN:

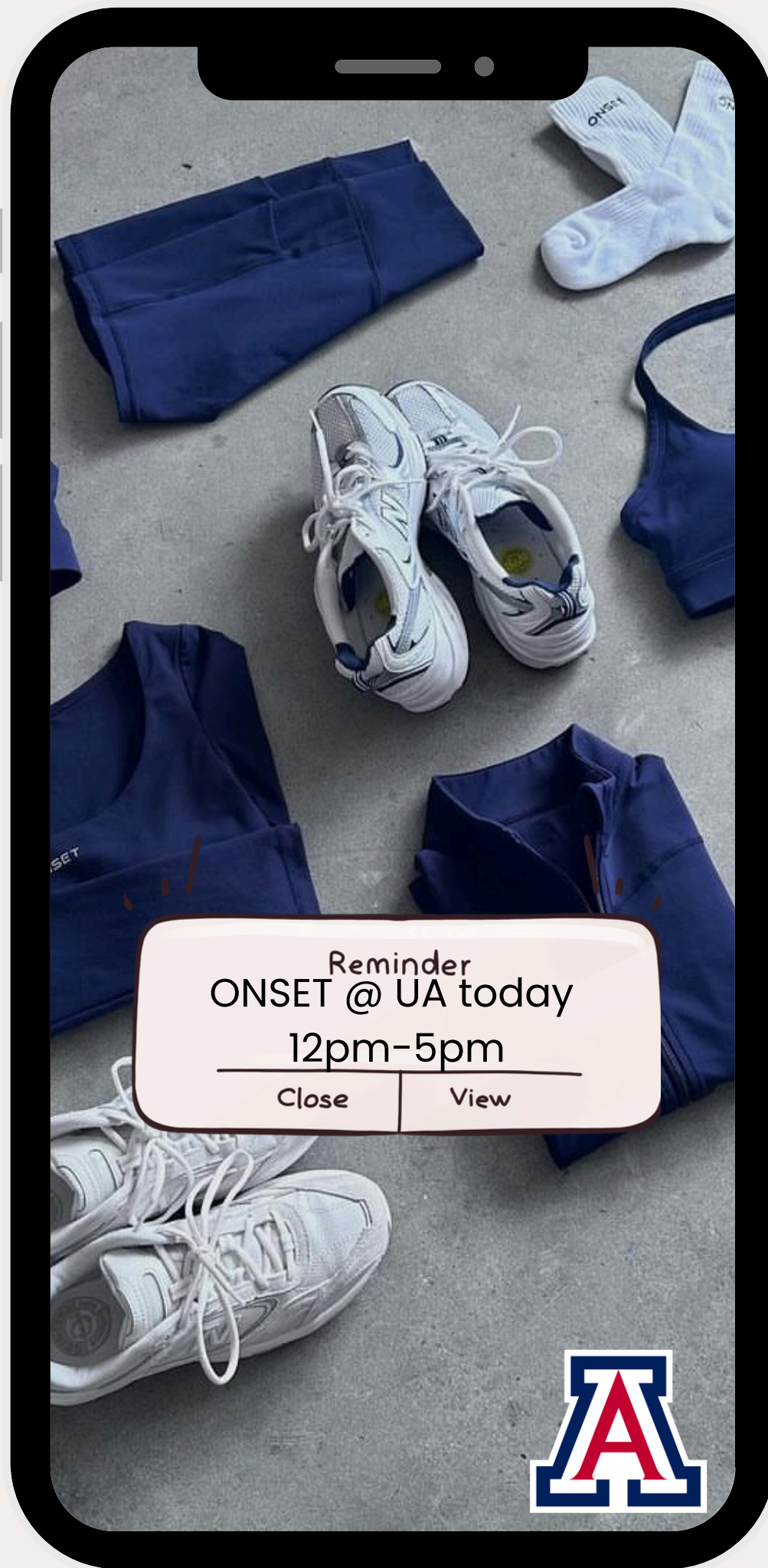
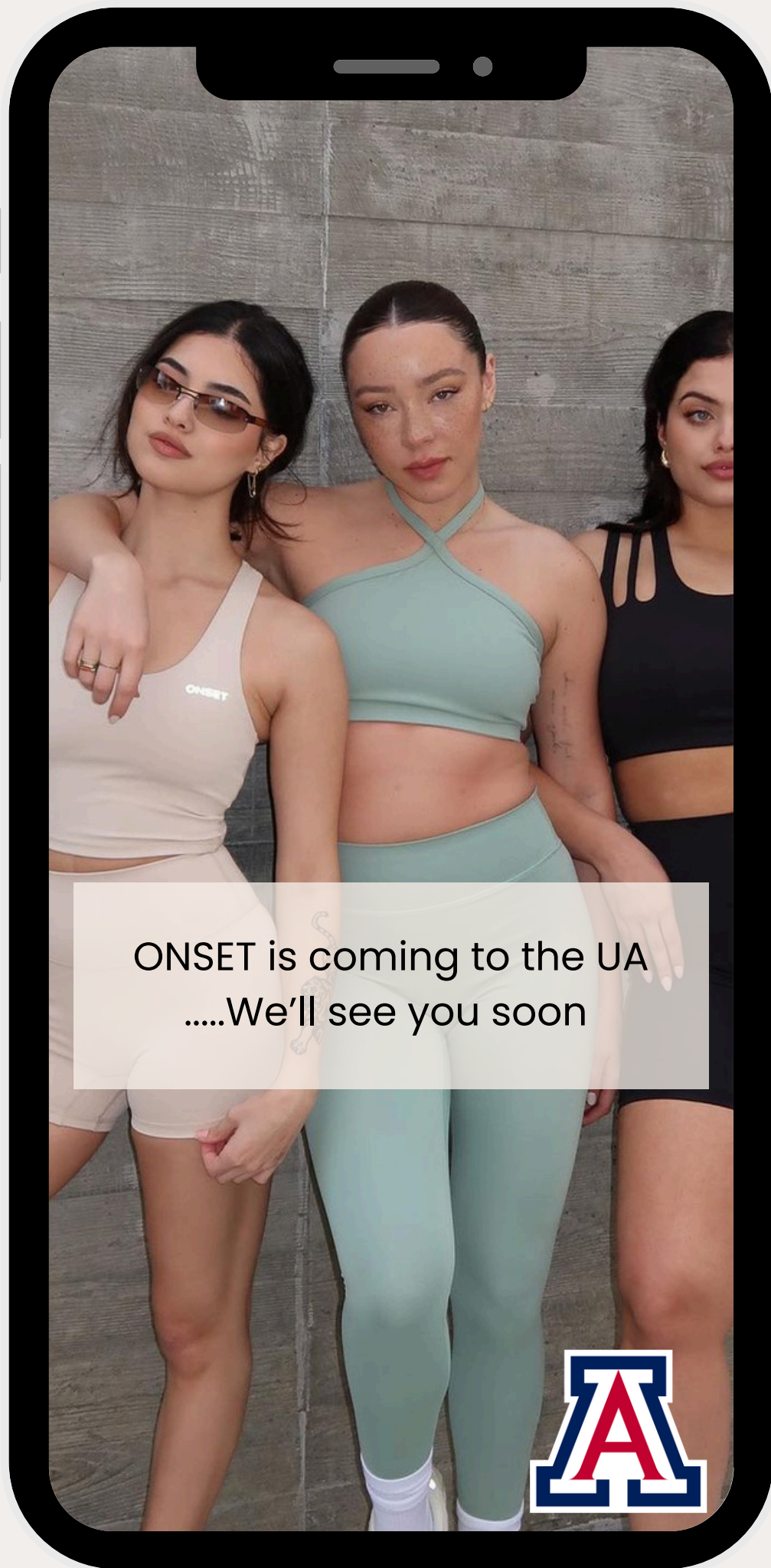
“ONSET POP-UP & WORKOUT”

At the ONSET pop-up there would also be a Yoga Class offered. This Yoga class would take place in each college’s recreational center at different times of the day.

The Yoga class would give consumers a chance to interact within the community. The ambassadors of ONSET would be teaching the class wearing ONSET so it would be a first hand experience of how functional their athletic wear is.

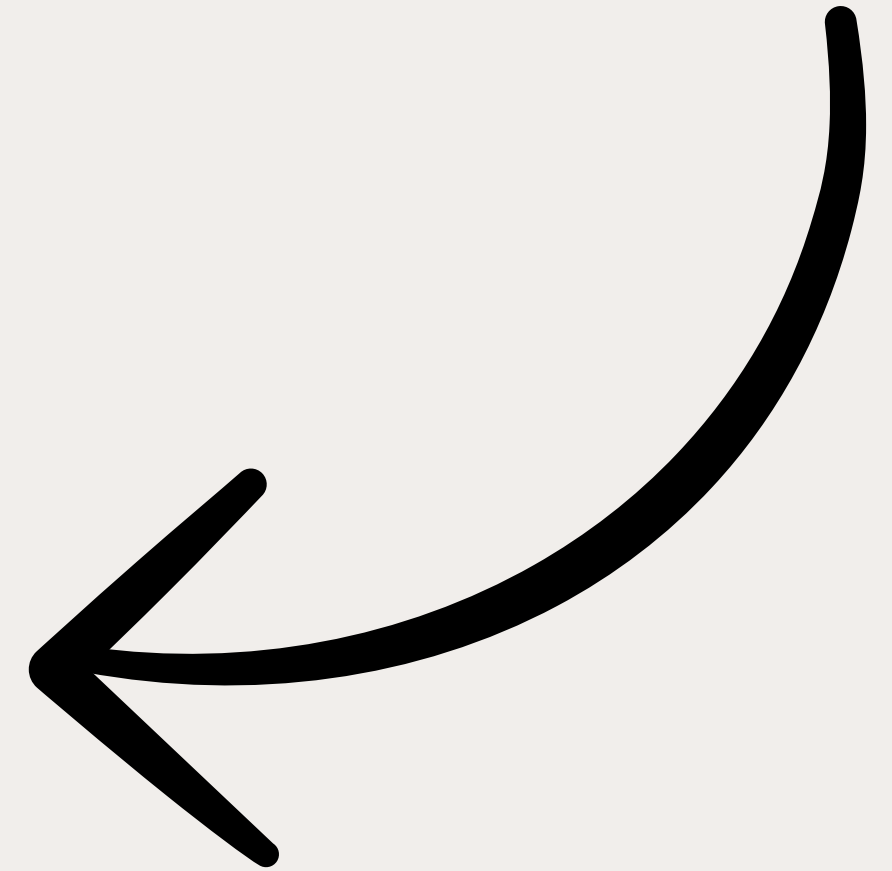


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ONSET POP-UP & WORKOUT

Social Media Mock-up





Thank you!
Questions?

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RESOURCES

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