

PRL 214: Writing for PR: Media and Message

Spring 2025

S.I. Newhouse School of Public Communications at Syracuse University

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Disclaimer:

This portfolio contains mock research, campaigns, and content created as part of a class project.

The brand Lululemon was selected for academic purposes only. All ideas, strategies, and materials presented are entirely fictional and are not affiliated with, endorsed by, or created in partnership with Lululemon Athletica. The following work, entirely done by Arianna Savino, was developed solely for educational use during the semester.

Audience Persona Assignment

Citations

- <https://exposureinja.com/blog/lululemon-marketing-strategy/>
- <https://www.forbes.com/sites/pamdanziger/2019/04/05/lululemons-2018-results-were-astounding-but-can-it-do-it-again-in-2019/>
- <https://thestrategystory.com/blog/lululemon-swt-analysis/>
- <https://eightception.com/lululemon-target-market/>
- <https://www.start.io/blog/lululemon-target-market-analysis-customer-demographics-marketing-strategy-main-competitors/>

Sienna Hayes

Age: 26

Gender: female

Location: New York City

About

Sienna Hayes is a 25-year-old female Pilates instructor at Lifetime Gym in downtown New York City. Affluent and residing in a high-end neighborhood in Manhattan, Sienna enjoys an active lifestyle centered around wellness and fitness. Her household income reflects her access to premium brands, aligning with her frequent consumption of Lululemon products, known for their quality and status appeal. Sienna's goals are to assist people in maintaining their health, lose weight, and achieve their wellness goals. Politically, Sienna identifies as socially progressive. She holds a bachelor's degree in nutrition, which supports her career in fitness instruction. Sienna is single, with no children. Her life reflects a balance of professional achievement, personal wellness, and luxury.

Personality

- Health conscious
- Independent
- Trendy
- Feminine
- Goal-oriented
- Driven
- Intelligent

Pain points

- **Schedule** - Sienna's job requires her to wake up early, around 5:00 AM. Because of this, she also sleeps early, around 9:00 PM. This leaves very little time for in-person shopping, excluding her from in-store experiences
- **Price** - Although Sienna is not financially stressed, she prefers to spend her money on healthy meals rather than clothing. However, she does not mind the occasional splurge.



Social media use



Sienna is a regular Instagram, TikTok, and Facebook consumer. She spends about four hours a day on her Apple iPhone, typically in the evening. She enjoys watching "get ready with me" (GRWM) videos, as well as workout videos and healthy recipes. Sienna is always up-to-date on the latest fashion trends because she enjoys browsing on clothing websites. Her favorite online presence is Kourtney Kardashian's wellness brand, 'Poosh'. Her favorite influencer is Angie Caruso @healthfulradiance and Halley Kate @halleykmcg



Lululemon Athletica Inc.

1818 Cornwall Ave, Vancouver BC V6J 1C7

lululemon.com

Fact sheet: Lululemon celebrates 25 years

VANCOUVER, Canada., Nov. 9, 2025 – Lululemon Athletica is offering pop-up shops to celebrate its 25-year anniversary. Giving back to customers is

What

- The temporary shops will include interactive elements such as live fitness demonstrations, apparel giveaways and mindfulness workshops. Shoppers will receive exclusive discounts and have access to anniversary-branded accessories, including water bottles, yoga mats and tote bags.

When

- The pop-up shops open on Nov. 9, 2025, at 10 a.m.

Where

- Locations include high-demand areas for Lululemon products, such as Vancouver, New York City, San Francisco and Chicago.

Quotes

- “For 25 years, lululemon has been committed to fostering wellness and community,” said Calvin McDonald, lululemon’s CEO. “Celebrating this milestone in Vancouver, where it all began, reflects our gratitude to the people who have supported us on this journey.”
- “Our mission has always been to elevate the lives of those in our community through movement and mindfulness,” said Sarah Wong, a store manager in Vancouver. “This celebration is a way to give back and continue building those connections.”

About Lululemon

Lululemon is a global athletic apparel brand known for its high-quality products designed for active lifestyles. Founded in 1998, it specializes in performance gear for yoga, running, training and leisure, combining functionality with stylish design. The company is dedicated to supporting wellness, health and personal growth while building inclusive communities.

Contact Information

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1818 Cornwall Ave, Vancouver BC V6J 1C7

lululemon.com

FOR IMMEDIATE RELEASE

Lululemon Celebrates 25 Years with Exclusive Pop-Up Experiences

VANCOUVER, Canada, Nov. 9, 2025 – Lululemon Athletica is celebrating its 25th anniversary with a series of exclusive pop-up shops in major cities across North America. These temporary stores will offer customers a unique opportunity to engage with the brand and its values through interactive experiences and exclusive anniversary merchandise. The pop-up shops will open at 10 a.m. on Nov. 9, 2025, in high-demand locations for Lululemon products, including Vancouver, New York City, San Francisco and Chicago. Each location will host live fitness demonstrations led by a fitness instructor, mindfulness workshops to promote mental well-being and giveaways featuring Lululemon's signature high-quality and stylish apparel. Shoppers will enjoy special discounts and access to limited-edition, anniversary-branded merchandise and accessories. These goods include water bottles, yoga mats, tote bags and special edition apparel. These events aim to bring together Lululemon's community of customers, fitness enthusiasts and wellness advocates to celebrate 25 years of movement and mindfulness. Lululemon recognizes that this milestone would not have been possible without the loyalty of the Lululemon family.

"For 25 years, Lululemon has been committed to fostering wellness and community," said Calvin McDonald, Lululemon's CEO. "Celebrating this milestone in Vancouver, where it all began, reflects our gratitude to the people who have supported us on this journey."

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Contact Information

Arianna Savino, Public Relations Professional

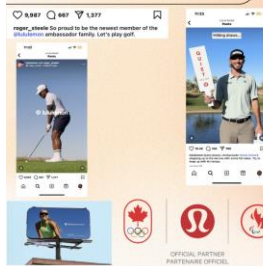
arsavino@syr.edu

Lululemon PESO Analysis



Arianna Savino

Paid Media



- **ADS** - TARGET USERS SEARCHING FOR ACTIVEWEAR WITH PAID SEARCH RESULTS.
- **PARTNERSHIPS AND AMBASSADOR PROGRA** - PAYING INFLUENCERS AND ATHLETES TO WEAR LULULEMON GEAR AT BIG EVENTS OR ON SOCIAL MEDIA.
- **EVENT SPONSORSHIPS**: SPONSORING MARATHONS, YOGA RETREATS, AND FITNESS FESTIVALS TO GAIN EXPOSURE.

Owned Media



- **WEBSITE & BLOG**: HOSTING A BLOG WITH FITNESS TIPS, YOGA GUIDES, AND LIFESTYLE ADVICE.
- **EMAIL MARKETING**: SENDING EXCLUSIVE MEMBER DISCOUNTS AND WORKOUT CONTENT TO SUBSCRIBERS.
- **LULULEMON APP**: PROVIDING DIGITAL WORKOUT SESSIONS AND MINDFULNESS CONTENT TO ENGAGE CUSTOMERS.
- **PODCAST OR YOUTUBE CONTENT**: CREATING BRANDED CONTENT FEATURING WELLNESS EXPERTS, TRAINERS, AND LULULEMON AMBASSADORS.

Earned Media



- **PRESS FEATURES**: BEING HIGHLIGHTED IN FORBES, WOMEN'S HEALTH, OR GQ FOR INNOVATIVE APPAREL TECHNOLOGY.
- **PRODUCT REVIEWS**: GAINING ORGANIC REVIEWS FROM FASHION AND FITNESS BLOGGERS WHO RAVE ABOUT THE BRAND'S QUALITY.
- **WORD OF MOUTH**: CUSTOMERS RECOMMENDING LULULEMON DUE TO PRODUCT DURABILITY AND COMFORT.

Shared Media



- **HASHTAG CAMPAIGNS**: ENCOURAGING USERS TO POST THEIR WORKOUT OUTFITS WITH HASHTAGS LIKE #THEWEATLIFE.
- **USER-GENERATED CONTENT**: FEATURING CUSTOMER WORKOUT VIDEOS ON LULULEMON'S INSTAGRAM STORIES.
- **COMMUNITY GROUPS**: MANAGING FACEBOOK GROUPS OR DISCORD CHANNELS FOR FITNESS ENTHUSIASTS TO CONNECT.

Lululemon diversity analysis



Diversity

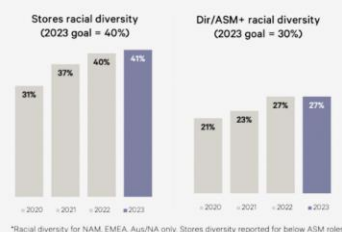
[Lululemon DEIA statement](#)
[Lululemon diversity report](#)

Hiring & Promotion:

- Commits to increasing POC representation in store and leadership roles.
- Establishes hiring goals to improve workplace diversity.

Programs & Partnerships:

- IDEA (Inclusion, Diversity, Equity & Action) Global Program focuses on workforce diversity. (2020)
- Partners with Black Talent Initiative and Ascend Leadership for POC leadership development.



Equity

[Lululemon DEIA statement](#)
[Lululemon IDEA program](#)

Fair opportunity measures:

- Conducts pay equity analysis to ensure fair wages.
- Increases BIPOC representation in managerial roles.
- Supports minority- and women-owned businesses through a supplier diversity initiative.

Disparities:

- Criticized for lack of plus-size representation in leadership and apparel.

Inclusion

[Lululemon DEIA statement](#)
[Lululemon social impact report](#)

Inclusive culture strategies:

- Offers Employee Resource Groups (ERGs) for women, LGBTQ+ and POC employees and professionals.
- Requires unconscious bias and anti-racism training for employees.

Policies on belonging:

- Provides the “Be Well” program for employee mental health support.
- Conducts quarterly feedback sessions to assess workplace inclusion.

Accessibility

[Lululemon DEIA statement](#)
[Lululemon accessibility commitments](#)

Physical, Digital & Financial Accessibility:

- Conducts retail accessibility audits to improve store layouts.
- Optimizes website and digital platforms for screen readers and keyboard navigation.
- Provides discount programs for instructors and community leaders to promote affordability.

Product & Workplace Accessibility:

- Expands extended sizing, but adaptive activewear is limited.
- Works toward a more inclusive retail and work environment.

Corporate social responsibility (CSR) pitch – “Mindful Moves” Mental Health Program

Problem:

Young people face mental health challenges, yet lack access to mindfulness-based fitness programs.

Solution:

- Mindfulness in schools: Sponsor school-based yoga and meditation programs, offering free training for students and teachers.
- Mental health scholarships: Provide funding for POC and low-income students to access wellness retreats and fitness classes.
- Teen-focused activewear line: Launch a youth-sized collection featuring positive affirmations and self-care messaging.

Impact:

- Aligns with Lululemon’s Centre for Social Impact and mental health advocacy.
- Builds brand loyalty among younger consumers and their families.
- Positions Lululemon as a wellness leader in youth mental health support.

Contact list:

Outlet: Women's Wear Daily (WWD)

Name: Rosemary Feitelberg

Role/Title: Senior Editor, Activewear and Retail

Email: rfeitelberg@wwd.com

Outlet: Vogue Business

Name: Maghan McDowell

Role/Title: Senior Innovation Editor

Email: maghan_mcdowell@voguebusiness.com

Outlet: Business Insider

Name: Bethany Biron

Role/Title: Senior Retail Correspondent

Email: bbiron@businessinsider.com

Outlet: Forbes

Name: Pamela N. Danziger

Role/Title: Senior Contributor, Retail and Luxury

Email: pdanziger@forbes.com

Outlet: Fashionista

Name: Steph Saltzman

Role/Title: Beauty and Wellness Director

Email: steph@fashionista.com

Pitch:

To: rfeitelberg@wwd.com

Subject: Exclusive CEO Interview: Lululemon's Next Chapter in Sustainable Activewear

Dear Rosemary,

I've long admired your in-depth coverage of activewear and retail innovation at *WWD*, especially your insights on the evolving role of sustainability in performance apparel. Your recent piece on eco-conscious shifts in the industry was particularly compelling.

As Lululemon celebrates a milestone anniversary, we're launching a major sustainability initiative that pushes the boundaries of eco-friendly performance wear. This new development enhances our commitment to cutting-edge design, responsible production, and elevating the athlete experience. Given your expertise, **we'd love to offer you an exclusive interview with CEO Calvin McDonald to discuss our latest advancements and the future of sustainable activewear.**

Would you be open to a conversation next week? I'd be happy to coordinate a time that works best for you and provide additional details. Let me know how we can make this work.

Best,

Arianna Savino, Lululemon Athletica PR

Arsavino@syr.edu



Discover Lululemon's new dance-inspired collection with Tate McRae



Dear Valued Customers,

Today, we're thrilled to announce a partnership with the incredibly talented **Tate McRae**, a Canadian artist whose passion for dance and music has inspired millions worldwide.

In celebration of her new album, we're launching an exclusive collaboration—a dance-inspired clothing line designed for both style and performance. This collection combines Tate's creative energy with Lululemon's dedication to comfort, flexibility, and high-performance gear.

As part of this partnership, **10% of all sales will go towards providing dance classes for underprivileged children**, helping make dance accessible to young minds who need it most. We are proud to support this important cause and to be part of Tate's journey.

We invite you to experience the collection, designed to move as you do. **Shop now and make a difference** in the lives of children while elevating your performance in style.

Thank you for supporting our continued efforts to bring you the best in activewear. We can't wait to see how you move in our new line.



[SHOP NOW](#)



Warm regards,
Calvin McDonald
Founder & CEO, Lululemon
gec@lululemon.com

This email was sent to {{ contact.EMAIL }}.
You've received this email because you've subscribed to our newsletter.

[Unsubscribe](#)

The following information is not intended to be factual but is part of a class writing assignment in (insert month and year) at the S.I. Newhouse School of Public Communications, Syracuse University. All information is intended to be sourced appropriately.

The future of journalism: Newhouse merges BDJ and MDJ majors

By Arianna Savino

In an era where breaking news spreads on TikTok as quickly as it does on television, journalism is evolving—and so is the S.I. Newhouse School of Public Communications.

For decades, aspiring journalists at Syracuse University had to choose between broadcast and digital journalism or magazine, news and digital journalism. Now, Newhouse is merging the two programs into a single journalism major.

The bachelor of science program aims to strengthen the curriculum, ensuring students are well-equipped to explore various aspects of journalism. The current majors will no longer accept applicants after the fall 2024 admissions cycle. The merger takes effect with the incoming freshman class of fall 2025. Newhouse anticipates that the change will attract more prospective students, while the overall application process remains unchanged. Students, faculty and alumni feel confident about merger. Arlety Gonzalez, a Newhouse alumna who now reports for Telemundo, believes the shift reflects the modern media landscape.



“Students should be ready for the modern world of journalism. Digital is everywhere, and we need to learn to wear multiple hats,” said Gonzalez, who graduated from the BDJ program in 2016. Gonzalez recalled her experience in the program as immersive and comprehensive, saying she felt well-prepared for the industry.

“When you go on Facebook and Instagram, you see we live in a very fast-paced world. Not everyone is opening the video broadcast, but they still read the story,” she said. She believes merging the two majors will equip students with a versatile skill set, preparing them for the future of journalism.

Although the two separate programs will no longer exist, students can still choose either the MND or BDJ track within the journalism major while gaining skills in both areas. “These different areas of journalism are so intertwined today that you need to be able to reinforce that within your curriculum, and you also need to be able to make that clear that you are doing so to external audiences,” said Dean Lodato to [The Daily Orange](#).

It will take time to understand how this change will shape the future of Syracuse University. With the rapid rise of digital media, it is crucial to reassess what students need to learn to succeed in the industry. “Newhouse is equipped with the best journalism professors you can have. We have to trust that Newhouse and Syracuse University is doing what is best,” said Gonzalez.

Source: Arlety Gonzalez, Arlety3324@gmail.com, interviewed on March 31, 2025, 12:00 PM

PUBLIC RELATIONS IN SUPERBOWL LIX

ARIANNA SAVINO

PRL214

SIGNIFICANCE OF THE SUPER BOWL AS A PR PLATFORM

Viewership

- The Super Bowl consistently draws one of the largest audiences in America, making it an ideal platform to reach a diverse number of potential customers at once

Engagement

- People actively pay attention to Super Bowl commercials, discuss them on social media, leading to increased engagement and brand awareness

Creative freedom

- Brands can utilize the Super Bowl stage to produce high-quality, creative, and often humorous commercials that stand out from regular advertising

Cultural impact

- Super Bowl ads often become pop culture moments, with memorable storylines and celebrity appearances enhancing brand recognition

PRE-GAME PR STRATEGIES

Early Campaign Launches

- Creating buzz around the ad prior to the game through social media, influencer partnerships, and press releases

Celebrity Endorsements & Partnerships

- Utilizing famous platforms to help boost excitement

Social Media Teasers

- Dropping hints to build anticipation



IN-GAME PR STRATEGIES

Commercial Themes

- Humor and positivity are dominant themes

Nostalgia and Patriotism

- Brands tapping into nostalgic and patriotic sentiments

Ethos Pathos Logos

- Utilizing emotion, credibility, and numbers to build audience trust



[Rocket Superbowl Ad](#)

POST-GAME PR STRATEGIES

Social Media Engagement

- Brands extending campaigns online
- Measuring engagement and reach

News and Media Coverage

- Securing headlines after the event
- Strategies for maintaining momentum

Audience Feedback and Analysis

- Gathering and analyzing consumer responses
- Adjusting future strategies based on feedback



Tubi Ad-1.5 million engagements on social media
Released a TikTok filter after game

BEST PR EXAMPLES FROM SUPER BOWL LIX

This year, Fox sold out of ad spots for the Super Bowl in the fall. Most spots sold for \$8 million each

- Booking.com - Most-watched Super Bowl featuring The Muppets
- Tubi's Free Streaming – PR move to attract viewers
- Pfizer's Cancer Awareness Ad – Using the Super Bowl for a cause
- Budweiser's Classic Clydesdales – Bringing back nostalgia



CONTROVERSIES AND CHALLENGES

SLATE



Let's just get it out of the way: Of course **Carl's Jr.** has no problem aiming for the cheap seats. The company has long courted a vast group of men in this country who base their electoral decisions on an outmoded nostalgia for Spike TV and little else. So the company brought in Alix Earle, a classically attractive blond TikTokker, to wear a bikini and chow down on a gross-looking burger. It's an obvious callback to the infamous—and, it should be said, much more effective—Paris Hilton commercial from 2005, in which she similarly ate a gross-looking burger while washing a car in a body-clinging black swimsuit. The ad gestures toward cheeky eroticism but comes off mostly as flat and dissociative—a context-free pair of tits, floating across your television. Look, man, I think we've all gotten a little exhausted by the relentless puritanism of the past decade or so. But if you are the sort of person who jerks off to hamburger commercials, I think you should lose the right to vote.

FUTURE OF SUPERBOWL MARKETING

More AI Integration

- Expect smarter, interactive ads

Social Media Evolution

- Bigger role for TikTok, live reactions

Sustainability & Social Causes

- More brands focusing on impact

Personalized Advertising

- Ads tailored to different viewers

