

"Under Armour" Style of Media Marketing and Its Future

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Abstract. Under Armour has become a popular brand in a highly competitive market, and its use of media such as "word-of-mouth advertising", "star effect", "film and television advertising" and "actively adapting to the Internet era" has made its profits more and more profitable. But this approach still has a lot to improve, for example, the company's sales reflected in the financial statements in recent years are not impressive, the comfort of its clothing has been challenged by many peers, the aesthetics of product equipment has been criticized, and the price-performance ratio is not advantageous, and its future development direction has made many customers and analysts want to study. How it can reverse the current disadvantage is also a topic of interest to many people. This paper expanded the explanation and description of its media communication advantages, as well as explain and analyze the company's marketing strategy and give feasible recommendations.

1 Introduction

Under Armour is a sportswear brand born in the United States, it was founded in 1996 and its logo is an inverted Mother U nested underneath a positive U. The founder and CEO is former American football star Kevin Planck, it has conducted in-depth market research and detailed research on competitors in the same industry, so it quickly entered the attention of consumers, and quickly grew into a ruthless role that industry giants Nike and Adidas dare not underestimate [1]. Now, the changing technological environment, the pandemic in recent years, and digital media marketing have prompted sports brands to change their marketing strategies, so the author decided to conduct this research [2]. Under Armour should spend more energy on improving the uniqueness and irreplaceability of products. For a long time, Under Armour has actually worked product design. It abandons the traditional cotton sweatshirt and this kind of material will not become very uncomfortable after sweating. It is not beautiful and very unspiritual, and it also cannot face others in a refreshing posture and the vast majority of similar product competitors. They are focusing on the

innovation of shoes and equipment, highly functional sportswear actually has a huge market gap. As a result, Under Armour's simple, atmospheric clothing products were born, which created a material like a second skin, and less resistance also made the explosive power of athletes more fully displayed, and after continuous performance improvement in the later stage, the product even began to be able to cope with climate change, as well as regulate the wearer's body temperature, Under Armour became more and more popular and recognized by consumers [3]. Under Armour also takes the initiative to grasp the market trend, create a more different performance to cope with various occasions, so as to meet more different needs, improve the radiation range and influence the ability of the product to the entire market, so as to drive marketing with the product itself to inject a steady stream of vitality into brand planning. For example, "fishing clothing" is mainly lightweight, anti-ultraviolet materials can be applied without worrying about ultraviolet rays being too strong and burning the skin, and the fast-drying fiber fabric matches the environment where fishing is easy to get wet [2]. The author will analyze how Under Armour

uses the media to publicize and expand its revenue from four aspects.

2 Four aspects

2.1 Word-of-mouth advertising

Under Armour uses the way called word-of-mouth advertising. Under Armour's clothing was originally invented by legendary stars in order to keep themselves comfortable and breathable. Refreshing and light during sports, in his later development process, in the early stage of the real reason why it was familiar to many people is inseparable from the brand founder's large number of promotion of the technical performance of the clothing [2]. He ran around to lobby teams in hot climates and long-term hot cities to use his products, the rapid development of the company directly proved that this idea is very constructive [1]. Later, athletes used good things for each other, Under Armour's clothing spread in the industry immediately in a short period of time, more and more teams chose its equipment and even it began to cross borders, extending from the football world to the football world, most of the North American football teams changed to its equipment [4]. Ambition is a driving force that propels individuals and businesses to succeed. It is a never-ending journey that constantly seeks to design and manufacture new equipment, break boundaries and surpass expectations. Under Armour, a renowned sportswear company, understands the importance of ambition and has incorporated it into its advertising campaigns. The success of an advertising campaign lies in its ability to convey a company's culture, philosophy, or message to customers. Under Armour's advertising is a prime example of this. The company's positioning is clear, and its advertising is full of messages that aim to transmit strength, passion, ambition, and fighting spirit to the wearer. These are precisely what its target group wants to get, and Under Armour excels in delivering them. Moreover, Under Armour has deliberately developed a separate line of women's products to compete for the market of other women's exclusive functional clothing. This move demonstrates the company's ambition to expand its target market and cater to the needs of female athletes. By doing so,

Under Armour is empowering women to achieve their goals and reach their full potential [5]. Consumers not only bought practical and functional physical products, they also gained a unique Under Armour feeling - an attitude and way of life that symbolizes the temperament of athletes [2].

2.2 Star effect

Under Armour uses the way called star effect. Stephen Curry is the world's most popular player in the NBA, he changed the basketball game with his unique style of play, and he is now known as the two most loved stars with James in China, he is also one of the players signed by Under Armour, when Nike and Adidas successively gave Curry disrespectful signing terms, Under Armour's boldness and vision are indeed worth learning, he created his own personal branch for Curry, The vast majority of high-quality resources (such as offline tours) were also given to Curry [6]. Curry is an extremely responsible player. He also has a strong sense of belonging to the brand. After signing, he will regularly post his signature shoes and clothing on Instagram and other media platforms, and record advertising videos for Under Armour many times [6]. When sports brands have successively decided to expand their revenue by signing stars, Under Armour's dangerous move is the right one, relying solely on brand image and product professionalism is no longer enough to support the company's progress, and Curry's arrival is particularly important [2]. After Under Armour did not hesitate to buy out Curry at twice the price of other brands [7]. Curry also reciprocated, his sneaker sales broke sales records again and again, the company's total revenue increased by nearly 30% year-on-year, and the basketball market soared more than 700 times, after tasting the sweetness of victory, Under Armour successively targeted the greatest swimmer Phelps and the world-famous bodybuilder and actor - Dwayne Johnson, Super comfort and comfort has also made countless fitness enthusiasts become its loyal fans [2]. There are also Tom Brandi and Lindsay Vaughn, who have twice won the Super Bowl "Most Valuable Player" honor in the United States, and Lindsay Vaughn, who won the East Olympiad in the Downhill, are also very powerful athletes Under Armour, and their joining has also

greatly driven Under Armour's sales [7]. But slowly, a large number of problems also emerged, customers began to pay more attention to style and design, because Nike and Adidas both caught up and greatly improved the performance of the product, then Under Armour's uniqueness gradually disappeared, it began to become easy to replace, often heard people say such similar words, Curry's clothes and shoes are really not good [2]. Moreover, in the sports market, most of the star resources are still firmly grasped in the hands of old companies such as Nike and Adidas, more exquisite design, more distinctive and performance clothing and shoe shapes, lower prices, multiple pressures are overwhelming towards today's Under Armour, it is time to change in these aspects, only better design concepts and styles, more and more competitive sports stars can seize more market territory for the current Under Armour. Under Armour infuse a more vivid stream of energy [2].

2.3 Film and television advertising

Under Armour uses the way called film and television advertising. A single medium can only promote the success of a company and will never directly make a company successful, a strong company has the ability to carry out long-term stable operation [2]. And gradually a stronger road must be inseparable from the role of a variety of media. Under Armour is the same, as mentioned above "word-of-mouth advertising marketing" and "star effect", Under Armour is in the face of a gradually saturated market and growing competitive pressure [8]. In recent years, Under Armour has been at the s popular franchises and partnering with other trendy brands, Under Armour has been able to remain at the forefront of the athletic apparel market. As the company continues to innovate and come up with new strategies, it seems likely that they will remain one of the top players in the industry for years to come. success. By leveraging the popularity of of the athletic apparel market, constantly innovating and coming up with new strategies to stay ahead of the competition. One of their most successful marketing tactics has been the use of film and television advertising, which has allowed them to tap into the massive popularity of superhero and action movie franchises. Marvel and DC have been the first targets of

Under Armour's marketing onslaught, as the company recognized the immense appeal that superheroes have for teenagers and children. To capitalize on this, Under Armour launched the "Man of Steel" series of tight clothing products, as well as other superhero-inspired lines of clothing. The success of these products was immediate and global, with people flocking to offline stores to purchase them. The success of Under Armour's superhero-inspired clothing lines led to a wave of joint marketing activities with other trendy brands, such as Sesame Street. In addition, the release of the highly anticipated movie "Transformers 4" in 2014 provided another opportunity for Under Armour to showcase its innovative designs. The company released a line of tight clothing featuring vivid images of popular Transformers characters, such as Optimus Prime and Bumblebee. These products were extremely popular and sold out quickly. Under Armour's success in the film and television industry wasn't limited to superhero franchises and action movies. The company also made a cameo appearance in the popular drama series "Private Order", with one of their figures appearing on-screen. Additionally, the accompanying backpack used by the show's heroine was an extension product designed by Under Armour. Overall, Under Armour's use of film and television advertising has been a major factor in the company's [3]. Although Under Armour has made a lot of profits in this joint name again and again, obviously, there are still many fans and friends who do not pay for this, and this is indeed the case. Under Armour has the opportunity to co-brand with popular works, but it does not seem to be very attentive, its production design was once complained by customers about ugliness, and the style is really very single, in front of Nike, who also holds a large number of joint names, Under Armour seems to be much less sincere [2].

2.4 Actively adapt to the Internet era

The inevitable trend is seen by the leaders of Under Armour, so the highly intelligent development of sports equipment and sports APP combined has been produced in response to the needs of the times [2]. Under Armour has acquired apps such as Map My Fitness, a calorie counting app My Fitness Pal, and a fitness app dedicated to the European market [9]. After

this series of operations, Under Armour began to work closely with the internationally renowned electronics manufacturer HTC [6]. Under Armour creates synergistic effects by sharing the science and technology and talent of various types of companies to reduce the barriers and pressures to compete in new markets. It is clear that Under Armour's approach is very wise. It has quickly entered the huge market of fitness status and location change tracking technology with particularly small risk and low-cost budget, and its directional efforts are completely correct [10]. It is very effective in using the data collected from wearable devices from customers for a long time to provide practical personal services to thousands of cyclists and running enthusiasts, and this behavior has also gained a large number of customer recognition, so the influence has also greatly increased. In addition, the merger of these companies has allowed Under Armour's original company to expand its original scale and significantly improve its resilience from the perspective of economies of scale [2]. A series of successful operations on the digital sports platform has finally given Under Armour an unshakable position in the global fitness field. After experiencing the expansion of market share and the effect of market rights, Nike and Adidas' market share has been more or less affected to varying degrees [11]. In today's society, the e-commerce economy as a new star economic type, but also one of the keys to the recovery of the global economy, Under Armour will naturally not be slow, it and the experienced Singapore retailer Triple to develop its own online market and develop the online retail industry [2]. In a sense, Under Armour enhances competitiveness and promotes the development of enterprises. In view of the above many problems, in order for Under Armour to achieve healthy and rapid development in the future, the author has the following two suggestions.

3 Suggestions

3.1 Return to specialization

The author believes that a company in the field of its own good at and in the field of its own is not good at to do the extreme [12]. It will definitely choose the former [1]. It will not invest more time costs and

material costs than the former, and it is a dead out of the product cannot catch the attention of customers. It also cannot produce a huge attraction to consumer groups, so that there will be an increase in the number of product lines and excessive extension leads to more and more problems [2]. In addition, Under Armour's product design has been criticized, it still does not return to the center of gravity, then there will be big problems. Under Armour has been proud of is gradually challenged by other brands that have emerged, then its development will only become slower and slower, and the brand maintenance will become more and more unstable. For example, in today's society, competitors have launched a fierce attack on Under Armour's quick-drying fabrics, high-tech conversations are constantly being staged, Nike's Dri-Fit thin material, Adidas' ClimaLite breathable mesh, Reebok is also catching up, successively launched Hydromove and Playdry and other fabric technologies, Under Armour was caught off guard by these challengers, and the advantages of novelty slowly diminished [2]. Its quarterly increase also hit a multi-year low. In response to the growing market decline, Under Armour has also made some adjustments, abandoning smaller businesses, such as tennis and fishing, which have a smaller audience, in favor of investing more in the highly profitable footwear market [12]. Now, with the increase of high-fashion products, sports brands are also constantly improving the degree of professionalism, the general trend of high-frequency consumers must also be to buy more professional, more cost-effective products, so only to return to specialization, reform product research and development, in the core competitiveness to show the difference with other products is the right choice [2].

3.2 Reposition the market

As mentioned earlier, Under Armour has researched the male group, its investment in the "she economy" also cannot become underestimated, and it is precisely with the care of the female group that the brand has been able to lay off employees around the world [2]. The market economy has shrunk significantly, and the stock price has fallen, and it can still make huge gains in the female market [2]. An NPD Group's consumer

service tracked the online transaction volume of Under Armour's women's clothing, which showed that in just five months from January to May 2020, the data actually increased by 77% compared with the previous year, such an amazing growth rate also indicates that the increase in the production of women's sportswear must be the general trend [12]. Before the arrival of the epidemic, the women's market has become the main driving force for the development of Under Armour, although Under Armour has always had marketing activities for the female market. The product design is always almost meaningful, not enough sincerity [1]. It always simply reduces the size of men's clothing, or changes the color of women's aesthetics, there is no special novelty [8]. In recent years, because of the sweetness in the female market, Under Armour has begun to actively layout the female market and create sports underwear and other items to meet the needs of female users [12]. Under Armour should continue to adhere to this policy, increase the emphasis on the "she economy", dig deep into the female market, and continue to insist on learning how to impress women, after all, correct market positioning often brings twice the effect with half the effort [4].

4 Conclusion

Under Armour, a sports brand that is developing at a thunderous pace and is close to the industry giants, has developed for more than 20 years, and must have its merits. In the current social development, the rapid development of the Internet and its global popularity, it has been inseparable from the Internet, and its all aspects and a variety of different roles exist in any small details of life, food, clothing, housing, everything. In the early stage of creation, they choose to make tight clothes, breathable and comfortable fabrics quickly captured the hearts of the public in the market. This is the way which the author had mentioned before called the word-of-mouth advertising. Under Armour quickly became popular, and deeply rooted in the hearts of the people, so that in today's society, when people mention the comfort of clothes or lift tight, breathable, quick-drying fitness sportswear, they will blurt out the name of Under Armour. The lucky Under Armour boldly signed Stephen Curry, an unpopular little star, Curry's long-term miraculous performance pushed

Under Armour to new heights again, and of course, the joining of athletes such as Dwayne Johnson who have achieved great results in their respective fields also played a huge contribution. The sensitive sense of smell associated with film and television works and brands is also a key step for Under Armour to achieve today's achievements, and the joint name of the film and television works of the fire has well captured the psychology of the lovers of the work, and it is also a very successful marketing case from the result point of view. Today, with the popularization of science and technology, Under Armour once again sat on this high-speed train, acquired companies, collected customer data, and better feedback back to customers. Under Armour's marketing case can be said to be a very successful model of small and big, but Under Armour still has a lot to improve. It wants to have a longer-term development, for clothing design can be more in line with the mainstream aesthetics of contemporary young people, for their own specialization more attention, must not discard the most authentic place, finally. It is also necessary to pay more attention to the "she economy", and it must be a major trend in the future.

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