

Lust For Lulu: An Examination of Lululemon Athletica's Marketing Authenticity  
and Branding

A Senior Project Presented to  
The Faculty of the Communication Studies Department  
California Polytechnic State University, San Luis Obispo

In Partial Fulfillment  
Of the Requirements for the Degree  
Bachelor of Arts

By

Sara Sousa

Richard Besel  
Senior Project Advisor

Dr. Bernard Duffy  
Department Chair

June 2016

## Table of Contents

<b>Introduction</b> .....	1
<b>Close Reading and Reception Studies</b> .....	2
<b>Marketing Authenticity</b> .....	5
<b>Overview of Campaigns</b> .....	6
<b>Campaign #1: Barbie Spoof</b> .....	7
<b>Campaign #2: #TheSweatLife</b> .....	11
<b>Conclusion</b> .....	15
<b>Works Cited</b> .....	18
<b>Appendix A: Barbie Campaign Spoof</b> .....	19
<b>Appendix B: #TheSweatLife Advertisement #1</b> .....	20
<b>Appendix C: #TheSweatLife Advertisement #2</b> .....	21
<b>Appendix D: #TheSweatLife Advertisement #3</b> .....	22
<b>Appendix E: Instagram Submission #1</b> .....	23
<b>Appendix F: Instagram Submission #2</b> .....	24
<b>Appendix G: Instagram Submission #3</b> .....	25

## **Introduction**

Lululemon Athletica, a brand built upon the values of balance, harmony, and culture, has one of the most unique and modern methods of advertising of any retailer today, but sometimes being unique can either elevate a brand or bring it down in flames. The brand has experimented with many different advertisement campaigns as a way to engage consumers and promote a lifestyle; some have proven successful while others have stirred up controversy and turmoil for the brand. Lululemon recognizes that authenticity and loyalty to its costumers and community is a powerful thing, which is why the brand thrives off of highlighting customers in their marketing who not only purchase, but also their live brand. This in turn makes others want to live the lifestyle the brand promotes as well. The more authentic Lululemon makes itself, the more successful they have proven to be, and the proof is in the opinions of the consumers themselves.

Lululemon Athletica Inc. is a high end athletic apparel line originally founded in Canada in 1998 by Chip Wilson. Their clothing products range from pants for multiple exercising purposes, shorts, tops, sports bras, jackets and hoodies, and swimwear. They also sell a variety of accessories such as bags, headwear and scarves, socks and underwear, yoga mats and props, water bottles, and running accessories. Lululemon's first brick and mortar store opened in Vancouver in 2000 with the intention of being a "community hub where people could learn and discuss the physical aspects of healthy living from yoga and diet to running and cycling as well as the mental aspects of living a powerful life of possibilities" (lululemon.com). Since expanding worldwide, Lululemon has kept their mission of holding strong ties to their local communities. They host in-store events ranging from workout classes to goal-setting workshops. Their mission statement is "creating components for people to live longer, healthier, fun lives."

Honesty and authenticity are not only traits valued as human characteristics, they are also highly valued in the marketing and advertising realm. Marketing authenticity can be the force that either makes or breaks a brand within the industry and their consumers. Cohn and Wolfe's *Authentic Brands* study performed in 2014 found that 63% of consumers surveyed across 12 global markets would buy from a company they consider to be authentic over its competitors. Moreover, 6 in 10 would recommend an authentic organization to family and friends. Most importantly, a leading 91% of respondents agreed that it is important for companies to communicate honestly about their products and services. Authenticity gives a brand power and is the key to a business that will prosper. It is important to study marketing authenticity because as technology continues to grow and our lives become more virtual, we as a society seem to hunger for something genuine. For the remainder of my paper, I will be using close reading as a technique for investigating what is going on behind two different Lululemon advertisement campaigns, as well as reception studies in order to investigate and understand the consumers personal perspectives.

### **Method: Close Reading and Reception Studies**

Close reading, based on work by rhetoric scholars like Michael C. Leff, “studies the relationship between the inner workings of public discourse and its historical context in order to discover what makes a particular text function persuasively” (Burghardt,199). Although close reading may feel like over-analyzing, it is actually a process of digging deep into the artifact to find as much information as possible in order to generate an understanding of the artifact. Based off of the questions that arise from the process, one is able to develop arguments and discover

what the artifact is really trying to convey. Overall, close reading is about searching for particulars and creating meaningful links between context and content.

While close reading is effective for determining how a work achieves its functions, there are a few limitations. According to Leah Ceccarelli in her book, *Shaping Science with Rhetoric*, “Because close textual analysis restricts its focus to one work at a time, it can produce a microscopic study of that particular work that would not be possible if a broader range of materials were being discussed.” However, a critic may become susceptible to neglecting external influences when focusing too much on the internal context. She states, “The close textual critic can only say how an audience was invited to respond; the critic is unable to make any conclusions about the actual persuasive influence of the text” (Ceccarelli 7). Therefore, the close textual critic can not make any claims regarding the connection of the text and its effect without looking beyond that particular text. This can lead to mistakes in examining how the audience actually interpreted the work, and makes it even more difficult when a text has multiple audiences. Leff himself recognizes these limitations by acknowledging that close reading can be a “local formalism that isolates the text from larger discursive formations and restricts interpretation within the orbit of the text’s own construction” (Leff, 228). Due to the above limitation of close reading, I will also be using reception studies to investigate the Lululemon advertisement campaigns. By incorporating reception studies, I will be able to research the interests, attitudes, and culture of the people surrounding the campaigns and the company as a whole in order to better understand the reactions these campaigns received.

Reception studies is an approach to rhetorical criticism aimed at using responses to a rhetorical artifact to aid or confirm a critics’ analysis and interpretation. The idea developed as

critics began to recognize that the rhetorical situation is not as simplistic or discrete as originally theorized. Leah Ceccarelli was a key scholar in developing a rhetorical approach to reception studies by looking at it as a way to understand how artifacts actually function in the real world rather than simply how audiences might have perceived an artifact. Ceccarelli's work with reception studies can be found in her article "*A Hard Look at Ourselves: A Reception Study of Rhetoric of Science*". Here, Ceccarelli looks at the reception of rhetoric of science in book reviews both by rhetoricians of science and non-rhetoricians as a way to create a shared space in the literature. Essentially what she is doing is looking at the responses and reactions different scientific writings received, and based on those making recommendations to improve the literature as a whole. Her article proves that rhetoric, or in the case of my paper, an advertisement, is not simply passively accepted by the audience; the viewer interprets the meanings of the text based on our societal expectations and established norms. Because particular Lululemon advertisements invoke such strong public responses, viewing the advertisements through the lens of reception studies allows for a deeper understanding of how the artifact is working and what evoked such strong responses. Reception studies is the best way to provide a look into the large amount of responses, mostly negative for one particular advertisement, that followed and the reasoning for the negative backlash. Using this method, I will research the context the advertisements are based on, analyze the advertisements using the audiences' responses as a guide, and lastly take a look into the audiences responses and describe them.

## **Analysis: Marketing Authenticity**

Marketing is not necessarily authentic in nature; for this reason the marketing strategies company use are not required to be authentic. Brands have a way of promoting themselves in the best light possible, even if that means omitting details or not telling the whole truth that could possibly tarnish their reputations. However, as consumers start to hold more of the power, marketers are realizing the need to be authentic as a way to set themselves apart from their competitors. Kyle Sherwin, Vice President of Media at Sony Music, shares his definition of marketing authenticity: “Increasingly in the social age, it has come to mean a way for brands to be conversational, to be colloquial — a means of presenting yourself as a brand in words, in visuals, in advertising and in customer service — that is more direct and everyday and friendly than perhaps you have been or you think your competition is” (Abramovich). According to Kimmetrics Blog post, *Truth Will Out- Why Authenticity is the Key to Growing Your Business*, successful business man James T. Noble states that authenticity means “staying true to who you are, what you do and who you serve.” Noble also provides us with a list of why authenticity works: it elevates your business above the competition, builds your identity and image into something influential, gives substance to your business, services and products, enables people to relate to your business, helps people understand how what you offer is of benefit to them, tells people that what you offer is of high quality, marks you out as a reliable, trustworthy company, and encourages engagement and can turn audiences into advocates (Noble). It is important to note that the concept of authentic marketing does not just become another buzzword used to convince consumers your company and products are the best out there, but that the idea of being authentic is more than merely an idea and becomes an action.

## Overview of Campaigns

In 2012 Mattel released their newest Barbie in their “I Can Be” line, Yoga Teacher Barbie. Lululemon decided to capitalize on the latest buzz surrounding Yoga Teacher Barbie with their own campaign spoof. Their intention was not to create any kind of connection or comparison between Barbie dolls and their customers, but more so to stay relevant and ahead of the trends. They made their announcement on their Facebook page, stating, “We’re so excited to announce the launch of our new Perfect Balance collection, inspired by our Silicone Valley yoga ambassador, Tiffani! Her 1 year goals include mastering tree pose in high heels and traveling across the country in the convertible of her dreams.” There was also a video put out by Lulu’s Vice President of women’s design, Deanne Schweitzer, explaining her “excitement” over the campaign. A print advertisement was also included in the campaign. The advertisement depicts Barbie wearing miniature Lululemon clothing items while sporting the company’s signature bag with their mission statement printed on it. The wording on the print goes along perfectly with the Barbie “theme” stating, “Yoga makes me feel alive, let’s get bendy.” Based on the outpouring of backlash the company received, the video was taken down and is now “private” on YouTube; the print advertisement was also removed from all of Lululemon’s social media pages.

Lululemon’s ongoing campaign “the sweat life”, which started in 2012, promotes their sweat absorbing, stretch and strengthen light-weight gear. Their products are promoted through their hashtag #TheSweatLife, which is seen across many of their social media platforms. Lululemon connects the audience to the campaign by taking pictures posted by users on Instagram with this hashtag and uploading them onto their social media sites to share customer experiences. This not only connects the audience with their current campaign, but also past campaigns and multiple product lines. With this campaign being strictly a social media



campaign, it encourages customers to engage and succeeds based on word of mouth advertising. Consumers use the hashtag to show off new gear with the hope of being featured for thousands of others to see, making this a win-win situation for both parties. The campaign has proven to be so successful because it not only promotes the brand, but also a healthy lifestyle. Lululemon is all about living well, and the #SweatLife campaign drives home the point to consumers that you can do anything when you put your mind to it. Lesia Dallimore, brand manager at Lululemon, says, “We created the program as a way to connect with our guests and showcase how they are authentically sweating in our product line. We see it as a unique way to bring their offline experiences into our online community.” Lululemon partnered with Olapic, a visual marketing platform, to collect the images from consumers posted on Instagram and Twitter that represent #TheSweatLife. The images depicting inspirational images of people going above and beyond physically, as well as exploring the world in Lululemon gear, were displayed on a subsection of the brand’s website. To this day, the campaign continues to build strong connections between Lululemon and its consumers.

### **Campaign #1: Barbie spoof (see Appendix A)**

Regardless of the lack of words in Lululemon’s Barbie campaign spoof, the advertisement still managed to say a lot while creating a frenzy amongst customers. The advertisement was released with the intention of being a fun way to promote their “Perfect Balance line”. However, the advertisement seemed to create conversation about everything but Lululemon’s new line. The images and slogan in the advertisement were enough to stir up controversy and negativity. The first thing that catches the audiences eye on the advertisement is the slogan which is surrounded by a bubble of “Barbie pink”. The font even matches that of the font used on Barbie packaging and ads. The slogan reads, “Yoga makes me feel alive, let’s get

bendy”, clearly a reference to Barbie. It became obvious that this is an advertisement for Lululemon when you see Barbie decked out in the classic Lululemon headband, jacket, and yoga pants while even sporting their signature red bag with their mission statement on it. The advertisement is even staged to match those of Lululemon which usually depict one of their ambassadors wearing an outfit from the brand and doing something active. However, this time instead of a real person they used “Tiffani an ambassador from the Silicone Valley”; also known as Barbie. This advertisement was posted on Lululemon’s Facebook page with the intention of reaching out to their customers through social media. Their intended audience is clearly women based off the product line it is promoting, although many were left wondering if this line was humans or dolls.

What you do not see just by simply looking at the advertisement is that campaign was promoting Lululemon’s “Perfect Balance” line. Although the campaign has since been removed, originally if you clicked on the “let’s get bendy” portion of the slogan, it would have led you to the page on their website with the “Perfect Balance” products. While I do believe that Lululemon was not intending to relate Barbie to their line or compare Barbie’s body type to that of their actual customers, it is clear why this infuriated and confused so many customers.

To say this advertisement sparked conversation would be an understatement. Customers took to various social media platforms such as Facebook and YouTube to express their concerns with the direction Lululemon chose to take with this campaign. While the campaign was clearly supposed to be a joke, the majority of outspoken customers were not impressed and had no problems expressing their frustrations over Lululemon’s mistake, which led many to believe the quality of their products was decreasing. Most commenters say that because Barbie is plastic and

does not wear real, or high quality, clothing this makes Lululemon unauthentic. However, this issue is deeper than just this particular Lululemon campaign. First, around the time the campaign was released, there had been a couple complaints on the quality of clothing Lululemon was producing as well as the issues with the way founder and CEO Chip Wilson was handling these issues. With a seemingly downward spiral in the decrease of quality and the way the company was being run, Lululemon already had a target on their back when this campaign was released.

Second, for years controversy has surrounded Barbie and the negative image she portrays for young people, particularly girls. Barbie was originally marketed as the “perfect girl” regardless of her unrealistic body portions and the fact that everything about her is fake. This seemingly universal negativity surrounding Barbie is a huge part of why consumers were so upset with Lululemon using Barbie as their newest “model” and face of their campaign. To make matters even worse, the new line that this campaign was promoting is called Perfect Balance, once again relating perfection with Barbie. In a YouTube video released by Lululemon and featuring Lululemon’s Vice President of women’s design, Deanne Schweitzer, she states how excited they are to “elevate the doll industry from mediocrity to greatness one pair of XXXS groove pants at a time.” Once again meant to be a joke, but not amusing to consumers. Many comments on this YouTube video clearly show how costumers felt; not only about the ridiculous video, but also the campaign and the direction Lululemon seemed to be going in. For example, one commenter Tina Marie states: “Is this a joke? How appalling. Plastic and Barbie?? This message doesn’t even make sense nor is it designing for real people but a Barbie named Tiffani?? Anyone else get this? The practice of yoga is take you out of the material world. What is Lululemon doing on this platform?”. Even the men, such as user soshibo9, were taking to the comments to express their concerns, “So you’re going to make clothes for dolls, but won’t stock

up on men's core shorts? NICE MOVE!". Once the advertisement got posted onto Lululemon's Facebook page, the floor was opened for even more backlash from costumers. One costumer, Erin K, states, "Wow. I am incredibly disappointed. Given that Barbie is anatomically incorrect when scaled to human size, why would Lululemon choose to promote its clothing on such a figure? As a healthy active woman, I have enough pressure and unrealistic expectations put on me from the media. Lululemon, you've really let me down". In response to the onslaught of comments on the Facebook post, Lululemon responded and maintained that they had no intentions to offend:

"Hey Everyone,

We really appreciate all the conversation and feedback happening here. I want to clarify that this is absolutely not us poking fun or mocking our guests, but rather us taking part in a conversation currently happening in the yoga community. We believe in sparking conversation and it's never our intention to offend or upset anyone. While we welcome and encourage dialogue and feedback, any posts that contain offensive language or personal attacks will be removed. Again, thank you all for sharing your thoughts and taking part in this conversation with us."

It is clear that the company has recognized the outpour of negativity, yet making the choice to simply delete those comments and disregard them does not give Lululemon a positive image either. Overall, it seems that not much positivity came from this campaign and a lot of that can be attributed to the lack of authenticity. Authenticity is valued by consumers and it becomes obvious to costumers when a brand or product is lacking in that area. Based on the amount of negativity surrounding the campaign, it was later removed as well as the YouTube video spoofing Mattel's new Yoga Barbie.

## **Campaign #2: #TheSweatLife**

Lululemon's continuously running and most popular campaign, #TheSweatLife, is an inspiration to customers living all kinds of healthy lifestyles. There are three original prints that started the campaign. One depicts a woman in a yoga pose known as "cobra," obviously sporting an entire Lululemon outfit (see Appendix B). The first thing that catches your attention is the large print that reads #TheSweatLife. Underneath that the smaller print reads: "Your perspiration is our inspiration. We want to see you living #TheSweatLife; running, bending, and standing on your head in our gear. Tweet or Instagram your shots with the hashtags below and see how others get their sweat on too." An asterisk at the bottom of the advertisement reads, "We may show your photos on lululemon.com". The advertisement has a simple, almost clean look. The colors are neutral and the luminosity of the room the woman is in gives a sense of energy, motivation, and serenity.

The second advertisement really makes a point to draw the audiences eyes to the writing describing "the sweat life" by blurring out the women in the background who appear to be doing yoga (see Appendix C). This particular advertisement defines "the sweat life" as, "a life in the pursuit of sweat, fun, and stretchy clothes, a social collaboration to share inspirational pictures of this lifestyle." The definition is written out similar to the layout of a dictionary definition. By Lululemon creating their own dictionary-like definition, this gives them the authority to this hashtag. Although this not technically a legally owned term by Lululemon, by creating a definition that looks official it gives them the power to hold the rights to this term. In other words, the hashtag can be used by whoever and however they wish but at the end of the day, Lululemon created the term and defined it meaning they put it out there in the world to be used with a certain intention. Another aspect to recognize about this advertisement is the scene. The

wood planks give the feel that the women are in sauna of some kind, perhaps they are practicing hot yoga or something similar. It also has a sort of vintage or destroyed look with the logo looking a little distressed and the wooden floors appearing to be natural and unfinished. It almost looks as if the advertisement had been edited using an Instagram filter. Perhaps this was done on purpose since this campaign was intended to run on both Instagram and Twitter. Similar to the first advertisement, this one also is bright and can be attributed to the natural light coming in through the windows. This makes the advertisement appear less staged and more natural as if the photographer had just walked into your average yoga studio and quickly captured this shot while passing through. Both of the advertisements are similar in the way that they appear to be everyday people doing an everyday activity, making these advertisements relatable for the viewer.

The final print that goes along with this campaign takes a different approach than the other two by instead making the woman in the picture a major feature as she is shown doing some sort of physical activity with a look of focus, holding a towel in one hand, and clearly sweating (see Appendix D). This advertisement seems to be appealing to the more active customers that shop at Lululemon for their running and biking gear. The imagery used also seems to imply some sort of cycle. The first image on the left appears to depict the woman finishing one type of work out, but as your eyes move to the right she is shown once again working out and riding a bike this time. It seems to imply that we can push ourselves harder than we think, even though you may be done with one exercise it does not mean you do not have the stamina or motivation for more. The advertisement also uses different colors than the previous two. This one is much darker and intense looking which seems to be tapping more into the mental side of working out and motivating yourself, rather than the more relaxing and spiritual

side of yoga as an example. Moving past the imagery, the print reads: “How do you live #TheSweatLife share the love.” The hashtag is printed directly over what looks like a sweat drop, which not only goes along with the actual wording but also the intention of the campaign, to get out and do something that makes you sweat, of course while decked out in Lululemon products. The small print at the bottom explains the conditions of participating in the hashtag, “by participating, you’re allowing Lululemon and Olapic to post your photos and link to the products you’re wearing on Lululemon.com”. By leaving out a dictionary definition, or even a description of the campaign as a whole, this final advertisement implies that the audience is already familiar with the campaign. Just by looking at all three of these advertisements that make up the campaign, it is clear that Lululemon is advocating for healthy lifestyles and is arguing that the best way to live that lifestyle is in their clothes.

Essentially, this campaign is offering social media exposure for customers while in turn those customers are offering free marketing of Lululemon’s product. Being that Lululemon has opened this campaign up to anyone with social media accounts with the capability to hashtag, the diversity of photos both under the hashtag and featured on Lululemon’s personal social media outlets are actually quite incredible. When you search under the hashtag you will find everything from a realizing yoga shot to weight lifting to breathtaking views from around the world. For example, Appendix E shows a woman sitting on a hill in Tongariro National Park in New Zealand; while the view is amazing it is her hashtags that are interesting. Not only does she mention Lululemon and The Sweat Life, she also talks about living authentically, traveling, and going outside to explore the earth. I found it amazing that this campaign intended to get consumers excited about wearing Lululemon has turned into something much bigger, such as living an authentic and almost organic life. Different people approached the campaign in unique

ways but all with powerful messages. For example, Appendix F shows a group of women all laying on their different colored Lululemon yoga mats with the caption, “Join a yoga studio with some Galpals this week! Build a community of girls that will push you to try new things.” This particular submission went along with Lululemon’s intention of the campaign being a social collaboration; the idea that you don’t have to do it alone, everyone can be active, live a healthy lifestyle, and empower others. The last image, Appendix E, I felt proved how well rounded this campaign was. This particular submission shows a woman weight training in a gym with the caption reading, “Because when you’re not training, your competition is. No rest for the focused, dedicated, and committed. Where there is conviction, there is no sacrifice.” I felt that this submission reminded me of the campaign’s final advertisement (Appendix D) in the fact that its intention was to motivate the viewer and prove the type of intensity the human body can handle. After looking at the thousands of submissions under the #TheSweatLife, it is clear that because this campaign spans multiple social media platforms, the variety of submissions only gets bigger as the campaign grows with the brand. This campaign seems to be really driving home the point that you can do anything when you put your mind to it no matter what level of physical activity you’re starting from, making wearing Lululemon seem like a badge of honor that screams accomplishment.

This campaign was not only a huge success for Lululemon when it came to sales, notoriety, and reputation, but also was a major hit amongst consumers as a whole. It does not get much more authentic than using everyday consumers’ pictures shot on an iPhone as a way to advertise your products. Lesia Dallimore, brand manager at Lululemon, explains, “We created the program as a way to connect with our guests and showcase how they are authentically sweating in our product offline. We see it as a unique way to bring their offline experiences into



our online community.” Based off the number of submissions under #TheSweatLife, it is safe to say Lululemon succeeded in their goal of maintaining their authenticity with their consumers. After only a few months of running the campaign, the brand had already received more than 7,000 submissions via Instagram and Twitter, and the main #sweatlife gallery already had more than 40,000 unique visitors within that short time frame (Drell). With users having the ability to upload their own photos, they are more likely to connect with the brand. By featuring real people doing real activities, consumers were able to connect deeper with a brand by becoming included in the lifestyle the brand promotes. This campaign encourages customers to snap photos that not only captured Lululemon’s products in action, but also their brand’s values, which is part of the reason this campaign was perceived and accepted so positively with consumers. Not only do consumers get an inside look at how the products work, they also get to see how exactly the products can enhance their life through pictures of other similar customers.

## **Conclusion**

Overall, a lot may be learned from the way both of these Lululemon campaigns were received by consumers. The main point to take away is that in a world where we are surrounded by content, it becomes difficult to decipher between what is authentic and what is not. Companies need to be aware that there is something even more influential than their own words: user generated content. Lululemon executed and took advantage of this knowledge perfectly with their #TheSweatLife campaign. They tapped into the fact that people love sharing their opinions and experiences, and all you have to do is extend an invitation for consumers to share their sentiments and they will oblige. By offering the incentive of participants having the chance to be featured on their website, it shows that Lululemon appreciates their customers time and effort and that they are providing the company with something of value. By letting their customers be

involved, Lululemon is able to prove the authenticity of their brand by creating a lifestyle that their costumers want to be a part of. They have created a culture where their products take on a message of their own and no longer remain simply clothing. Authenticity has become so important because what people really want now is not just a product, but an experience that is transparent. Lululemon realized after the failed Barbie Spoof campaign that in order to be perceived as authentic you must be authentic. An important part of authenticity marketing is to share your passions and mission as a company; get back to the basics and root of what drives the business and gives it purpose. Lululemon did so by taking the time to listen to their costumers and understand those involved in their business. The interactions they created with their costumers added a personal element to the campaign and their brand overall. By actively keeping their costumers involved, they were able to get them enthusiastic and engaged with the brand. Most importantly, by choosing not to self promote or force their products on others, they created a campaign that let their costumers express what the Lululemon lifestyle means to them.

Another lesson to be learned from these two campaigns is the importance of consistency in marketing and branding. After Lululemon released their Barbie campaign, costumers were left confused with what seemed like a massive contradiction to their brand. The mission of the company and lifestyle they have created through their branding did not show through with this campaign that was instead promoting something fake and “plastic”, quite the opposite of the authenticity their costumers were looking for. While moving forward with their next campaign, they kept their style and identity similar with the print advertisements they released and the concept of the campaign. By doing so they were able to convey their business as strong, self-assured, and most importantly trustworthy. All in all, the reason Lululemon has such loyal costumers is because they invest for more than just the revenue they will provide. Instead, they

see their costumers as a part of their community. In turn, costumers do not just take their products away from Lululemon, but rather inspiration to live a healthy, well rounded lifestyle and the definition of #TheSweatLife.

## Works Cited

- Abramovich, Giselle. "What Is 'Authenticity' in Marketing? - Digiday." *Digiday*. N.p., 19 Feb. 2013. Web. 18 Apr. 2016.
- "Authentic Brands 2014: Key Findings." *Cohn & Wolfe*. N.p., 2014. Web. 18 Apr. 2016.
- Burghardt, Carl R. *Readings in Rhetorical Criticism*. 4th ed. N.p.: Strata, 2010. Print.
- Ceccarelli, Leah. *Shaping Science with Rhetoric: The Cases of Dobzhansky, Schrödinger, and Wilson*. Chicago: U of Chicago, 2001. 6-9. Print.
- Ceccarelli, Leah. "A Hard Look At Ourselves: A Reception Study Of Rhetoric Of Science." *Technical Communication Quarterly* 14.3 (2005): 257-265. *Academic Search Premier*. Web. 16 May 2016.
- Drell, Lauren. "Lessons From 4 Killer UGC Campaigns." *Mashable*. N.p., 30 Jan. 2013. Web. 31 May 2016.
- Leff, Michael. "Things Made by Words- Reflecting on Textual Criticism." *Quarterly Journal of Speech* 78.2 (1992): 223-31. Web. 28 Apr. 2016.
- Noble, James T. "Truth Will Out - Why Authenticity Is the Key to Growing Your Business." *Truth Will Out - Why Authenticity Is the Key to Growing Your Business*. Kissmetrics, n.d. Web. 18 Apr. 2016.
- "Who Is Lululemon Athletica?" *Lululemon*. N.p., n.d. Web. 18 Apr. 2016.

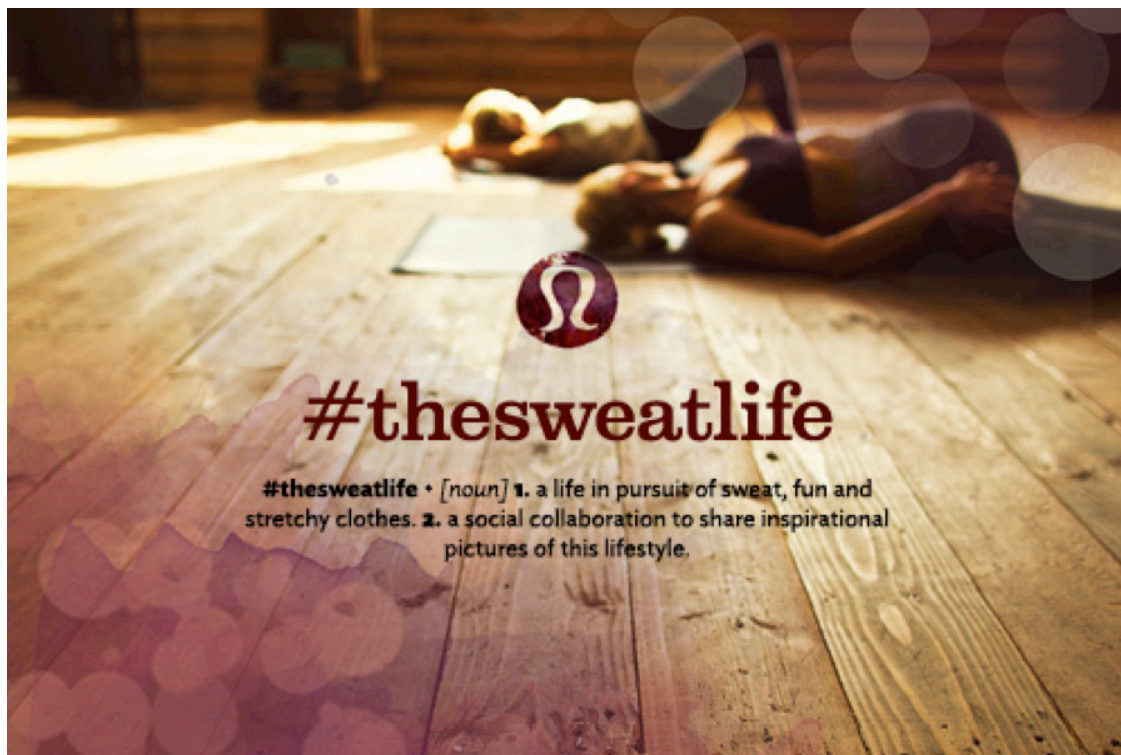
## Appendix A: Lululemon Barbie Campaign Spoof



## Appendix B: #TheSweatLife Advertisement #1



Appendix C: #TheSweatLife Advertisement #2



**#thesweatlife**

**#thesweatlife** • [noun] **1.** a life in pursuit of sweat, fun and stretchy clothes. **2.** a social collaboration to share inspirational pictures of this lifestyle.

**Appendix D: #TheSweatLife Advertisement #3**





## Appendix E: Instagram Submission #1



travelwithlauren  
Tongariro National P...

Follow

33 likes

9h

travelwithlauren Tongariro National Park - no one could ever complain about this view. 🇳🇿 🌍 🇳🇿 #tongarirocrossing #tongariro #newzealand #nzmustdo -

-  
-  
-  
#lululemon#thesweatlife#liveauthentic#go outside#travel#vsco#livefolk#travelgram#wanderlust#blog#explore#traveller#adventure#vacation#fitness#traveller#vscocam#vscotravel#instatravel#quotes#sunset#travelling#travelblog#love#blog#travelblogger  
travelsmind very very nice

♡ Add a comment...



## Appendix F: Instagram Submission #2



 galpalcommunity  
Power Yoga Canada ... [Follow](#)


34 likes 9h

galpalcommunity Join a yoga studio with some Galpals this week! Build a community of girls that will push you to try new things 🏋️💕

 : @ninadisko

galpalcommunity .

#galpalcommunity #app #download #comingsoon #trynewthings #fit #mondays #toronto #yyz #the6ix #friendship

 Add a comment... ⋮

### Appendix G: Instagram Submission #3



arielle\_miller  
24 Hour Fitness - No..

Follow

56 likes

20h

arielle\_miller Because when you're not training, your competition is. No rest for the focused, dedicated, and committed. Where there is conviction, there is no sacrifice.

#fitness #fitspo #functionaltraining  
#functionalfitness #girlswholift  
#girlswithmuscle #traininsane #focus  
#thesweatlife #thegirlwithpurplehair  
#instadaily #instagram #instagood #MDW  
#holidayweekend #dedication #sweat  
#training #strength #strengthtraining

fullmetalindustries 🙌

♡ Add a comment...

