



 **The Harris Poll**

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LULULEMON CASE STUDY: BRAND TRACKING

Companies must measure the impact of their marketing efforts on brand health to ensure that their investment effectively builds brand equity. Our industry-leading platform, [QuestBrand](#) by The Harris Poll, provides the real-time insights into consumer perceptions that companies need. This always-on business intelligence tool surveys thousands of people daily to keep a continuous pulse on the brand metrics essential to business leaders.

In addition to tracking brand equity, QuestBrand tracks consumers' ad recall and progression through the sales conversion funnel – awareness, familiarity, trial, usage, and recommendation. The platform also captures the emotional attributes that consumers associate with each brand.

USE CASE: AN UNCONVENTIONAL SHOW OF BRAND CONFIDENCE

Gen Z likes to snag a good deal. This price-conscious group hunts for believable “dupes” or knockoffs of premium brands that are sold at a substantial discount. On TikTok, videos with the hashtag **#dupe have more than 3.5 billion views**. Popular athleisure brand **Lululemon is one of the most popular brands for Gen Z to try to replicate - #LululemonDupe has more than 185 million views** on TikTok.

In May 2023, Lululemon met Gen Z's enthusiasm for dupes head on. At a **two-day “Dupe Swap”** in Los Angeles, **Lululemon offered attendees a free pair of their black 25” Align leggings if they turned in a knockoff**. Confident in the quality of their products, Lululemon's event showed skeptical consumers *why* there is a price difference between Lululemon branded leggings and the TikTok-famous dupes.

“The ‘Dupe Swap’ was a genius move by Lululemon. The brand proved that there is more than one way to engage with a customer and it's important to meet them how and where they want to shop. **This strategy will no doubt convert customers and increase brand loyalty**. Customers buy dupes because of the accessible price points. **Customers need to understand WHY Lululemon is priced higher than dupes and getting them in stores to touch and feel product fit and quality will increase loyalty of the real thing**. Dupes and knockoffs could never compare with an authentic brand because of quality and material.” - [Liza Amlani, Principal and Founder](#), Retail Strategy Group

LULULEMON NET QUALITY - GEN Z ADULTS V GEN POP US ADULTS - 12 WEEK MOVING AVERAGE

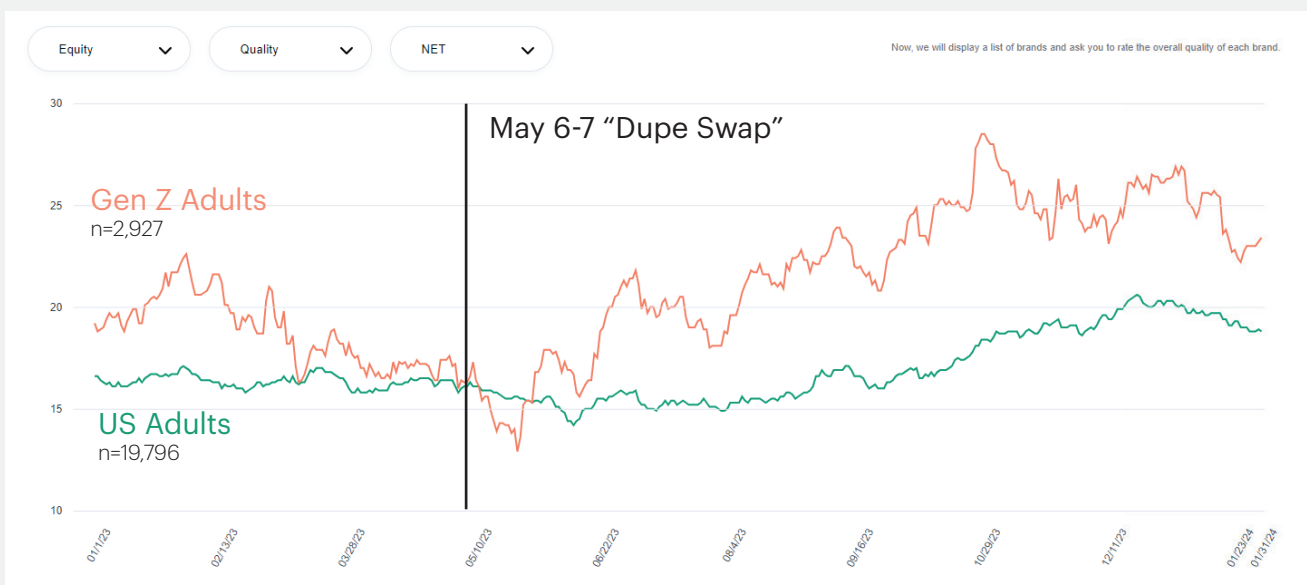


Figure 1. QuestBrand. Base: General population of US adults, n=19,796. Base: Gen Z adults, n=2,927. 1/1/23-1/31/24

While the Dupe Swap only took place at LA's Century City Mall, **talk of Lululemon's event spread on social media and gained significant earned media** - including articles in Forbes, [Fast Company](#), and Fortune. Lululemon used this event as an opportunity to reach new customers. The promise of free leggings eliminated consumers' largest hurdle to wearing Lululemon - spending about \$100 for a pair of leggings. In contrast, many dupes sell for around \$20.

Consumer response to Lululemon's Dupe Swap was overwhelmingly positive. Thousands of people showed up for the event - some even camped out overnight to secure their place in line. Altogether, **Lululemon handed out approximately \$98K worth of Align leggings**. About half of the event guests were new to Lululemon, and half were under the age of 30.

"For every one person who stood in line and went through the experience, I think they influenced many, many, many others who were following their journey on social. The plan executed the way we had intended." - [Nikki Neuburger](#), Chief Brand Officer at Lululemon

LULULEMON "TRIAL" - GEN Z ADULTS V GEN POP US ADULTS -12 WEEK MOVING AVERAGE

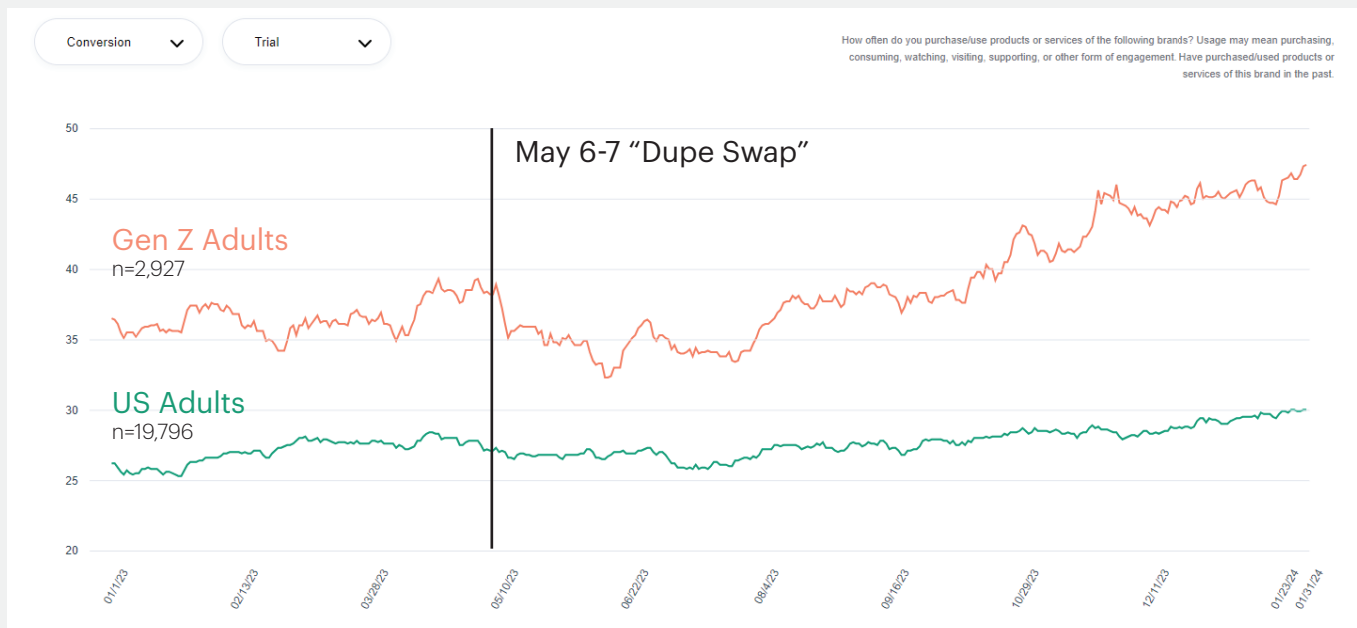


Figure 2. QuestBrand. Base: General population of US adults, n=19,796. Base: Gen Z adults, n=2,927. 1/1/23-1/31/24

Data from **QuestBrand** similarly signals that **Lululemon's Dupe Swap resonated with Gen Zers**. After the event in early May, **Lululemon's net quality score significantly rose among Gen Z adults** (Figure 1), reflecting a growing appreciation of Lululemon products. For customers to pay a premium at Lululemon, it's essential for the brand to be known for its exceptional quality fabrics, fit, and performance.

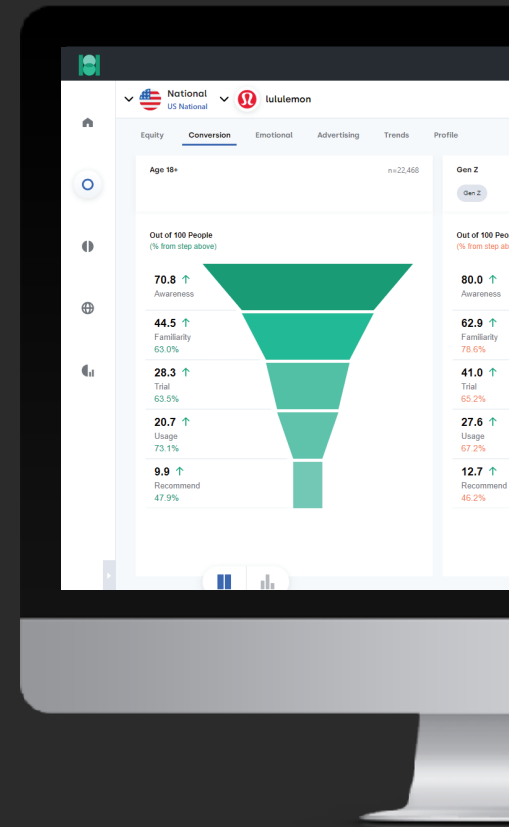
The percent of **Gen Zers who reported having tried Lululemon products also increased after the Dupe Swap and throughout the second half of 2023** (Figure 2). On May 6, 2023, Lululemon's "trial score" among Gen Z adults stood at 38.2. By the end of the year, Gen Z's "trial" score reached 45.1.

Lululemon took a risk with their Dupe Swap and confidently **stood behind their product knowing that their quality surpassed that of online lookalikes**. Their free giveaway successfully **grew Gen Z's confidence in and respect for the Lululemon brand**. The marketing push was so effective that rival athleisure brand [Athleta held a similar product swap](#) in February 2024. Perhaps this success will inspire more brands lean into free product trials as a customer conversion strategy in the months ahead.

BRAND INTELLIGENCE BUILT FOR THE 21ST CENTURY

QuestBrand offers real-time consumer insights for your brand. Don't wait to hear what your customers are saying about you and your competitors - get up and running in less than 24 hours.

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METHODOLOGY

This survey was conducted online within the United States between January 1, 2023 and January 31, 2024 among 19,796 US adults by The Harris Poll via QuestBrand.

ABOUT THE HARRIS POLL

The Harris Poll is one of the longest-running surveys in the U.S., tracking public opinion, motivations and social sentiment since 1963. It is now part of Harris Insights & Analytics, a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. We work with clients in three primary areas; building twenty-first century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible.