



# Brand Overview & Target Audience

## Alo Summer 2026 Collection: Target Audience

Use photos from Alo's Summer Collection (matching sets, leggings, bras, jackets).

### About Alo

- Premium activewear and lifestyle brand founded in Los Angeles.
- Known for its "studio-to-street" aesthetic, combining performance apparel with everyday fashion.
- Focuses on yoga, wellness, mindfulness, and luxury athleisure.

### Target Audience

- Ages 18–35 (Gen Z & Millennials)
- Fashion-forward consumers
- Wellness & fitness enthusiasts
- Yoga, Pilates, and gym communities
- Premium-income shoppers
- Heavy Instagram and TikTok users
- Consumers who value luxury athleisure that transitions from workouts to everyday wear.

alo

THE SUMMER  
UP TO 50% OFF

Street marketing concept for ALO  
during New York Fashion Week



50% OFF / Code: ALOSUMMER50

50% OFF / Code: ALOSUMMER50

25% OFF APPAREL  
Code: GETACTIVE

FREE YOGA MAT  
with \$200 purchase

15% OFF SITEWIDE  
Code: SKIMSAL015

50% OFF

Code: ALOSUMMER50

# Guerrilla Marketing Concept

## Tear-Off Discount Posters

### Content

During New York Fashion Week, you can find minimalist tear-off posters around:

- SoHo
- Flatiron
- Chelsea
- Fitness studios
- Subway entrances

Each poster showcases the newest Summer Collection and features tear-away coupons with exclusive rewards. Consumers pull a coupon, enter code, and purchase recent collection.

*Made with Gemini*



# Consumer Engagement

## How It Engages Consumers

### Interactive Experience

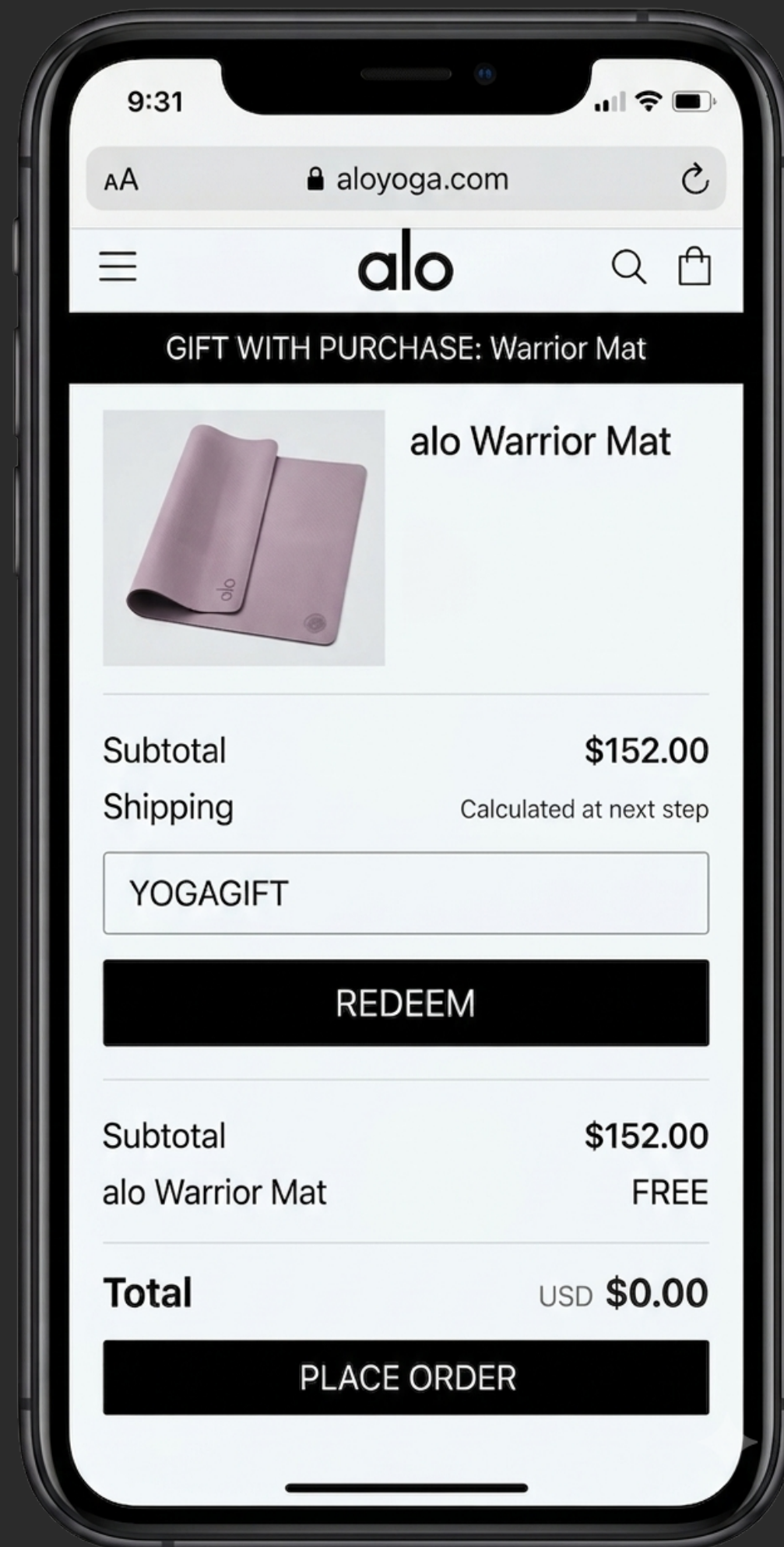
Instead of simply viewing an advertisement, consumers interact by:

- Pulling a coupon
- Entering code on website or app driving website traffic
- Receiving an exclusive reward
- Sharing the experience on social media

### Coupon Rewards

- 15% OFF
- 20% OFF Matching Sets
- Free Yoga Mat
- Free Tote Bag
- Free Shipping
- \$25 OFF \$200 Purchase

*Made with Gemini*



# Why It Works

## Consumer Benefits

- Interactive
- Memorable
- Free rewards
- Fun experience
- Easy shopping
- Shareable on social media

## Brand Benefits

- Increased awareness
- Drives traffic to Alo website
- Encourages user-generated content
- Generates measurable QR scans
- Boosts Summer Collection sales
- Reinforces Alo's premium lifestyle positioning.

## Campaign Objective

Increase awareness of Alo's Summer 2026 Collection while driving online sales through an interactive street marketing experience.

***Made with Gemini***

## Works Cited

“Alo Yoga.” Alo Yoga, Alo, 2026, <https://www.aloyoga.com/collections/womens-shop-all?srtid=afmbooorx5dlkx2dinshpyxkgfkwqoihb63jcvsh6piqvod1njsptj>. Accessed 20 July 2026.

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Pereira, Daniel. “Alo Yoga Marketing Strategy (2026): How a Private Athleisure Brand Out-Marketed Its Way to a \$10 Billion.” Business Model Analyst, 18 Sept. 2025, <https://businessmodelanalyst.com/alo-yoga-marketing-strategy/?srtid=afmboogkbyyvknofjfzuir1dfOne4jjyhnhfvk-ublfff3kx191xkzjk>. Accessed 20 July 2026.

“TikTok - Make Your Day.” Tiktok.Com, 2026, <https://www.tiktok.com/@outpump/video/7550269604635905302>. Accessed 20 July 2026.

## 1. Purpose of Using AI

Google Gemini was used to generate conceptual mock-up images illustrating the proposed guerrilla marketing campaign. These images were created solely to visualize the campaign concept and support the presentation.

AI was not used to conduct research, develop the marketing strategy, analyze the target audience, evaluate the effectiveness of the campaign, or replace the author's own critical thinking, interpretation, or conclusions.

## 2. AI Tools Used

Google Gemini (Google)

## 3. Sections Influenced by AI

Generating conceptual mock-up renderings of the proposed guerrilla marketing initiative for visual support.

All research, target audience analysis, campaign strategy, guerrilla marketing concept, evaluation, conclusions, citations, and final presentation content were created and reviewed by the author.

## 4. Example Prompts

Improve the wording of these presentation points while keeping the original meaning."

"Generate a conceptual mock-up of an Alo Yoga street marketing poster with tear-off discount coupons for New York Fashion Week."

## 5. Statement of Authorship

All research, analysis, interpretation, marketing strategy, campaign development, evaluation, conclusions, and presentation content are the original work of the author. AI was used only as a writing support tool to improve wording and organization and as an image-generation tool to create conceptual campaign mock-ups. All AI-generated content was reviewed, edited, and approved by the author before inclusion in the presentation.

## APA Citations

Google. (2026). Gemini [Generative artificial intelligence]. <https://share.gemini.google/7PCjxxZGyqwe>