

ONEHUB × LULULEMON

“Best in Class”

Back-to-School / Back-to-Campus Campaign Case Study 2025

CLIENT
Lululemon

MARKET
UAE (Dubai)

TIMELINE
6 weeks

THE BRIEF

Premium positioning, not back-to-school clichés

Lululemon's OOH creative for "Best in Class" leaned into confidence and comfort rather than discount-driven back-to-school messaging. The mandate: extend that same premium, understated positioning into influencer content without blending into every other BTS promo running at the same time.

ONEHUB ROLE

Influencer strategy, creator management, content production

CLIENT

Lululemon

MARKET

UAE (Dubai)

CAMPAIGN

"Best in Class"

SEASON

Back-to-School /
Back-to-Campus

TIMELINE

6 weeks
(mid-July – end August)

BUDGET

AED 250,000 – 400,000

STRATEGY

New routine, new year not “new backpack”

AUDIENCE

University-age students & young professionals, 18–28, in Dubai and Abu Dhabi

Lululemon’s core demo skews older than typical BTS marketing, shaping a more mature message.

CHANNELS

Instagram Reels (primary) · TikTok (secondary)

UGC repurposed into paid social to extend reach beyond organic.

CONTENT PILLARS

1

Reset Your Routine

Morning/study routine content featuring Lululemon gear

2

Campus Ready

Day-in-the-life content from creators heading into a new semester

3

Community Tie-In

A small in-store / campus pop-up moment for organic creator content

18 creators, three tiers, one consistent voice

2

Mid-tier creators

100K–300K followers

Lifestyle & wellness anchors high-production reels

10

Micro-creators

20K–80K followers

Fitness, study/productivity & campus-lifestyle niches authentic UGC-style content

6

Nano-creators

5K–20K followers

Students themselves, for hyper-local relatability

EXECUTION

Six weeks, on the ground and in-feed

18

creators activated
over 6 weeks

~45

pieces of content
(reels, stories, 1 collab post)

1

creator preview event
at a Dubai store

Launch moment

Creator preview event at a Dubai store, timed to the campaign launch giving creators a real moment to film organically.

CAMPAIGN RESULTS

The numbers

~2.1M

TOTAL REACH

~4.8M

TOTAL IMPRESSIONS

5.8%

AVG. ENGAGEMENT RATE

~1.6M

VIDEO VIEWS

~14,000

LINK CLICKS

~AED 900,000

EARNED MEDIA VALUE

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Thank you

Understated, premium influencer content delivered at scale for Lululemon's Back-to-Campus moment in the UAE.

onehub.ae