



ALO YOGA

YOU NEVER CLOCK OUT.

A CAMPAIGN CONCEPT
BY SHANNON KNIGHT

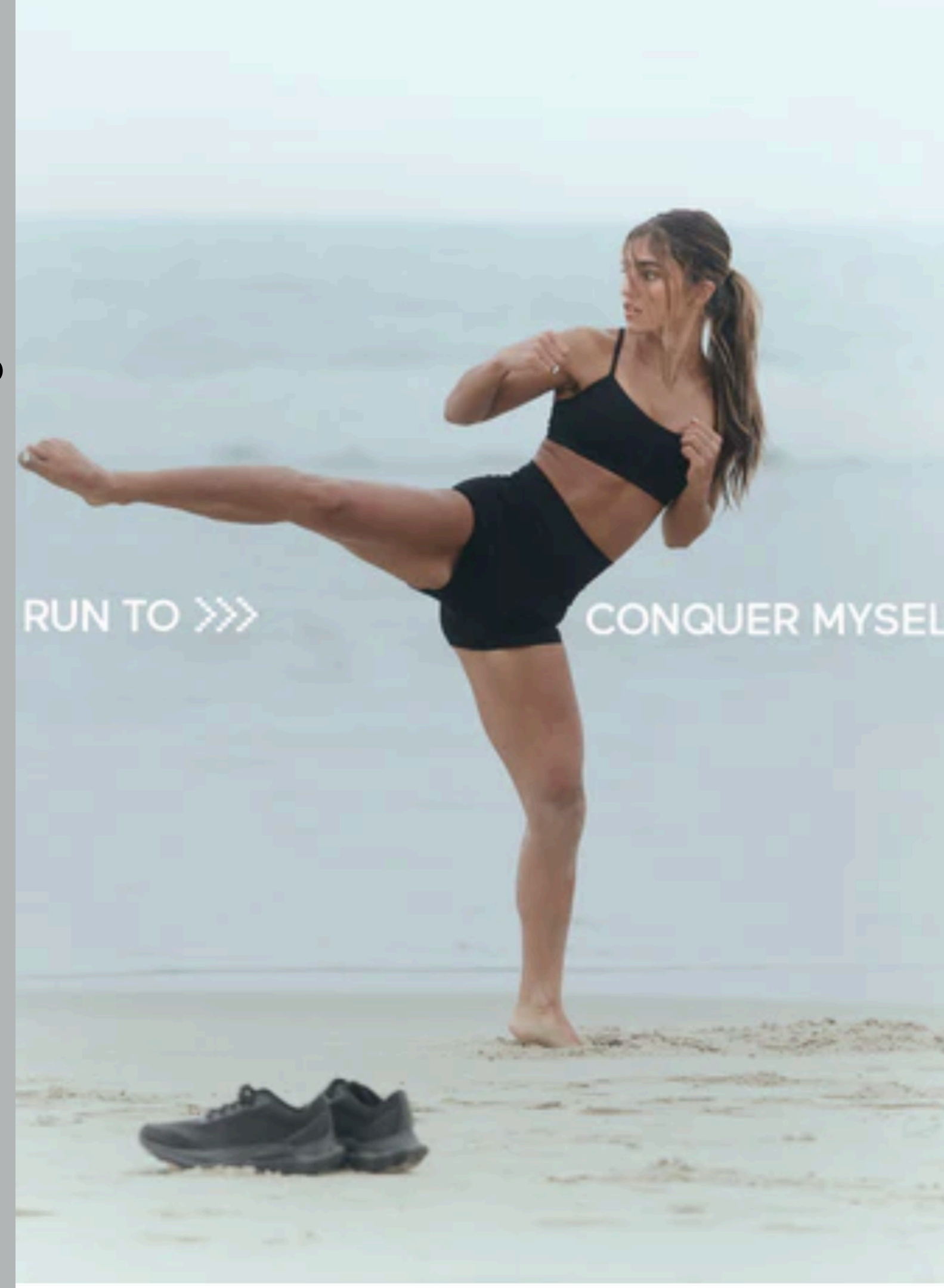
THE BRAND

ALO YOGA IS A PREMIUM ATHLEISURE BRAND POSITIONED AT THE INTERSECTION OF WELLNESS, FASHION, AND PERFORMANCE.

The brand is known for:

- clean, elevated visuals
- influencer-driven marketing
- yoga and lifestyle content

While Alo successfully captures the aesthetic of an active lifestyle, it does not fully represent the mindset and identity of competitive athletes.





THE PROBLEM

ALO'S CONTENT PRIORITIZES AESTHETICS OVER IDENTITY.

Most content highlights:

- polished, curated moments
- influencer and studio-based visuals
- a surface-level version of “active”

THIS CREATES A GAP BETWEEN THE BRAND AND REAL ATHLETES, WHOSE EXPERIENCES ARE DEFINED BY DISCIPLINE, ROUTINE, AND INTERNAL PRESSURE. ALO SHOWS HOW ATHLETES LOOK. NOT WHO THEY ARE.



THE AUDIENCE

THE TARGET AUDIENCE IS
FEMALE ATHLETES AGES 16–25.

THIS INCLUDES:

- HIGH SCHOOL AND COLLEGE ATHLETES
- CLUB ATHLETES
- FORMER ATHLETES WHO STILL IDENTIFY WITH SPORT

THIS AUDIENCE VALUES:

- DISCIPLINE AND STRUCTURE
- PERFORMANCE AND IMPROVEMENT
- CONSISTENCY AND ROUTINE

FOR THEM, BEING AN ATHLETE
IS NOT LIMITED TO PRACTICE
OR COMPETITION. IT SHAPES
HOW THEY THINK, ACT, AND
MOVE THROUGH DAILY LIFE.

KEY INSIGHT

Athletes do not turn their mindset on and off. Even when practice ends, they continue to think about performance, recovery, and improvement. Their habits, routines, and expectations of themselves remain constant throughout the day.

Being an athlete is not just something they do. It is a continuous identity that influences every part of their life, including moments that are not visible to others.

BIG IDEA

YOU NEVER CLOCK OUT

ATHLETES DO NOT SWITCH ROLES WHEN THEY LEAVE PRACTICE. THE SAME DISCIPLINE, FOCUS, AND PRESSURE FOLLOW THEM INTO EVERY PART OF THEIR DAY.

ALO YOGA BECOMES THE BRAND THAT SUPPORTS ATHLETES IN THE IN-BETWEEN MOMENTS, WHEN THEY ARE OFF THE COURT BUT STILL FULLY IN THEIR IDENTITY.



STRATEGY

Position Alo Yoga as the brand athletes wear when no one is watching.

The campaign shifts the focus from appearance to identity by highlighting real, unfiltered moments outside of competition.

CONTENT WILL EMPHASIZE:

- CONSISTENCY OVER PERFORMANCE HIGHLIGHTS
- ROUTINE OVER SPECTACLE
- INTERNAL MINDSET OVER EXTERNAL VALIDATION

THIS APPROACH BUILDS CREDIBILITY WITH ATHLETES BY REFLECTING THEIR ACTUAL EXPERIENCE RATHER THAN AN IDEALIZED VERSION OF IT.

CONTENT PILLARS



OFF-DUTY, STILL LOCKED IN

Content that shows athletes moving through everyday life while maintaining a focused and disciplined mindset.



THE INVISIBLE WORK

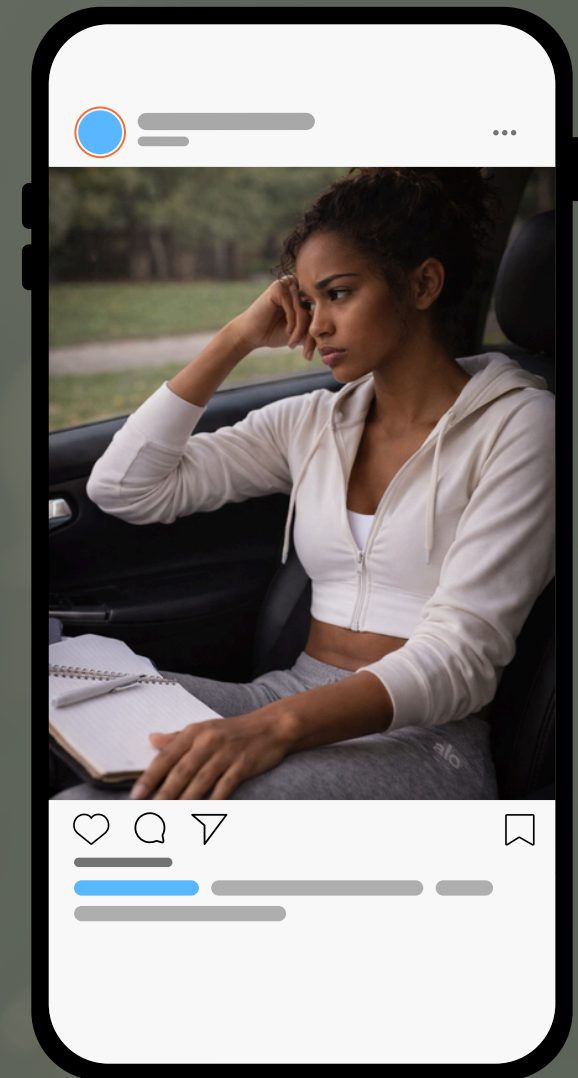
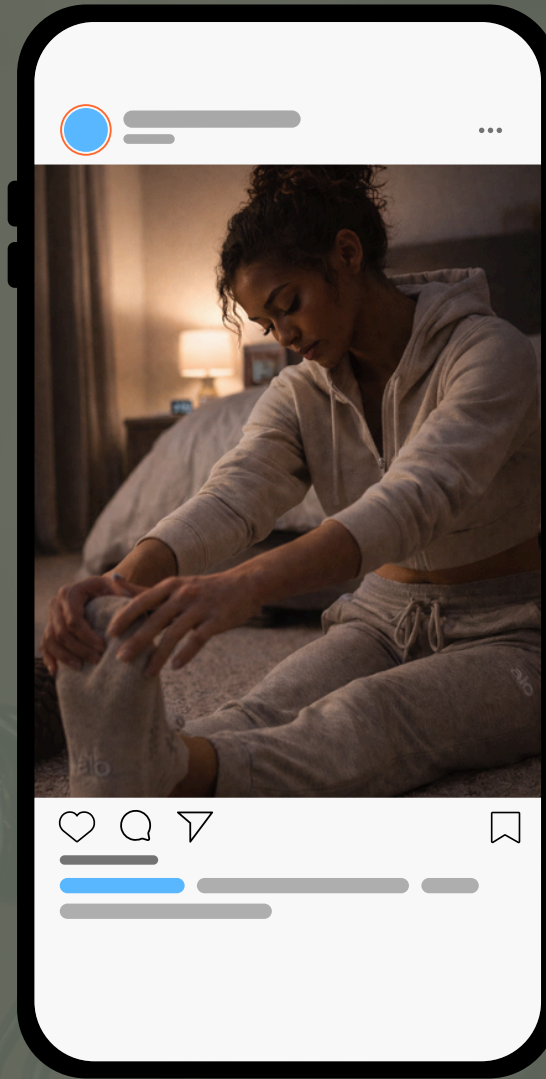
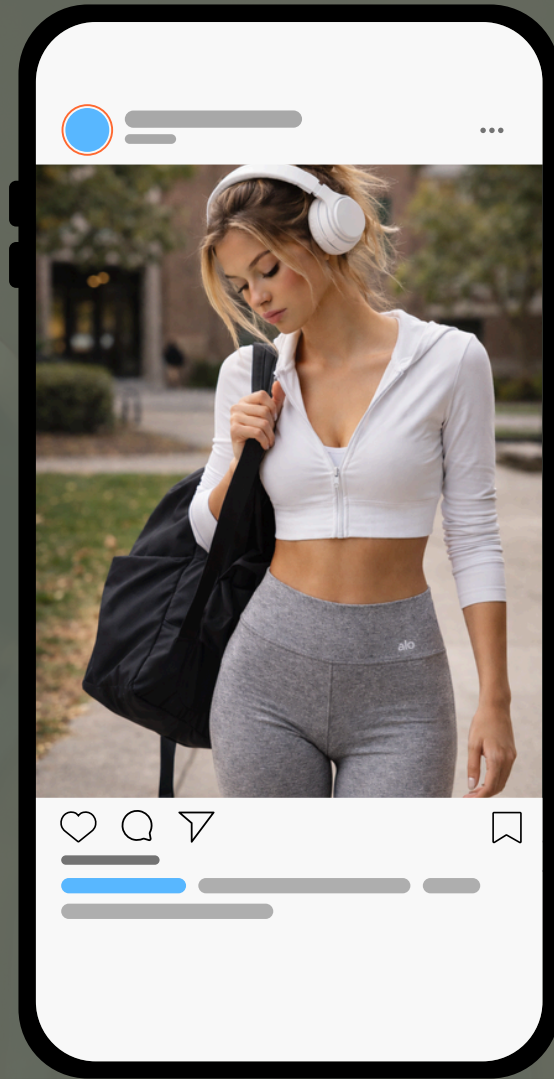
Moments that are typically unseen, including recovery, stretching, and late-night routines.



ATHLETE MINDSET

Internal experiences such as pressure, expectations, and the constant drive to improve.

INSTAGRAM EXECUTION



Shot on iPhone-style visuals to maintain realism and avoid polished brand aesthetics.

**“PRACTICE ENDED.
MINDSET DIDN’T.”**

**“NO ONE SEES THIS
PART.”**

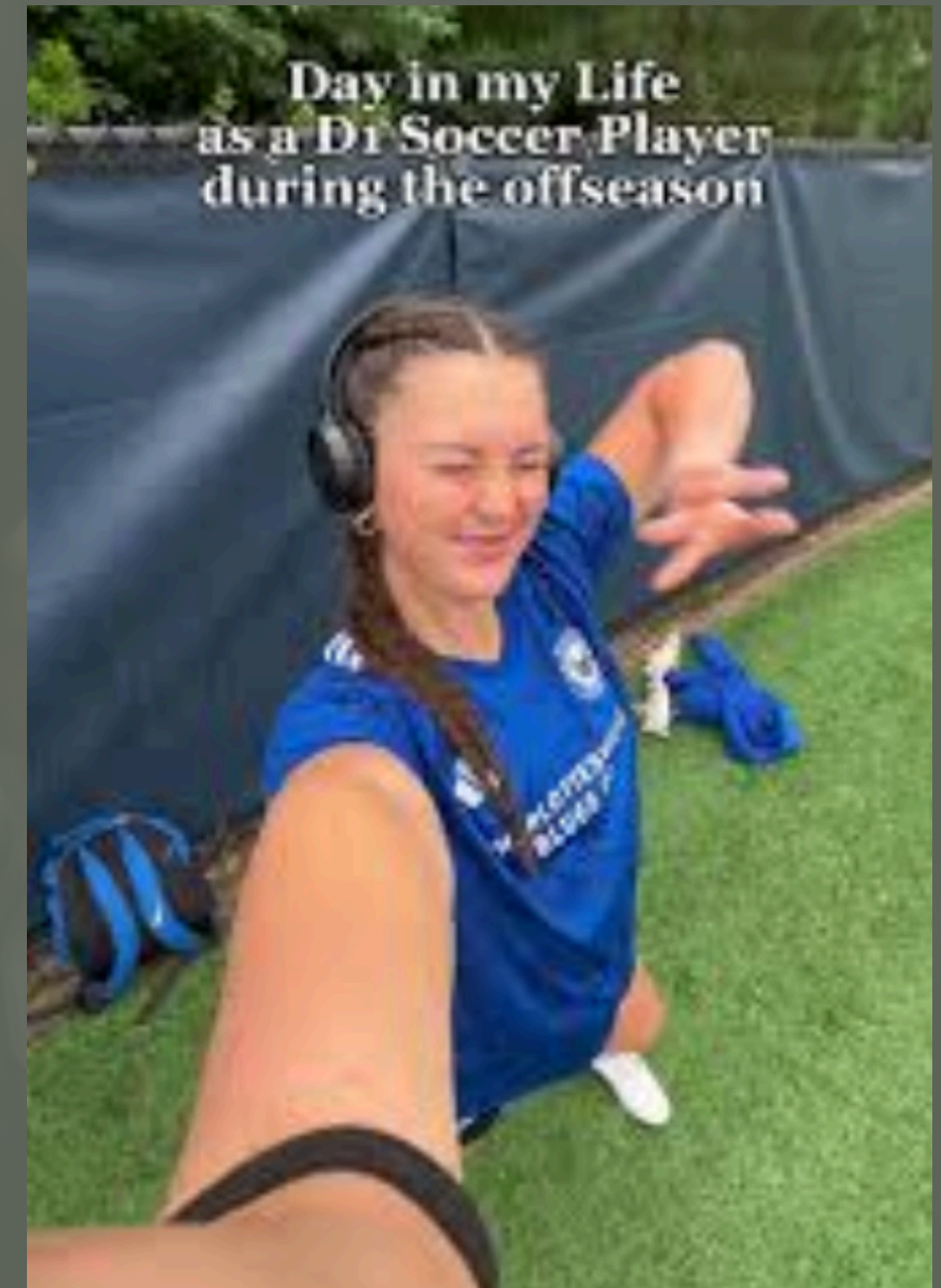
**“OFF DAY DOESN’T
MEAN OFF.”**

The Instagram content focuses on realistic, everyday moments that reflect the athlete experience. The tone is simple, direct, and grounded in reality rather than highly produced or overly stylized.

TIKTOK CONCEPT

People think practice is the hard part. The video begins with training footage, then transitions into everyday moments such as walking to class, running errands, and recovering alone.

The narrative shows that the athlete mindset continues beyond practice and is present throughout the entire day. The goal is to highlight the consistency and discipline required outside of visible performance moments.



ATHLETE COLLABORATION

THE CAMPAIGN FOCUSES
ON RELATABLE COLLEGE
ATHLETES RATHER THAN
HIGH-PROFILE
INFLUENCERS.

FEATURING D1 ATHLETES CREATES:

- STRONGER AUTHENTICITY
- HIGHER RELATABILITY
- MORE TRUST WITH THE TARGET AUDIENCE



THESE ATHLETES REPRESENT THE REALITY OF
BALANCING SPORT, SCHOOL, AND DAILY LIFE,
MAKING THE CAMPAIGN MORE CREDIBLE AND
IMPACTFUL.

USING NON-FAMOUS ATHLETES REMOVES PERFORMANCE PRESSURE
AND MAKES THE CONTENT FEEL HONEST INSTEAD OF ASPIRATIONAL.

**KENNEDY
MARTIN**

D1 VOLLEYBALL PLAYER FOR PENN STATE



CAMPAIGN EXTENSION

LOCKER ROOM TO LIFE

**ALO YOGA HOSTS CAMPUS-BASED
ACTIVATIONS AT MAJOR UNIVERSITIES
WHERE ATHLETES ARE STYLED IN ALO
OUTFITS IMMEDIATELY AFTER
PRACTICE.**

**THE EXPERIENCE CAPTURES THE
TRANSITION FROM PERFORMANCE TO
EVERYDAY LIFE AND GENERATES
REAL-TIME SOCIAL CONTENT.**

**THIS EXTENSION REINFORCES THE
CAMPAIGN MESSAGE WHILE CREATING
OPPORTUNITIES FOR ORGANIC
CONTENT AND BRAND INTERACTION.**



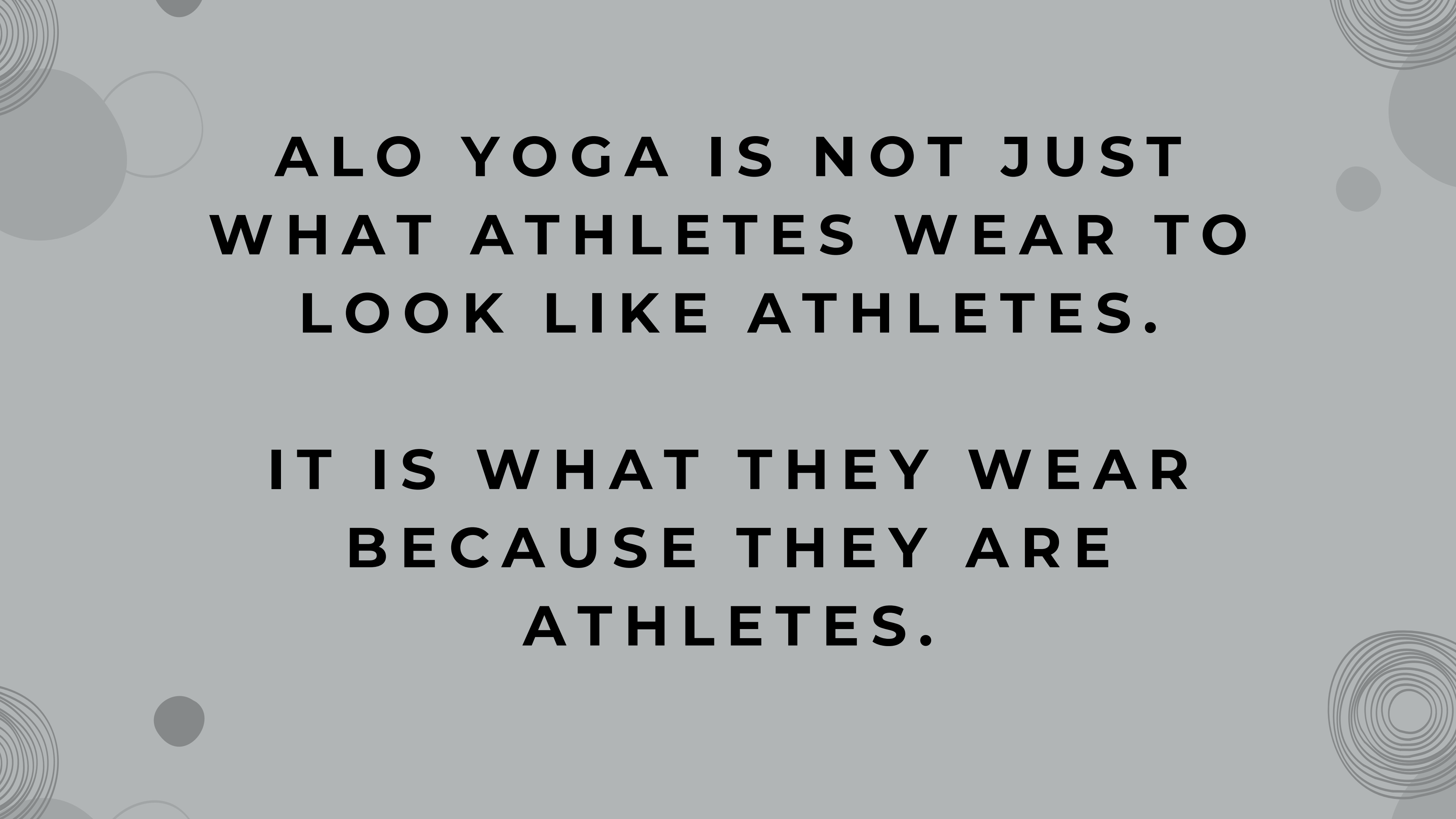


WHY IT WORKS

THIS CAMPAIGN SHIFTS ALO YOGA FROM AN AESTHETIC-DRIVEN
BRAND TO AN IDENTITY-DRIVEN BRAND.

IT CREATES A STRONGER EMOTIONAL CONNECTION WITH ATHLETES
BY REFLECTING THEIR REAL EXPERIENCES RATHER THAN AN
IDEALIZED VERSION OF THEM.

BY FOCUSING ON DISCIPLINE, ROUTINE, AND MINDSET, ALO
DIFFERENTIATES ITSELF FROM COMPETITORS AND BUILDS
CREDIBILITY WITHIN SPORTS CULTURE.



**ALO YOGA IS NOT JUST
WHAT ATHLETES WEAR TO
LOOK LIKE ATHLETES.**

**IT IS WHAT THEY WEAR
BECAUSE THEY ARE
ATHLETES.**