

## Under Armour Case Study



### Situation

Under Armour needed a data driven assessment to understand the opportunity for their full priced stores across the U.S. While they operate a handful of locations, they had limited data and no store level customer data to understand their store's draw or their target customer.



### Solution

- JLL's Retail Strategy Service team leveraged massive mobile data to create shopper profiles for Under Armour Brand House (BH), select Factory House and Under Armour distributor locations
- The profiles were compared to each other as well as to Under Armour's e-commerce customer
- JLL utilized a composite customer profile (of their BH, e-commerce, and Focused Performer consumer) along with other key store performance drivers, to create a scoring tool to illustrate areas of strong Under Armour demand.
- Created a Market Screening tool to assess which markets have the strongest demand
- Created detail market strategies for top markets, illustrating the number of supportable units per market



### Results

- JLL identified the top markets for deployment consideration and identified 120 opportunities within those markets to better reach their target consumer.

