

EXECUTIVE SUMMARY



OBJECTIVE

PUMA will increase brand association with self-expression and individuality among UK Gen Z consumers aged 16–30 by 20% by May 2027, establishing PUMA as the leading sportswear brand for personal expression.



Today, people use brands to showcase who they are, both in what they wear and what they share online. Born to Pounce taps directly into this trend, helping young people in the UK use PUMA as a canvas for their unique style and personality. Through this, PUMA aims to be the go-to brand for young people who want to boldly express their identity.



STRATEGY

Currently, PUMA finds itself torn between a performance-driven image and a lifestyle-focused one. The campaign aims to break through by forging a clear identity for PUMA as a symbol of individuality, authenticity, and empowerment. By celebrating what makes each person unique, the brand builds stronger connections and becomes more than just a shoe brand.



ENGAGEMENT

Online engagement, immersive augmented reality, and dynamic in-store activations bring the campaign to life and encourage active participation rather than passive consumption. This integrated approach drives brand relevance, deepens emotional attachment, and boosts direct-to-consumer sales.



EXECUTION

At the heart of the campaign is the Pounce Symbol, a tool that helps people craft their own bold emblem. Designed for consumers to share across different social platforms and showcase on custom products, this symbol bridges the digital and real worlds, connecting authentic self-expression online with tangible ownership.



OUTLOOK

Born to Pounce shifts PUMA's focus from mere products to bold self-expression. Consumers now expect more from brands, and PUMA is committed to staying ahead by leading in purpose and sustainability and setting itself apart.





BORN TO POUNCE

AS2 PUMA CAMPAIGN PLAN

REPOSITIONING PUMA AS
A BRAND OF SELF-EXPRESSION

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MKT3014 | MAY 11TH, 2026



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1.0 **INTRODUCTION**

Brand, audience
& objectives





1.1 Brand and Sector

PUMA is a global brand and combines performance with street style. It is successful because it is based on the so-far sustainable athleisure trend and allows its customers to wear clothing that is highly compatible with the latest styles and always suitable for any occasion (Deloitte, 2024; Easey, 2009).

PUMA is winning in collaborations and cultural relevance vs Nike in performance. But there is confusion about the brand identity and how to communicate to Gen Z consumers that PUMA is the brand for their self-expression (Kotler et al., 2022).





1.2 Target Audience

The target market for PUMA is digital-native Generation Z members aged 16 to 30. This target group wants to experience ‘realness’, ‘inclusivity’ and ‘newness’ in everything they do. PUMA customers are specifically looking for a brand that offers new products and ways to express themselves. Fashion for this target group is not just about how they look on the outside but also about how they can express themselves online through their clothing. They often search online for products and brands that their friends (or ‘crew’) also like and are enthusiastic about (Qin, 2020; Verhoef et al., 2010).

For the young generation, fashion is not just about how you look; it also expresses who you are, both online and offline (Easey, 2009).



CUSTOMER PERSONA

TARGET AUDIENCE FOR PUMA



“FASHION IS HOW
I EXPRESS WHO I AM,
ONLINE AND OFFLINE.”

GENERATION Z

- AGE:** 16–30
- LOCATION:** UK
- STATUS:** Students / Early Careers
- ARCHETYPE:** The Individualist

OVERVIEW

Digital-native and socially conscious, Gen Z values authenticity, inclusivity, and creativity. They use brands to express their identity and connect with communities that reflect their values. They seek newness, cultural relevance, and experiences over traditional advertising.

VALUES

- Authenticity**
They want real, honest brands.
- Inclusivity**
Diversity and representation matter.
- Creativity**
They love self-expression and originality.
- Sustainability**
They support brands that care about the planet.

BEHAVIOURS

- Highly active on social media (TikTok, Instagram, YouTube, Snapchat).
- Engage with and create user-generated content.
- Research online and value peer recommendations.
- Prefer brands that allow personalisation and interaction.

MOTIVATIONS

- Express their unique identity through fashion.
- Stay ahead of trends and cultural moments.
- Belong to communities that share their interests.
- Support brands that empower and inspire.

PAIN POINTS

- Tired of inauthentic or overly corporate brands.
- Limited ways to personalise products.
- Irrelevant or one-way brand communications.
- Greenwashing and lack of real sustainability.

HOW PUMA CAN WIN

- Enable self-expression through customisation and UGC.
- Create immersive, interactive digital experiences.
- Collaborate with real people and cultural creators.
- Lead with purpose, authenticity, and innovation.



1.3 Objectives

The campaign's core message is: PUMA will increase brand association with self-expression and individuality among Gen Z consumers aged 16-30 by 20% by May 2027. Establishing PUMA as the leading sportswear brand for personal expression.

Drive user participation with authentic User Generated Content to build an honest, emotional, and individualised shopping experience that directly boosts sales. Each of these goals is designed to challenge the campaign to integrate the different communication channels to achieve the campaign objectives of changing the perception of PUMA, increasing engagement, increasing direct sales of PUMA products, and, hence, completing the definition of integrated marketing communication (Fill & Turnbull, 2016).





2.0 THE CAMPAIGN

Idea, trends &
justification





2.1 The Campaign Idea

Born to Pounce is a new campaign by PUMA that revolutionises the sportswear brand, turning it into a platform for young consumers to express their personal identity (Kotler et al., 2022).

The Pounce Symbol: A personal identifier for Born-to-Pounce customers, offering a unique way to stand out and be recognised. Customers can create their own Pounce Symbol and use it on products, social media, mobile, and even packaging to showcase their individuality. This not only offers a distinct sense of ownership but also allows users to reflect their personality through their choices (Djafarova & Bowes, 2021). With the Pounce Studios app, customers can update and customise their Pounce Symbols as often as they wish, enhancing ongoing self-expression.





2.1 The Campaign Idea

To join the campaign, PUMA is launching a TikTok challenge called #BornToPounce, where customers can share their Pounce Symbols. Lady Gaga is also collaborating with PUMA for a Born to Pounce capsule collection (Keller, 2021). Born to Pounce will enable PUMA to become part of the consumer's identity (Kapferer, 2012). Sustainability is embedded throughout the campaign, with customised products made from recycled and low-impact materials and supported by Pounce Studios that enable repair and redesign, allowing consumers to express their individuality more responsibly (PUMA, 2025; Ellen MacArthur Foundation, 2021).





2.2 Trends

The campaign also addresses a range of Gen Z consumer behaviours and needs, including the self-expression economy, which is growing at an alarming rate, with brands becoming identity markers for a generation seeking to express itself (Deloitte, 2024; BOF Studio, 2025). Social media continues to fuel a highly participatory culture, and Gen Z wants to co-create with brands rather than have them simply distribute content.

Other ways that Digital tools and technologies support self-expression include Augmented Reality (AR), which lets people try on identities before they buy or share them with others. And how mass-market products are now being customised to allow for greater individuality (Vogue Business, 2024; Fernandes, 2024).





2.3 Justification

The two main competitors to the PUMA campaign are Nike and Adidas. The focus of Nike's campaign strategy is on performance. It leverages the credibility of the world's top athletes to promote Puma products. On the other hand, Adidas' campaign strategy focuses on fashion. The sportswear brand has transformed itself into a fashion brand through high-profile collaborations in the lifestyle and fashion markets. Here, PUMA's campaign strategy differs from that of the two competitors mentioned above. The campaign does not focus on a single aspect; instead, it unifies its elements to communicate a single message to consumers (Kapferer, 2012).





2.3 Justification

By launching Born to Pounce, PUMA will position itself in the market differently from Nike (performance/elite athletes) and Adidas (fashion/lifestyle, high-profile collaborations). While PUMA aims to inspire consumers through the campaign, they are not influenced passively; instead, they shape and create meaning for the campaign and the brand (Verhoef et al., 2010; Djafarova & Bowes, 2021). This will enable consumers not only to be influenced by the campaign but also to create and shape its meaning.





2.4 Sustainability Integration

- Custom products use recycled and low-impact materials.
- “Pounce Studios” where products can be repaired and even re-designed.
- Digital-first identity creation reduces reliance on mass production.
- Limited drops minimise overproduction and waste.
- Sustainability strengthens brand credibility among younger consumers.





3.0 **PROMOTIONAL** **STRATEGY**

Push, pull
& **profile**





3.1 Push Recommendation

The push approach aims to convert interest in the PUMA brand and products into sales. With Pounce Studios in all PUMA flagship stores worldwide and online, you can create your own products featuring your Pounce Symbol and made from sustainable materials. As a special treat, fans will be able to get their hands on limited-edition and exclusive capsule products designed by Lady Gaga in collaboration with PUMA.

Dentsu (2025) states that Gen Z will move from retail discovery to in-store purchasing when a seamless, personalised retail experience is enabled.





3.2 Pull Recommendation

The Pull strategy encourages the consumer to engage with the brand. By launching the #BornToPounce TikTok challenge, releasing the AR Pounce Symbol generator and working with a variety of creators, the brand will encourage its fans to create content that best represents themselves using their unique Pounce Symbol and product.

Short-form video, influencer marketing, and user-generated content are key for Gen Z engagement and for driving purchase intention (BOF Studio, 2025; Junaidi & Nindhita, 2025).





3.3 Profile Recommendations

A profile strategy builds a long-lasting brand image and reputation. The collaboration with Lady Gaga sustains the brand's messages of individuality, inclusion, and empowerment. The sustainable approaches to create products that enable self.

Most recently, Modern IMC is now expected to balance profit with people and planet, thereby placing reputation and purpose at the heart of brand equity (Ibn-Mohammed, T. et al., 2026). Together, these strategies will ensure that the Born to Pounce brand drives sales and that PUMA becomes the leading sportswear brand for self-expression among the UK's Gen Z audience by May 2027.





4.0 MEDIA

Channels &
timeline





4.1 Paid, Earned and Owned Media

To build brand awareness, drive engagement, and foster advocacy across a variety of touchpoints, a successful media strategy has to integrate paid, owned, and earned media (POEM) (Fill & Turnbull, 2016; Chaffey & Ellis-Chadwick, 2016).

Paid Media:

Paid media will be utilised to drive awareness of the PUMA brand to a large UK Gen Z audience across media channels, including TikTok, Instagram, YouTube, Spotify, and digital out-of-home. We'll design sponsored creator campaigns to enhance cultural relevance and credibility by partnering with the most influential creators across the aforementioned media channels. The paid Lady Gaga campaign will also drive awareness of the PUMA brand among the UK Gen Z audience via various social media platforms, including TikTok, Instagram, and YouTube, as well as the audio platform Spotify and digital out-of-home (WARC, 2025; GWI, 2025).

Owned Media:

Through owned channels like the PUMA website, the Pounce Studios app, email, SMS, in-store screens, and flagship stores, the brand will deliver an immersive, highly personalised experience for individual consumers. The AR Pounce Symbol generator, product customisation, and sustainability messages at the heart of the experiences enable direct-to-consumer sales by engaging consumers with the brand (Chaffey & Ellis-Chadwick, 2016).



4.1 Paid, Earned and Owned Media

Earned Media:

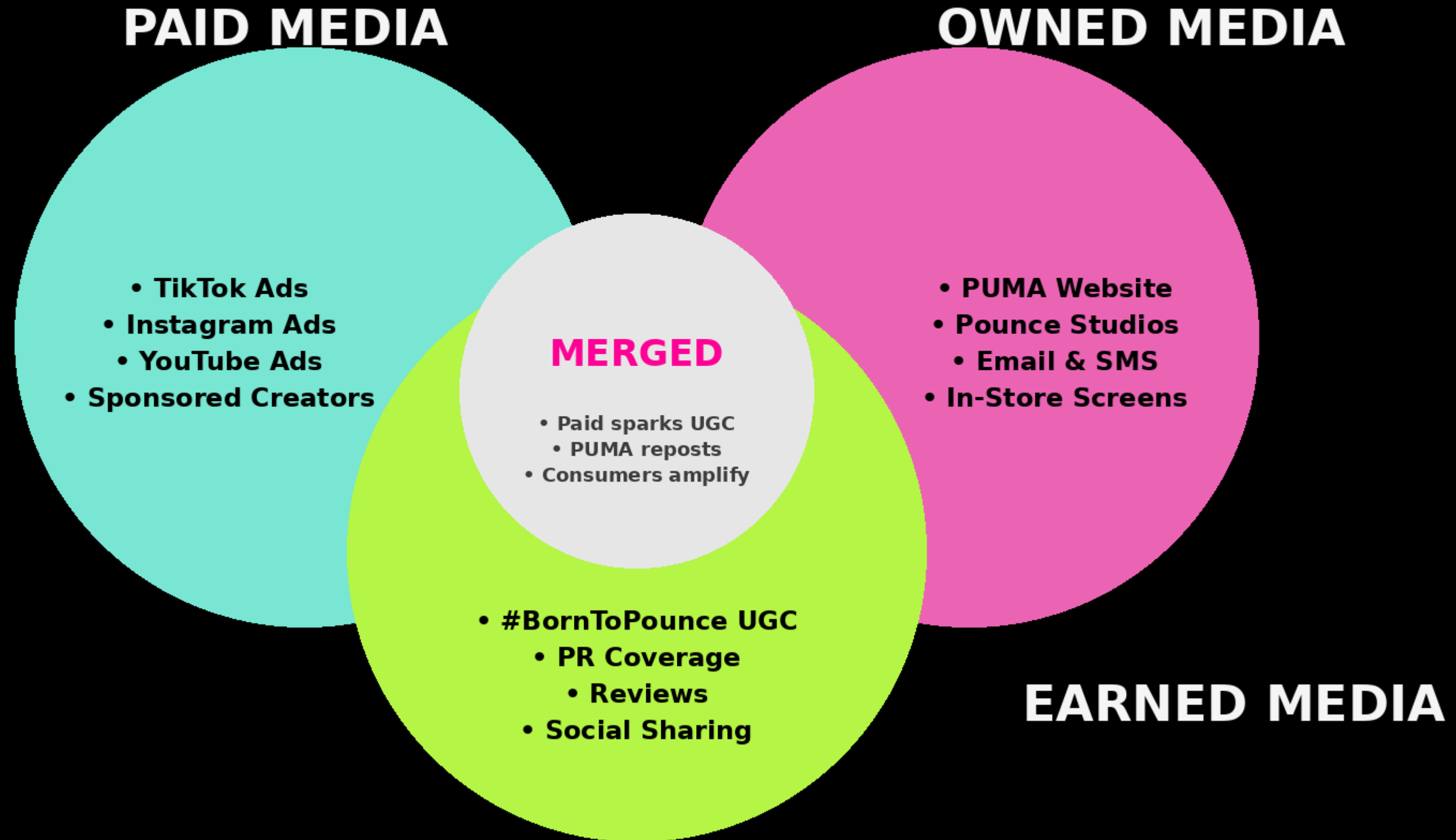
Earned media will take the form of the #BornToPounce TikTok challenge, user-generated content, press coverage, product reviews and other forms of sharing by consumers and to consumers. This is a particularly powerful medium, as Gen Z places high trust in recommendations from other consumers, especially when they have seen content created by other users (GWI, 2025). The campaign will also seek to secure coverage in press titles that reach PUMA's target market, as well as product reviews in a variety of online publications (Fernandes, 2024).

Merged Media:

We use a merged media approach: Paid creator content drives user participation, PUMA amplifies the best content through Owned channels, and earned media comes from consumer sharing. This merged-media approach creates a self-reinforcing communication model that drives awareness and strengthens brand equity (Fill & Turnbull, 2016).

4.1 PAID, OWNED, EARNED & MERGED MEDIA

Integrated POEM strategy for the Born to Pounce campaign.



4.2 12-MONTH GANTT CHART



June 2026 – May 2027

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Market Research & Insights	■	■										
Creative Development	■	■	■									
AR Tool Development		■	■	■	■							
Lady Gaga Partnership			■	■	■							
Teaser Campaign					■	■						
Official Launch						■	■					
TikTok Challenge						■	■	■	■			
Pounce Studios Activation						■	■	■	■	■	■	
Limited Product Drops							■	■	■	■	■	
PR & Media Outreach				■	■	■	■	■	■	■	■	■
Paid Media Campaign				■	■	■	■	■	■	■	■	■
Measurement & Optimisation	■	■	■	■	■	■	■	■	■	■	■	■



5.0 CAMPAIGN ASSETS

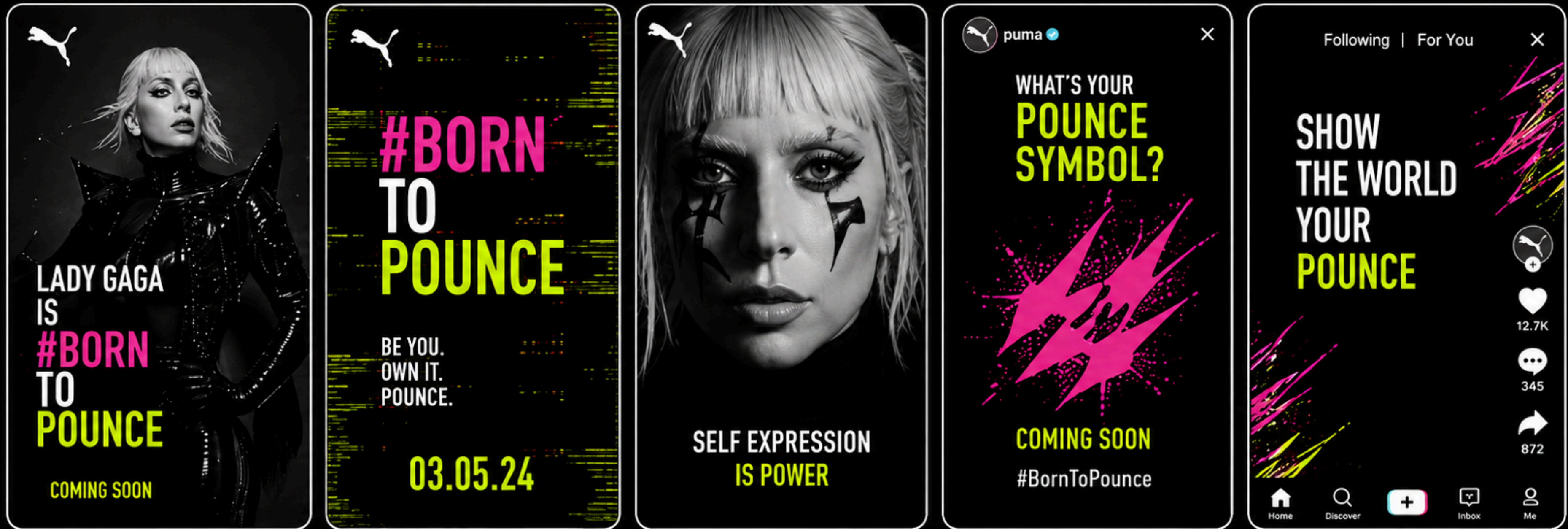
Creative
outputs



5.1 SOCIAL MEDIA TEASER CONTENT



Building hype, curiosity and participation across TikTok, Instagram and YouTube.



COUNTDOWN
TEASERS



MYSTERY
REVEALS



LADY GAGA
TAKEOVERS



#BORNTOPOUNCE
CHALLENGE



SYMBOL
PREVIEWS



5.2 POUNCE STUDIOS APP EXPERIENCE



Create. Customise. Share. The Pounce Studios app lets users unlock their identity and design products that are 100% them.



1. CREATE

Design your unique Pounce Symbol that represents you.



2. CUSTOMISE

Choose shapes, colours and attributes to make it unmistakably you.



3. TRY IT ON

Use AR to see your custom Pounce look on apparel and kicks.



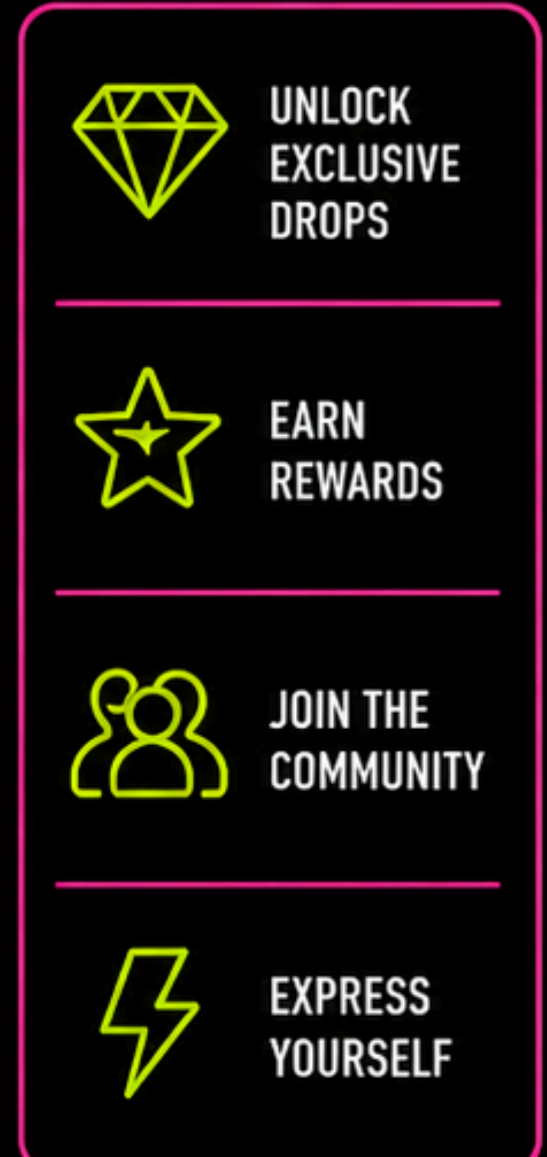
4. DESIGN

Personalise sneakers and apparel with your symbol and style.



5. SHARE

Post to TikTok and Instagram. Inspire. Be part of the pack.

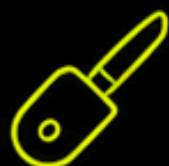


5.3 IN-STORE POUNCE STUDIO

Immersive in-store experience where self-expression comes to life.
Customise. Personalise. Pounce.



1. CHOOSE
YOUR SYMBOL



2. CUSTOMISE
YOUR STYLE



3. CHOOSE
SUSTAINABLE MATERIALS



4. PERSONALISE
IN-STORE



5. TAKE HOME
YOUR POUNCE



5.4 STORYBOARD: BORN TO POUNCE VIDEO

A 30–45 second hero film that celebrates self-expression and the freedom to be you.

1. CONFORMITY



The world tells you who to be. You blend in.

2. INTERRUPTION



Lady Gaga appears. A spark. A challenge.

3. DISCOVERY



You discover Pounce Studios. You create your symbol.

4. TRANSFORMATION



You customise your look. It's uniquely you.

5. COMMUNITY



You share it. The pack pounces. #BornToPounce

6. BORN TO POUNCE



You were not made to follow. You were born to pounce.

BE YOU. OWN IT. POUNCE.



#BORNTOPOUNCE



6.0 MEASUREMENTS

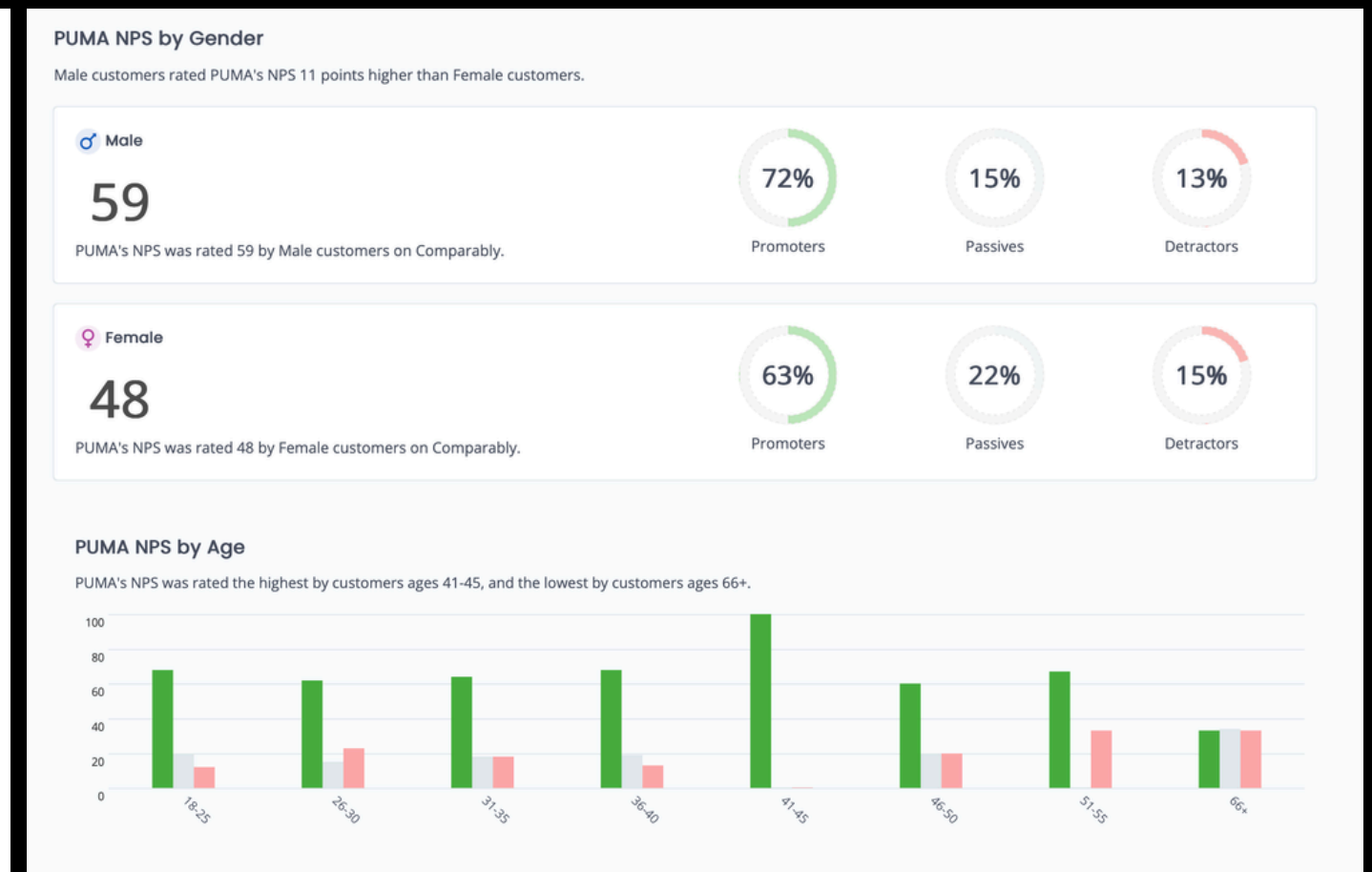
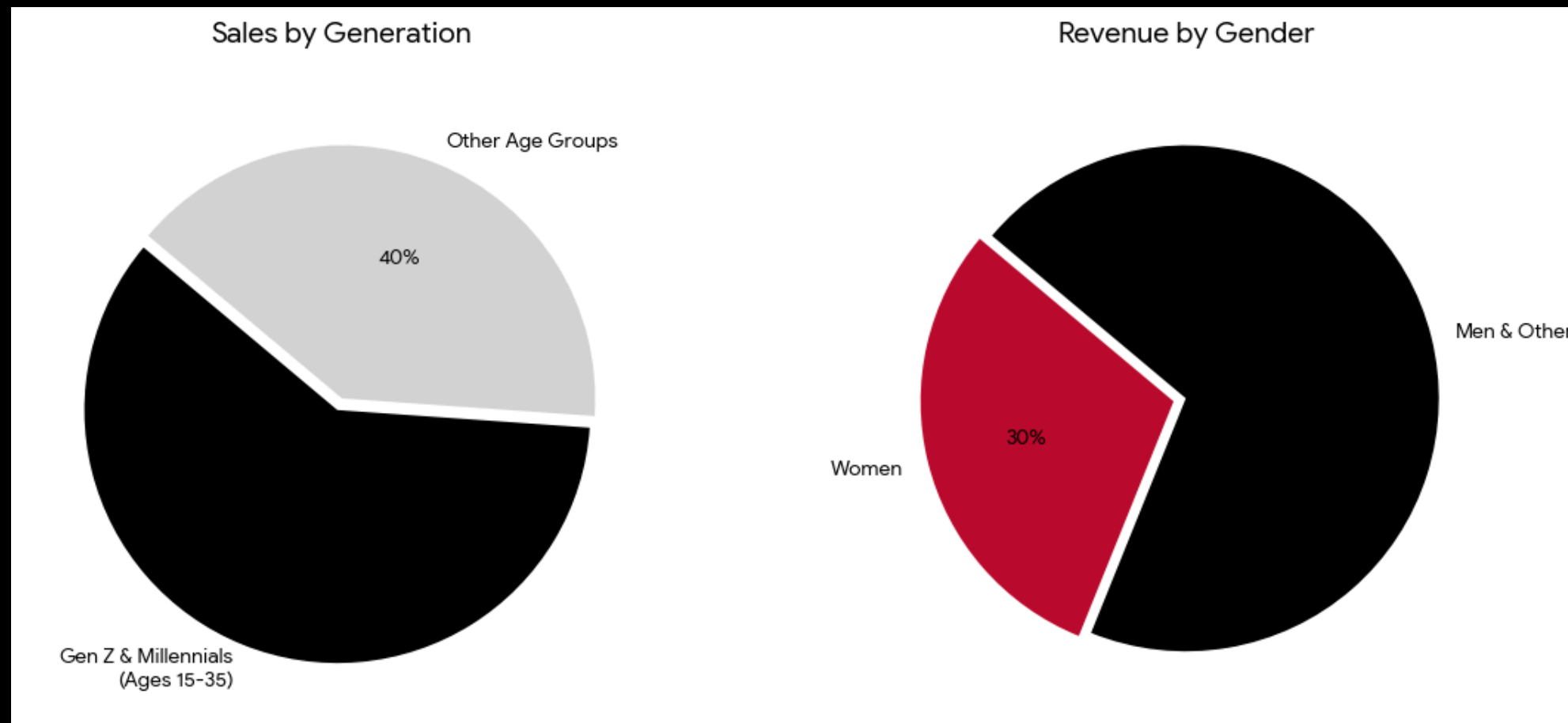
Evaluation
approach





6.0 Measurement

A number of focused KPIs will be used to evaluate the Born to Pounce campaign and assess whether PUMA has become synonymous with self-expression amongst the UK's Gen Z consumers by May 2027 (Fill & Turnbull, 2016; Chaffey & Ellis-Chadwick, 2016). Attitudinal, behavioural, and commercial measures will be used to assess the extent to which the campaign has strengthened brand meaning and increased participation, as well as delivering commercial results (Keller, 2021).



(Comparably, 2026)

6.0 MEASUREMENT

Metric	How It Is Measured	Target by May 2027
Brand Perception	YouGov BrandIndex and GWI surveys	+20% association with self-expression
Campaign Reach	TikTok, Instagram and YouTube analytics	50M+ impressions
UGC Participation	#BornToPounce posts	100,000+ posts
App Engagement	Pounce Studios downloads and symbol creations	500,000 downloads and 1M creations
Sales Impact	Custom product revenue and D2C sales	+15% sales growth
Brand Loyalty	Net Promoter Score (NPS)	+10 points
Sustainability	% of custom products using recycled materials	50%+ adoption



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