

PUMA Brand Positioning

Brand Identity: Forever Faster — youthful, bold, energetic, speed-driven.

Position in the Market:

- Lifestyle + performance hybrid.
- Strong in football (Neymar, KidSuper) and motorsport (Ferrari, Mercedes AMG).
- Leader in fashion collaborations (Rihanna, Dua Lipa, Rosé).

Perception: A cool, accessible alternative that blends sport & culture.

PUMA's Current Digital Ecosystem

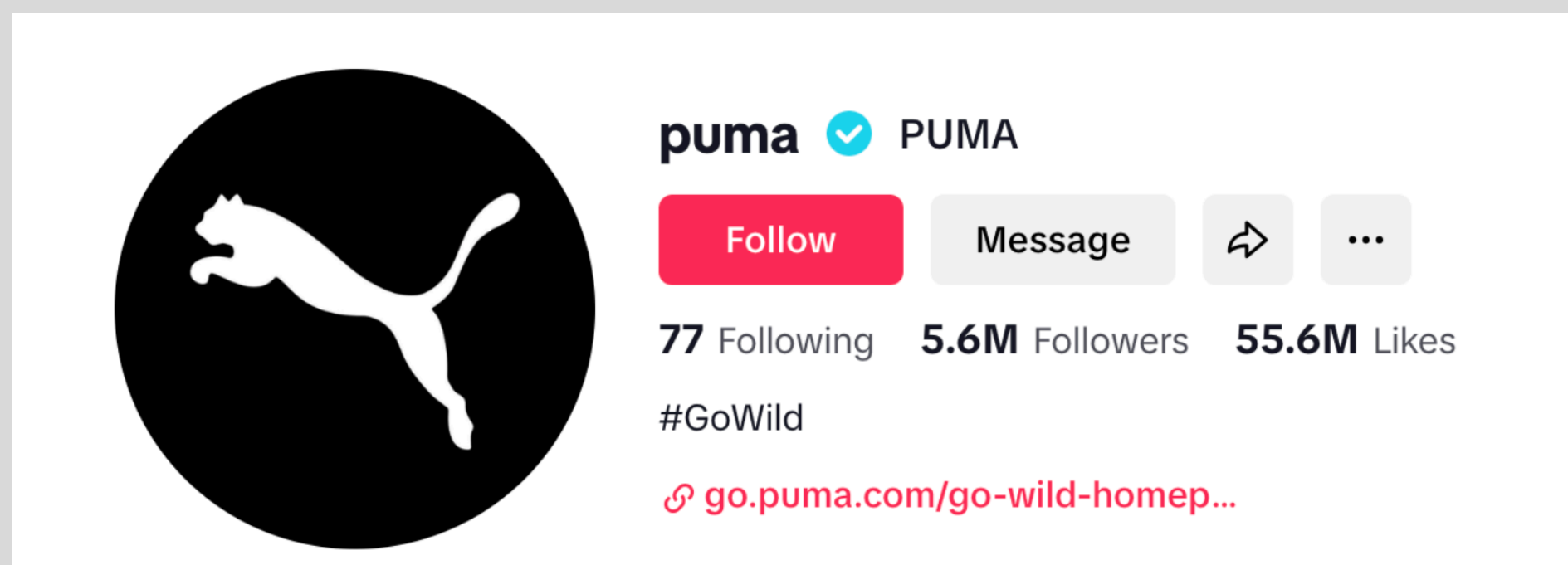
Digital Touchpoints:

- PUMA.com official website
- PUMA App: member rewards, app-exclusive deals, early drops
- CRM/email marketing
- Social media: Instagram, TikTok, YouTube, X

PUMA's Social Media Strategy

Instagram

- PUMA uses Instagram to showcase bold brand visuals, athlete partnerships, and fashion-led collaborations.
- The platform drives aspirational lifestyle storytelling through high-quality images, campaign films, and stylized athlete portraits.
- Instagram is a primary platform for global branding + product launch announcements.



TikTok

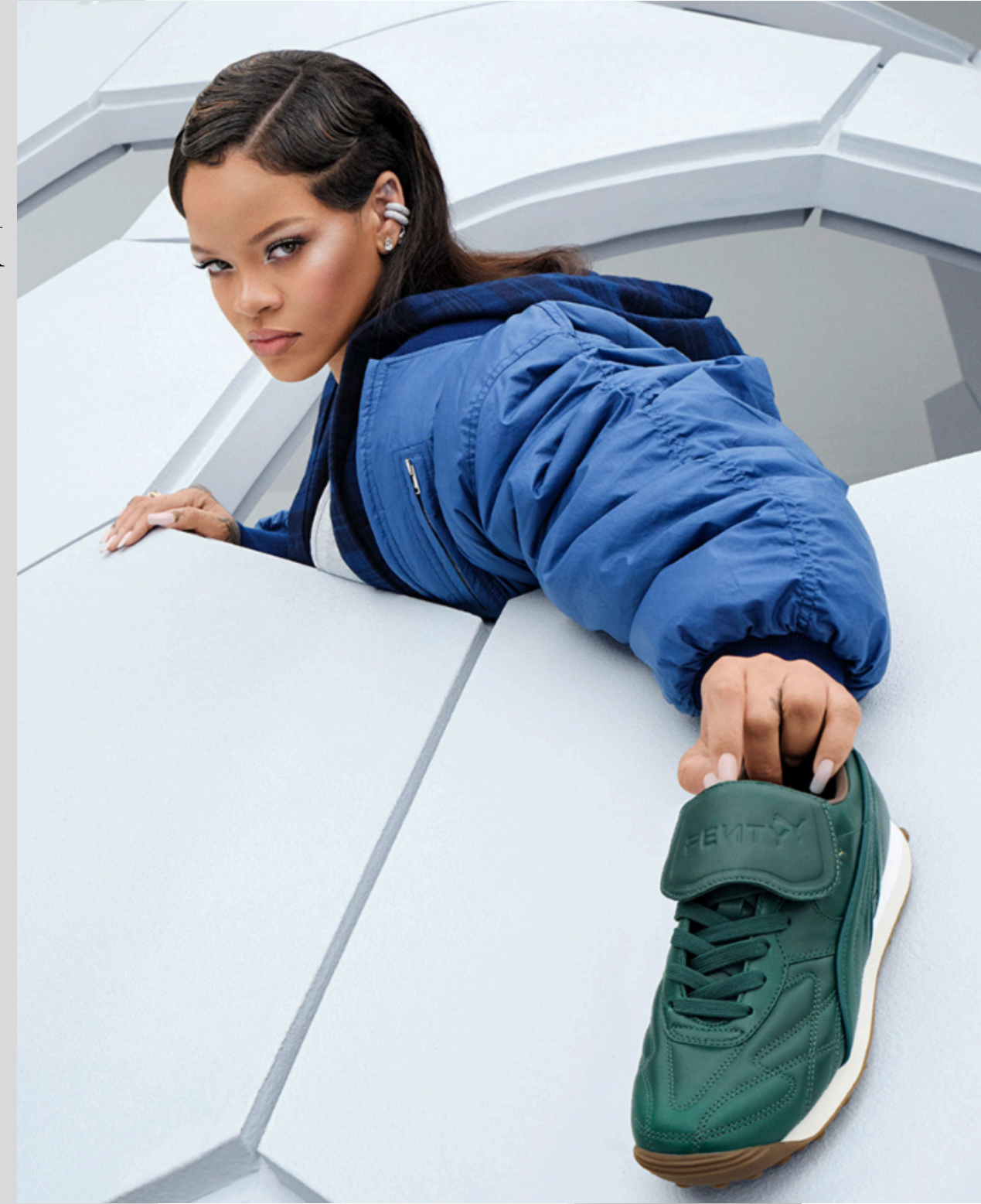
- TikTok is PUMA's most youth-driven channel, where the brand leans into humor, authenticity, and trend-led challenges.
- As of 2025, PUMA's TikTok had 5.6M+ followers and 55M+ likes, significantly amplifying its Gen Z reach.
- TikTok content includes dance challenges, behind-the-scenes athlete moments, and creator-led product styling videos.

YouTube

- YouTube is used for long-form storytelling, athlete documentaries, training videos, and hype films for major collaborations.
- The platform allows deeper emotional engagement and helps PUMA establish brand authority in sport and culture.

PUMA's Influencer Marketing

- **Macro-ambassadors:** Rihanna (FENTY x PUMA), Dua Lipa (She Moves Us campaign), Neymar Jr. and other athletes.
- **Regional/local:** PUMA uses localisation — e.g., K-pop star Rosé for Asia, Bollywood/Indian cricket influencers in India.
- **Partnerships** are not just endorsements — these influencers are integrated into **product development, storytelling and region-specific campaigns.**



Recommendations

Recommendation 1: Launch PUMA Velocity Women's Training Line

Rationale: Women's athleisure is a top driver of global industry growth, and PUMA's cultural equity (Rihanna, Dua Lipa, Rosé) can be translated into a product-led launch. The line would include indoor HIIT shoes, yoga-adaptable apparel, and studio sets marketed through fitness creators.

Risk 1: Product may not compete technically with Nike or Lululemon

Mitigation: Partner with Olympic track athletes + performance labs for co-design and testing

Risk 2: Campaign may be perceived as lifestyle-focused rather than performance-driven

Mitigation: Lead with training content, athlete demos, and performance benchmarks in messaging

Risk 3: Lack of adoption across diverse body types and comfort needs

Mitigation: Conduct fit tests across multiple body shapes, extend size ranges, and highlight inclusive design in communications

Recommendation 3: Launch PUMA Training Lab — Digital Training System + Athlete-Led Programs

Rationale: Gen Z increasingly engages with fitness through digital platforms such as TikTok workouts, YouTube training series, and app-based exercise tracking. PUMA Training Lab would introduce structured multi-week digital training programs hosted by professional athletes, certified coaches, and creator partners. Each program directly links to specific product lines, strengthening PUMA's performance credibility.

Risk 1: Training content may lack credibility compared to established platforms

Mitigation: Co-develop programs with certified trainers, sports science partners, and national team athletes

Recommendation 2: PUMA FAST PASS LIVE — Real-Time, Social-Triggered Drops

Rationale: Gen Z responds to event-driven, social-first product moments, not static campaigns. FAST PASS LIVE uses digital marketing triggers—such as sports results, music releases, and trending social content to unlock geo-specific sneaker drops via TikTok, Instagram, YouTube and the PUMA App.

Specific Digital Execution:

- **Trending Sound Drops on TikTok:** New colorway unlocks when campaign sound hits a threshold
- **Live Collab Drops:** When artists release music videos, PUMA apparel unlocks for 24 hours
- **YouTube LIVE x Athlete Drops:** Drops tied to live streams, training broadcasts, race finishes

Risk 1: Over-complex digital execution causes glitches

Mitigation: Start with 3 pilot markets (LA, London, Seoul) + limited event set

Risk 2: Fans feel excluded if drops are too exclusive

Mitigation: Dual-tier system: global online unlock + local premium unlock

Risk 3: Hard to communicate how system works

Mitigation: Multi-platform rollout campaign explaining mechanics + demo videos

Risk 2: Engagement may decline over time due to repetitive formats or a lack of progression

Mitigation: Release quarterly program cycles with new creators, and integrate progressive difficulty levels + community challenges.

Risk 3: Hard to link training participation directly to product sales

Mitigation: Embed commerce directly into the experience —product recommendations within videos, personalized gear suggestions based on workouts