



UNDER ARMOUR

Under Armour: Up and Coming

Listening Questions 1:

1. What happened at football practice that inspired Kevin Plank to create a new type of T-shirt?
2. What were the differences between regular cotton T-shirts and the Under Armour T-shirts?
3. In 1996, what was the company's total sales?
4. What film helped get Under Armour get a lot of exposure?

Listening Questions 2:

1. In 2014, how much revenue did Under Armour earn in North America?
2. In 2014, how much revenue did Under Armour earn worldwide?
3. Under Armour makes uniforms for which two Japanese pro sports teams?
4. Why was the first half of 2015 for Steph Curry and Jordan Spieth?

Transcript 1:

Kevin Plank, the founder of Under Armour, was inspired to create his company after having a bad experience during football practice. In 1995, Plank was a player on the University of Maryland (American) football team and during summer practices, he had to change the cotton T-shirts that he wore under his jersey because they quickly became soaked with sweat. Also, he noticed that his compression shorts stayed dry.

That experience inspired him to create undershirts made of moisture-wicking fabric like his shorts. The shirts would keep athletes dry, support their muscles, and help regulate their body temperature. Under Armour was founded in 1996 in Plank's grandmother's basement in Washington DC.

After that, he visited locker rooms of football teams all over the east coast of the US selling shirts from the trunk of his car. By the end of 1996, he had sold \$17,000 worth of products. He also gave away samples to university equipment managers whom he hoped would be impressed by the quality of the shirts.

In 1999, the brand got a lot of exposure in the Oliver Stone football film *Any Given Sunday*. In the film, the players wear Under Armour gear under their uniforms so the UA logo and products are visible in several scenes.



Transcript 2:

Over the last 15 years, Under Armour has expanded its product line from football training gear to apparel, footwear, and accessories for numerous sports for men, women, and kids.

In North America in 2014, Under Armour was the third-largest sportswear maker in terms of revenue. Nike was number one with about \$12.3 billion, Adidas was number two with about \$3.3 billion, and Under Armour was number three with about \$2.8 billion in revenue. Although Under Armour is doing very well in North America, it still lags far behind Nike and Adidas in worldwide sales. In 2014, Nike, Adidas, and Under Armour had \$27.8 billion, \$16.3 billion, and \$3.08 billion in worldwide revenue, respectively.

As part of its international expansion, Under Armour has become the kit maker for several soccer clubs around the world including the English club Tottenham Hotspur and the Japanese club Omiya Ardija. It also makes the uniforms for the Yomiuri Giants baseball team. The first half of 2015 was a big year for two of Under Armour's individual stars. Steph Curry won the NBA MVP award and Jordan Spieth won the first two major tournaments of the PGA Tour.