Lucky Elephant



Hush Puppies®

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Executive Summary

The goal of this advertising campaign for Hush Puppies is to tap into the positive historical connotations of the brand and infuse them with a stylish, energetic new vibe by juxtaposing the spirit of the shoe's history with authentic images of young and fashionable consumers. Consumers know that Hush Puppies delivers shoes and accessories that are durable and comfortable. We at Lucky Elephant want to show them that their high quality Hush Puppies apparel can be the perfect addition to their street styles.

As an international brand with 58 years of experience in the market, Hush Puppies faces the unique challenge of evolving to meet the needs of younger consumers. Through careful analysis of our competitors, strengths, weaknesses, opportunities and threats, and the situational forces that affect the brand, Lucky Elephant has created a plan that incorporates images of past, present, and future. Our campaign includes creative details that combine the language of comfort that characterizes Hush Puppies' history with images of fast-paced style on the move that characterize the brand's present and future.

Overview

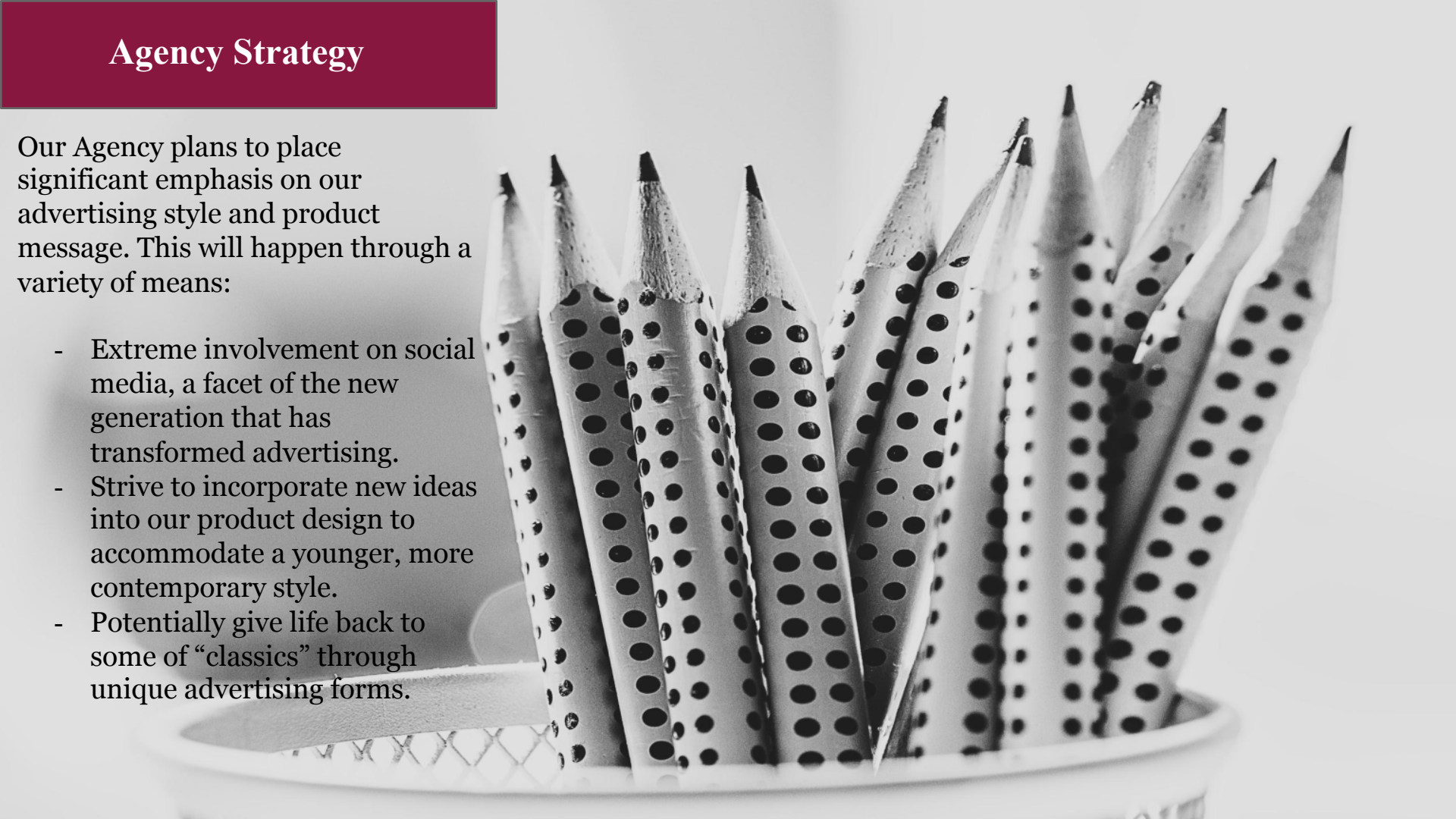
To make this campaign successful, we will employ social media influencers who, through their image and appeal online, will help solidify a popular opinion of Hush Puppies with younger consumers.

Furthermore, we'll make the brand more present and accessible to our target market through our pop-up shop, which will meet potential consumers where they are. Our goal is to re-energize the brand in a way that gets people talking and drives sales.

Agency Strategy

Our Agency plans to place significant emphasis on our advertising style and product message. This will happen through a variety of means:

- Extreme involvement on social media, a facet of the new generation that has transformed advertising.
- Strive to incorporate new ideas into our product design to accommodate a younger, more contemporary style.
- Potentially give life back to some of “classics” through unique advertising forms.





Situation Analysis

What we've done

- "We invented Casual"
- always found ways to make casual shoe-wear fashionable
- We are a brand that has consistently delivered on our promise to make products that are reliable, such as our Worry-Free Suede.
- Our company has a long-standing history, dating back to 1958.
- Successful repositioning.

What we have to offer

- Emphasize that we don't ever achieve something at the expense of comfort and durability.
- A team that is goal-oriented and willing to adapt and make change to succeed.

What we will continue to do

- Continue to expand our product variety.
- Adapt to new styles and features without losing our focus on comfort and satisfaction.
- We keep our customers happy; that's why we've been a successful company for so long.

Competitor Analysis

ROCKPORT

- Part of the California Transparency In Supply Chains Act
- Features a lifestyle blog on their website with content created by influencers, Port71, that rivals other official lifestyle blogs
- More expensive than Hushpuppies
- Offers a wide-range of styles ranging from dressy to casual to active
- Doesn't have a "classic" style of shoe like Hush Puppies and other brands, but has a signature line, "Cobb Hill"
- Targets a left-of-center man and woman looking for comfortable yet stylish shoes

Clarks

- A company that has been around since 1825, their fanbase is unparalleled
- Created the "Desert Boot," a shoe that has set them apart from other comfort shoe brands since 1950
- Has a significant social media following with 2M followers on Facebook
- Has a wide variety of comfort-cushion options for shoes
- Has a "luxury" sub-brand, Clarks Originals
- Targets the working class man and woman looking for reasonably priced, comfortable shoes, typically for work

dansko

- More expensive than Hush Puppies and other comfort-shoe brands
- Focused on being a sustainable, transparent, and environmentally friendly company
- Leading the way in local outreach through the Dansko foundation and is an 100% employee owned company
- Created the "Dansko Clog," their most iconic shoe
- Targets a creative, upper-middle class man and woman as well as health professionals

SWOT Analysis

Strengths

- Trusted brand
- Well known
- High quality product
- Philanthropic endeavors
- Comfort and durable technology

Weaknesses

- Public perception (Hush Puppies are for "old people")
- People might think only of certain styles without knowing about more contemporary ones
- Small social media following
- Declining relevance

Opportunities

- Market more contemporary styles more actively
- Use social media more aggressively/increase following.
- Already makes effective use of young and popular "street style" formats
- Promote brand through influencers on social media via paid promotion

Threats

- Competition in other trendy/high quality shoe brands
- Market clutter
- Not new or novel

Objectives

Marketing:
Create a market appealing to a younger, more active audience to increase overall sales by 8%.

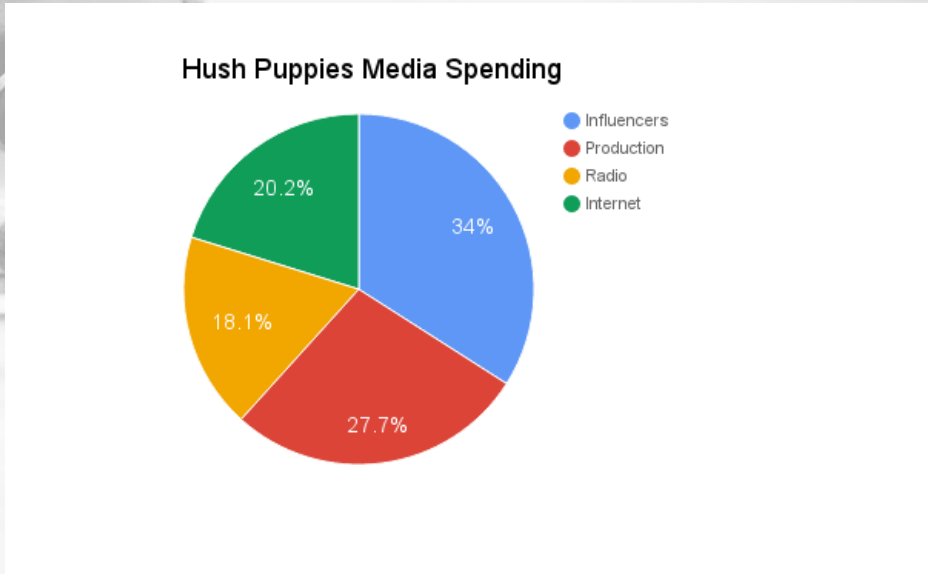
Advertising:
We hope to increase our social media presence by 75% and our brand recognition by 60%.

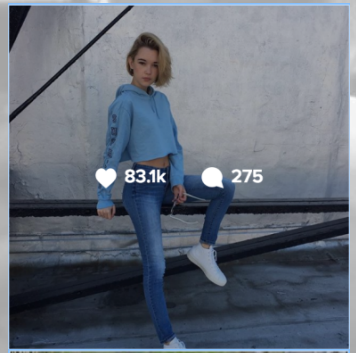
Time frame:
This campaign will run the duration of the year, beginning January of 2017 and ending in December.

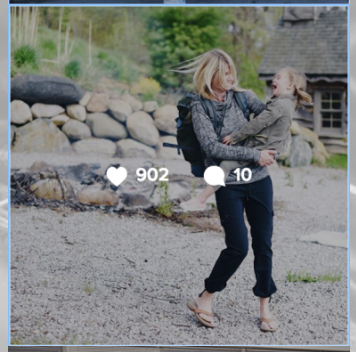
Research:
Hush Puppies long international history and notability, and also diverse product offerings and comfort technologies for our younger target audience.

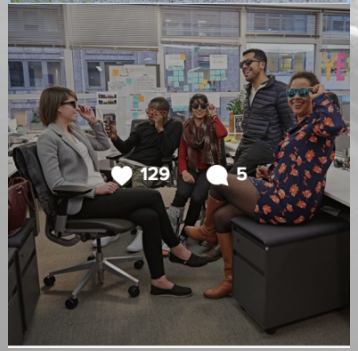
Budget: Lucky Elephant was given a budget of $5,000,000 to develop a campaign that features a modern, yet comfortable brand of shoes and accessories.

Hush Puppies primary media focus was the use of social media influencers. However, other media was used to successfully create an innovative and impressive campaign. The campaign was fully executed for a total of $4.7 million.

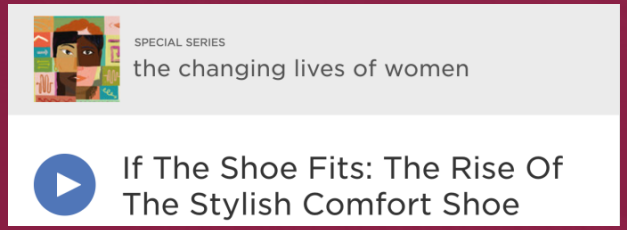


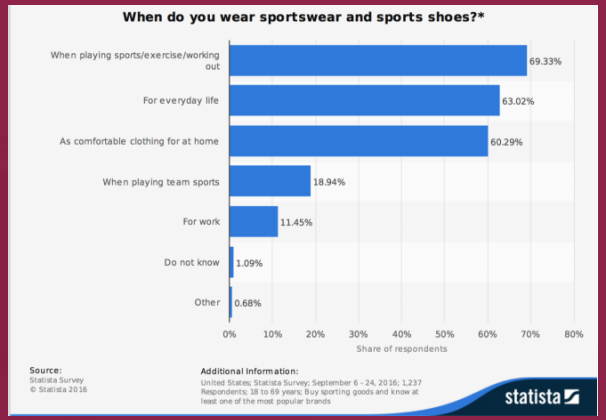






Target Markets





While Hush Puppies has been a trusted brand for men aged 45-65, at Lucky Elephant, we found potential growth in females aged 15-35. We have discovered a growing trend around comfortable fashion infiltrating the wardrobes of even the most fashion forward members of society. Lucky Elephant conducted extensive research and used Statista software to determine that people wear comfortable shoes for working out and being active, and want to continue that comfort in their daily life. Nostalgia is at an all time high, and 90s fashion has been having a moment--our customers want to celebrate the past while remaining fashion forward in 2017, all while wearing comfortable shoes that can support any of their trips to the park with their kids, the daily grind, or going to a DIY show in Brooklyn.

Target Market Profiles

Young Professional

This working woman understands that she doesn't have to sacrifice comfort to still make a stylish statement in the office. She commutes to work then runs to meeting after meeting during the day and then goes out for drinks with her friends, all in her Hush Puppies. She understands that a classic and comfortable shoe is always professional, and never goes out of style.

Hipsters of Generation-Z

Growing up on the internet, this zillenial knows that personal style is a way to brand yourself and your values. When this young girl travels from art exhibit to warehouse show, she will be documenting her every move in her Pups. Her shoe choice allows her the freedom to be on the go for hours, while also staying on trend with a nod to 90s nostalgia....

Young Mom

This mom knows that in order to keep up with her kids, she has to wear a shoe that supports all types of play. This woman knows that she can still be the best mom ever, without sacrificing her style. A classic and supportive shoe is the exact style statement that will allow her to keep up with her many responsibilities,while allowing her personal style to shine.

Campaign Strategy & Creative

- Expressing a new identity:

"You're The New Classic."

- Full rebranding of Social Media
  - Unified aesthetic will produce clarity
- Shoe for each target market profile reflecting that market's lifestyle



- Lifestyle Influencers
  - Bloggers
  - User-generated content
- Billboards
- Online/Ads

Young Professional





#InMyPups

Pop Up Shop



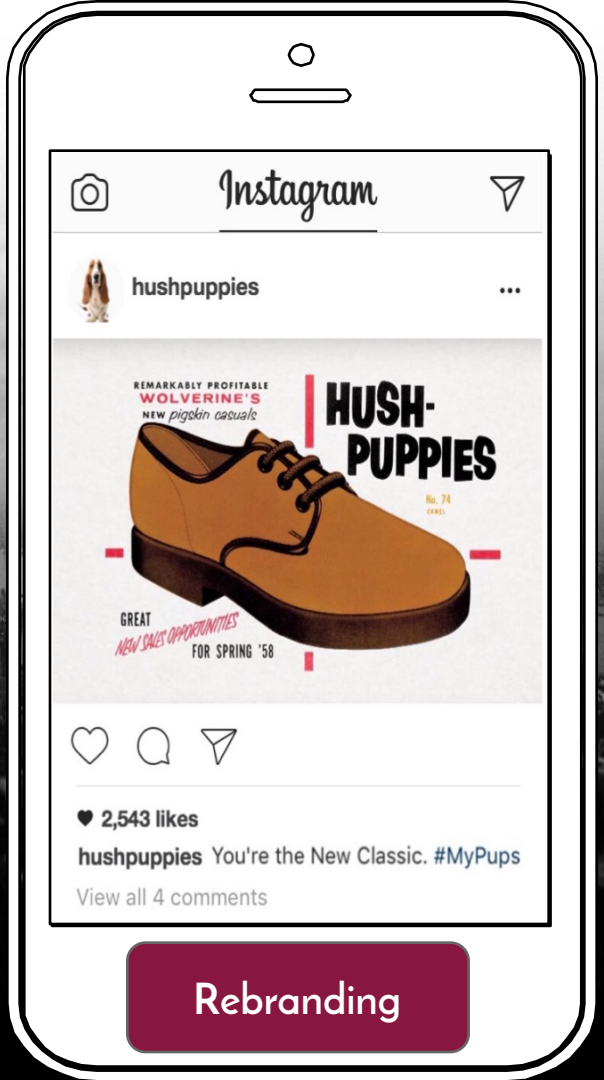
Generation Z



- Emphasis on the 90s nostalgia
- Rebranding of Social Media
  - @hushpuppies
  - Unified color scheme/general aesthetic
- Feature real, crowdsourced zillennial (Generation Z) content on Social media
  - Work directly vloggers/bloggers
  - Major focus → Instagram posts, Snapchat takeovers



#InMyPups

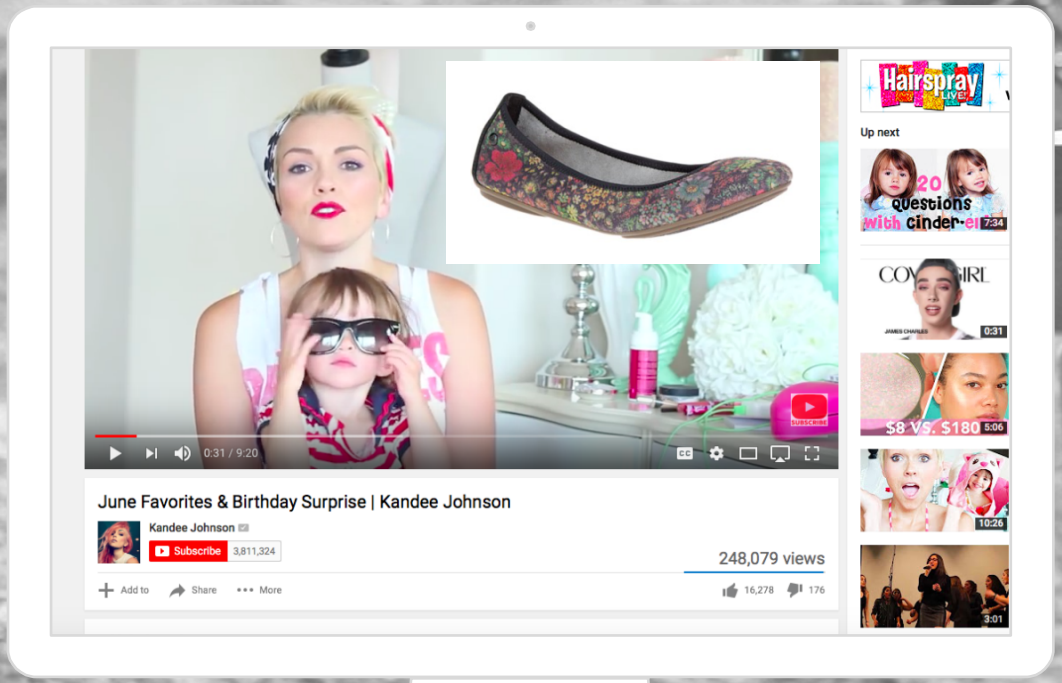


Rebranding

Young Mom

#PupsInThePark

#WithMyPupsInMyPups



- Shoe that is comfortable for on the go/staying on feet but still stylish
- Work with lifestyle Mom vloggers/bloggers to represent the brand & style
- Feature their photos and videos on Social Media with Hashtags
  - More realistic view of shoes
- Print in magazines such as *Working Mother* and *Young Parents*

Brand Value Proposition

Self-Expression

- Wearing our product says something about you.
- We have a classic brand that allows consumers to put their own spin on their style.



Functional Benefits

- Superior comfort and reliability.
- Worry-Free Suede, Bounce-Technology, Lightweight set.
- Unique color and styles

Global Mission

- We have an international market, serving humbly across 150 countries
- We wish to bring our products everywhere to everyone

Brand Activation

Look at those Pups!

Objective: To create a stronger social media presence and fervent online relationship with our target younger,hipster audience.

Strategy: To use Instagram to promote Hush Puppies by asking people to post a picture of them wearing any Hush Puppies product with a hashtag #InMyPups for a chance to win a shout out by a brand ambassador to boost their social media presence.

Pups in the Park!

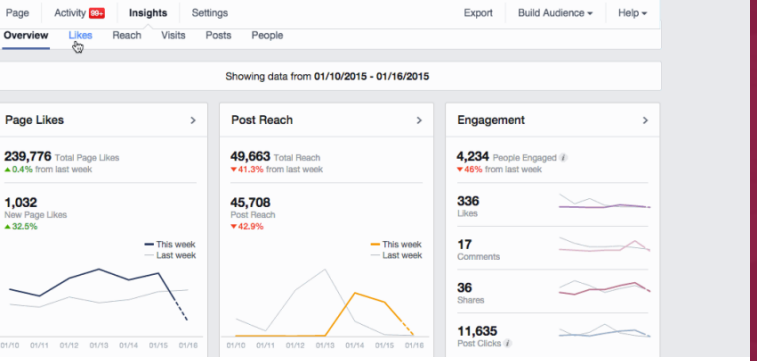
Objective: To create a relationship with the on the go mom, who relies on comfort and style to get through their day.

Strategy: To constantly update our blog giving new moms cute, yet comfortable style ideas, activities for moms and their children and overall lifestyle ideas that will keep them up to date even in their hectic lives!

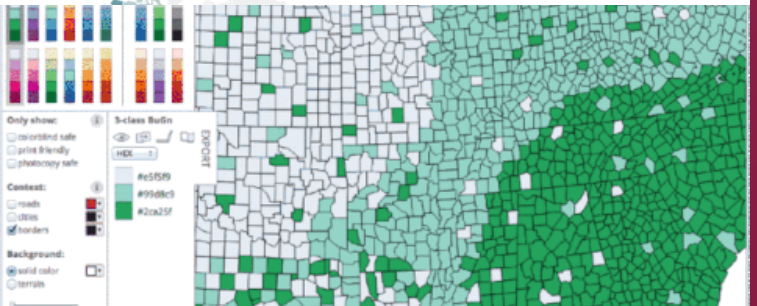
The Launch!

Objective: To reach an audience that normally wouldn't be exposed to Hush Puppies.

Strategy: Launch a pop up store in East Midtown that draws in the young business professionals that typically wouldn't shop at Hush Puppies. This store will display our new model of innovative, cool Hush Puppies.







Evaluation

Campaign Duration: **One Year**

Goals:

1. Increase *overall sales* by 8%
2. Increase *social media presence* by 75%
3. Increase *brand recognition* by 60%

Measuring Methods:

Two types of evaluation reports:

- ➜ Sales revenue report — *Monthly*
- ➜ Online campaign report — *Every Two Weeks*

***Special reports for holiday and peak periods**

Features:

- ➜ Real-time analytics on digital campaigns
- ➜ Interactive reports with data visualization