Clarks ORIGINALS
The Collection for Women

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Executive Summary

The primary goal of Clarks Originals: The Collection for Women is to increase market share in the female market aged 18-35. With this goal in mind, we have decided to utilize musical talent from the likes of pop, R&B, and country to ensure that multiple female tastes are represented and targeted. The ideal female population that Clarks Originals hopes to attract will be young, educated, and sophisticated females with a fashion forward lifestyle. They will express risks in their style while maintaining Clarks Originals timelessness image. Keeping in mind our goal, we plan to have a high presence online through social media and print ads. Advertising in fashion magazines such as ELLE, Glamour, Details, GQ, and Cosmopolitan will assist in attracting fashion forward individuals. Additionally, by using Nicki Minaj, Rihanna, and Taylor Swift we feel that Clarks Originals can build buzz marketing to attract consumers online. Through integrated use of Facebook, Twitter, and our proprietary website we plan to promote a shoe design campaign that will allow consumers to work hand-in-hand with Clarks Originals by drafting mock-up creations. Overall, Clarks Originals will adhere to their core marketing ideals while increasing their presence online and placing greater emphasis on their female market.
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I. GENERAL INTRODUCTION

Established in 1950, Clarks Originals has become an authentic, versatile shoe for men and women. Known for their signature crepe sole and distinguishable suede, each and every shoe becomes an Original over time; with the wearer making them truly one of a kind.

Clarks Originals is continually innovating new products, and offers their customers’ new fabrics and revised styles but keeps their crepe sole a tradition. Notably, their Desert Boot has become one of their most iconic shoes designed; with simple lines and conspicuous comfort. (Exhibit 1) Sold in department stores and specialty shoe retailers, Clarks Originals has established themselves as a global brand, selling their products worldwide. Today, the shoe is offered in suede or leather in a variety of colours and can be worn both casually and formally. Having built a strong and well-recognizable brand over the past sixty years, Clarks Originals has become ubiquitous in households by continually offering their customers updated styles of the original design. Establishing the forefront for comfort footwear, Clarks style has remained unchanged.

Mission Statement

Being a leader in the footwear industry, Clarks embodies five core values: Start, Communicate, Imagine, Partner, and Inspire. Their mission statement expresses the importance of “listening to customers and delivering a product that allows consumers to feel the pride, respect, and trust of everyone.” They continue to build their company based on customer individuality and hard work, to ensure that each shoe is made to the same degree of quality as when they first began their business.
Market Place

Though Clarks continues to be recognized worldwide, they predominately focus marketing strategies towards men. The untapped female market leaves Clarks Originals with plenty of opportunity for growth. The Collection for Women will introduce a new line of Clarks Originals that aims to increase market share amongst the North American female population.

II. SITUATION ANALYSIS

Market Analysis

The current consumer market for Clarks Originals includes both men and women, aged 18-35, who live in urban or suburban areas. These individuals are considered to be trendy and fairly affluent, with the average cost of a pair of Clarks Originals priced between $129-$149 CDN (Get Outside Shoes, 2012). Clarks is one of the world’s leading shoe manufacturers and retailers in the footwear industry with approximately 500,000 Clarks stores worldwide. Non-athletic footwear accounted for 1.3 percent of retail sales in Canada in 2010 (Statistics Canada, 2011). Competition in the footwear industry continues to increase with demand being driven by fashion trends and evolving demographics, ultimately making superior marketing and design very important. Another trend that has been and will continue to be on the rise is the use of technology and graphics software to design shoes as well as to create advertisements and marketing communications for the public. Clarks Originals can be found in a variety of local and national retailers in Canada like: Town Shoes, Browns, B2, Get Outside, Davids, etc.

Market Environment

Some of the key social factors affecting the market environment for the Clarks Desert Boot include an upward shift in lifestyle trends with a large portion of the population changing their opinions and attitudes towards brand names and branded shoes. This is of course anecdotal
evidence, but can be easily witnessed through the news and several media outlets. Fashion continues to be a large influence on consumers and following role models and being in style is becoming increasingly important. With Clarks’ main focus on men, there is currently an untapped gap in the female market, one that we aim to capitalize on.

Advertising and publicity is increasing with more mediums available for marketing communications. This is in part due to increasing technological development. Other technological factors include increasing capacity and efficiency in the manufacturing industry as well as innovation potential. Consumers can now purchase shoes (and other products) online because technological advancements have made it simple to do so. Economically, there is a growing upper class with increased buying power, causing more consumers to seek branded/designer footwear (Lam, 2011).

Seasonality is not an issue with the Clarks Desert Boot as it can be worn year-round, thus the time of year, even in Canada, should not affect sales. In the footwear industry, political factors including government policies, tax policies, and laws and regulations affect all players and competitors in the market. For example, the Competition Bureau ensures an innovative and competitive marketplace for consumers and businesses. Privacy laws are also in place to protect businesses including the Personal Information Protection and Electronic Documents Act. It is no surprise that the retail apparel market is increasing and expanding with increased demand for footwear and fashion trends. The external factors affecting the industry are crucial in developing a communications plan for Clarks, as the company must consider regulatory, social, economic and technological trends in their marketing and advertising efforts.
Consumer Analysis

Clarks originated in England where the Desert Boot was first introduced in the 1950’s. Now the Desert Boot is worn globally with over 12 million pairs sold worldwide (Clarks Originals, 2012). The initial objective of the shoe was to expand Clarks target consumer from being a predominantly older male profile to a younger one.

The Desert Boot has continued to achieve this objective to this day. They have continued to target to men aged 18-40 and have also expanded the line to women of the same age group. These consumers are educated, smart and sophisticated and are part of the middle to upper class. One element of Clarks’ elevated luxury status is that they price their boot higher than their competitive counterparts. The style of the boot is designed to be suitable in a slightly cooler climate, however, with lighter-weight materials and updated features the shoe has become a popular choice amongst males in the warmer months. The Desert Boot offers classic style and comfort. It is dressier than a sneaker but more relaxed than a dress shoe. The target audience cares about their appearance. The boot offers a classic and simplistic look that can be worn with a versatile wardrobe. As Clarks states: "the desert boot will carry a country boy through a night in the city and a city boy through a weekend in the countryside, and do it in style,” the boot caters to a wide range of personalities and lifestyles.

Competitor Analysis

Clarks

Clark’s Desert Boot is a relaxed but versatile shoe that can be worn in a variety of different situations. The price ranges from $129-$149CDN and is sold worldwide. The original production of the shoe was in England, but has since been produced in Vietnam (as indicated on the shoe itself), mainly to save on operating costs. The new manufacturing locations have shown
a decreased level of quality, which may have negative effects in the long run. (Clarks Originals, 2012)

Currently, the majority of marketing campaigns that Clarks pursues lies in print advertisements and online magazines. Advertisements for their products are often found in magazines such as GQ or online at AskMen.com. A few television commercials have also been produced, although targeting a different market in children's shoes with the theme of ‘Back to school.’ A major marketing campaign specifically aimed at the Desert Boot was launched recently in 2009 to celebrate the shoe reaching an incredible milestone, its 60th anniversary. In commemoration, Clark’s came out with six unique styles (three men’s styles and six women’s styles). (Exhibit 2) Since then, there has been a moderate amount of advertising using very traditional methods. (Clarks Originals, 2012)

**Sperry Top Siders**

“For those who enjoy the good life on the sea or around it”

Sperry Top Siders are a nautical inspired casual shoe. The shoe has special leather and other materials and mechanical aspects that allow for traction, flexibility and comfort. (Exhibit 3) Although the practicality and design is meant for boating use, the shoe has gained popularity as a casual, informal, and fashionable shoe that can be worn on a day-to-day basis. Sperry has shoes for children as well as adults, with the primary target market being men and women aged 18-50. The majority of Sperry’s collection of products range in price from $80-$125 CDN with some special editions produced in Maine that are priced up to $300 (Sperry Top-Sider, 2012). Current manufacturing is done in China. Sperry owns their own retail stores across the United States and also distributes their products in independent retail stores such as Town Shoes, Bloomingdales, Nordstorm, and Soft Moc. Sperry has capitalized on the high demand for the nautical, casual
look and have expanded their product line to include boots, dressy nautical footwear, sandals, as well as accessories such as bags. Sperry’s promotional activity is limited to print material in nautical related media outlets. They also sponsor nautical related events such as the annual ISFA Sailing Championship (Sperry Top-Sider, 2012).

Aldo

Aldo was founded in 1972 in Montreal where the headquarters remain today (Aldo Shoes, 2012). They operate worldwide through independent retail stores. Aldo aims to get the latest fashion trends on the shelves as fast as possible. This is possible by having manufactures primarily in Asia, as well as European countries. Aldo targets customers directly because founder Aldo Bensadoun is “a strong believer that fashion starts on the street with political and economic events happening in the world.” The primary target is both men and women aged 18-35. The modern design of the retail locations as well as the ability to have designer inspired shoes on the shelves attracts young professional customers. As part of their product line, Aldo has released a collection of shoes that are similar to Clarks’ Desert Boot (Exhibit 4). Aldo’s products range from casual sandals and flats to dressy men’s shoes and women’s high heels. Aldo has a wide variety of shoes in a moderate price range. Marketing activities for Aldo include traditional print material as well as a strong online presence (Aldo Shoes, 2012).

TOMS Shoes

‘For every pair you purchase, TOMS will give a pair of shoes to a child in need. One for One.’

In 2006, American Traveler Blake Mycoskie discovered that the children in Argentina had no shoes to protect their feet. Wanting to help, he created TOMS shoes, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need – One for One. Later that year, Blake returned to Argentina with 10,000 pairs of shoes made
possible by TOMS customers (TOMS, 2012). TOMS is known for their shoe, ‘classics’, which is a simple walking shoe made of canvas that comes in a variety of colours and patterns. The price for a classics shoe retails for $45 CDN (Get Outside Shoes, 2012). Currently, they are manufactured in Argentina, China and Ethiopia, and donated shoes are provided to the surrounding local communities.

TOMS relies heavily on word-of-mouth marketing as well as the good will of their philanthropic mission to drive volume and sales. They annually host ‘a day without shoes’ event to encourage the world to gain a better understanding of the importance of shoes. TOMS’ online presence is very active, having a large following on both Twitter and Facebook to communicate with consumers. Photos are often posted displaying TOMS employees giving shoes to needy children. Online media is used primarily to build a strong community. For example, consumers are asked to join conversations online and post where they have gone with their shoes. TOMS’ digital media platform is also used as a communication device to display new products and promote upcoming events. TOMS main target are men and women aged 13-30. These individuals show interest in philanthropic causes and hope to make an impact through the purchase of TOMS shoes to support the company. TOMS has also launched a sunglasses line with similar principles, for every pair sold, a child in need will receive medical care, prescription glasses or sight saving surgery (TOMS, 2012)

III. S.W.O.T. ANALYSIS

Strengths

- Offers quality products at competitive prices by having their shoes made in Vietnam.
- Clarks has also increased the number of their Directly Operated Stores as part of their defensive strategy of taking more control of the distribution market.
• Good brand name awareness in North America
• Product mix profitability with their various lines of Clarks.

**Weaknesses**

• Competitive pricing compared to lower priced shoes hurts Clarks’ profit margin
• A large share of income is derived from selling into retailers who tend to offer a similar overall experience to consumers without differentiating between the brands they sell.
  - Therefore margins tend to get squeezed as retailers try to pass some of the low price pressure onto Clarks.
  - Clarks is forced to compete with other retailers carrying their shoes
• Haven’t been able to pursue niche marketing using their Desert Boot yet
• Narrow product range
  - Larger range of products might be able to attract a greater number of customers
• Limited awareness in other parts of the world which may lead to the company losing market share and profits
• Currently possess a small percentage of the female market
• Forecasting fashion trends is difficult, but necessary for profitability.

**Opportunities**

• Footwear is a huge and increasingly diversified business driven by a host of demographic lifestyle and fashion trends.
• Lifestyle trends have been in an upward shift as more people have disposable income
  - The company can use this to their advantage and their shoes fit perfectly into this category - the young, trendy professionals.
• Product development: in expanding the product line to gain different audiences.
● Develop internationally to build upon it strong global brand recognition
  ○ There are vast opportunities in emerging luxury markets in growing economies from Asia
● Consumer buying power and demand continue to grow and we are seeing a shift to a more retail oriented consumer culture.
● In places like China, the shoe market has traditionally focused on the low-end market price range, leaving the high-end market segment is underdeveloped.
  ○ This presents Clarks with an enormous opportunity to capture a significant portion of the high-end market offerings
● Women’s market is a very strong and steady growing market.
● Not as affected by economic downturns as the men’s market, since women seem to purchase shoes regardless of economic climate (immune to recessions).
● Improved standards of living worldwide, increased consumer spending, and more liberal recreational expenditure have created attractive market spaces for both a higher quality of and greater volume of goods.
  ○ Professional life has created demand for leather shoes and other luxury goods.

**Threats**

● Exposed to international threat from competitors around the world
● The market for shoes is very competitive with high entry barriers
  ○ If you have a good product it can be easily purchased by a larger competitor
● The retail sector is very price competitive and consumers are very price sensitive between similar products.
● Competition is very dependent on brand a potent brand image
• Clarks needs to increase its brand awareness. This leads to huge investments in advertising and marketing expenses, acquisition of competitors, control over the distribution channel and other strategies that take a bulk of their operating budget.

• Many substitutes to contend with

• Clarks is a fashion brand and they therefore face the threat that the product may become “unfashionable”

  • Combatted by the fact that the shoe is ‘timelessly designed’, increased resistance to evolving trends.

• Home market lobbying or pressure groups against the working conditions in factories where shoes are made - issues prevalent include various health hazards such as: neurotoxicity, skin ailments, and injuries to children.

• Price sensitivity of industry - must stay competitive with other shoe companies that make similar shoes

IV. IMC PLAN

Marketing Objective

The primary goal of Clarks Originals: The Collection for Women is to increase market share in the female population aged 18-35. With this goal in mind, we have decided to connect with this population through their various musical tastes. By utilizing musical talent ranging from pop, R&B, and country, we aim to capture and influence a wider range of females within our target market. The ideal female population that Clarks Originals hopes to attract will be young, educated, and sophisticated females with a fashion forward lifestyle. They will express risks in their style while embodying Clarks Originals’ timeless brand. Overall, we aim to utilize a branding strategy that fits with both males and females, yet still upholds Clarks core values.
In keeping with the core objectives and goals, we have decided to pursue a strategy that involves a big online presence through social media with the continuance and expansion of print advertising. Pursuing greater influence within social media stems from societies shift to this medium. We want to make sure that Clarks maximizes on this shift and become a leader in this trend. With the dominance of smart phones and other gadgets in the market, consumers are becoming more tech savvy and it has become a core element of their everyday life. Therefore, a strong presence online gives us an advantage by continually engaging our core demographic on a day-to-day basis. Our print advertising will also diverge into advertising within fashion magazines such as ELLE, Vogue, GQ, and Cosmopolitan, and will assist in further influencing these fashion forward individuals.

**Marketing Strategies**

*Basis of Segmentation*

The Collection for Women will segment the market into two distinct groups: males and females between 18-35 years of age. This market segmentation strategy aims to capitalize on the tremendous market potential in the female market, most of which has been untapped. Traditionally, Clarks Originals has focused more heavily on the male market by advertising in men’s magazines.

Clarks Originals does offer a line for women, however they have not placed a strong emphasis in this market. Our IMC Plan aims to use musical talent to establish a personal connection with females, primarily in North America, and eventually worldwide. With this in mind, we have created a plan that uses the match-up hypothesis as a key principle to structure our celebrity endorsement efforts. The most effective strategy is to choose celebrities that not only best match the brand but also best match our target audience. These celebrities will become
the face of the brand whilst attracting consumers that identify with their persona and the image built around them. Rihanna, Nicki Minaj, and Taylor Swift will be amongst those who are at the forefront of The Collection for Women (Exhibit 5). Each of these women appeals to their own unique audience, but together they cover a wide spectrum of consumers within the music industry. We hope to capitalize on this by staying in line with the Desert Boot and the overall core values Clarks upholds, while designing a shoe specific to each individual celebrity.

**Target Market**

Clarks Originals: The Collection for Women will have a strong focus in North America. North America has been categorized as a low context culture, in which direct communication is very critical. In addition to their low context culture, they put great emphasis on individualism; focusing on confidence, independence, and uniqueness. With both these factors in mind, we use a range of musical talent to form a variety of enduring relationships with the targeted female market aged 18-35. This is also a great market to roll out an initial campaign, as tastes and preferences are so vast that the effects and measurements of success of any advertising campaigns will be almost instantaneous. Once this campaign is pushed forward and if the measures of success are positive over the course of the year, it can be used on an international scale in subsequent years.

**Positioning**

We want to make Clarks Originals an everyday-classic, and a staple for North American men and women in the 18-35-age bracket. Similar to Sperry Top-Sider and how they revolutionized the boat shoe, we would like Clarks Originals to reposition its Desert Boot as being affordable, original, and timeless for both men and women. Clarks Originals has positioned their company fairly well in the footwear industry, however with our goal of being a
footwear fashion leader, we want to make the Desert Boot even more well known for its simplicity, signature crepe sole and distinguishable suede. By introducing a wide range of colours and materials, we believe Clarks Originals can meet a vast range of client desires.

**Competitive Approach**

Clarks Originals plans to attract the female market by teaming up with celebrities such as Rihanna, Nicki Minaj, and Taylor Swift. Each of these musical artists continue to be the leading females within their musical category thus their ability to capture a large audience should be fairly simple. Known for their music and fashion taste, each of these individuals is a fashion icon; representing a certain style that many females can relate to. Taylor Swift appeals to the wholesome girl, Rihanna appeals to the edgy girl, and Nicki Minaj appeals to the fun and spunky girl.

Grant McCracken explicitly states that three stages must be fulfilled for successful utilization of celebrity endorsement. Stage One, states that celebrities should exhaust authority. Stage Two ensures the match-up hypothesis is met and Stage Three ensures that the audience is aware of the connection between the endorser and product (McCracken, 1989). With these stages in mind, the purpose of our campaign is to persuade the female market to choose Clarks Originals in conjunction with the endorsers. Rihanna, Nicki Minaj, and Taylor Swift. All of whom represent authority in their distinguished music category and represent a very fashion forward lifestyle. Thus, pairing them with their own branded shoe within the Desert Boot line will help achieve success in stages 2 and 3.

**Target Audience**

Clarks Originals’ target market is an independent group, who has access to a personal income. We feel that the target audience is no different than the target market and it is our belief
that Clarks Originals are a very personal and individual preference product that will be purchased by the same audience who wants to own the original product.

**Proposed Budget**

The budget for our IMC plan is approximately $9.4 million dollars. This is derived from the 2001 marketing budget of $6.6 million dollars in Europe (Haymarket, 2001). The growth rate according to Statistics Canada for domestic shoe retailers was 3.3% overall from 2004-2008 (Statistics Canada, 2011). We used this as a conservative growth rate, transferred it to the North American market as a whole, and this is how we came up with our marketing budget (Exhibit 6).

For the print portion of our ads, prices varied between magazines; therefore we used the highest price as a base for each ad, so that we had a buffer against any unforeseen costs that may occur. This amounted to $300,000 per magazine and with four magazines amounts to $1.2 million overall. In budgeting for our celebrity endorsers, it was hard to come across exact numbers of past contract deals. In a subsequent search, the contract for Justin Bieber’s deal with Proactive was found to be $3 million dollars over the course of 2 years (Netherby, 2010). We decided to use this number in budgeting for our own endorsers, therefore costing us approximately $4.5 million for all three celebrities over a span of one year. With these costs, it was found that this IMC plan was still well within our marketing budget. The excess could be used to pursue further print ads in other magazines, or budget for further online mediums and opportunities as they appear over the course of the campaign. For example, in-store advertising.

**Overall Communication Objective(s)**

In utilizing social media, we hope to grow our Facebook fan base to over 120,000 as it is only at 8000 “likes” thus far (reference). Our competitors, Toms and Sperry have 1.4 million and 144,000 Facebook fans respectively and we believe this number is very attainable with our new
campaign. In addition, we want to grow our Twitter followers to over 10,000 as there are only 4,000 thus far. Our competitors have 1.3 million (Toms) and 12,000 (Sperry) fans, so this number is easily achievable.

By utilizing a more consistent use of social media we can have more frequent contact with our consumers. This will better allow for us to communicate and engage with customers, answer their questions and concerns, and overall, maintain stronger customer relationship management.

The purchase of Clarks is found in Quadrant 2 of the FCB grid. It is of high importance (not as expensive) because of the high involvement but involves an emotional decision to buy. Our marketing objectives are centered around playing upon these emotions and building awareness and interest for the product, attracting new target markets, encouraging a new brand preference and changing the perceptions of consumers to show that Clarks Originals can be a feminine brand as well. Having celebrities endorse our product will motivate distributors to carry the product (Tuckwell, 2011).

Overall, we want to ensure that our ad views are making relevant impressions on our target audience. All of the online ad clicks and the frequency at which our consumers are receiving our efforts should be engaging. In utilizing our strategies, whereby consumers design their own shoes, we help to mitigate brand democratization. Essentially, we want our consumers at the forefront of our marketing endeavours while complying with our core strategies. This way, our consumers are participating in word-of-mouth advertising through an online medium. Ultimately, our efforts are to increase the value of Clarks Originals in the minds of our target group.
Overall Creative Strategy

Sticking with Clarks current message, emphasis will focus on developing products for women both in size and product offerings. *The Collection for Women* will continue to embody beauty, simplicity, individuals, and timelessness. Clarks Products will feature a contemporary style using the highest quality and materials in today’s world of fashion. Vogue UK stated that pastel colours, floral prints, and dramatic detail will be an essential to every woman’s wardrobe for the Spring/Summer 2012 season.

Each shoe will embody a character in style that women can easily identify with. We have chosen to forefront our campaign with unique celebrities to represent *The Collection for Women*. With Clarks’ current motto in mind, the female collection will express a similar message: “The desert boot will carry a country (girl) through a night in the city and a city (girl) through a weekend in the countryside, and do it in style.” By adhering to Clarks’ values and mission statement in targeting new consumers, *The Collection for Women* will continue to maintain the brand’s iconic heritage.

Creative Execution

As mentioned above we will be using Rihanna, Nicki Minaj and Taylor Swift as our celebrity endorsers. These celebrities were chosen not only because of their dominance in the North American market, but because of their transferability into the worldwide market that can be utilized in subsequent years when Clarks wants to expand the campaign on a global scale.

When picking celebrity endorsers, it is important to add value to the brand, as well as ensure that the selected celebrities are representative of Clarks Originals. Each of the celebrities we have chosen are all musical artists that attract a wide variety of women with diverse interests. More specifically, we want to ensure that the consumers can find a shoe and artist that matches
their individual self-image and personality, or one that fulfills their ideal self (Tuckwell, 2011).

Taylor Swift is a young country music star with six Grammy awards under her belt. She captures the audience of women between the ages of 12 to 25. Taylor is known for her sweet, innocent, and preppy style while displaying femininity at its purest. Her unique youthful style provides a market for Clarks Original shoe. Taylor often wears nudes, florals and pastels. Clarks Originals Taylor inspired shoe would capture her pure and simplistic style.

Rihanna is infamous for her edgy R&B music. With her ever-changing hairstyles and extreme “bad-girl” fashion sense, Rihanna has no rules. She is not afraid to experiment with different styles and has the ability to give an elegant gown an edgy flair, making a statement with every outfit. Her dark side often creates a stir in the public with her racy music videos and questionable attire. A Clarks Original shoe would capture the essence of her dark, edgy, and fearless style.

Nicki Minaj is fairly new rapper who has taken experimentation to a new level. Her larger than life style includes wigs, mega-lashes, and a whole lot of colour. Nicki has self-proclaimed to having four personalities, each portraying an extreme style. For instance, ‘Barbie’ wears a mix of neon from her clothes to makeup to hair. A Clarks Original shoe would capture all of her personalities by incorporating a mix of bright colours and notable characteristics of each personality.

We will be using Clarks’ current ad for men (Exhibit 7) and putting it in a more feminine form to include our celebrity endorsers. Keeping the advertising the same in both the male and female market will allow our consumers to better identify with the brand and draw connections with Clarks Originals as a whole. In pursuing this strategy we have decided to create a limited edition Desert Boot for each of our celebrity endorsers. These boots will replicate each
individual style and persona. For example, Taylor Swift will have a maroon faded boot as her “personal” shoe (Exhibit 8). As seen in the ad, it shows just her lower half and her personal shoe, but is identified with her signature, which is easily recognized by the target market. This will help consumers not only identify with her personal style, but will create buzz towards the product. These limited edition shoes will be sold in Clarks stores in small numbers to create a buzz and a sense of excitement. One of the goal’s of this strategy is to get consumers into the stores so that they can really experience the shoe up-close and in-person. Even if they don’t purchase the exact shoe, they can find one that is more in line with their style.

This print campaign will also be coupled with an online competition. Within this competition, consumers will have the ability to design their own personal Clarks Original Desert Boot using a variety of materials and colours (Exhibit 9). In order to do this, they will have to like our Facebook page, as this is where they will design and upload their shoe. In addition, we will constantly be tweeting about the contest and providing links to the Facebook page so that consumers can get information on all social media platforms. Within this contest, the top 10 shoes will be chosen and fans will be able to vote for their favourite shoes. Then, 3 finalists will be revealed and will win tickets to concerts with our celebrity endorsers. The fan with the most “likes” for their design, will have their shoe designed and produced for the spring collection of Clarks Desert Boot. This contest overall, helps achieve our goals of getting consumers more emotionally involved with the products whilst increasing the frequency and reach of consumers online.

**Media Strategies**

Our target market strategy we believe would fall under the profile matching strategy whereby we are focusing on gaining a larger female demographic, but, matching profiles with
each celebrity (Tuckwell, 2011). In essence, Rihanna would match a punk rock group, Taylor Swift a more relaxed and country-style group, and Nikki Minaj a funky, creative “different group”.

Our flight schedule would incorporate a Blitz strategy whereby we push the campaign hard initially and allow it to taper off as time continues on (more on this in the “Flow Chart/Activity Schedule” section). We would mitigate the negative effects of a blitz strategy using our online contest whereby consumers can design their own shoes and win tickets to a concert with their favorite celebrity. Most importantly, we will be proactive in our use of social media mediums (i.e. Twitter, Facebook, Clarks website) to connect with consumers on a more personal level. This might include posting pictures of our fans wearing Clarks, celebrities spotted wearing our product, and maintain an editor’s blog etc.

**Flow Chart/Activity Schedule**

In creating our IMC plan, we have developed an activity schedule (Exhibit 10) outlining important dates. Beginning in Spring 2012, we plan to advertise Clarks Originals: The Women’s Collection in print advertisements using our previously described blitz marketing strategy paired with celebrity endorsements. By incorporating blitz marketing into our IMC plan, this allows us to hit the market with a strong message. We intend to advertise heavily with the use of our celebrity endorsers: Nicki Minaj, Taylor Swift, and Rihanna to ensure that our blitz schedule is robust in the market.

One of the many benefits in endorsing celebrities is the ability to create limited edition products exclusive to our company. Our campaign consists of three limited edition shoes, each personalized and designed to represent our endorsers. We plan to launch these limited edition products in Fall 2012 to be sold in stores worldwide. In Winter 2012 Clarks Originals will
launch a “Do It Yourself” (D.I.Y) campaign to help engage consumers by introducing them to our design contest. The contest will allow consumers to create a shoe that features their personal style and taste. This contest will run for one month allowing individuals to vote for and design their favourite shoe. The winner will then have their shoe produced as a limited edition offering. The exclusive D.I.Y shoes will be released and launched by Spring 2013 allowing for ample time to create buzz and loyal customers for years to come.

V. PLAN ASSESSMENT AND EVALUATION

Our primary goal for Clarks Originals is to attract the female population aged 18-35. In doing so, our IMC will consist of a blitz marketing, celebrity endorsements, increased use of social media, and a creative design contest. Our IMC plan is effectively utilized as we connect the female population with musical interests. By incorporating celebrity endorsements into our IMC plan, we are able to effectively capture a multitude of Nicki Minaj, Taylor Swift, and Rihanna fans.

Through the integration of our marketing plan, Clarks Originals will develop a line for women, presumably: The Collection for Women. Due to the competitive market in women’s footwear, Clarks Originals: The Collection for Women will surely be able to send a strong message with a unique product offering and well planned marketing campaign. In addition to our effective IMC plan, we hope to engage our potential market with a campaign to personalize Clarks Originals to their individual tastes. This allows us to connect with potential consumers, and develop lasting relationships that focus on the timelessness and originality that Clarks’ is known for.

In the future, gaining the attention of the female market worldwide seems like a feasible option Clarks Originals: The Collection for Women. Being a globally recognized brand,
combined with a well-devised marketing plan will encourage consumers around the globe to be
drawn to our product. Clarks Originals: *The Collection for Women* will be a growing trend for
years to come.
Exhibit 1 – Clarks Originals Desert Boot

Exhibit 2 – Limited Edition 60th Anniversary Clarks Desert Boot

Exhibit 3 – Sperry Top-Sider Boat Shoe
Exhibit 4 – Aldo Desert Boot

Exhibit 5 – Celebrity Endorser

Exhibit 6 – Proposed Budget

- Based on UK (2001) - $6.6 Million
- Stats Canada Growth Rate Footwear Industry (2004-2008) – 3.3%
- $6.6 x (1.033^{11})= $9.4 Million Marketing Budget
- Less: $300,000/Magazine x 4 Magazines
  - Cosmopolitan, GQ, Vogue, & Elle
“The desert boot will carry a country boy through a night in the city and a city boy through a weekend in the countryside, and do it in style” – Clarks
Exhibit 9 – “Do It Yourself” Facebook Campaign

DIY: The Women Collection

Like us on Facebook or Follow us on Twitter for your chance to see Nicki Minaj, Rihanna, or Taylor Swift LIVE in Concert

1. Design Details
   ✓ Choose your fabric
   ✓ Choose your laces
   ✓ Choose your colour

2. Vote for your favourite
   ✓ As many times a day
   ✓ Everyday

CONTEST CLOSES: December 29, 2012

Exhibit 10 – Flow Chart

- Summer 2012
- Blitz Marketing
- Fall 2012
- Limited Edition Celebrity Shoe
- Winter 2012
- Facebook Contest
- Spring 2013
- Limited Edition Shoe Created and Released
Works Cited


