

# **FINAL IMC PLAN BOOK**

Prepared by Loudon & Co.

**Cover:**

- Company: Puma Footwear
- Tagline/
- Company Name: Loudon & Co.
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- ADPR 283 - Strategy Development for ADPR
- Date Due: April 24, 2019

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**Executive Summary:**

- Here at Loudon & Co. we were honored to take on the challenge of rebranding Puma online presence for their footwear. Puma's footwear unique, yet comfortable designs have simply been overlooked for too long. We started with lots of research, then continued with analysing the data to fully understand the issues we were facing. In the end, our main goal was to figure out why Puma's footwear was being ignored.
- The first thing we came across was that the consumers thoughts about the brand were very blurred and unclear. There was not enough information about Puma, which caused misconceptions to occur. Because of this, we needed to really step up Puma's online presence and create a new experience that can help highlight the unique styles that the brand has to offer.
- Overall, this campaign was the perfect project for the open minded environment here at Loudon & Co.

**Situation Analysis:**

- **Research Summary (1 page)**
  - **Research Objectives:**
    - The individuals we studied for Puma were college students aged 18-22

attending the University of Nebraska Lincoln. We searched for these individuals' opinions on Puma and its position with their competitors. This included asking about Puma's physical and digital presence in their daily lives, Puma's designs, and Puma's environment in comparison to Nike, Adidas, New Balance and Reebok.

**- Research Executions:**

- In our secondary research, we utilized Nexus Uni, MRI+ Database, and Advertising Redbooks. Nexus Uni was used to find background information on the past years of Puma, including their past SWOT Analysis. The MRI+ Database was used to find the main demographics and statistics we should be focusing on. The Advertising Redbooks were used to find Puma's past budgeting. For our primary research, we conducted an online survey via Qualtrics and picture storytelling interviews in order to complete our research objectives.
- In our research, we were able to find that Puma's greatest feature to their footwear collection is their designs are unique and interesting to our target demographic. Even though our data showed that Puma's general awareness and relevance was comparatively low, our target market was still very aware of Puma's variety of designs and uniqueness. Our data and graphs showed that Puma was rarely available in the places that college students shop, and interaction with Puma online and on social media was very low. None of the feedback we got about Puma was *negative*, it just showed that people were not nearly as familiar with Puma as other brands.
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- Secondary Research
  - Utilized Nexus Uni, MRI+ Database, and Advertising Redbooks for background information, demographics, and budgeting.
- Primary Research
  - Conducted an online survey via Qualtrics with 78 respondents
  - Administered 7 in person interviews
- In our research, we were able to find that Puma's greatest feature to their footwear collection is their designs are unique and interesting to our target demographic. Even

though our data showed that Puma's general awareness and relevance was comparatively low, our target market was still very aware of Puma's variety of designs and uniqueness. Our data and graphs showed that Puma was rarely available in the places that college students shop, and interaction with Puma online and on social media was very low. None of the feedback we got about Puma was *negative*, it just showed that people were not nearly as familiar with Puma as other brands.

**Brand Analysis:** Some of the current trends college students are following when selecting shoes are comfort, durability, and that the shoes can survive multiple weather conditions, sneakers and some boots are ideal for colder weathers while sneakers and sandals are preferred for the warmer conditions. Sneakers such as Nike, Adidas, and New Balance are trendy right now with the occasional Converse and Vans. Puma's brand is not as easily recognized as competing brands; Adidas and Nike have strong sports recognition. Students at the University of Nebraska-Lincoln do not tend to gravitate towards the brand Puma when choosing a stylish and comfortable shoe.

**Brand Overview:** Puma was established in 1948 and opened their North American establishment in 1996. Their headquarters are located in Herzogenaurach, Germany. In 1999, they opened a retail store in Santa Monica, California and in 2015, Puma introduced many products. Puma reported revenue of US \$4,517 million during the fiscal year 2015, and 4.1 Billion Euro in sales in 2017. Their popularity exists mainly overseas and they have smaller notoriety in the US. The brand also sells apparel and accessories, but the focus of the brand is their footwear collection. Puma is focusing on using materials that are more sustainable. To accomplish their sustainable goals, Puma is working with the Leather Working Group and the Better Cotton Initiative to have certified materials. All of Puma's goals are projected to be fully implemented by 2020.

**Digital Communications Audit:** Puma has a strong online presence. By simply searching "Puma" on a search engine an individual can be presented with many different websites in relation to Puma. Paid advertisements are shown at the top of the list of websites which allows consumers to go straight to Puma's website to order apparel. Other sites included in a web search are Puma's official website, stories linked to the company, and their social media accounts they use to promote themselves. They use their social media platforms, such as Twitter and Instagram, to interact with their consumers on a more personal level about the products they can offer.

## Competitive Analysis

- Here at Loudon & Co. we needed to understand what Puma Footwear was competing with to fully understand how to improve the brand as a whole. In order to do this we

researched four different athletic shoe industries: Nike, Adidas, Reebok and New Balance.

### **The Audience**

**Target audiences:** Puma's **primary** target market for this campaign is college females, ages 18-24. According to MRI+, the percent detail for this age range is 12.07 with an index of 178, and the percent detail for women is 61.45 with an index of 91. One **secondary** target market for this campaign will be college males, ages 18-24. According to MRI+, the percent detail for this age range is 12.07 with an index of 178 (same as our primary target market), but the percent detail for males is 38.55 with an index of 116 -- not quite as high as that of females. Another **secondary** target market for Puma, ages 25-54. According to MRI+, the percent detail for those in this range is 69.52 with an index of 130.

**Target Audience Segment:** Puma's first area of segmentation will be **gender**. For Puma footwear, women have a percent detail and an index that is higher than that of males, therefore females will make up their primary target market, while males will be a part of their secondary target market. Another area of segmentation for Puma's target markets will be **race**. According to the data for Puma Footwear in MRI+, it will be in Puma's best interest to target African Americans, Hispanics, and Caucasians.

- African American have a percent detail of 30.63 with an index of 231.
- Hispanics have a percent detail of 25.37 with an index of 180.
- Caucasians have a percent detail of 54.42 with an index of 71.

Puma's final are of segmentation for their target markets will be **average household income (HHI)**. Puma should focus the most attention on those with a HHI of \$60,000-\$75,000 or \$50,000-\$59,000. Those with an HHI of \$60,000-\$74,999 have a percent detail of 12.51 and an index of 132.

**Consumer insights** Based off of the demographic and psychographic information we collected, we were able to conclude that, first and foremost, the members of Puma's primary target market (college aged females) live an trending, active and healthy lifestyle. Puma believes that "the future is female." They are also aware of celebrities and social media influencers, and the impact they have on consumers and their decision making process in making purchases. That being said, Puma is working with Kylie Jenner and Rihanna, who are very well known by Puma's primary target audience.

## **SWOT: Brand, Strengths, Weaknesses, opportunities, and threats (Use primary and secondary research)**

### **Strengths**

- Economically Friendly: Puma is determined to reduce their company's environmental impact
- Worldwide Presence: Puma has spread to over 120 countries

### **Weaknesses**

- Decline in Footwear Segment: The decline in the revenue may possibly affect the company's financial performance in the future

### **Opportunities**

- Strategic Initiatives: Puma has made many new products to become a new and innovative company
- Online Retailing: Company owned, wholesale, and e-commerce stores

### **Threats**

- Expansion by Competitors: A high level of competition may force Puma to decrease prices or increase promotional expenses
- Shortage of Skilled Labor in Europe: There are only 13,000 Puma employees compared to the 67,499 employees working at Nike

## **IMC Campaign Objectives & Budget:**

### **- IMC campaign Objectives**

#### **- Sales (not graph)**

- To increase sales 3% by the end of 2019
- To increase e-commerce sales 1% by the end of 2019

#### **- Awareness**

- Graph

#### **- Attitudes**

- Graph

### **- Budget**

US Internet Search: \$42%

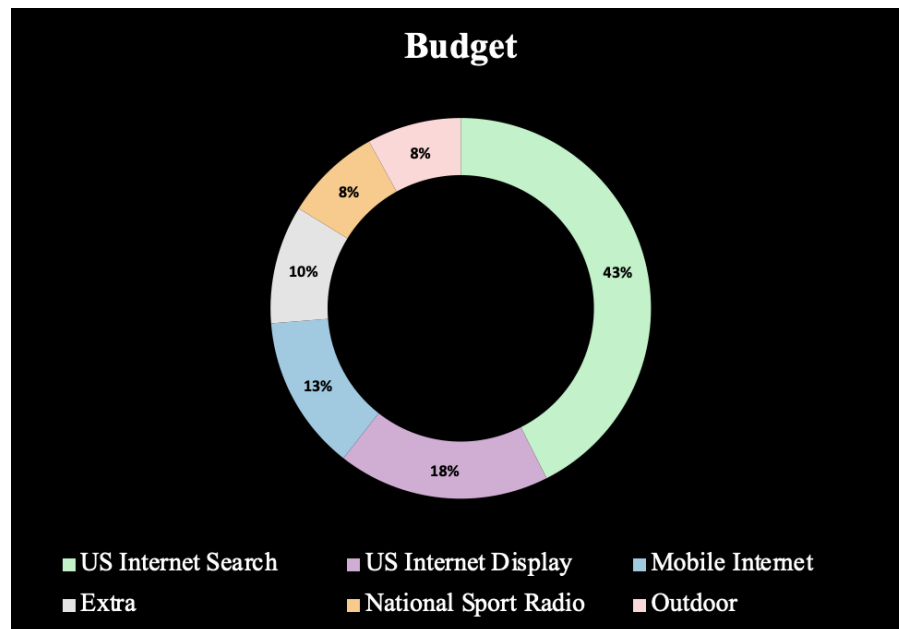
US Internet Display: 17.8%

Mobile Internet: 13%

Extra: 9.92%

National Sport Radio: 8.1%

Outdoor: 7.9%



### **Creative:**

#### **- Brand positioning and creative strategy**

- Puma's mission statement has been "To be the Fastest Sports Brand in the world" since 2013. While many companies have slogans and taglines, Puma does not have a slogan and it is currently making attempts to have "Forever Faster" as their tagline. Some popular campaigns Puma has done are the "Do You," "Forever Faster," and the "Forever Fresh" campaigns.
- The Loudon & Co. group's goal is to make Puma more recognized by college students; Puma's footwear needs to become more active and visible within that group. Using social media platforms, and the website, to connect with college students, it will allow them to have a stronger understanding of the brand. By having a stronger internet presence and have more interactions with the target audience, Puma will be able to maximize overall awareness of the brand and their sales.

### **Media Selection, Public Relations & Promotions:**

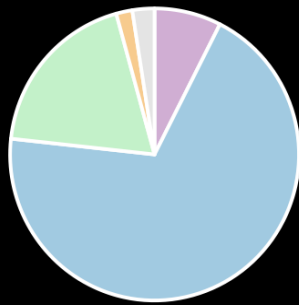
- Media Selection
- Public Relations & Promotions

### **Campaign Evaluation:**

### **References:**

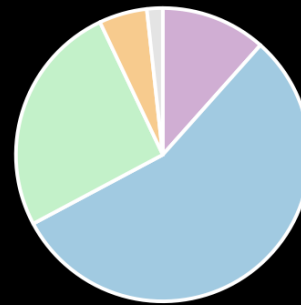
### **Appendix:**

Instagram Followers



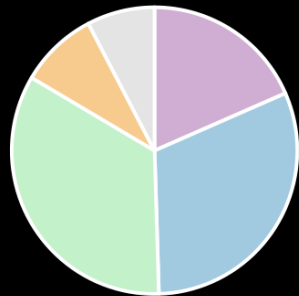
■ Puma ■ Nike ■ Adidas ■ Reebok ■ New Balance

Twitter Followers



■ Puma ■ Nike ■ Adidas ■ Reebok ■ New Balance

Facebook Followers



■ Puma ■ Nike ■ Adidas ■ Reebok ■ New Balance





