

Timberland

Problem

How does a retail chain shift perceptions of its products to a lifestyle brand that delivers both style and versatility?

Solution

By creating an OOH campaign that showcases its product as part of the #ModernTrail in the urban outdoors.

Background

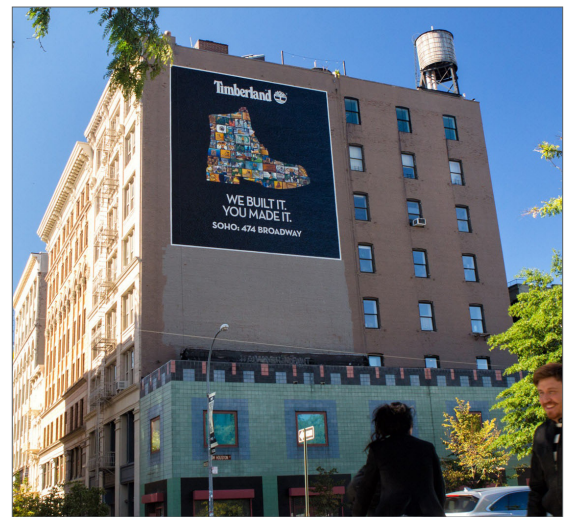
In fall of 2016, Timberland wanted to challenge outdoor lifestylers to “Choose Adventure” on their #ModernTrail in the cities around them. While consumers had a high awareness of the Timberland brand, this perception was dated and based on its heritage of rugged, high-quality Men’s footwear, especially the iconic Yellow Boot. The #ModernTrail campaign and “Choose Adventure” was meant to shift perceptions and drive reconsideration of Timberland as a head-to-toe premium lifestyle brand that delivered both the style and versatility to be ready for life’s unpredictable everyday adventures in the urban outdoors.

Objective

The objective was to authentically and organically capture the “Choose Adventure” concept through unique media placements and formats, with a prime target of outdoor lifestylers, men age 18 to 34. The company also needed to ensure that Timberland would be able to distribute any content through owned properties like its website and social accounts.

Strategy

The strategy was to create or showcase original content that illuminated the people, places, events, or activities of the #ModernTrail. To do this, the team identified locations that intersected with the audience at relevant times and places. It also aimed to create experiential activations that brought the #ModernTrail to life in surprising and delightful ways. It planned for large format locations, such as painted walls, wallscapes, wallscapes, and bulletins to act as canvases for curated content. Frequency media formats and digital place-based OOH were layered on to keep the campaign locally relevant and updated regularly. Timberland partnered with Marie Claire and street artist and designer Renee Snelson to explore Timberland’s style through Renee’s signature shoe-fiti street art style. The company explored locations to feature Renee’s work that would result in the highest live interaction and social following. It brought together locally relevant messages and the journey of the outdoor lifestyler in DOOH through venues that resonated with them. Weather-triggered creative paired with local messaging was intended to peak their interest.



Plan Details

Markets: New York, Chicago, and Seattle

Flight Dates: Mid-September to mid-October; focus on first day of fall

OOH Formats Used: Bulletins, painted walls, wallscapes, bus wraps, bus kings, wrapped double decker buses, and DOOH

Target Audiences: Outdoor lifestylers, men 18 to 34

Budget: \$700,000

Results

Timberland partnered with Renee Snelson and Marie Claire to explore Timberland styles through Renee's signature shoefiti street art style. From huge city murals to in-store events, her work inspired thousands to post, share, and comment. Her shoefiti was featured on a live graffiti mural near Herald Square at 7th Avenue and 36th Street, New York. There was a huge social following made possible by accounts like catscoffeecreativity, which featured street art with credits and locations and had 35,800 followers. More social influence was driven by Timberland's Instagram, which had 1.5 million followers and posts with over 15,000 likes. The campaign was a huge success, helping to uplift overall brand perception from spring 2015 to spring 2016 in New York City by over 160 percent and substantially raising sales for products indicative of the new Timberland Lifestyle. Overall, the company delivered over 131,441,440 Eyes on Impressions (EOI) over four weeks. Several boards were pending EOI and therefore not factored into total impression delivery.

Additional Information

Timberland website: [Meet our Markmaker: Shoefiti Designer, Renee Snelson](#)

Audience Metrics

Target Audience TRPs: NY 299.1; Chicago 10.3; Seattle 76.2

Target Audience Reach: NY 24.2 percent; Chicago 1.5 percent; Seattle 21.6 percent

Target Audience Frequency: NY 12.4; Chicago 7.0; Seattle 3.5