

Timberland

Problem

How does a shoe brand that is most commonly recognized for its use in a blue collar job setting change its perception to modern?

Solution

Utilize OOH in real locations as a backdrop to highlight the relevance of the brand on the modern trail - the city streets.

Background

Timberland is an iconic brand with a major challenge. To the vast majority of people, Timberland is known for only one product – the yellow boot – which is featured prominently in hip hop and rap videos by Drake and Pharrell Williams, among others, and is a staple at construction sites and blue collar jobs everywhere. Timberland’s reputation has been that of a rugged, one-hit wonder. So how do we convince people that the heritage of the leather craftsmanship that makes the yellow boot so durable, and the fashion sensibility that has made it a style icon, have evolved to become a line of crafted and stylish products that exist at the intersection of rugged and refined - and that Timberland can compete with brands such as Abercrombie & Fitch as a lifestyle brand? And how do we do it with less than \$10 million per year?

To succeed, the team would challenge media orthodoxy on how to understand and define their audience and would use data in an innovative way to bring a high-concept idea to life in the real world. They would also cultivate unique partnerships with hot brands.

Objective

The communication objective was to align Timberland with its modern lifestyle. The advertising objective was to change perception, using the creative campaign “Made for the Modern Trail.” Targeting the right audience at the right time was critical, as a global segmentation identified the Outdoor Lifestyler (OLS for short) as the group that would be most open to evolving its perception of Timberland. The Outdoor Lifestyler loves to defy convention – they are urban, cultured, extremely social, spontaneous, and stylish. It is important to them that they spend time outdoors every day.

Strategy

The team’s ‘aha’ moment came when they realized that instead of building the communications framework around the conceptual lifestyle of The Modern Trail, they could flip the script and interpret The Modern Trail literally – using real locations as a backdrop to bring the concept of The Modern Trail to life for the OLS in a tangible and relatable way.

If they could figure out all the Modern Trail venues across the country, and then figure out who frequented those places and often spent time outdoors, they could identify the OLS target. They could then track them to understand what other interests they



have so the team could evolve the campaign season-over-season. Further, if the team could literally map out Modern Trail venues, they could provide utility to the OLS by helping them discover cool places and things to do around them.

The campaign utilized Foursquare and its location-based expertise to help craft the map. It also selected digital OOH screens where OLS most over-indexed.

The digital OOH was supplemented with subway 2-sheets and wild-postings that were placed based on the OLS locations above, plus an impact vehicle to pass by key store locations.

Plan Details

Markets: New York, Chicago, Philadelphia

Flight Dates: September 2015 - November 2015

OOH Formats Used: Digital OOH (including Billboards, Gyms, Office Buildings, Taxis & Transit), Wildposters, Subway 2-sheet posters, articulated bus wraps, station domination

Target Audience: A18+ Outdoor Lifestyler (OLS)

Budget: OOH was ~10% of total budget. The allocation was based upon trying to ensure market coverage around key stores for 1 month of physical OOH and seasonal support (2.5 months) of DOOH.

Results

Engagement numbers were very favorable, and those who saw the map unit were 12.5x more likely to go to store than those who saw standard Timberland ads, indicating that mobile + OOH is a very strong combination.

And most importantly, Timberland brand consideration grew 160% among OLS in NYC – the most important market for Timberland.

Additional Information

Client was happy with the results and continues to build on the marketing communication strategy.

Audience Metrics

Target Audience TRPs: 273.7 TRP per 4-weeks (wildposters, DOOH)

Target Audience Reach: 23.5% per 4-weeks (wildposters, DOOH)

Target Audience Frequency: 11.6x per 4-weeks (wildposters, DOOH)

Additional Relevant metrics: Delivered over 83.71 Million impressions

