



Hush Puppies®

HUSH PUPPIES BRIEF

ADT/001/IMC

Group-5(M2)

BRAND STATEMENT

The Hush Puppies is a lifestyle brand that provides shoes, eyewear, watches and clothing for both men and women.

PROJECT BACKGROUND

Hush Puppies history is rooted in innovation from inventing the first truly casual shoes to developing technologies that make the shoes more comfortable, lightweight and worry free. The brand strives to constantly evolve Hush Puppies world renowned comfort, bringing customers the most advanced technologies available in footwear today. The project consists in developing an advertising marketing campaign of the Hush Puppies shoes that provide comfort and relaxation just by wearing them, because these characteristics are invaluable and enables them to find one more reason to relax.

TARGET AUDIENCE

Males and Females between 20 - 40 years where the audience should be belonging to ClassA, ClassB and chunk of ClassC whose rate of life requires: comfort, functionality and style. People wearing these shoes should need to feel natural, relaxed, authentic, with a young spirit, free, simple and healthy.

ADVERTISING OBJECTIVE

New campaign to increase brand awareness and demand of the Hush Puppies shoes.

CONSUMER MESSAGE

Shoes made as per your lifestyle and choices.

KEY CONSUMER BENEFIT

Provides comfort, functionality and style that touches the lives and imaginations.

BENEFIT SUPPORT

- Whether it is water, stain and scuff resistant WorryFreeSuede, or the newest exclusive technology, WaveReflex featuring extreme flexibility and technologies like Zero G, Bounce, etc. Hush Puppies strives to provide benefits that enables to find one more reason to relax.
- Dual-density foam footbed with contoured arch for better grip and elegant shoe designs.
- Handstitched and Environmental aware products.

COMPETITION

AllenCooper, LeeCooper, Blanca, NavyFont, RedTape, Adidas, Nike, Puma and others(as well as other premium Bata product lines too is a setback).

ADVERTISING TONE

Trustworthy, Comfortable, Durable, Modern, Innovative

ADVERTISING MEDIUM

In-store & Outdoor Advertising, Magazines Advertisement and Social Network Advertisements.

MANDATORY ELEMENTS

Hush Puppies Logo, Real Product Image, Attention drawing Text or TagLines, Price and Technology(s), Values and Benefits, Availability(retailers,online & physical stores), Company Website.