

PRAD 563: MEDIA PLANNING

Timberland Media Plan

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3/14/24

Situational Analysis:

“Built for the bold”

In 1952, father and son duo Nathan and Sidney Swartz acquired the Abington Shoe Company in Boston Massachusetts. The company produced the Timberland boot in 1973. The iconic yellow eight-inch boot was made to withstand harsh Northeastern winters but eventually evolved into a global fashion statement, embraced by diverse demographics for its blend of functionality and style. The immense popularity of the boot led the Swartz’s to rename the Abington Shoe Company as The Timberland Company in 1978. Timberland appeals to many, but can have an especially lucrative relationship with our target audience: Black and Latino men ages 18-34 that reside in cold, metropolitan cities.

Marketing Background:

As mentioned above, Timberland got its start in Boston, Massachusetts by father and son duo Nathan and Sidney Swartz. The company was originally called the Abington Shoe Company. The boot was originally designed to withstand harsh North East winters and sustain water conditions. The popularity of the boot, specifically in the North Eastern region, propelled the Swartz’s success to new heights. As the years progressed, Timberland began offering more than just boots. The company introduced other categories such as clothing, accessories and outerwear. In the 1990’s, Hip-Hop as a music genre was on the rise and iconic rappers such as Biggie Smalls and Tupac were seen sporting the boot in music videos and in their day to day lives. This expanded the brand’s demographic and it became culturally iconic to black and brown communities.

In terms of Timberland’s core values, they are plentiful. Their most notable would include: quality, durability, sustainability, and innovation. The brand’s mission statement is as

follows: “To inspire and equip people to step outside, work together, and make a difference”. Timberland’s mission statement highlights the brand’s emphasis on the outdoors, community, and change for the better.

In terms of positioning within the market, Timberland has a unique position in the footwear and apparel market. This is most likely due to the brand’s blend of style and functionality, appealing to both outdoor and urban enthusiasts. The experience and age of the brand positions itself in the market as a top player, consistently putting out quality products for fifty years and counting. The brand’s focus on quality materials makes the shoe a worthwhile investment. Timberland expanding its product line to include more than just shoes (i.e. apparel and accessories) is an added plus in its marketing position compared to other brands.

Another factor that sets Timberland apart from its competitors is the brand’s focus on sustainability and the environment. The brand uses and prioritizes eco-friendly materials to build the shoe, therefore having the least harmful impact on the planet as possible. The cultural relevance of the shoe is also important in setting the shoe apart from its competitors. As mentioned above, Timberland has an iconic foothold in urban communities, hip-hop culture and also appeals to outdoor enthusiast communities. No other brand has the appeal of being found on hikers and in rap music videos. Lastly, Timberland has outstanding community engagement and social responsibility. The brand offers mentoring programs, community service projects and partners with nonprofits to make a positive impact on society and local communities.

In terms of the competitive landscape, in 2021: a total of \$29,436,378 was spent in advertising between the two brands, Timberland and Crocs. The majority of the advertising budget was spent by Timberland: \$17,437,25, which makes up nearly 60% of the total. Crocs spent nearly 5.5 million less than their competitor. When analyzing specific media channels like

paid social, it's among the highest with a combined amount of \$15,511,516 spent. On the other hand, Crocs invested 9.3 million and Timberland invested 6.2 million. In 2022, the combined ad spending of both brands decreased by 1.1 million from the previous year to \$28,363,965. During this year, Timberland's ad spending dropped from 17.4 to 14.9 million while Crocs ad spending increased from 11.9 to 13.3 million. Timberland's share of voice dropped from nearly 60% to 52% leaving room for Crocs to edge in more of their voice in the market.

Target Audience:

Market research insights have determined that 57.34% of people who bought from Timberland are men. Timberland appears to be more popular amongst people from cities that experience colder weather, such as New York and Chicago, as opposed to cities like Los Angeles or Miami. In New York, the average person is 67% more likely to buy Timberlands than the general population of that city. In Chicago, the index for people who bought Timberland is 33% more likely than the rest of the general population. This idea is further supported when we look at the regional data as well. The North East region of the U.S. is 39% more likely to buy Timberlands than the rest of the general population in that region. In the South, they're only 2% more likely. Out West, they are 28% less likely to buy Timberlands. Looking at demographics, black and latino people are statistically more likely to own or buy Timberlands than white people. The latino community is 45% more likely to buy shoes made by Timberland than the average population of people from that ethnic background. African American individuals are 106% more likely to buy Timberlands, while White people are 25% less likely to buy Timberlands. Based on subsequent market research, Timberland's target audience is primarily; Black and Latino males between the ages of 18 - 34 that live in seasonally colder regions, and densely populated metropolitan cities. Timberland has often appealed to a broad demographic

overall: outdoor enthusiasts, urban consumers that value a blend of style and comfortability, and those interested in sustainable and eco-friendly products.

Media Objectives

Timberland's media objectives are strategically designed to effectively engage and connect with its target audience of Black and Latino males aged 18-34 residing in seasonally colder regions and densely populated metropolitan cities. The media objectives aim to optimize Timberland's presence across paid media and owned media channels, ensuring alignment with the brand's marketing goals and leveraging seasonal trends.

Our first media objective will be surrounding reach and frequency. We want to achieve a minimum reach of 80% within the target demographic across all media channels, focusing on increasing frequency during peak shopping and gift giving seasons such as Q4. Brand awareness will be our second media objective, increasing it to 15% over the course of a year. We will measure this through brand recall and recognition surveys which we will conduct quarterly.

Engagement is our third media objective. We want to generate a minimum engagement rate of 3% on paid social media advertising, indicating active interaction with Timberland's content among the target demographic. This ties in with our fourth media objective: conversion. We want a 10% increase in online conversions which we will measure through website traffic, product views, and completed purchases attributed to paid search and display advertising.

Fifth, we want to establish Timberland as a culturally relevant brand within the target audience. In doing so, we want to see a 20% increase in positive sentiment and mentions across social media platforms and online forums. Our sixth media objective is surrounding market share. We want to increase Timberland's stance in the footwear market. We can do so by conducting a comparative analysis of advertising expenditure and brand visibility against key

competitors. In addition, our seventh media objective will be seasonal adaptation. We want to adjust ad spending based on the seasonalities that comes with each quarter - such as holidays and climate. This will ensure Timberland is spending the most in advertising when it makes sense to and spending the least in advertising when it makes sense to.

Our eighth media objective will be geographic targeting. Because our target audience is colder climate based, we want to conduct media placements and messaging in relevant colder regions and metropolitan areas. Our ninth and final media objective will be to strengthen the connection between Timberland and Black and Latino communities. We can do so by engaging in relevant partnerships and content.

Strategies:

Timberland's marketing strategy will be meticulously tailored to resonate with its target audience of Black and Latino males aged 18-34 residing in seasonally colder regions and densely populated metropolitan cities. The strategies will encompass both paid media and owned media channels, leveraging specific platforms, publications, and partnerships to effectively engage and connect with this demographic group. In addition to traditional advertising channels, Timberland will prioritize digital platforms such as social media, where they will utilize mobile targeted advertisements, influencer partnerships, and interactive content to facilitate deeper connections with its audience. Our goal is to engage with Timberland's current target audience while also reaching new potential consumers and continuing to grow the brand's presence and influence within the urban fashion landscape.

Paid Media

Digital Display + Digital Video

Timberland will allocate \$2 million dollars for advertising through digital display and digital video channels over an entire year. Strategically placing ads on platforms and websites frequented by the target audience. Examples include urban lifestyle websites such as Complex and HYPEBEAST, streetwear platforms like Karmaloop and StockX, and social media channels popular among Black and Latino millennials such as Instagram, Facebook and Twitter. The ad content will showcase Timberland products as essential urban and outdoor fashion staples, aligning with the style preferences and interests of the target demographic.

Paid Search

With a budget of \$4 million dollars, Timberland will focus on paid search advertising to capture the intent of its target audience. Keyword targeting will include terms related to urban fashion, outdoor lifestyle, and seasonal footwear, ensuring visibility in the search results. Timberland will partner with search engines like Google and Bing to place ads prominently and boldly for relevant and related searches. Geo-targeting will be utilized to reach consumers in seasonally colder regions, while audience segmentation will enable tailored messaging to resonate with Black and Latino males aged 18-34 in metropolitan areas.

Paid Social

Timberland will increase its investment in paid social media advertising to \$4 million over the year, prioritizing platforms where its target audience is highly active. The brand will collaborate with influential content creators and personalities from the Black and Latino communities to amplify its message and enhance relevance within these demographics. Ad placements will be strategically targeted to reach Black and Latino males aged 18-34, with a focus on platforms like Instagram, Facebook, and X. Partnering with culturally relevant

publications such as Blavity and The Shade Room will further strengthen Timberland's connection with its target audience.

Outdoor

With a budget of \$1.8 million dollars, Timberland will invest in outdoor advertising strategically placed in densely populated metropolitan areas and seasonally colder regions. The brand will partner with outdoor advertising networks to secure placements on billboards, transit ads, and street furniture in high-traffic locations. Examples include busy city centers, transportation hubs, and popular urban neighborhoods. Visuals and messaging will be tailored to resonate with Black and Latino males aged 18-34, showcasing Timberland products as essential urban and outdoor fashion essentials.

Owned Media

Mobile Web and Mobile Video

Timberland will allocate a combined \$3.2 million for mobile web and mobile video advertising over the year, recognizing the importance of reaching consumers who frequently use mobile devices, especially within the target demographic. Ads will be optimized for mobile viewing and targeted to Black and Latino males aged 18-34, featuring compelling visuals and messaging. Partnering with mobile apps and platforms popular among this demographic, such as Snapchat, Tik Tok, and Spotify, will ensure effective reach and engagement.

Media Plan (channels and seasonality)

Timberland's media plan is meticulously crafted to harmonize with the brand's marketing objectives, resonate with target audience preferences and leverage seasonal trends, all while considering the impact of weather and the geographic location of our target demographic. With a

total budget of \$15 million dollars, strategically allocated between Paid Media (\$11.8) and Owned Media (\$3.2), Timberland aims to optimize its media presence throughout the year, recognizing the distinct behaviors of Black and Latino males aged 18-34, particularly those residing in cold climates within metropolitan cities.

As the temperature drops and winter descends upon densely populated urban areas during Q4, Timberland's media efforts will intensify, strategically targeting regions where our core demographic thrives. Not only do frigid temperatures envelop metropolitan cities from October to December, gift giving and shopping season is in full effect with events and holidays such as Black Friday, Cyber Monday, Hanukkah, and Christmas. During this time, Timberland's focus will sharpen, directing the most resources out of any quarter toward digital display, digital video, paid search, and social media channels, with a keen eye on engaging Black and Latino males aged 18-34 who seek durable and stylish footwear suitable for cold weather conditions.

Warmer times of the year with less holidays such as quarter 3 (July-September) leads Timberland to adjust its media strategy for its target audience. Recognizing the reduced demand for heavy-duty footwear and the decreased gift giving opportunities during the warmer months, Timberland will tactfully scaleback financial resources.

The brand will have virtually identically budget allocations for Q1 and Q2.

Quarter 1: January - March

During the first quarter, Timberland will focus on gradually increasing media frequency, particularly in densely populated metropolitan areas with colder climates, where the target audience of Black and Latino males aged 18-34 resides. Seasonal events that coincide with this quarter include Valentine's Day, which can be considered a gift giving holiday, and used to Timberland's advantage.

Paid Media

In this quarter, Timberland will dedicate \$300,100 to digital display, \$200,000 to digital video, \$800,000 to paid search, \$800,000 to paid social and \$360,000 to outdoor.

Owned Media

In this quarter, Timberland will dedicate \$270,000 to mobile (web) and \$450,000 to mobile video (web) advertisements.

Quarter 2: April - June

During the second quarter, Timberland will continue to expand its media presence, focusing on maintaining engagement with the target audience, with a consideration of seasonal events such as Easter, which is a gift giving holiday that Timberland can take advantage of. The budget allocation will stay the same as quarter 1.

Paid Media

In this quarter, Timberland will dedicate \$225,200 to digital display, \$225,200 to digital video, \$900,000 to paid search, \$300,000 to paid social and \$405,000 to outdoor.

Owned Media

In this quarter, Timberland will dedicate \$270,000 to mobile (web) and \$450,000 to mobile video (web) advertisements.

Quarter 3: July - September

During the third quarter, Timberland will spend the least amount of its budget on ad spend. This is due to the fact that there are no major gift giving holidays that occur in the quarter 3 season. Timberland is also a show that is normally worn in colder climates, thus many of our target audience might not be purchasing the shoe in the warmer months.

Paid Media

In this quarter, Timberland will dedicate \$225,200 to digital display, \$225,200 to digital video, \$900,000 to paid search, \$300,000 to paid social and \$405,000 to outdoor.

Owned Media

In this quarter, Timberland will dedicate \$240,000 to mobile (web) and \$400,000 to mobile video (web) advertisements.

Quarter 4: October - December

During the fourth quarter, Timberland will spend the most amount of its ad spend budget of any other quarter. This is due to the fact that there are major gift giving holidays that fall in this season such as Christmas and Hanukkah and major shopping holidays such as Black Friday and Cyber Monday. These are also the coldest months anywhere in the country, providing the perfect opportunity to buy and wear a shoe such as Timberland.

Paid Media In this quarter, Timberland will dedicate \$505,200 to digital display, \$505,200 to digital video, \$1,555,200 to paid search, \$1,555,200 to paid social and \$785,200 to outdoor.

Owned Media

In this quarter, Timberland will dedicate \$575,200 to mobile (web) and \$855,200 to mobile video (web) advertisements.

Table 								
Quarter	Digital Display	Digital Video	Paid Search	Mobile (Web)	Mobile Video (Web)	Paid Social	Outdoor	Total
Q1	\$300,100	\$200,000	\$800,000	\$240,000	\$400,000	\$800,000	\$360,000	\$3,100,100
Q2	\$225,200	\$225,200	\$900,000	\$272,700	\$454,000	\$300,000	\$405,000	\$2,782,100
Q3	\$225,200	\$225,200	\$900,000	\$272,000	\$454,000	\$300,000	\$405,000	\$2,781,400
Q4	\$505,200	\$505,200	\$1,555,200	\$575,200	\$855,200	\$1,555,200	\$785,200	\$6,336,400

Flow Chart

Months/Channels	Jan	Feb	Mar	June	July	Aug	Sept.	Oct.	Nov.	Dec.
Digital Display										
Digital Video										
Paid Search										
Mobile (web)										
Mobile Video (web)										
Paid Social										
Outdoor										

Conclusion:

In conclusion, the media plan for Timberland aims to effectively engage Black and Latino males aged 18-34 in colder regions and metropolitan cities. In order to leverage Timberland's durability and sustainability, our strategy focuses on reaching this audience through paid media and owned media advertising. This aligns with Timberland's seasonal trends and geographic considerations. By maximizing budget allocation and emphasizing brand awareness, engagement, and cultural relevance, we aim to strengthen Timberland's presence in the urban landscape while fostering community connections and driving brand growth to reach other target audiences.

