

# TIMBERLAND

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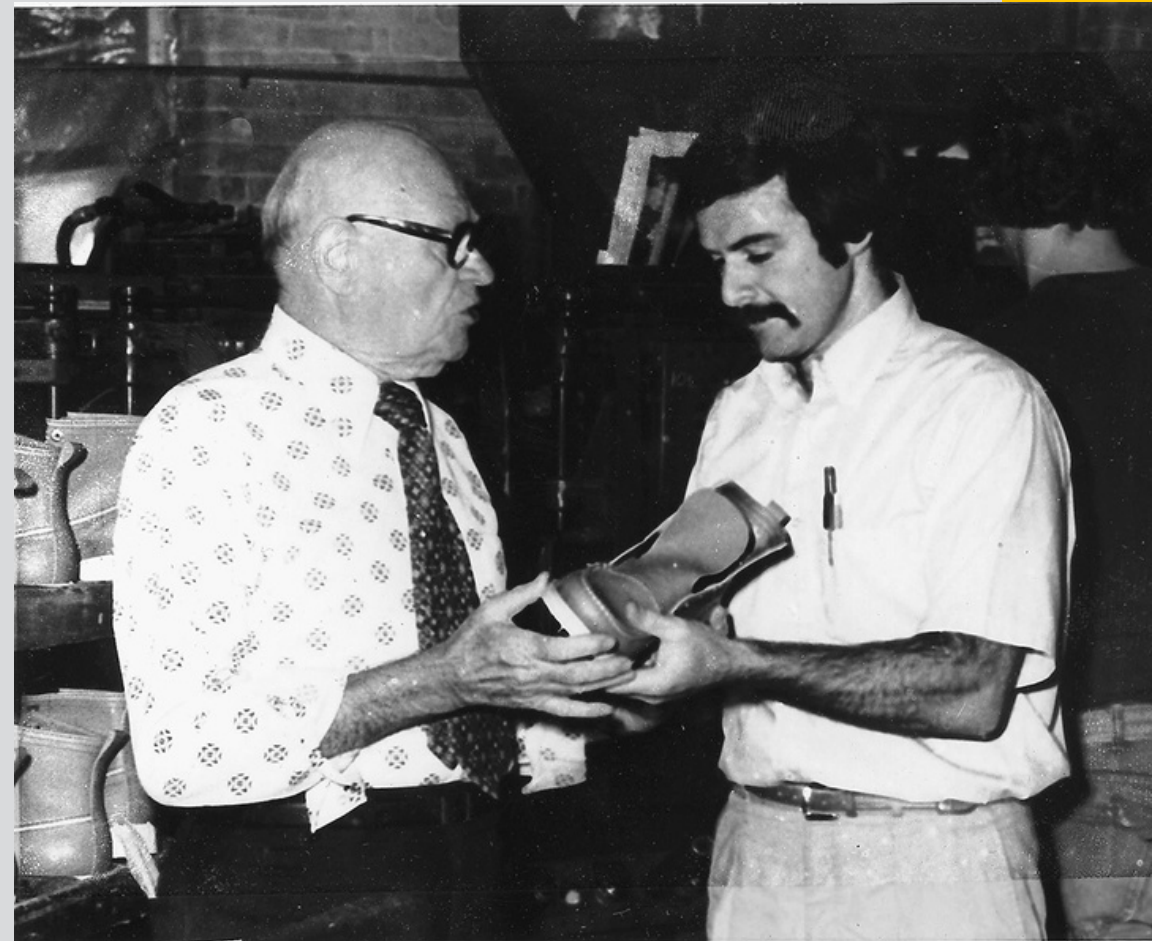
# MARKETING BACKGROUND

## -HISTORY

- Timberland, originally known as the Abington Shoe Company, began in 1952 in Boston, Massachusetts by father and son duo Nathan and Sidney Swartz
- The iconic boot was launched in 1973 followed by immense popularity
- Highlights include: durability, functionality, and waterproof features



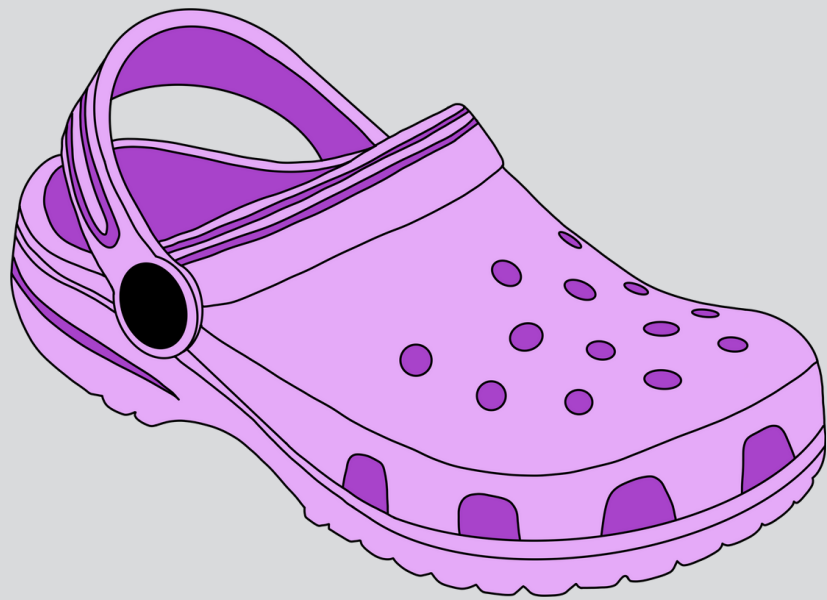
- In the 90s, Timberland boots became a staple in hip-hop music videos, frequently worn by prominent music artists (Biggie Smalls, Tupac)
- The boots were favored for their versatility, seamlessly blending with both casual and more dressed-up urban looks
- Timberland capitalized on its popularity in the hip-hop sector by collaborating with artists and influencers.





# SITUATION ANAYSIS/MARKETING BACKGROUND

## -COMPETITVE MEDIA EXPENDITURES



- Both brands spent a combined \$29,436,378 in **2021**
- However, Timberland spent 60% of that total in advertising ( \$17,437,254)
- Croc spent 5.5 million less than Timberland
- Paid social is the channel with the highest amount spent
  - Croc --> 9.3 million
  - Timberland --> 6.2 million

VS



- Both brands spent a combined \$28,363,965 in **2022** (1.1 million less than previous year)
- Timberland's ad spend dropped from \$17.4 million to 14.9 million
- Croc's ad spend increased from \$11.9 million to 13.3 million
- Timberland's share of voice dropped from nearly 60% to 52% - leaving Croc to edge in more of their voice in the market



# TARGET AUDIENCE

## -MRI ANALYSIS & AGE & GENDER

- Appeals to a broad demographic: outdoor enthusiasts, urban consumers, and those interested in sustainable and eco friendly products
- Men are 57% more likely to buy Timberlands
  - Black and Latino males are statistically more likely to own or buy Timberlands than white people
  - Latino individuals are 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
- 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





# **-MARKETING & ADVERTISING OBJECTIVES**

- **WE AIM TO REACH 80% OF  
OUR TARGET DEMOGRAPHIC  
AT LEAST 2X BY Q4 2024**
- **GENERATE A MINIMUM  
ENGAGEMENT RATE OF 3% ON  
PAID SOCIAL**
- **TO INCREASE OUR SALES BY  
15%**

**Timbs  
FOR MU  
HOOLIGANS  
in  
BROOKLYN**

# MEDIA CHANNELS

## -RECOMMENDATIONS & WHY

### DIGITAL DISPLAY :

- ads displayed on website, mobile apps, other digital publishers
- ads are visually appealing, using lots of high quality images, graphics, and animation (e.g. banners, full screen ads, animated videos)
- will allow Timberland to increase brand awareness and reach potential customers during online browsing sessions

### DIGITAL VIDEO:

- ads displayed on YouTube, social media, and streaming services
- ads are telling a story and are visually engaging and can be interactive
- allows Timberland to connect with its target audience where they are already spending time - watching Youtube videos, scrolling through social media feeds or streaming content

### PAID SEARCH:

- ads displayed on Google, Bing, or other search engines
- Text-based ads appear at top or bottom of search engine results page
- keywords based on Timberlands products and brands
- allows Timberland to capture consumers intent and ensure ads are displayed to users already interested in footwear/outdoor apparel,- thus driving sales

### OUT OF HOME:

- ads displayed on billboards, transit ads (buses, trains, subway stations) digital screens (city centers and shopping malls), street furniture (bus stations, kiosks)
- ads capture attention with bold visuals and messaging in a large scale format
- this media channel offers broad reach and visibility
- Timberland can increase brand awareness, reinforce messaging and reach consumers during their daily lives, such as during commutes or while shopping



# MEDIA CHANNELS

## RECOMMENDATIONS & WHY

### MOBILE WEB:

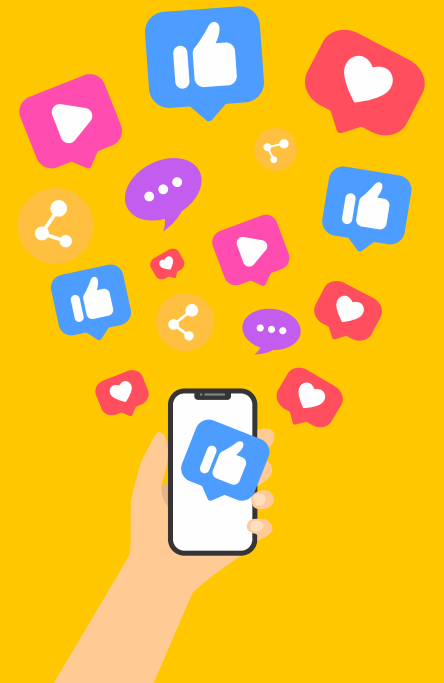
- Ads are displayed on websites optimized for mobile devices
- Attractive web design accessible from smartphones and tablets includes interactive text and images
- Mobile usage is huge, especially with younger generations. This media channel will allow Timberland to reach consumers who are on their smartphones to browse internet and make quick purchases

### MOBILE VIDEO (WEB):

- Ads are displayed on mobile apps, social media, and streaming services
- Ads are interactive, engaging, and tailored for viewing on mobile devices
- Mobile apps and social media are major drivers of mobile video consumption - thus advertising in this channel allows Timberlands to connect with consumers on extremely popular platforms

### PAID SOCIAL :

- Ads displayed on social media (Facebook, Instagram, Twitter, LinkedIn, TikTok, Snapchat)
- Image ads, video ads, carousel ads, sponsored posts
- advertising in this channel allows Timberlands to access the enormous user base social media has
- Social media has engagement, sharing, and community building opportunities that Timberland can tap into to foster relationships with consumers.





# MEDIA CHANNELS

## DOLLAR ALLOCATIONS BY MEDIA CHANNEL FOR 2023

Table <span></span>								
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

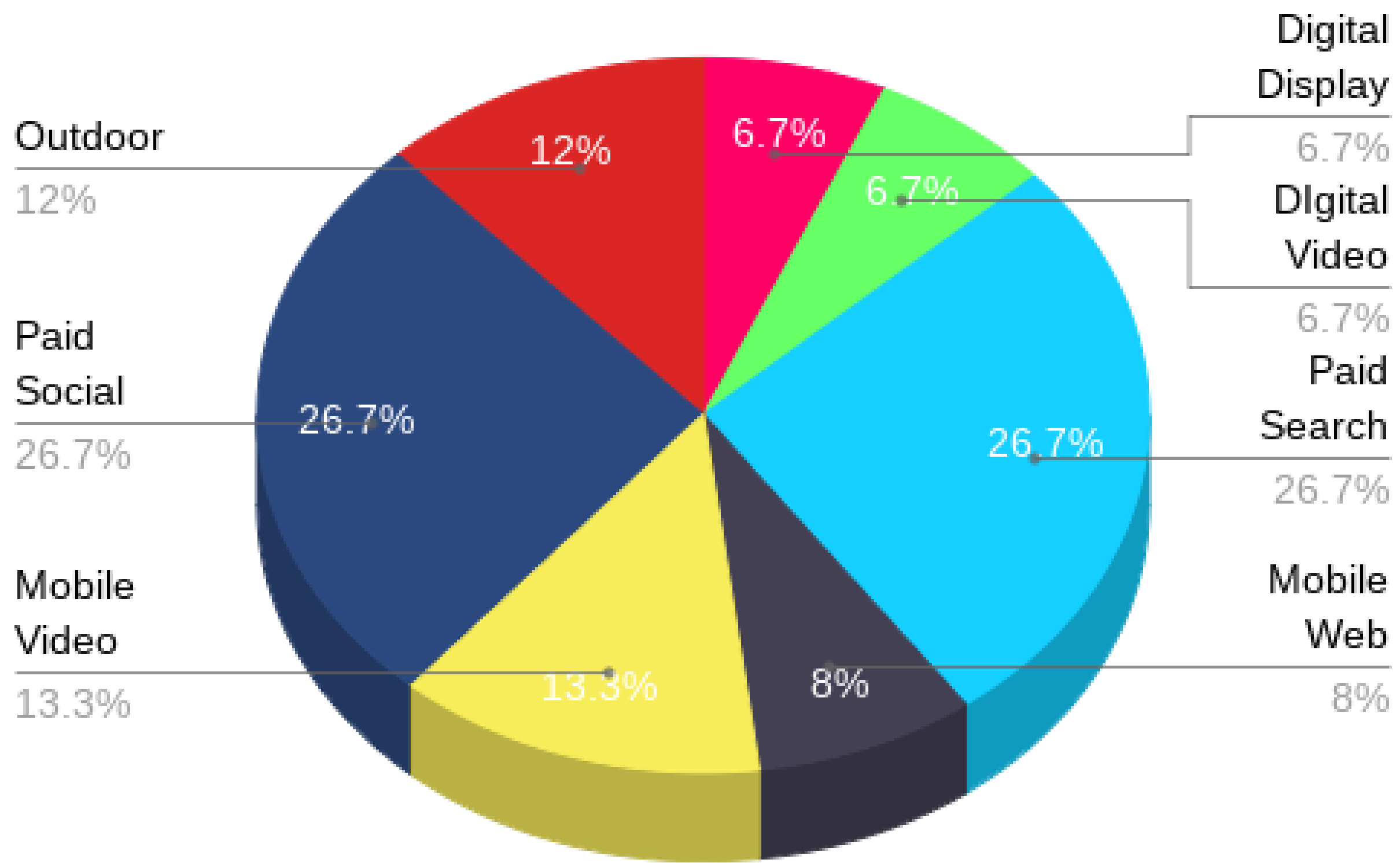
Media Channel	Budget Allocation
Digital Display	\$1,000,000
Digital Video	\$1,000,000
Paid Search	\$4,000,000
Mobile (Web)	\$1,200,000
Mobile Video (Web)	\$2,000,000
Paid Social	\$4,000,000
Outdoor	\$1,800,000





# MEDIA CHANNELS

-BUDGET IN %





# MEDIA CHANNELS

## -CREATIVE MEDIA IDEA

- **POP-UP EVENT IN THE CITY DURING WARMER MONTHS TO DRIVE ENGAGEMENT DURING LOWEST AD SPEND QUARTER (Q3)**
- **BOOTS FROM PREVIOUS SEASONS WILL BE ON SALE AND WILL HELP PUSH SALES**
- **WILL GENERATE EARNED MEDIA WHILE FROM PEOPLE AND PRESS IN ATTENDANCE**





# SCHEDULING



## **1. PAID MEDIA CHANNELS:**

- **SOCIAL MEDIA ADS:** CONTINUOUS PRESENCE THROUGHOUT THE YEAR WITH REGULAR POSTING AND BOOSTED CONTENT TO MAINTAIN ENGAGEMENT.
- **ONLINE DISPLAY ADS:** FLIGHTING STRATEGY, WITH BURSTS OF ADS DURING KEY SEASONAL PERIODS AND EVENTS TO MINIMIZE COSTS.

## **2. OWNED MEDIA CHANNELS:**

- **WEBSITE:** CONTINUOUS UPDATES ESPECIALLY WITH PRODUCT RELEASES AND PROMOTIONS
- **EMAIL:** MONTHLY NEWSLETTER TO MAINTAIN BRAND AWARENESS AND ENCOURAGE REPEAT PURCHASES.

## **3. EARNED MEDIA CHANNELS:**

- **INFLUENCER PARTNERSHIPS:** ONGOING, SEMI-REGULAR POSTING WITH INFLUENCER PARTNERSHIPS TO GENERATE BUZZ
- **PR:** CONTINUOUS EFFORTS TO SECURE MEDIA COVERAGE IN RELEVANT PUBLICATIONS AND BLOGS, WITH BURSTS OF PRESS RELEASES DURING SIGNIFICANT EVENTS OR PRODUCT LAUNCHES.

# SCHEDULING



- **CONTINUITY:** WE WANT TO MAINTAIN A CONSISTENT PRESENCE ON OWNED AND PAID MEDIA CHANNELS TO MAINTAIN BRAND VISIBILITY AND ENGAGEMENT OVER TIME. **(PAID SOCIAL & SEARCH)**
- **FLIGHTING:** WILL BE UTILIZED FOR ONLINE DISPLAY ADS DURING SEASONAL PEAKS, OPTIMIZING SPENDING TO MAXIMIZE REACH DURING KEY PERIODS. **(OUT OF HOME, ONLINE DISPLAY ADS)**
- **BURSTING:** USE BURSTING STRATEGIES FOR EARNED MEDIA CHANNELS DURING SIGNIFICANT EVENTS OR PRODUCT LAUNCHES TO GENERATE EXCITEMENT AND CAPITALIZE ON INCREASED CONSUMER INTEREST. **(POP UP EVENTS, PR)**



# 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												

# CALCULATIONS

Budget: \$15 million

Impressions:  
 $\text{impressions} = \text{cost} / (\text{CPM} * 1000)$

Table <span></span>						
Channel	Audience Size	CPM	Impressions	GRPs	Quarterly CPP	Yearly CPP
Digital Display	1,258,000	\$8	10,064,000	800	\$281.50	\$1,250
Digital Video	1,258,000	\$16	20,128,000	1600	\$140.75	\$625
Paid Search	1,258,000	\$5	6,290,000	500	\$600	\$8,000
Mobile (web)	1,258,000	\$8	10,064,000	800	\$340	\$1,500
Mobile Video (web)	1,258,000	\$16	20,128,000	1600	\$283.75	\$1,250
Paid Social	1,258,000	\$25	31,450,000	2500	\$120	\$1,600
Outdoor	1,258,000	\$7	8,806,000	700	\$578.57	\$2,571.43





# EVALUATIONS & ALTERNATIVES

How do we recommend that our plan is evaluated?

- **KPIs:** website traffic, social media engagement (likes, comments, shares), conversion rates, and return on investment (ROI).
- **Media Monitoring**
- **Competitive Analysis**
- **Online Surveys**



Recommendations for a Larger Media Budget:

- **Expand Reach:** Increase investment in paid media channels to expand reach and target new audience through larger ad campaigns and higher ad placements. Possibly invest in Q3 ad spend as it is our slowest quarter.
- **Geographic Expansion:** Use the increased budget to expand into new markets or regions, allowing Timberland to reach a broader audience and capitalize on untapped opportunities for growth.
- **Partnership Opportunities:** Form strategic partnerships with complementary brands, organizations, or events to leverage shared audiences.

