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Rocky Shoes & Boots, Inc.

MKTG 1120 Branding

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Brand Brief

1) Brand Name

Rocky Shoes & Boots, Inc.

2) Brand Hierarchy



Outdoor	Work	Western	Public Service	Military
Trophy Series	Worksmart	Monocrepe	Jump Boot	S2V
MTN Stalker Pro	Dry-Strike SRX	HI-Wire	Code Red	S2V Predator
Dry-Strike SRX	Rams Horn	Long Range	Tac One	Coronado
NOWAKE	Mobilite	Original Ride	Code Blue	U.S. Army
Outback	Rebound Wedge	Legacy 32	Alpha Force	U.S. Air Force
Core	IronClad	Worksmart	Postal	U.S. Navy
Sport Pro		Iron Skull	Cadet	USMC

The product line I am following is the Worksmart line. Rocky only has 1 style of boot for women in the Worksmart line and only has a total of 40 women’s styles of boot. They do have 11 styles of boots that are considered work boots.

3) Brand Elements



ROCKY

Innovation, Quality, and Durability

Tone of the brand is rugged and outdoorsy

Colors used are black, red, and white

Examples of packaging



Facebook <https://www.facebook.com/RockyGear>

Instagram <https://www.instagram.com/rockyboot/>

X <https://twitter.com/RockyGear>

Use Facebook and Instagram actively.

#RockyBoots

Sponsorship on Nascar car #27 Jeb Burton

4) Primary Current Target Market

Products are organized around six target markets. Those are outdoor, work, duty, commercial military, military and western.

a) Demographics (Age, Sex, Ethnicity, Income, Education Level...etc)

- 25 - 34 years old
- White Males
- \$50,000 - 70,000 yearly income
- High School or Trade School education maybe some college education

b) Psychographics (Think and Feel)

- Enjoy the outdoors.
- Product is durable and comfortable.

c) Geographic's (Live and Work)

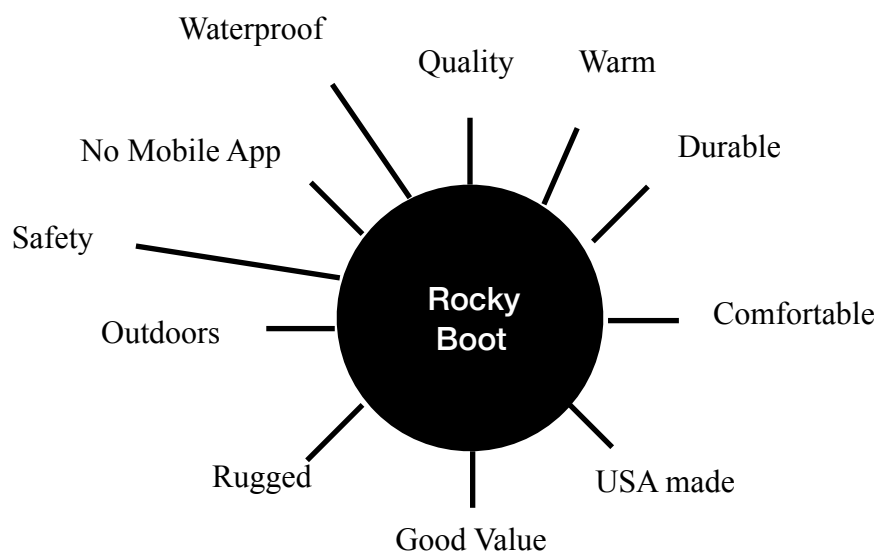
- Live in a rural area.
- Possibly hunt
- Work on or have a farm.
- Work in a warehouse.

d) Buyer Behaviors

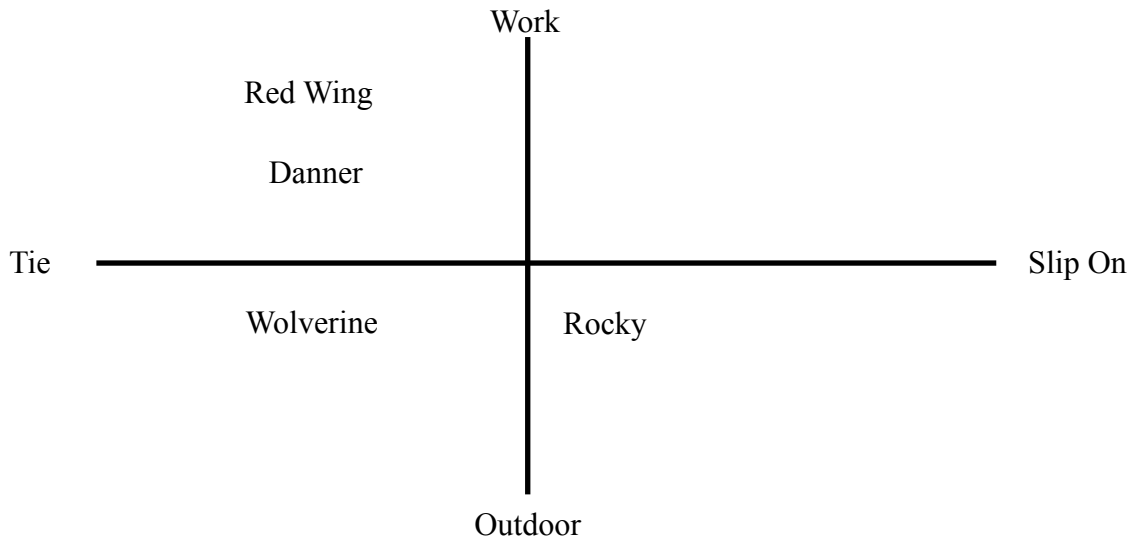
- Customers want durable and comfortable boots. Boots are either sold online or at a third party dealer.

5) Brand Positioning

a) Mental Map



b) Perceptual Map



6) Current Promotional Efforts

a) TV



Rocky Boots. Everyday. Everywhere. ad on Youtube.

b) Radio

No current radio ads found

c) Print

2024 Product Catalog

d) Outdoor

Use billboard ads but only near their home office.

e) Digital

Use Facebook and Instagram to promote sales.

7) Competitors

a) Danner <https://www.danner.com/>

Carry 25 different styles of women's work boots.

b) Wolverine Worldwide <https://www.wolverine.com/US/en/home>

Carry 42 different styles of women's work boots.

c) Red Wing Shoes <https://www.redwingshoes.com/>

Carry 17 different styles of women's work boots

8) POP/POD List 3 Competitors and then identify the POP and POD for your brand versus the competitors.

a) Danner

b) Wolverine Worldwide

c) Red Wing Shoes

d) POP

- Waterproof, rubber soled, leather material, safety toe, slip resistant, Made in the USA

e) POD

- Good price point for the quality

9) Values

a) What do your customers truly need? Why?

- Customers truly need comfortable and durable footwear. Footwear that will hold up in their everyday work life.

b) What are their functional and emotional drivers?

- Functional and emotion drivers are comfortable footwear that is durable and keeps your feet dry and warm.

c) How does the brand connect on a deep level?

- The brand connects on a deep level by using the relationship of a dad and his son connecting while out hunting and wearing Rocky boots.

10) Big Ideas - Compelling, Central, Unifying, Concepts...

a) Use social media to show women wearing boots in their everyday life. Current social media posts show only men wearing boots in different activities.

b) Create a mobile app. Creating a mobile app will appeal to a different target market. Females use their cell phones more than males.

c) Create an ad campaign for magazine publication. Have print ads in Adventure and Cowgirl magazine. Also have digital ads on their respective websites.

Creative Brief

1) Brand Name

Rocky Shoes & Boots, Inc Worksmart line

2) Goal of the Campaign

- The goal is to expand into a new target market. Current target market is 25 - 34 year old males.

3) Medium of the campaign

- Using Facebook and Instagram to promote digital ads and videos.

4) Target Audience

a) Demographics

- 25 - 34 year old
- Females
- \$50,000 to \$70,000 yearly income
- High School or Trade School education maybe some college education

b) Geographics

- Live in a rural area
- Order online
- Go to a brick and mortar store to purchase

c) Psychographics

- Enjoy the outdoors.
- Product is durable and comfortable.
- Product is fashionable while being practical.

d) Buyer Behaviors

- Customers want durable and comfortable boots.

5) Key Message

- Provide comfortable, safe, and durable footwear that will hold up in their everyday work life.

6) Proof Points

- Rocky Waterproof ensures the highest level of waterproof protection while maintaining breathability.
- Has electrical hazard protection that meets and exceeds ASTM electrical hazard standards.
- Impact tested toe protection. Rocky tested at I75/C75.

7) Call to Action

- Have ad campaigns geared towards women to promote the current work boots that are in the product line. Share the ads on social media networks.

8) Strengths

- Offer exclusive offers on women's boots to draw them in. Share on social media to drive interest.

9) POP/POD

a) POP

- Waterproof, rubber soled, leather material, safety toe, slip resistant, Made in the USA.

b) POD

- Good price point for the quality.

10) Tone

- Show women wearing Rocky boots in their everyday work life.

11) Emotion

- Confident. When you wear Rocky boots you feel confident that you are fully protected from all the elements.

12 Creative Direction

a) Conservative

- Create a social media ad campaign to promote women's work boots. Create similar ads to the male targeted ads, showing women wearing boots while doing the same activities.

b) Moderate

- Create a mobile app. Women use their cell phones more than men. Creating a mobile app and promoting it on social media and on the website will help hit a different target market.

c) Crazy

- Use a female influencer to promote the product. Have the influence promote the brand on social media or when they are in the public eye.

Creative Execution

A) Key Message

- Provide comfortable, safe, and durable footwear for women that will hold up in their everyday work life.

B) Call to Action

- Come check out our reliable women's work boots.

C) Product and Positioning Strengths

- Products are made with premium materials such as Vibram outsoles, 3M Thinsulate insulation, and snake proof materials. You get great quality at an affordable price.

D) POP and POD

a) POP

- Waterproof, rubber soled, leather material, safety toe, slip resistant, Made in the USA.

b) POD

- Good price point for the quality.

E) Tone

- Happy. Show how happy you are that you chose Rocky Boots as your work boot.

F) Emotion

- Confident. When you wear Rocky boots you feel confident that you are fully protected from all the elements.

G) Execution

- The media choice is social media. Current social media posts are only targeting 25 to 34 year old white males. New social media campaign will target 25 to 34 year old females. With 39.2k

followers on Instagram, 254k followers on Facebook, and 18.7 followers on X, the new campaign will reach a large audience. Posts can highlight several of the women's work boots. They can also show women in their everyday life wearing Rocky Boots.

- Here are a couple examples of the ads that would be posted on social media.



A product advertisement for a Rocky boot. On the left is the Rocky logo, featuring a ram's head and the text 'ROCKY' and 'EST. 1932'. To the right of the logo is the text 'Only \$120.00' in a large, bold font. Below the logo and price is the text 'Worksmart Women's Composite Toe Waterproof Work Boot'. On the right side of the advertisement is a detailed image of a brown leather work boot with black laces and a black composite toe cap.

Works Cited

A) Brand Brief

- “Rocky Boots since 1932 | Hunting, Outdoor, Duty, Work, and Western Apparel and Footwear.”, www.rockyboots.com/Home
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- Andone, Ionut, et al. “How Age and Gender Affect Smartphone Usage.” Proceedings of the 2016 ACM International Joint Conference on Pervasive and Ubiquitous Computing: Adjunct, 12 Sept. 2016, <https://doi.org/10.1145/2968219.2971451>

B) Creative Brief

- Catalyst. “Quick Take: Women in Male-Dominated Industries and Occupations - Catalyst.” *Catalyst*, 29 Oct. 2021, www.catalyst.org/research/women-in-male-dominated-industries-and-occupations/
- “Rocky Boots since 1932 | Hunting, Outdoor, Duty, Work, and Western Apparel and Footwear.”, www.rockyboots.com/Home