



## **Pumas Woman's World Campaign Communication Plan**

COM640: Principles of Strategic Communication

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## Situation Analysis:

PUMA is a company that is no stranger to evolution; marking 2019 as their 71<sup>st</sup> year in business. Brothers Rudolf and Adolf Dassler grew up in a shoe factory town, Herzogenaurach Germany, where they eventually established Dassler Brothers Shoe Factory in their parents' home ("PUMA's History"). The brother's shoe company began to gain fame for the spikes on their shoes that were worn by German athletes during the Olympic Summer Games in Amsterdam ("PUMA's History"). After 28 years of working beside each other, the brothers had a disagreement and went their separate way ("PUMA's History"). After the split, Rudolf Dassler transitioned into a new facility where he would later establish the Puma brand on October 1, 1948 – his brother Adolf would establish the Adidas brand two months prior ("PUMA's History"). PUMA eventually became famous for the first football boot entitled, the ATOM ("PUMA's History"). The brand eventually became known as the go-to shoe for award-winning athletes across the globe in all sports including track, basketball, football (soccer) and tennis. In 1979, PUMA trademarks its famous logo of the puma cat leaping over "the upper right corner of the word logo" ("PUMA's History"). Shortly after, in 1986, PUMA becomes a publicly traded company ("PUMA's History").

The 90s marked a beginning of a new era for PUMA as they became the first athletic brand to combine sports with fashion and eventually signs Serena Williams that next year. While slowly evolving into a lifestyle brand, PUMA releases Mostro, a sports and lifestyle shoe that was worn by Madonna throughout her 2002 tour ("PUMA's History"). The evolution of PUMA continues in 2015 as the brand partnered with Singer and Businesswoman Rihanna as a Global Ambassador for Women's Training and Women's Creative Director and also announced a

partnership with Selena Gomez as a brand ambassador and a pillar for its women's segment ("PUMA's History").

The sneaker industry continues to grow each year. According to Forbes, in the United States, millennials are the driving force behind sneaker sales while athletic footwear sales grew by 8 percent averaging a total of \$17.2 billion (Weinswig). However, in 2017 sales in women's footwear rose by 5 percent and has continued to rise each year (Weinswig). According to a 2018 CBS survey, the study found that women are no longer wearing high heels as much ("High-Heeled Shoe Sales"). According to the study, researchers found that "sales of high heels dropped 12 percent in the past year while women's sneakers jumped 37 percent," ("High-Heeled Shoe Sales"). Overall, PUMA's most important "segment" for sales is footwear and has been reported that the highest growth was stemmed from sport style and running and training shoes ("Economic Report"). However, in total sales in this particular area, the sales have decreased from 47.7 percent in 2017 to 47 percent in 2018; showing a slow decline ("Economic Report").

Although the brand is within the top three of the sneaker industries, the company has trouble standing out among the rest. The company faces big competitors including, Nike, Adidas and Under Armour. Not only that, the brand is on the lower side of revenue compared to Adidas and Nike. Nike tops the list of the highest revenue at \$31.3 billion, Adidas Group at \$21.9 billion and Puma remains last at \$4.6 billion (O'Connell). Its overall mission is to be forever faster with priorities to continue to establish brand heat, innovate and produce new products, acknowledge women as trendsetters, improve as an international trading organization and to improve its quality of the distribution ("PUMA's History"). The brand continues to evolve into a lifestyle brand by establishing partnerships with Singer and Businesswoman Rihanna as a global ambassador for women's training and women's creative director, Selena Gomez and Cara

Delevigne. However, most of their innovative lines are up for limited release and the marketing is not consistent. PUMA can diversify its sponsorship amongst women, focusing on a variety of rising celebrities and athletes. There are a lot of women today who are glorified sneakerheads - who are being overlooked as a target audience. PUMA has an opportunity to establish a new product line that is fashionable, affordable and comfortable year-round. PUMA also has an opportunity to increase its advertising methods. To achieve the goals, PUMA must address the communication challenge of targeting women to inform them of the athleisure brand and motivating them to purchase the product utilizing marketing collateral they can identify with.

## Objectives

PUMA's Woman's World campaign will introduce a new athleisure line for millennial women. To do that, the brand strives to;

- Increase consumers awareness of the new athleisure line by 50 percent by September 26, 2020
- Increase public awareness of PUMA philanthropic efforts by 25 percent by September 26, 2020
- Increase social media and website traffic by 50 percent by September 26, 2020
- Increase sales by 35 percent
- PUMA wants to earn 25 media hits
- Change consumer's attitude that PUMA is a small athletic brand to PUMA is the go-to athleisure brand by 45 percent by September 26, 2020.
- Increase the exposure of collateral by 30 percent by September 26, 2020
- Secure attendance for 250 attendants for New York Fashion Week product launch

- Secure attendance for 50 media professionals and influencers in the fashion and lifestyle industry

## Audience

### Primary Audience:

The primary audience for the Woman's World campaign is millennial fashion-forward women. This particular audience is self-proclaimed sneakerheads and knows how to switch it up between her sneakers and heels. They prefer comfort; however, she still wants to be stylish. These women are always on the go traveling, walking through airports or with their child.

### Secondary Audience:

The secondary audience for the Woman's World campaign are parents with fashionable teenage children and teenagers who are shopping for a new school year. PUMAS secondary audience also includes grandparents who adore giving gifts and fashion-forward men.

## Strategy

The overall strategy for the Woman's World campaign is to mobilize millennial fashion-forward women through an integrated communication campaign highlighting the resiliency of women in male-dominated industries that PUMA's Fiercely Fashionable athleisure line is the go-to brand to purchase for trendsetters shattering barriers.

## Key Message:

The overall key message is that PUMA is dedicated to providing fashion-forward athleisure products for trendsetting women; Women are trendsetters – This is a Woman's World #FiercelyFashionable. The overall key message is effective because the campaign has a mix of both popularity and endorsement appeals. The Woman's World campaign has a popularity appeal

because the buzz about the new product line will create anticipation amongst the target audience. The endorsement appeal is used to create more popularity and to push products. Partnering with celebrities like Lizzo will increase brand recognition and change consumer's attitudes by giving the target audience a familiar face they can relate to.

## **Tactics:**

### Paid Media

PUMA will increase its partnerships by bringing on new women athletes including, Paige VanZant and Toni Harris. These women are fierce on the field and making strides in their industry. VanZant is a model and mixed martial artist. Paige has more than 2 million followers and has a strong entrepreneurial spirit. VanZant is great because her target audience will expose the PUMA brand to an audience that has not been previously targeted by the brand prior. Toni Harris is making a name for herself as the new female football phenom after appearing in a Super Bowl ad. Although the Detroit native is not in the professional league, the up and coming athlete is making history as the first female to commit to playing collegiate football with a scholarship. Harris is breaking barriers for women in college football and is the embodiment of a PUMA woman.

PUMA will also increase its partnership with young female celebrities including Zendaya, Yara Shahidi, Jordyn Woods, Billie Eilish and Lizzo. These women are stars in the making and have a huge following. These women will be perfect for this campaign because they are household names with huge followings. They embody everything that a PUMA is: determined, inspirational, fashionable and risk-taking. Their overall image is pretty positive and young girls look up to them.

PUMA will also establish partnerships with social media influencers and self-proclaimed female sneakerheads including Brittany Edwards and Khiana Lowe. The pair began an organization entitled IncorpHERated that exposes young girls to male-dominated fields. The two have previously partnered with Adidas in the past. With their organization, they developed an interactive workshop about the sneaker industry for high school girls. Another Female sneakerhead is Merys Berrada (@merystache). Stache represents the target audience for this campaign: she is a young, fashionable mommy who loves sneakers. She has 81 thousand followers on Instagram and her content is unique. It's bright, diverse and appealing.

The brand will also have collateral as well including outdoor advertisements on billboards, in train stations and at bus stops in major shopping cities including New York, London, Los Angeles, Chicago and Las Vegas.

#### Earned Media

PUMA will distribute news releases to mainstream media including; New York Times/ T Magazine, Chicago Tribune, Los Angeles Times, The Guardian, and sneaker and fashion magazine including; Vogue, WNBA Kicks, Complex Magazine, HYPEBEAST, Footwear News and Sole Collector, to promote the new brand. These platforms will be beneficial because they have affluent sections dedicated to lifestyle and fashion. The online magazines are a great resource because their target audience is millennial sneaker consumers who wants to be aware of all news related to sneakers.

PUMA will distribute a media advisory that will be released a week before the product launch party. The advisory will be distributed to a variety of media including New York Times/ T Magazine, Chicago Tribune, Los Angeles Times, Huffington Post, The Guardian, Complex

Magazine, Sole Collector, CoolKicks, WNBA Kicks and HYPEBEAST. These are a great resource because their target audience is millennial sneaker consumers.

#### Shared Media

Before the official product release, PUMA will establish a social media campaign highlighting the PUMA female athletes (both current and new), female sneakerheads and female streetwear designers. The website and Instagram shops will also be the main source of where consumers can purchase the new product line. Instagram shops is a newer feature on the platform that makes it more efficient for brands to sell products online with a simple tap of the picture.

PUMA will also utilize its platform on YouTube, Instagram TV and Snapchat to create a new digital series interviewing female sneakerheads, designers and celebrities as they unbox and try on new PUMA shoes. Instagram TV and Snapchat will be useful platforms to promote the product and brand videos where millennials are located.

#### Owned Media

PUMA will create brand videos to promote the new athleisure line. The brand will also film and create a series of videos featuring PUMA women as they unbox the new shoes, try on the clothing and put together styles to take to the streets. The videos will be placed on PUMA's website first and eventually will be posted on shared platforms. The PUMA team will also create an infographic detailing the equity gaps of women in male-dominated fields. The infographic will be placed on the company website and distributed as a newsletter internally and to fashion and lifestyle media including New York Times/ T Magazine, Chicago Tribune, Los Angeles Times, Huffington Post, The Guardian WNBA Kicks and Complex Magazine. Electronic

#### Events:

PUMA will host a VIP premier event for influencers and celebrities to get a sneak peek at the new collection. The event will take place three days before the official launch party in New York City hosting 50 people (including journalist, athletes, partners and celebrities).

PUMA will host a product launch party and fashion show that will take place during New York fashion week where members of the press, brand ambassadors and consumers can come out to see a showcase of the new product line and purchase new products. The event will hold 250 people.

PUMA will host popup boutiques in major cities known for their unique fashion style. Those cities will include New York, London, Los Angeles, Chicago and Las Vegas. PUMA will promote the event on their social media platforms and through emails to their loyal customers and frequent buyers by sending out email invitations. This event will focus more on raising funds for the new philanthropic efforts. During the pop-up boutiques, for every item sold, 10 percent of the purchase will go towards PUMAs new initiative

### **Timing:**

PUMA's Woman's World campaign will kick off in February 2020 until September 2020. Because the new athleisure line is not a limited release, the promotion will continue after September 2020 – however, this timeline is subjective to the launch party.

- **February 2020** marks the fall/ winter season of New York Fashion Week. PUMA will announce its new brand initiative to create a new athleisure line that is made by women for women. In February, PUMA will begin filming the behind the scenes footage of the development of the new products to be utilized as owned media.
- **February 6** | Annual Girls and Women in Sports Day: PUMA will release an infographic about equity gaps in male-dominated industries on the company website and distributed as a newsletter internally and to fashion and lifestyle media.

- **March 8** | PUMA celebrates International Women’s Day by announcing its new philanthropic effort to raise money to create design programs within inner-city public schools for young women who are inspiring streetwear designers.
- **April 2020** | PUMA will announce its new brand partnerships with rising celebrities and athletes including Paige VanZant, Toni Harris Zendaya, Yara Shahidi, Jordyn Woods, Billie Elish and Lizzo.
  - Social media posts will be pushed out teasing the new design of the new lifestyle collection.
  - During the same month, the development of collateral and filming for the Woman’s World campaign will begin – Filming and postproduction will happen until **the end of July 2020**.
- **August 2020** | PUMA advertising and collateral will be placed in major shopping cities; the online social media campaign will begin highlighting women athletes and the video series will begin to premiere on the website and selected social media platforms.
  - Invitations are sent out for the VIP Premiere event in August as well.
- **August 29** | A media advisory is sent out to all designated media to save the date for PUMA’s launch party during the second season of New York Fashion Week.
- **September 2** | The VIP premiere party will take place.
- **September 3** | The beginning of New York Fashion Week Spring/Summer season.
- **September 5** | The launch of the new athleisure line and PUMA fashion show open to the media and public.
- **September 12** | Promotion for pop-up boutiques and email invitations are sent out to RSVP

- **September 26** | PUMA pop-up shops in New York, London, Los Angeles, Chicago and Las Vegas take place to conclude the Woman's World campaign.

## Budget

The overall budget for the campaign totals \$833,155. The pricing stems from subscription services, the overall production cost for the social media campaign and print collateral pieces and the two main events (*see chart below*).

PUMA Woman's World Budget			
Subscription Services	Per Item Cost	Total Projected	Details
Press Release Service (PRWeb)	\$389	\$1,556	Total of four news releases
Social Media Analytics (Hootsuite Business)	\$0.00	\$4,193	
E-Newsletter Software (Constant Contact)		\$335	
Paid Media	Per Item Cost	Total Projected	Details
Billboards	\$0.00	\$169,140	Three billboard will be placed in five different cities
Bus Shelter		\$200,000	
Train Station		\$200,000	Only select cities
Social Media Campaign	Per Item Cost	Total Projected	Details
Models	\$150	\$1,200	Average Hourly rate for a model is \$150 an hour for half day (four hour) shoot.
Make Up		\$400	Employ two hair stylist
Hair		\$500	Employ two MUA
Videographer		\$65,172	Average Salary
Graphic Designer		\$48,561	Average Salary
Social Media Manager		\$48,126	Average Salary
Events	Per Item Cost	Total Projected	Details
Fashion Week Venue		\$7,000	GPG Social
VIP Premiere Venue		\$3,500	GoldBar
Photography	\$150	\$450	One Photographer for VIP event. Two Photographers for Fashion Show
Catering	\$25	\$1,250	Viva Events Catering (VIP Event)
Server Staff	\$31.50	\$252	Two servers for VIP event
Bartender	\$33.50	\$268	Two bartenders for VIP event
Coat- Check Attendant	\$31.50	\$252	Two attendants for VIP event
Security	\$25	\$600	Employ six security guard. Two for VIP event, the remainder for product launch party
Disc Jockey	\$200	\$400	
Retainer Fee		80,000	
		<b>Campaign Total</b>	
		<b>\$833,155</b>	

## Evaluation:

For the first two objectives, *increase consumer's awareness of the new athleisure line by 65 percent by September 26, 2020* and *increase public awareness of PUMA philanthropic efforts by 25 percent by September 26, 2020*, PUMA will evaluate these objectives by first conducting a pre and a post-survey. The organization should follow up by conducting an ROI calculation to determine the number of people reached for the duration of this campaign. PUMA can also determine this by measuring the amount of newsletter readership, media impressions and print and broadcast mentions during the seven-month campaign. For the third objective, *increase social media and website traffic by 50 percent by September 26, 2020*, the brand can evaluate this objective by simply measuring the analytics on the company website and social media platforms. PUMA can also measure the number of hits on the company platforms and also conducting another ROI calculation for anything digital. The fourth objective states that PUMA wants to *increase sales by 35 percent*. To evaluate this objective, PUMA can conduct a simple measurement of audience behavior to determine if the audience helps the organization achieve its goals and if sales were increased. The brand also strives to *earn 25 media hits*. To measure this objective PUMA can conduct a measurement of production first and contrast the message exposure to see if the efforts were effective. PUMA also has a goal to *change consumer's attitudes that PUMA is a small athletic brand to PUMA is the go-to athleisure brand by 45 percent by September 26, 2020*. To measure if this objective was met, PUMA can conduct a pre and post quantitative survey to measure consumer's attitudes before the launch of the campaign and shortly after. We can also establish the customer's attitudes by conducting a series of focus groups to determine the pre and post attitude of the brand. Another objective for the PUMA campaign is to *increase the exposure of collateral by 30 percent by September 26, 2020*, to evaluate this objective, the brand can also conduct a pre and post-survey surrounding their efforts

and also conduct a study on the media impressions and determine the advertising equivalency. For the last two objectives, *secure attendance for 250 attendants for New York Fashion Week product launch* and *secure attendance for 50 media professionals and influencers in the fashion and lifestyle industry* evaluating those objectives are simple; the company can simply tally event attendance.

### **Conclusion:**

PUMA will kick off its Woman's World campaign to showcase fiercely fashionable women who are dominating in their industries and breaking barriers. The campaign will introduce a new product line that embodies everything that a PUMA is: determined, inspirational fierce, fashionable and risk-taking. The campaign will work strategically target women and diversify their branding efforts and marketing collateral to showcase women that the target audience can identify with. PUMA will increase their partnership efforts by bringing on up-and-coming women in sports and dynamic celebrities that embodies a PUMA woman. The campaign wants to motivate women to purchase the new line and celebrate women who are breaking barriers. To accomplish this, PUMA will increase its media relation efforts, diversify its marketing collateral and outdoor advertisement, host two events focused on the new product, launch a social media campaign highlighting woman and produce pop-up boutiques in major shopping cities to raise money toward PUMA's philanthropic efforts. PUMA will kick off its campaign during the first season of fashion week in February and concluding during the second season of fashion week in September. Overall, the campaign main goal is to not only increase sales but to create awareness about the new organization and product line and to also empower its target audience by showcasing women that they can identify with.

## Appendix Message Map

<b>Overarching Message/Theme: PUMA is dedicated to providing fashion-forward athleisure products for trendsetting women: Women are trendsetters – This is a <i>Woman’s World</i>. #FiercelyFashionable</b>		
Key Message	Key Message	Key Message
PUMA is more than an athletic brand; we're moving fashion-forward	A PUMA woman is forever faster and fiercely fashionable.	PUMA is dedicated to molding a new generation fiercely fashionable women through its new philanthropic organization
Supporting Fact	Supporting Fact	Supporting Fact
PUMA has high-quality athleisure wear you can wear to the gym or out on the town.	PUMA has established a partnership with WNBA player Skylar Diggins; Diggins is not only fashionable but fierce on the court.	The new organization, Fiercely Fashionable helps young girls to set trends with their sneakers through interactive design workshops.
Supporting Fact	Supporting Fact	Supporting Fact
The brand has secured partnerships with trendsetting women including Rihanna, Solange Knowles, Vashtie and Cara Delevingne.	The Women’s World collection was designed with the millennial fashion-forward women in mind that’s constantly on the move	PUMAs new initiative aims to teach girls to be innovative by funding arts programs for inner-city public schools.
Supporting Fact	Supporting Fact	Supporting Fact
PUMA has also produced products in partnership with luxury brands including Balmain and Kith	Puma has generated a team of female designers to create and market the new athleisure line for women – made by women.	PUMA encourages young girls to break the ceiling by educating participants about the equity gaps in male-dominated fields.

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