



Caitlin Mendels

TABLE OF CONTENTS



Executive Summary.....	1
Situational Analysis.....	2
Campaign Objective	3
Target Audience Profile	4
Campaign Strategy	5
Creative Tactics	6-10
Creative Justifications.....	11-12
Appendix	13

For the Dr. Martens Campaign we aim to use creativity, art, music, to target 16-25 year olds to purchase Dr. Marten shoes.

We plan to use advertising tactics that are trending that appeal to the target audience.

Dr. Martens competition includes Hunter Boot and The Timberland Company, whose price point, durability, and established brand in the United states gives them an edge on Dr. Martens.

However, our brand appeals to the edgy, creative, indie market that we are targeting

Executive Summary

Situational Analysis

S

Universal appeal, male,
female, and children

Reliable and Durable

Different styles.
Shoes, boots, sandals, ect.

O

To have a broad
target audience

Brand is nostalgic
for older target audience

W

More expensive
then competitors

Based in the UK

T

Competitors are cheaper

Most shoes are
not vegan

Campaign Objective

Bring out the creativity of our target audience that our competition lacks in their advertising

Target Audience Profile



Riley, 23

She just graduated college and is now in the work force. She likes going out with friends to bars, restaurants and concerts. She is looking for a comfortable and stylish shoe to wear out.

Sarah, 18

She likes photography, fashion, and music. It is her first year in college and is loving her new independence. She is looking for a shoe for her busy college life but is looking for a stylish shoe that will go with her unique style

Zac, 20

He is a instagram model but also a struggling artist. He mostly paints but also does photography on the side. He is looking for shoe that will help him be creative but also make him look good in the process

One Thing

We want our target audience, teenagers
to young adults,
to be creative in our shoes.
Feel like they can release their creativity

Big Idea

Release your inner creativity

Campaign Strategy

Release Your Inner
Creativity
:30 Radio

SFX: Spray Paint Can

Narrator: Graffiti that wall

SFX: Paint Brush on a canvas

Narrator: Paint on that canvas

SFX: Guitar Strumming

Narrator: Play that guitar

SFX: Rock music

Narrator: release your inner creativity while
wearing Dr. Martens. The shoe that will inspire you

Creative Tactic

RELEASE YOUR INNER CREATIVITY



WWW.DRMARTENS.COM

Dr. Martens are not just a shoe. If you wear them you can be your most creative self. Take that picture, Paint that portriat, write that song, with Dr. Martens



Creative Tactic



*Create Your
Own Dr.
Martens!*



Submit Your Own Design

IF YOUR VOTED THE
WINNER YOUR DESIGN WILL
BE CREATED AND SOLD ON
THE DR. MARTEN WEBSITE!

Release Your Inner Creativity and
create your own design!
Details on how to enter on
www.drmartens.com



Creative Tactic



Creative Tactic



*women wearing dr. martens quietly painting, tapping her foot on the ground, close up of dr. marten shoe

SFX: soft, face paced music



*women rocking out on stage close up of Dr. Marten shoe

SFX: soft, face paced music



*man running down the street with spray paint cans, close up of dr. marten shoes while he is spray painting art on the wall.
Narrator: release your inner creativity with Dr. Marten shoe

SFX: soft, face paced music

Creative Tactic

Justifications

Radio Ad (Page 6)

This radio ad will run on popular radio stations that are popular with our target audience. As well as Spotify, Apple Music, Pandora, and Soundcloud. These streaming platforms are the most popular with the target audience. This ad helps create an image in the consumers mind of art, music and creativity. It will inspire them to get creative in their Dr. Marten shoes.

Print Ad (Page 7)

This print ad would be printed in popular magazines that our target market would buy. Vouge, Cosmopolitan, Elle, etc. This print ad stands out with the bright red color and will grab the attention of the target audience. Our big idea is big and catches the eye. The copy talks about being creative while wearing the brand and will inspire consumers to buy our product.

Interactive Ad (Page 8)

This flyer will be giving the details of a contest that Dr. Martens will run. People will submit their designs of their own Dr. Marten Shoe. They can pick from 3 of the most popular styles and design from their. The company will pick out the top 10 and post on their Instagram Story where the audience can vote on what design they think is best. The winner will be given a cash prize and their design sold on the website for a limited time. This contest will help boost sales and awareness about the brand. This flyer would be posted on college campuses, where a majority of our target audience is. It is catching to the eye and navigates the consumer to the website.

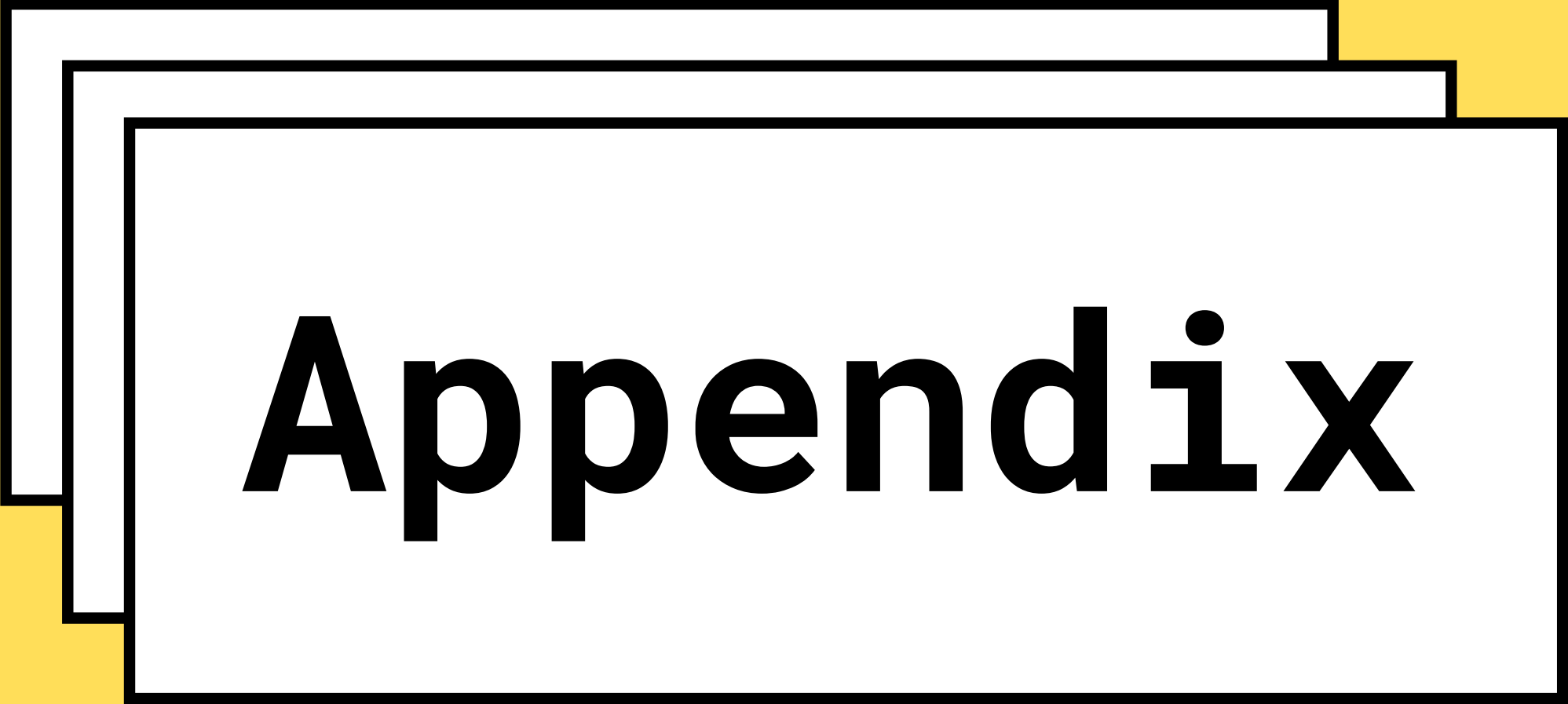
Justifications

Billboard (Page 9)

This billboard will be placed on high traffic streets and highways. Will also be placed near college campuses because a majority of the target audience would see the advertisement. The billboard helps create more awareness of the brand. It has multiple designs of the Dr. Marten shoe and has the big idea. It is catching to the eye and will appeal to the target audience

Video Ad (Page 10)

The video ad will really bring our big idea to life. It will showcase how you can be creative with our product. The target audience will relate to the people in the video and will be inspired to be creative. It will be played on television, YouTube, and Hulu. We will target our target audience's favorite shows, videos, and content creators. This will create more sales and more awareness of the brand



Appendix

Creative Brief

Product: Dr. Martens,
an english footwear company

Key Insight: Younger audience likes trendy
styles

Advertising Problem: Lack of advertisements
in the United States

Advertising Objective: Create
more advertisements targeted in the U.S

Target Audience: 16-25
Generation Z and Millenials

Key Consumer Benefit: Excellent,
Brand Established

Competitors: Hunter Boot,
The Timberland Company

Current Position: Not in the
top 10 selling shoe brands

Creative Brief

Optimal Position: Needs more popularity in the U.S and target audience

Support: They encourage people to create their own style and be creative

Brand Promise: you do not have to sacrifice comfort with style

Brand Image: makes indie style shoes and celebrates being comfortable in your own style

Tone of Message: fashion, comfort, creativity, and confident

Voice: youthful and trendy

Dr. Martens (@drmartensofficial) • 4,467
Instagram photos and videos. (n.d.). Retrieved
from
<https://www.instagram.com/drmartensofficial/>.

Hammett, E. (2019, January 15). How Dr. Martens is
engaging consumers beyond the boot. Retrieved October
7, 2019, from [https://www.marketingweek.com/dr-
martens-engaging consumers-beyond-the-boot/](https://www.marketingweek.com/dr-martens-engaging-consumers-beyond-the-boot/).

Millennial Media: Magazines and Radio Deserve A
Second Look. (n.d.). Retrieved from
[http://www.millennialmarketing.com/2008/09/millennial-
-media-magazines-and-radio-deserve-a-second-look/](http://www.millennialmarketing.com/2008/09/millennial-media-magazines-and-radio-deserve-a-second-look/).

United Nations Population Fund. (n.d.) Adolescent and
Youth Demographics: A Brief Overview. Retrieved
from [https://www.unfpa.org/sites/default/files/resourc
e
pdf/One%20pager%20on%20youth%20demographics%20GF.pdf](https://www.unfpa.org/sites/default/files/resourcepdf/One%20pager%20on%20youth%20demographics%20GF.pdf)

References

Reflection

I changed some of my creative tactics. I had a social media post, but my reviewer suggested that a billboard would create more awareness of the brand since they already have an established social media. I also edited my interactive campaign, I had a press release but my target audience would more than likely read a flyer posted on campus that a press release. I determined what to revise based on my reviewers and my own reflection on what I had done and what I was really proud of and what I thought I could of improved. The opinions of my reviewers was that I had a good consistent campaign that would definitely appeal to my target audience. It kept the brand voice and image of being a young, trendy, creative brand. I agreed with most of the comments they made, mainly the creative tactic comments that I mentioned before. I am very pleased with my final individual campaign. The plansbook is designed in the style that I like but what my client would like as well. I am proud of my tactics that I made as well, they were something that I would like to see from the company, since I am a frequent buyer of their products.