

Rocky Brands

Zumfoot Market & Brand Strategy

Challenge:

Develop a marketing and brand strategy to launch and market the new Zumfoot brand of casual footwear, by assessing target customer needs, desires and factors.

Approach:

- Audit competitive comfort casual footwear brands
- Review industry trends relative to comfort casual footwear
- Assess the existing Zumfoot brand & its assets
- Develop and conduct a focus group to cost effectively determine key customer lifestyles, factors, needs, and desires relative to comfort casual footwear
- Develop the Zumfoot brand strategy to assure customer connectivity

Recommendations:

- Adjust the initial Zumfoot brand to focus on style, versatility and comfort (in that order)
- Key customer brand factors should center on style, authenticity, active/playfulness, and healthy living
- Develop Zumfoot to “grow” into a lifestyle brand
- Develop a retail co-op marketing program with sales commitment levels
- Target sales efforts to independent footwear retailers

