



**A Public Relations Campaign Proposal
Designed for UGG Australia**

Created by:
Maggie Stephens
Alexx Klein
Kelsey Duncan
Aly Wolpov
Jon Osting



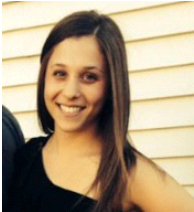
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Meet the Executives



Kelsey Duncan is a junior at Indiana University studying journalism with a concentration in public relations and a minor in theatre. She is from Jeffersonville, Indiana. Duncan completed an internship last summer with Louisville Magazine, where covered Forecastle Music Festival and interviewed bands such as Avett Brothers and Alabama Shakes. Currently, Duncan is the marketing director for Indiana University Student Television and a member of Theta Phi Alpha Fraternity.



Alexx Klein is a senior at Indiana University Bloomington, majoring in journalism, with a second concentration in sport marketing and management. She currently works for Big Ten Network, and is an intern in IU's athletic department doing media relations for multiple sports. After graduation, Klein will attend Bowling Green State University on a full scholarship for a master's degree Sport Administration. She will also be working full-time in the school's athletic department as a graduate assistant in the communications department.



Jon Osting is a junior studying public relations and advertising at the School of Journalism. He is working toward obtaining minors in psychology and marketing. During the school year, he volunteers his time for Camp Kesem, a summer camp for children whose parents have cancer or have had cancer. He is also marketing director for Kelley School of Business' Ad Association where he meets with clients, collects market research and provides input for the creative team.



Maggie Stephens is a sophomore and a native of Bloomington, Indiana. She is majoring in journalism with a specialization in PR/advertising and minoring in marketing and history. She currently sits as vice president of IU's PRSSA chapter and interns for the IUB Physical Plant. She hopes to one day obtain a position at a full-service, global agency with the hope of working internationally at some point in her career.



Aly Wolpov is a sophomore studying public relations at the School of Journalism. She is minoring in marketing through the Kelley School of Business. Wolpov is a proud and active member of her sorority, Alpha Epsilon Phi. She serves as the Alumni Relations Chair for her chapter and enjoys being involved in the Greek community. After college, Wolpov hopes to have a successful career in the field of public relations.

EXECUTIVE SUMMARY

The overall goal of this campaign proposal is to ultimately increase awareness of UGG summer/spring products across targeted publics while also highlighting the brand's seasonal versatility. UGG Australia is arguably one of the most popular shoe lines in regards to winter boots. However, through our research, we found that many consumers are unfamiliar with their non-winter shoes. UGG seems to have fallen into a niche market and we would like to propose promoting UGG as a brand for all seasons. The plan is focused on promoting UGG's spring and summer line and other UGG products that tend to be less well known. On one hand, this plan intends to appeal to audiences through Twitter, Facebook, Instagram, and YouTube. On the other hand, it intends to offer customers in-store connections to highlight our targeted products and bring in more traffic.

Since the age range of our targeted audience is so widespread - from 18 to over 50 years old - the campaign will be designed to appeal to all ages.

A substantial part of our campaign will be focused on increasing Twitter followers, increasing the number of visitors to UGG retail stores, increasing the number of personal purchases, and increasing the number of accessories purchased.

SITUATION ANALYSIS

The history of UGG began in the year 1978 when Brian Smith brought UGGs to California. The relaxed and casual lifestyle of a surfer's life in California was the perfect environment for this type of product. The UGG boot became popular in the mid-1980s and gained celebrity attention throughout the 1990s. UGGs biggest break was in the year 2000 when Oprah Winfrey featured the product on her show as part of her "Favorite Things". It became known as a luxurious brand and eventually broke into the New York City market. UGG began expanding on their shoe's products and styles to capture a broader spectrum of interests from the target market. By the mid-2000s the product line extended to Europe.

UGG has had an array of different campaigns. Some of the most notable campaigns came after the expansion of the men's line. The new line of products included boots, flip-flops, casual shoes, accessories, outerwear and more. In 2011, Tom Brady partnered with UGG in a campaign that promoted the new men's ascots. Currently, through their campaign called "Project Classic," UGG has created a way for people who love their products to share photos on social media platforms such as Instagram and Twitter using the hashtag #ProjectClassic.

According to their mission statement, the UGG customer is one who values luxury, comfort and the highest quality footwear available. The target consumer includes men, women and kids who are within the middle-upper income level or higher. UGG is implying that their product is far superior to that of its competitors.

CURRENT FACEBOOK STATISTICS OF UGG AND ITS COMPETITORS

181,628 Likes



Minnetonka Moccasin
181,628 likes · 1,075 talking about this

Product/Service
The Official Page for Minnetonka
www.minnetonkamoccasin.com

Like Follow Message

PHOTOS: Spring Celebration Sweepstakes, PIN TO WIN SWEEPSTAKES, BECOME A MINNETONKA INSIDER, YOUTUBE

About - Suggest an Edit

BEARPAW
23,690 likes · 277 talking about this

Product/Service
BEARPAW Footwear embodies a lifestyle of living life comfortably. We make fashion forward styles that offer the very best in comfort, materials, and

Like Follow Message

PHOTOS: Instagram feed, Ratings and Reviews (5 stars), SHOP

About - Suggest an Edit

23,690 Likes



Emu Australia
47,597 likes · 50 talking about this

Local Business - Add A Category
Always open
http://www.emuaustralia.com

Like Follow Message

PHOTOS: Get Spring ready with our Top picks, 47,597 Likes, Events, Pinterest

About - Suggest an Edit

47,597 Likes



UGG Australia
2,310,210 likes · 5,171 talking about this · 2,173 were here

Product/Service
If you love UGG footwear, clothing, and accessories follow us on Twitter: http://twitter.com/UGGaustralia For customer support, tweet at us

Liked Following Message

PHOTOS: Photos, Store Locator, Events, Videos

About - Suggest an Edit

2,310,210 Likes



SWOT

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• Superior product and quality• Prestige of the name “UGG”• Wide variety of products• Superior customer service• New product lines• Leading brand in the industry	<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Celebrity endorsements• Global expansion• Social media platform development• Increased sales at UGG retail stores
<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Prices• Care and cleaning• Lack of product awareness• International business becoming less appealing• Seasonal brand• Ethical issues regarding the possibility of animal cruelty	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Product counterfeit• EMU Australia• Leading competitors• Celebrities turn away from brand (and get others to do the same)

Unanswered Questions

- Do the ethical standards at the company matter to the customers?
- Are customers aware that UGG carries products other than boots?
- Is the price a reason why you do or do not own UGG products?
- Does UGG lend itself to different demographics i.e. males, younger/older generations?
- Is UGG still a leading competitor in the luxury shoe market?

RESEARCH PLAN

Introduction

Through secondary research, our agency was left with questions on how we would be able to raise awareness of UGG products other than winter boots. The most important question to answer in order to do this is: Are customers aware that UGG carries products other than boots? After answering this question, our agency will have a firm understanding on how to create a campaign for your company.

Sample

Within our campaign proposal for UGG, our team created a research plan using an online survey. Through our research, we discovered that UGG appeals to a wide age range, so our sample consisted of males and females aged 18-50. Through surveying both genders, we were able to see what publics look for in shoes. By analyzing this data, we found out what brands consumers are most aware of, and what factors contribute to purchasing of these brands.

Research Method

Choosing to create a 14-question survey through the website surveyplanet.com, we designed a series of questions to gather the specific data that we needed. Because our targeted publics are frequent Internet users, we felt that a survey was the most tangible and effective method of collecting quantitative data for this particular purpose. In doing so, we were able to collect

information on the public's views and interests pertaining to our area of research. The survey included close-ended, dichotomous, and contingency questions.

Timing

After creating our survey through SurveyPlanet.com, we distributed it via Facebook and sent it out through e-mail to our target audience. We decided to conduct an online survey because we thought it was the most effective, efficient and convenient way for participants to respond. By distributing the survey we were able to gather data from a larger sample population. The survey gathered results from 246 respondents. The survey was opened the morning of 03/25/14. We received our last response at 03/27/14. By distributing this survey we collected and analyzed data that will help improve the sales and overall image of UGG.

RESEARCH ANALYSIS

Objective Analysis of Research Plan

After conducting our secondary research, we continued to conduct primary research that helped our agency determine how to raise awareness of UGG products other than winter shoes.

Publics

Our agency's chosen publics are men and women, ages 18-50. We recommend that UGG implement a campaign geared toward this public because we believe there is an untapped male market, and also UGG is a brand that is for all ages.

Survey

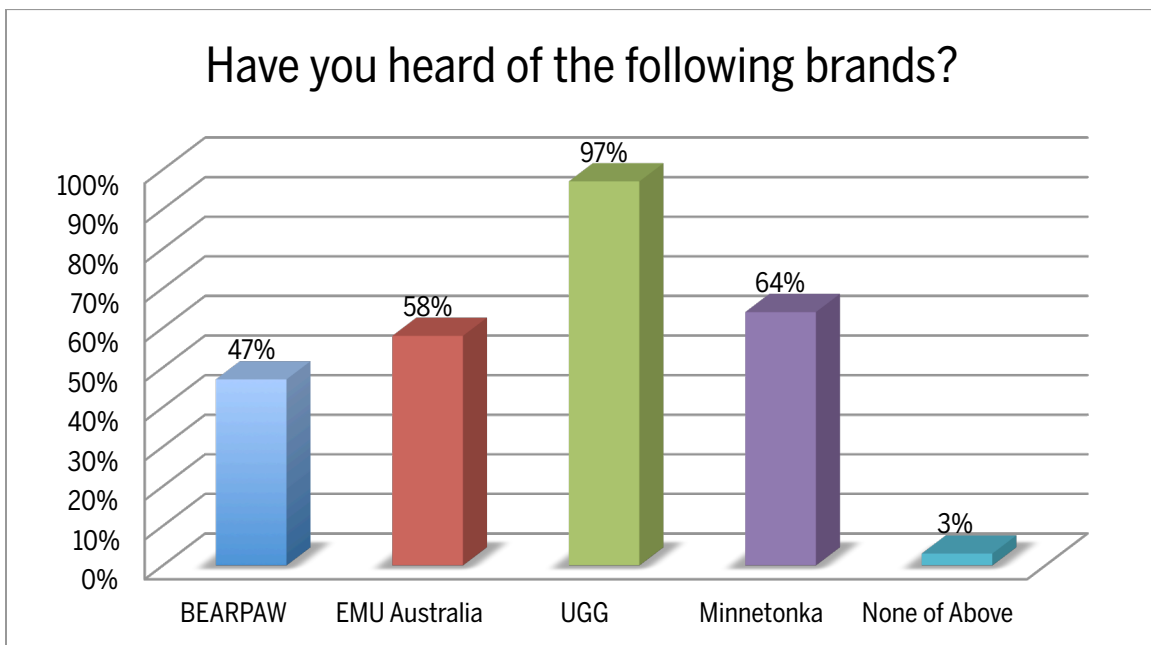
By analyzing the data we collected, our agency was able to infer important deductions:

1. Quality and price are the most important factors in purchasing footwear.
 - a) This is important to UGG because they are committed to providing superior product quality to their customers.
2. Most people do not purchase luxury brand shoes on their own; they receive them as a gift.
3. Luxury brand shoes are most frequently purchased at a department store.

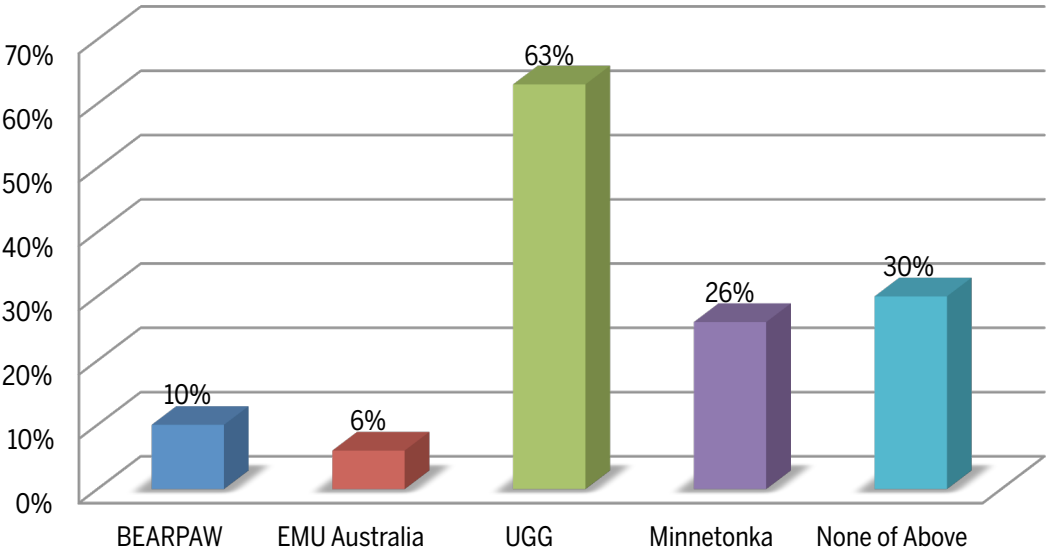
Charts and Graphs

Our agency collected data from 246 people. Out of this population are the following analyses:

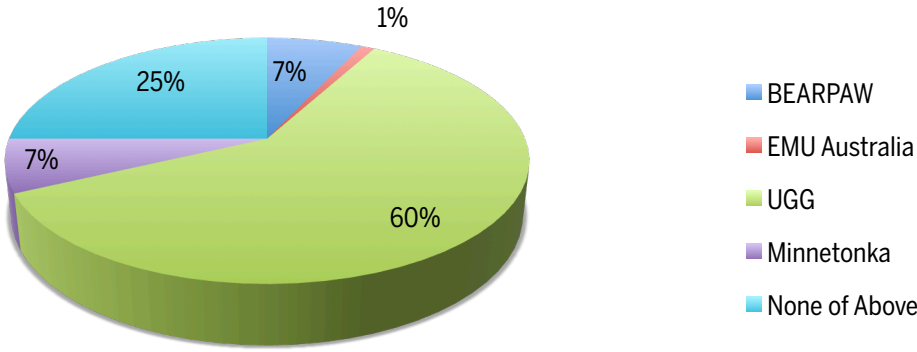
- 199 participants were female and 47 were male.
- 207 were aged 18-24, 24 were aged 25-35, and 15 were aged 36-50.
- 239 people have heard of the brand UGG and 155 own one or more UGG products.
- Only 57 people have purchased an UGG product for themselves (receive the product as a gift).



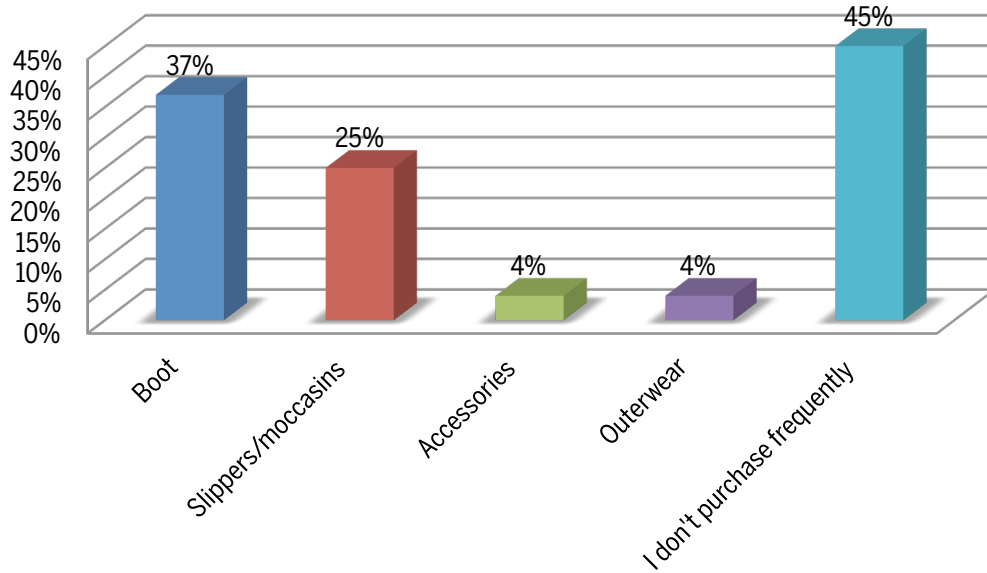
Do you own any of these brand names?



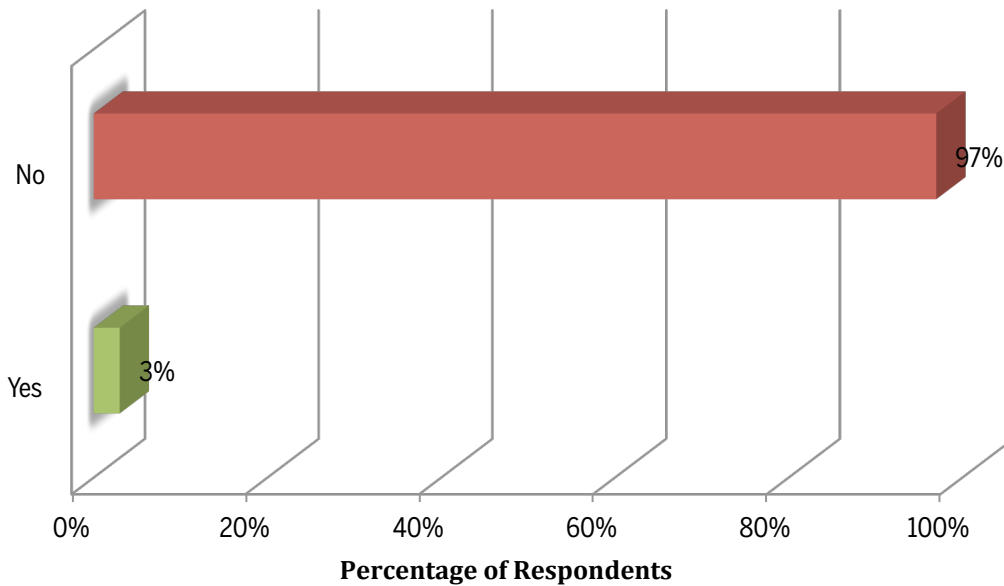
Which of the brands do you purchase most frequently from this product category? (outerwear and boots)



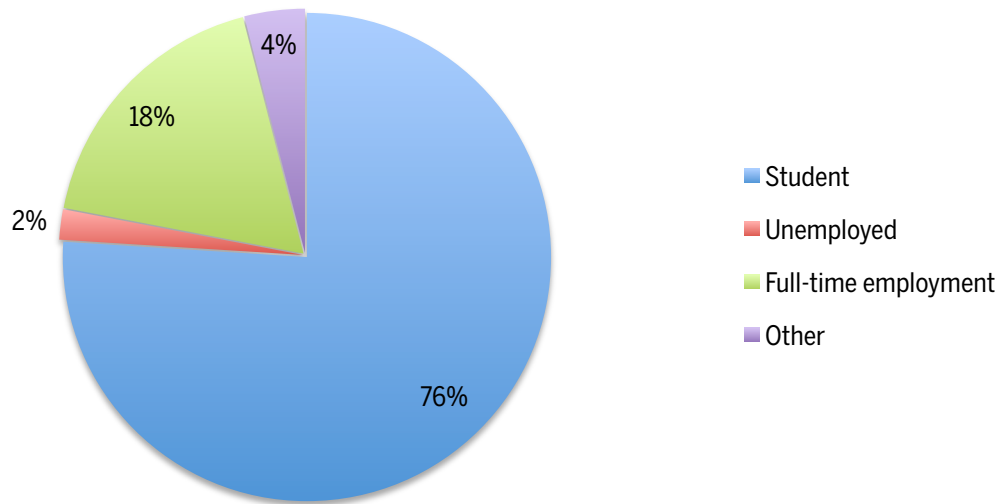
Which products of the previously stated brand names do you purchase on a frequent basis?



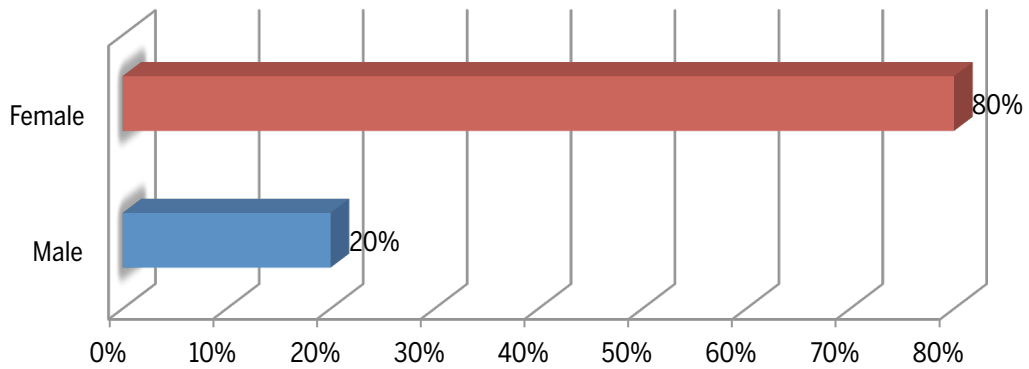
Have you ever worked with these companies' customer service departments?



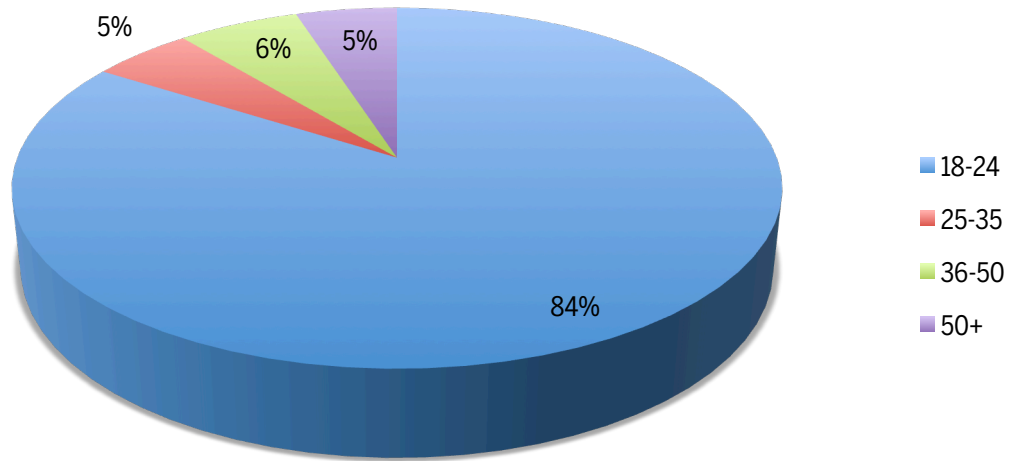
What is your occupation?



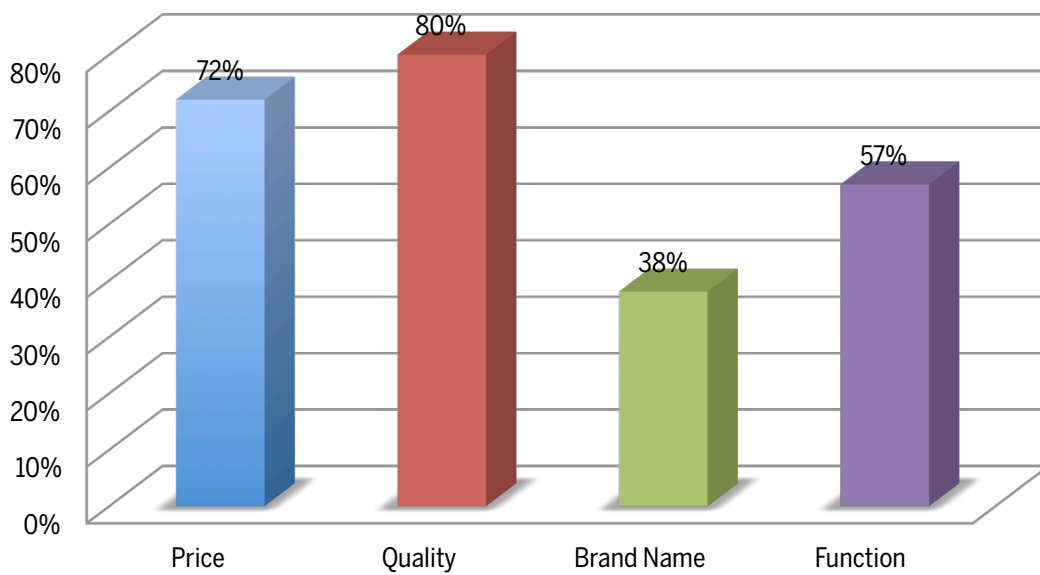
Gender



Age of Survey Respondents



What factors do you consider when buying a shoe?



CAMPAIGN PLAN

Overall campaign goal:

Increase awareness of UGG summer/spring products across our targeted publics, while also highlighting the brand's seasonal versatility.

After conducting primary and secondary research and collecting quantitative data through an online questionnaire, our agency discovered an opportunity for the brand to increase product knowledge. We will execute a public relations campaign that focuses on selling UGG products during the spring and summer months in order to increase profits and sales.

Strategy recommended:

Our agency has proposed a strategy creating the overall image that UGG is a year-round brand for everyone. This strategy will be communicated with both the current and potential customer base in mind. We intend to promote UGG's year-round shoe brand and increase awareness of other UGG merchandise that tends to be less well known to the consumer (see appendix A). To ensure the best outcome of this strategy, we have developed four objectives that are related to our messages. These messages will be communicated to our publics via different tactics in order to best accomplish our goal. From our research, our agency feels strongly that these objectives will help meet our proposed strategy goals sufficiently.

Objectives:

To carry out the integrated marketing campaign, our agency decided to focus on four main objectives that will help us achieve the overall campaign goal.

1. Increase Twitter followers from 71,000 to 95,000.
2. Increase number of visitors to specific retail stores by 15%.
3. Increase personal purchases of luxury products from 23% to 45%.
4. Increase accessories purchase from 4% to 20%.

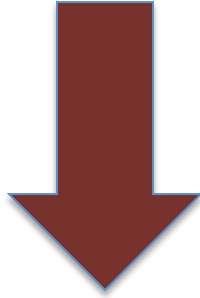
Publics:

From our research findings, our agency found that the best age group to target is 18-50 year olds.

Campaign Flow Chart

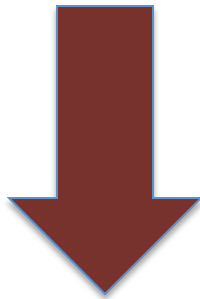
Messages:

1. UGG is not just a seasonal company.
2. UGGs high quality luxury products are sustainable if maintained properly.
3. UGG produces a variety of products and accessories, not just boots.



Tactics:

- A. Launch Party for the summer line.
- B. Celebrity promotions through advertisements and in-store appearances.
- C. Social Media campaigns.
 - Around The World In 80 Shoes Instagram campaign
 - YouTube videos
 - Twitter promotions



Channels:

1. Twitter, Instagram, Facebook
2. Print ads
3. Television spot, social media

Delivering Our Messages:

Public	Message	Tactics	Message	Tactics	Message	Tactics
#1 Objective		A,B,C		B, C	x	A, B, C
#2 Objective	x	A, B, C	x	A, C	x	A, C
#3 Objective	x	A, B, C	x	A, B, C	x	A, B, C
#4 Objective	x	A, B, C	x	B, C	x	B, C

Tactics
 A – Launch Party
 B – Celebrity promotions and advertisements
 C – Social media campaigns

Messages: Explained

1. UGG is not just a seasonal company. This message will be implemented to increase UGG product knowledge through a public relations campaign. This campaign focuses on making consumers more aware that UGG produces products for the spring and summer seasons, not just during fall and winter (see Appendix A, question #7).

Our “Around the World in 80 Shoes” Instagram campaign allows people to share photos of them with their UGG product in different locations around the world. This demonstrates that UGG makes products for every season.

2. If maintained properly, UGG’s high quality luxury products last. YouTube videos of UGG representatives demonstrating quality care for UGG products will display the validity of this message, especially if UGG product owners follow the procedures shown in the videos.

Customers can begin to notice the high-quality material that their UGG product is made of and will appreciate their purchase more fully as they take care of said product.

3. UGG produces a variety of products and accessories, not just boots. UGG’s official Twitter account and Facebook page will display and promote UGG’s non-boot product lines to spread awareness of the brand’s variety of accessories and shoes for both men and women. UGG will also promote product lines in television ads, magazine print ads, and billboards.

Objectives: Explained

1. By increasing Twitter followers from 71,000 to 95,000: consumers will become more aware of UGG's wide variety of products through promotions geared toward the company's target market. The goal of 95,000 will be reached by celebrity endorsements and by current UGG followers retweeting tweets to their followers.
2. Increasing the number of visitors to specific retail stores by 15%: this realistic goal can be attained through targeting consumers in department stores (i.e. Nordstrom, Dillard's, Von Mar, Bloomingdales, etc.) through advertisements in local media and promotions on social media. If successful, UGG retail stores can be used for increasing sales in other stores around the world.
3. Increasing personal purchases of luxury products from 23% to 45: based on research, luxury products are most frequently purchased as gifts, and quality is an important factor to consumers. Increasing consumer awareness of the high quality materials used in UGG products will give customers an incentive to purchase products on their own, rather than only receiving them as gifts (see Appendix A, question #9).
4. Promoting UGG accessory products such as gloves, purses, sandals, key rings, earmuffs, scarves and jackets can increase UGG accessory purchases from 4% to 20%. Capturing the way an accessory can complement another UGG product the consumer already owns, creates awareness of the UGG accessory line.

Timetable

To best implement our campaign, our agency recommends that UGG start on June 1, 2014. This is an unusual time for customers to purchase UGG products, and we would like to use this time to raise awareness of their non-winter products.

June 1, 2014

The first step of our campaign is to promote UGG through Instagram. Our agency developed this campaign, which will show customers that UGG is not just a seasonal brand. We have titled the campaign "Around The World In 80 Shoes" and developed the hashtag #UGGin80 to be used with it.

This specific campaign will run from June 1, 2014 to December 31, 2014. We suggest that you pick 80 different men and women's shoes, ranging from boots to moccasins to sandals to boat shoes. Then, send an UGG representative to a different location in the world and photograph people wearing the product. Photographing the shoe in an interesting location will engage customers. Our main focus will be on photographing the non-winter shoes to show that UGG is not a seasonal brand.

August 1, 2014

In August, we recommend UGG release a YouTube video on their channel that shows how to care for and clean UGG merchandise. Since UGG products are made from materials like leather and genuine sheepskin, they must be cared for properly. In doing so, UGG products will last longer and

remain in great condition. This will support our message that high quality luxury products are sustainable.

November 1, 2014

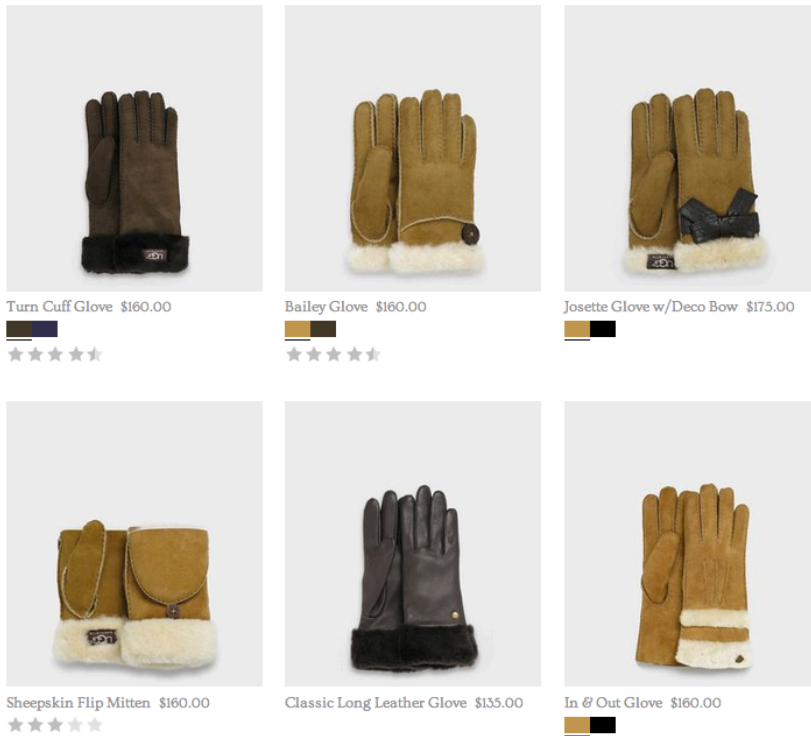
November 1 is the kick-off to the holiday season where UGG recognizes its highest volume of sales.

We would like to capitalize on this time to do promotions.

In 2013, UGG's Facebook promotions were focused on their sheepskin boots, fur-lined moccasins, and men's leather boots.



We believe that UGG should be promoting all of their warm weather products.



Our recommended strategy for promoting these accessories would be to use advertisements similar to those UGG is currently using with the boots, but with these accessories as well. We also recommend the use of print ads to be placed in magazines, in stores, and on billboards. This will effectively bring awareness to UGG's accessory line.

February 1, 2015

In preparation for the launch of the spring/summer line, our agency recommends that UGG use celebrities to endorse these new products. In the past, Tom Brady was used to promote the men's line. This year, we recommend that new celebrities represent a new demographic of people.

To promote the women's line, we recommend bringing in someone in the age range of 36 to 50 to appeal to a demographic of women who we found were underrepresented in our survey.

For the men's line, we suggest using a male figure that is more appealing to the 18 to 36 age range.

This is a market that we feel is UGG's strongest area to capitalize on for the men's line.

May 1, 2015

To promote the summer line, we recommend that UGG hold launch parties at its stores in the United States. At the launch party, we will ask that people give their email address so they can be put on a mailing list that informs them about new products and sales. Also, we would ask that attendees follow the official UGG Twitter account in order to receive a discount if they buy a product from the summer line at the party. This will meet our objective of increasing Twitter followers, increasing traffic to UGG retail stores and increasing personal purchases of UGG products.

EVALUATION

Our agency will determine whether or not our campaign was successful by looking to see if our objectives were met. This includes confirming that social media numbers have gone up, and accessory, in-store and personal purchases have increased. In order to check if the number of personal purchases have gone up, we will design a system that gives the customer the option to check a box on the credit card terminal labeling the purchase as personal or not. After the campaign ends, we will collect the data that the terminal recorded and come to a consensus as to whether or not the campaign increased personal purchases by 22%. If the numbers do not change significantly in any of these areas, we can conclude that our agency needs to design and launch a new campaign, focusing on the same goals but implementing different tactics.

Question 1 of 14 *

Have you heard of the following brands? Check all that apply.

- BEARPAW
- EMU Australia
- UGG
- Minnetonka
- None of the above

Question 2 of 14 *

Do you own any of these brand names? Check all that apply.

- BEARPAW
- EMU Australia
- UGG
- Minnetonka
- None of the above

Question 3 of 14 *

Where do you usually purchase these products?

- Online
- Department Stores
- Specific Retail Store
- Other

Question 4 of 14 *

Which of the brands do you purchase most frequently from this product category? (outerwear and boots)

- BEARPAW
- EMU Australia
- UGG
- Minnetonka
- Other

Question 5 of 14 *

Is the use of genuine animal fur/skin a factor in deciding whether or not to buy a product?

- yes
- no

Question 6 of 14 *

What factors do you consider when buying a shoe?

- Price
- Quality
- Brand name
- Function

Which products of the previously stated brand names do you purchase on a frequent basis?

(BEARPAW, EMU Australia, UGG, Minnetonka)

- boots
- slippers/ moccasins
- accessories (scarves, gloves, hats)
- outerwear
- I don't purchase frequently

How do you buy your shoes? (only select one)

- New
- Used
- Both

How did you acquire your first luxury product from the companies listed below?

(BEARPAW, EMU Australia, UGG, Minnetonka)

- Gift
- Bought it myself
- Other

Have you ever worked with these companies' customer service departments?

- yes
- no

If so, was your experience positive or negative?

- positive
- negative
- n/a

What is your occupation?

- Student
- Unemployed
- Full-time employment
- Other

Question 13 of 14 *

Gender?

- Male
- Female

Question 14 of 14 *

Age?

- 18-24
- 25-35
- 36-50
- 50+