# **TOMS Public Relations Plan**



3025 Olympic Avenue - Suite C Santa Monica, CA 90404 www.TOMS.com



Presented by: Averi Ahsmann May 10, 2011 IMC 740



### **Table of Contents**

Executive Summary2
Situation Analysis
Objectives & Issues
Marketing Strategy17-18Target Markets19Positioning20Marketing Mix21
Creative Strategy22 Creative Brief
Overall MC Strategy23
PR Strategies & Tactics24-27
Schedule28
Budget29
Measurement & Evaluation30
Conclusion30
Works Cited31-32

### **Executive Summary**

As an international brand, TOMS is looking to gain a strong foothold with new and existing customers by targeting men and women 18-24 years old, as well as 25-34 years old, specifically in the United States. Through this plan, TOMS will actively move forward to define a thriving market within which the brand can prosper. With extensive primary and secondary research, TOMS will accurately define and target challenges that they face. With this information, new objectives will be proposed for the TOMS brand that will define and reflect the market trends, which will in turn resonate with the target audience. TOMS will reach the target audience through various promotional and public relations strategies and tactics.

With this campaign, TOMS hopes to speak to their audience and let them know...

It's more than just buying a pair of shoes. It's a lifestyle.



# **Situation Analysis**

In 2006, American traveler Blake Mycoskie befriended children in Argentina and found they had to no shoes to protect their feet. Wanting to help, he created TOMS Shoes, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need. As of September 2010, TOMS has given over one million pairs of new shoes to children in need through Giving Partners around the world (TOMS).

TOMS Shoes is continually expanding and seeing great success in 2011. TOMS has recently launched a spring line featuring different safari themes, inspired by young photographer Dan Eldon (Almendrala). TOMS has also recently teamed up with Mary-Kate and Ashley Olsen's fashion line, "The Row," where the shoes hit the runway during 2011's autumn/winter New York Fashion Week (Racked). As they are gearing up to launch a new One for One product in June 2011, TOMS has been keeping the product a secret inside mystery boxes, which have been traveling all over (TOMS). TOMS continues to develop and become *more than just shoes*.



### **Product & Service Analysis**

TOMS classic shoe is inspired by traditional Argentine alpargata shoe which sits atop a rustic rope sole. These products are available to men, women, and children. TOMS Shoes for women range from a variety of classic alpargata, cordones and botas (similar to a sneaker), wedges and wrap boots. TOMS for men include the alpargata, cordones, botas, and stitch outs. These shoes are available in a range of different colors, designs, and fabrics. Different fabrics include canvas, corduroy, sequins, and vegan materials (TOMS).

TOMS Shoes meets the needs of consumers by creating not only fashionable shoes, but purposeful shoes as well. The shoes available for consumers to purchase are designed for comfort and fashion. With every pair of shoe purchased, TOMS will give a pair of new shoes to a child in need. These shoes have the alpargata design, and are specifically designed for children's environment and terrain. These are new shoes, made to fit children 18 and under and only made to order. TOMS wants to ensure no shoes go to waste (TOMS). The 'One for One' mission plays an important role in customer loyalty.

TOMS Shoes compared to the competition:

### Strengths:

- "One for One" message
- Innovative options
- Price
- Offers more than just purchasing a pair of shoes

#### Weaknesses:

- Minimal advertising
- Young company
- Less extensive perception of brand



### **Product & Service Analysis**

TOMS continues to expand their product line by releasing new seasonal lines, as well as teaming up with different brands such as Disney, Ralph Lauren, The Row, and many more. Aside from shoes, TOMS offers t-shirts, necklaces, and flags available for purchase.

TOMS Shoes features and benefits:

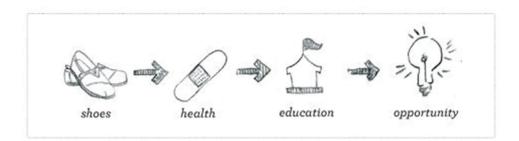
#### Features:

- Design and customizability
- Leather insoles improves comfort
- Many different style shoes
- Reasonably priced

### Benefits:

- Donates to a child in need
- Made to sustain outdoor environment and conditions

After the purchase of TOMS shoes, the customer expects to establish a relationship with the brand because of its uniqueness. The children in the different countries in which TOMS donates to, hope for repeat giving from the brand. Children grow out of shoes every six months on average, therefore TOMS strives for repeat giving.



(Picture by TOMS)



### **Target Market Analysis**

TOMS current target market caters to men and women of all different ages. It targets fashion-oriented teens and adults with a need for purposeful product. TOMS is found predominantly in the west coast of the United States. However, it continues to expand from coast-to-coast. The TOMS target market looks for a comfortable, every-day shoe that can sustain outdoor conditions. TOMS three major market segments are teenagers, college students, and single men and women who are price conscious.

### Geographic:

Predominately the United States. However, TOMS shoes are available in 30 countries.

### Demographics:

13-30 years old, men and women, caucasian and minorities, high school or college degrees.

### Psychographics:

Media-savvy, interested in music or art, involved in social causes, middle class.

#### Behavioral:

Need fashionable, yet comfortable, every day shoes at an affordable price.



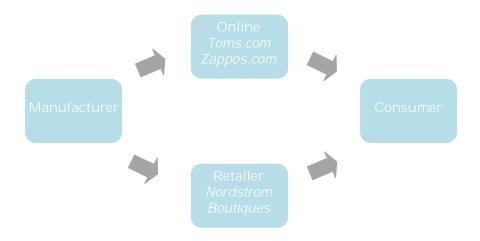




### **Distribution Network Analysis**

TOMS is constantly growing, becoming increasingly available in more and more retail stores. Retail stores such as Urban Outfitters, Nordstrom, Neiman Marcus, and other retail/shoe stores all carry these shoes. TOMS is recognized as an international brand and is available in 30 countries (TOMS). TOMS also operates a web-based store at TOMS.com. TOMS are also available on other retail websites such as Zappos.com, Amazon.com, and Karmaloop.com. TOMS has factories in Ethiopia, China, and Argentina.

### TOMS Distribution Chart:



### TOMS Aftermarket:

After the consumer purchases a pair of TOMS shoes, a new pair is then donated to a child in need. This process takes about 4-6 months.





### **Competitive Analysis**



### Keds:

First entering the market in 1916, Keds have remained a style icon for almost 100 years. Continually finding ways to reinvent themselves, Keds has deemed themselves as "the original sneaker" (Keds).

### Marketing Mix:

Keds offers a variety of products such as boots, sneakers, casuals, and lace-less shoes for men, women, and children. To cater to its consumers, Keds has expanded its products to include slip-ons, skimmers, sandals, and even designer styles. The price of these shoes range from a low of \$35 to a high of \$75. Keds have various promotional efforts, where they have teamed up with music bands and different designers. On the contrary, Keds has also used traditional promotions such as coupons and discounts. Keds are sold in a wide range of retail stores such as JCPenney, Macy's, Finish Line, Journeys, and many more. They have an online retail store, keds.com, but are also sold on websites such as Zappos.com, Amazon.com, and Zazzle.com.

### Strengths:

- Well-established brand
- Variety of shoes available
- Reasonably priced

#### Weaknesses:

- Considered "old-fashioned"
- Quality of the products plastic
- Not water-resistant



### **Competitive Analysis**



### Skechers Bobs:

Launched in 2010, Skechers Cali launched their line of "Bobs." Very similar to TOMS, when you purchase a pair Skechers makes a donation to Soles4Souls, a non-profit that gives two pairs of shoes to children in need (Soles4Souls).

### Marketing Mix:

Bobs offers a variety of flats currently only for women and children. These flats are offered in different materials, colors, and designs. The price of these shoes range from a minimum of \$30 to a high of \$45. Promotional-wise, Bobs has done very little. Bobs uses point-of-sale signage explaining the cause of the brand. Bobs does not have a retail store or online presence. Bobs are carried in retail stores such as DSW and Sears. They are also sold on websites such as Amazon.com, Zappos.com, and Rackroomshoes.com.

### Strengths:

- Donates two pairs of shoes to a charitable cause
- Simplistic shoe design
- Variety of colors, designs and fabrics

#### Weaknesses:

- Limited shoe variety women and children only
- Minimal advertising and/or promotions
- Described as "TOMS knock-off" (Adams)



### **Current Financial Situation**

#### Sales:

Although TOMS does not publicly disclose their sales, according to Hoover's they are currently a \$6.70 million dollar company. After its inception in 2006, TOMS sold its one millionth pair of shoes in September 2010. Therefore, an estimated profit of over \$45 million can be assumed.

#### Staff:

Currently, TOMS remains a very small company. Its headquarters located in Santa Monica, California staffs 51-200 people. Hoping to expand, TOMS is looking to hire new team members.

### Conditions in the Marketplace:

Current conditions in the market place look promising for TOMS sales. Retail sales have increased by 1 percent in February which is the most in the past four months (Willis & Chandra). TOMS is hopeful that retail sales will continue to increase in order for their company to continue to expand.

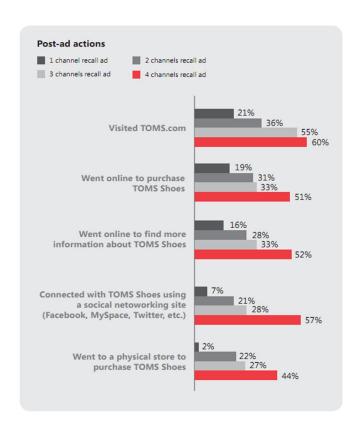


### "One Day without Shoes" Campaign

TOMS raises awareness by encouraging everyone to go without shoes one day out of the year, this year April 5, 2011, will be the fourth annual event. Last year, over 250,000 people went without shoes and over 1,600 events took place around the globe. In 2010, events around the world from Venice to Little Rock, Dubai to London took place to spread the awareness about the importance of shoes in parts of the world where children's feet are exposed to diseases. For this campaign TOMS has created a separate website, onedaywithoutshoes.com, with a countdown until the day and allowing customers to register to participate.

As part of this campaign in 2010, TOMS partnered with Microsoft Advertising and developed a multi-screen campaign that allowed TOMS to connect with its target market whenever they were living their "digital lives." On the computer, mobile, television and Xbox, TOMS advertisements ran through MSN. With this campaign, TOMS was able to reach 55% of their target market online (Microsoft Advertising). The event awareness increased with each channel of advertising.

The chart below shows consumers post-ad actions:



(Chart by Microsoft Advertising)



### AT&T and TOMS Donate One Millionth Pair

TOMS Shoes delivered its one-millionth pair of shoes to a child in Argentina in September 2010. AT&T teamed up with TOMS to create a contest for consumers to have the chance to win a trip to participate in the millionth shoe drop in Argentina. During the "AT&T Sole Styler" promotion, supporters designed their own virtual pair of TOMS and then one winner and a guest were selected to attend the shoe drop. Before this campaign, AT&T ran 30-second and 60-second spots featuring TOMS. Founder, Blake Mycoskie, said in an interview that since the commercial, TOMS has seen more awareness of its buy-one-give-one business model from an "incredibly diverse and extensive group of people." There's been increased consumer demand for the shoes which has encouraged stores "across the country to carry a larger variety of TOMS (Cause Capitalism)."



Founder, Blake Mycoskie, on the shoe drop in Argentina for TOMS one millionth pair.



# **Current Marketing Activity**

#### Online:

TOMS website, toms.com, is well-established and immediately draws the consumer in with the variety showed on the landing page. Typically, the new styles for the season or new line of shoes available (if any) will be the first thing the consumer sees. Other promotions are heavily concentrated all throughout the website as well.

#### Mobile:

Last month, TOMS held their annual "One Day Without Shoes" event. TOMS launched their first mobile application available for iPhone and Android. This application is user-friendly to those who participated in this year's event, as well as those who will be taking part next year. Users are able to learn about the event, find local events, stay up-to-date with the latest news, and spread the word to friends and upload pictures.

### Social Media:

TOMS has a strong presence on social platforms, such as Facebook and Twitter. As mentioned earlier, TOMS is preparing to release a new One for One product. Currently, Twitter is revolving around this campaign with related tweets encouraging consumers to look out for these mystery boxes. Facebook on the other hand, focuses more on the giving part of the brand and the children associated with this. Consumers can read about the process of the shoe giving, as well as answer different polls regarding this. TOMS Facebook page is user-friendly and responds to the concerns and/or comments consumers have.

#### Blog:

The TOMS blog is constantly updated with news from all around the world regarding different topics relevant to the brand. Whether it is updates from the TOMS headquarters or pictures and information sent in from loyal consumers, TOMS makes sure this information is available to their customers. TOMS also includes information about the Shoe Drops they go on in different countries. Featured in the blog, is "TOMS in the Press," which is made up of different articles from various media outlets that TOMS has been featured in. For example, TOMS classic shoe was recently featured in InStyle magazine paired with a "sporty look."

#### Non-Traditional:

Currently TOMS is gearing up to launch a new One for One product. TOMS has been keeping this product a secret and it has been kept in mystery boxes which have been popping up all over the United States in places such as Austin, New York City, Boston, etc. TOMS will announce what the product is on June 7, 2011. TOMS is making the switch from a shoe company to a One for One company by using these non-traditional tactics.



ONE DAY WITHOUT SHOES

on APRIL 5, 2011



### Macroenvironment

#### Economic:

According to Bloomberg Businessweek, U.S. retail sales increased in February 2011 by the most in four months, climbing 1 percent. Job growth and lower taxes are helping Americans keep up spending after the biggest quarterly increase in four years. An improving labor market is also a contributor to boosted spending. These economic forces and a new strategic plan will likely boost TOMS sales.

### Technological:

Technology is playing an increasingly important role in the retail industry. While TOMS has a well-established digital presence, larger stores are recognizing the positives of online availability and increasingly carrying out discount coupons or promotional codes. It is not ideal for TOMS to discount their products, therefore innovative ways to reach the consumer are essential.

#### Political:

An increased tax rate could potentially hurt TOMS sales. If the sales tax was to increase, consumers would be less inclined to spend their money on TOMS products.

### Demographics:

Certain demographic forces could potentially have a negative impact on TOMS. Although TOMS is reasonably priced, if income levels were to drop TOMS would most likely see a decline in sales. If income levels are decreasing, consumers will have less money to spend on products such as TOMS.



# **SWOT Analysis**

### Strengths:

- Brand message
- Customizability
- Innovative options (vegan, wrap boot)
- Price

### Opportunities:

- Rise in green marketing/social causes
- Non-traditional stance in media
- Large potential market

#### Weaknesses:

- Young company
- Limited advertising and media exposure
- Possibility of hurting local businesses in other countries

#### Threats:

- More established competition
- Oversaturation of shoe market
- Consumer perception that TOMS aren't stylish

### **SWOT Action Plan**

By looking at the key strengths and weaknesses, along with potential opportunities and threats, this plan will capitalize on TOMS growing consumer base, by adding convenience and variety to existing target markets, as well as new ones. TOMS will expand due to existing brand awareness on the West Coast, which will help to stimulate expansion efforts and brand loyalty overall.



### **Objectives & Issues**

TOMS Shoes was founded on a simple premise: With every pair you purchase, TOMS will give a new pair of new shoes to a child in need. One for One. Using the purchasing power of individuals to benefit the greater good is what we're all about. The TOMS mission transforms our customers into benefactors, which allows us to grow a truly sustainable business rather than depending on fundraising for support (TOMS).

### Financial Objectives:

- Increase sales to young adults by 25% within one year
- Increase repeat purchases by 15% within one year

### Marketing Objectives:

- Increase brand awareness with consumers by 30% within one year
- Increase brand interaction by 15% within one year

#### Critical Issues:

- Minimal Advertising Although TOMS is increasingly growing as a company, they are still lacking in the advertising and marketing component. TOMS does not use any traditional media or guerilla marketing thus far, aside from the television commercial done with AT&T.
- <u>Retailer Complaints</u> –TOMS also faces the issue of local stores and suppliers. Since TOMS gives children from all different countries shoes for free, this will likely hurt the business of local stores and suppliers in these other countries. Essentially, TOMS may be discouraging people in developing nations from finding their niche in local economies and limiting the ways they can provide for themselves and their families.



# **Primary Target Market**

For this campaign, two different target markets will be identified. The primary target market is men and women ages 18-25. TOMS is popular with this age group and if they become brand loyal it is hopeful they will continue to purchase/stay interested in the brand. These men and women live in the United States, have a high school degree, and are either still enrolled in college or are employed. They are interested in music and social causes and participate in different activities. They hope to better themselves or help those in need. These men and women live a fast-paced lifestyle and are constantly on the go; therefore, they need a comfortable everyday shoe that can be a staple in their wardrobe.

#### Consumer Profile:

Alicia is a 21-year-old art major at San Diego State University. In her spare time, she goes to the beach and reads books. She is impulsive in her decision making whether it be the clothes she wears or the events she attends. She likes trying new things, so there is never a dull moment. Going green is important in her daily lifestyle, and she tries to influence those around her to contribute to the cause.

### Trends:

- <u>Blog Interest</u> There has become an increasing interest in blog readership among this desired target market. This target market is increasingly becoming more dependent on blogs for fashion and technology information and recommendations. About 28% of men and women in this target market are bloggers (Mintel International Group).
- <u>Customer Service Matters</u> Young adults are twice as likely as other adults (10.3% vs. 5.3%) to say that customer service is the most important factor when making a purchase (Torabi). Retailers are in no position to disappoint their customers, especially during times of holiday shopping.
- Express Yourself This desired target market have begun to forge their personalities: being confident, up-beat, self-expressive, liberal, and open to change. They are less religious, less likely to have served in the military, and on track to become the most educated generation in American history (Pew Social Trends).



# **Secondary Target Market**

The secondary target market for this campaign is men and women ages 25-34. This market may be more apt to purchase TOMS shoes, as well as do a repeat purchase, as children grow out of their shoes after a certain period of time and will need new ones. Because of this target market's economic stability, compared to those of college students, they may also be more apt to participate in shoe drops. These men and women live in the United States and have a high school or college degree. They are employed and fall in the middle or upper class. They enjoy leisurely activities and have leniency with their money. These people are looking for a casual, yet fashionable shoe that they can wear while doing day-to-day activities.

### Consumer Profile:

Mark is a 26-year-old account analyst that works long days and lives for the weekends. During his time off, he enjoys traveling, being outdoors, and attending events with his friends. He likes to find his calm during the weekends because of his busy weekdays. He hopes to travel to new countries that can show him a new perspective on life and serve as an enriching experience. He frequently donates to charities but wants to become more involved and hands on.

### Trends:

- America's Four Middle Classes There isn't one American middle class; there
  are four. Each is different from the others in its attitudes, outlook and financial
  circumstance, according to an analysis of a recent national survey conducted
  by the Pew Research Center Social and Demographic Trends project. These
  four groups range from: Top of the class, the satisfied middle, the anxious
  middle, and the struggling middle (Morin).
- <u>The Drop-Off of Television</u> Just 42% of Americans in this age range say they consider a television to be a necessity. This figure continues to decrease as years progress. The economy does not play as big as factor as the innovation of new technology does (Taylor & Wang).



### **Positioning**

TOMS will be positioned to existing and new customers as a brand that impact's one's lifestyle. Becoming involved with the brand will be more than just purchasing a pair of shoes. Once the consumer realizes the impact one pair of shoes has on a child in need, they will strive to help more children and become more involved in the movement. This movement will influence new customers to get involved as well. TOMS will be positioned as a lifestyle of helping others.







### **Marketing Mix**

### Products:

No changes to the actual TOMS product will be made. New lines of shoes will be added, such as seasonal lines or lines that partner with other brands/designers. The strategic vision behind TOMS products are to meet the needs of being comfortable and durable, yet still appeal to the consumers' eye for fashion. Elements such as packaging and presentation are important for strategic success. For example, when one purchases a pair of TOMS Shoes they not only receive a pair of shoes in the box, but a TOMS flag and sticker as well. This is favored by the consumer because they are essentially getting more than they expected.

### Pricing:

The price of TOMS shoes will remain the same. The price of TOMS shoes range from a low of \$44 (classic alpargata) to a high of \$98 (wrap boot/vegan shoe). With these prices, TOMS is communicating that their product is affordable and that the consumer is getting their money's worth. TOMS is slightly more expensive than most of their competitors; however, TOMS competitors range from different philanthropic causes, like Skechers to Ked's, an American icon. The price contributes to the company's overall strategy because for a minimum of \$44 the consumer is essentially buying one pair and giving one pair free.

#### Promotion:

A major change that will be made to TOMS promotions is the use of guerilla marketing. Other promotions will include direct mail, events, social media, and various contests.

#### Distribution/Place:

As TOMS is expanding, a proposal for a TOMS exclusive retail store will be made. A "test" store will be put into effect before opening more TOMS exclusive stores. This should not greatly affect the distribution cycle. However, it is important to keep in mind that if distribution increases, the image of TOMS being a "unique" shoe may change, as there is a chance of eventually going main stream.

TOMS Distribution Chart (with TOMS Exclusive Store in effect):





### Marketing Research

### Survey:

A 26-question survey was created on Survey Monkey asking participants various questions regarding his or her shoe purchasing habits, the level of awareness of the TOMS brand, as well as their thoughts and opinions about both the brand and the shoe. This survey was sent out to men and women between the ages of 18-24 through social media platforms, such as Facebook and Twitter. This survey was available for about three months, and reached a total of 95 participants.

### Key Findings:

- Half of the participants were aware of the brand, but have not purchased TOMS.
- Advertising/promotions and word-of-mouth are the top two ways that is currently reaching the target market.
- TOMS "One for One" movement has an influence on 58% of the participants purchasing decisions.

### Focus Group:

A focus group was held with 15 college students, male and female, some who have purchased the product and some who have not. These men and women were asked a variety of questions about TOMS, including current brand perceptions and overall opinions about the shoe and the TOMS "One for One" movement.

### Key Findings:

- TOMS "One for One" movement is extremely influential on the groups purchasing decisions.
- It was revealed that the participants are more apt to buy TOMS over other shoes because of the "One for One" concept.
- The group favors the simplistic look of TOMS and finds the customization of the shoe appealing.

### Observational Research:

There are not currently any TOMS retail stores; however, there are many specialty boutiques and retail stores that carry TOMS. Stores that are considered high-end with a unique feel that cater to the desired target market were the territories of observation. Customers in Urban Outfitters in Syracuse, NY were observed on their shopping methods and interactions with TOMS.

### Key Findings:

- Customers barely or did not interact well with the product.
- There was no point-of-sale for TOMS Shoes.
- Shoes were dispersed throughout the store in between different clothing items, all on different tables.



# **Creative Strategy**

### Big Idea:

TOMS shoes are individual to each customer. The brand is more than just a shoe, its more than its mission, it is a lifestyle. People who buy TOMS Shoes don't just buy them for the shoe, they buy into the lifestyle, and they live the TOMS brand. When consumers purchase TOMS Shoes it is representative to who they are and what they stand for. This in turn, will build the TOMS brand into a culture and a lifestyle.

#### Creative Brief:

### To whom are we talking?

Young men and women who have a desire for fashionable, yet practical shoes. They are concerned with social causes, such as helping children in need.

### What do they currently think?

That style and cost are the most important qualities of a shoe.

#### What would we like them to think?

They can have it all with TOMS Shoes. A stylish, affordable, and practical shoe that donates to a child in need when they purchase a pair.

### What is the single most persuasive idea we can convey?

TOMS Shoes are more than just a shoe, they are a lifestyle. Once you purchase a pair and see how it changes a child's life, you will want to live by the TOMS brand.

### Why should they believe it?

TOMS donates shoes to children in need in over 24 countries. These shoes give these children a better tomorrow by allowing them to walk to school safely, avoid injuries and diseases, and attend school.



### **Overall Marketing Communications Strategy**

The overall IMC strategy of this campaign is to increase the brand awareness of TOMS Shoes, while also increasing brand interaction with new consumers. This campaign will position the company as more than just a shoe brand. Not only does TOMS Shoes offer something unique (donating a pair of shoes to a child in need), but they also offer ways to get involved besides purchasing a pair of shoes.

In the past, TOMS Shoes has focused their marketing efforts on specific products and events rather than the brand being a lifestyle. This plan will be focused on helping the company to become more than just shoes. This will be done to attract the interest of new customers will still maintaining their existing customers. This plan will also have customer interaction be a top priority, making the customers feel appreciated and eager to see what's next.



### **Promotional Strategies & Tactics**

TOMS will incorporate various promotional tactics in order to meet the objective of brand interaction with new and existing customers. Promotions will offer incentives to increase customer satisfaction and brand loyalty.

### Shoe Design Contest:

TOMS will attract and involve consumers by giving them the opportunity to design their own shoe on TOMS website. Once designed, consumers will have the option of submitting the design to the contest. A total of 10 designs (10 winners) will be chosen and released in a new "TOMS Fans" line and available online for purchase.

#### TOMS Travels:

TOMS will kick off a road trip across the country traveling to different college campuses. With the theme of "More than just a Shoe" TOMS hopes to inspire college students to become more involved, whether it is with the brand or just in the students' local communities. TOMS merchandise will also be for sale when stopping at each campus. TOMS fans will be able to follow where TOMS is traveling through Facebook or on the TOMS mobile application.

### Shoe Drop:

As one of TOMS events, a shoe drop will take place in heavily concentrated areas of TOMS customers, such as Santa Monica, California. This will take place in an open area, such as Douglas Park, and an airplane will drop 500 canvas bags with a TOMS \$50 Gift Pack, TOMS stickers, and flyers for upcoming events.

(TOMS \$50 Gift Pack includes: a DVD of the documentary, For Tomorrow: The TOMS Shoes Story, a TOMS poster, and a \$50 Gift Card redeemable at TOMS.com for shoes or apparel.)



### **Public Relations Strategies & Tactics**

The messaging and positioning component of this campaign will drive the public relations to align with the company brand, while incorporating new tactics. These tactics will be incorporate innovative ways to get the consumer more involved in the brand.

### Campus Clubs:

TOMS currently has existing campus clubs on campuses such as New York University, Ohio State, and University of Michigan. In order to better reach the desired target market, TOMS will reach out to different colleges and universities asking them to start a campus club rather than having students apply to start one. Being involved in campus clubs will allow students to gain experience in promotions, marketing, and event planning.

#### New Store Opening Event:

As a part of this strategic plan for TOMS Shoes, TOMS will open exclusive retail stores. Before opening a number of stores, one "test" store will be opened near their headquarters in Santa Monica, California. In order to attract as many customers as possible, TOMS will hold an event for the store opening. Contests to win a free pair of shoes will take place, along with handing out free TOMS flags and stickers.

### Shoe Drop "Buzz":

In order to create buzz about this shoe drop, TOMS will put up different posters in the area and at different local businesses to promote this event. This will aim to catch the attention of those in the area.



### **Public Relations Strategies & Tactics**

### New Store Opening Event E-mail:

In order to attract customers for the new store opening event, TOMS will utilize their direct e-mail system. They will send out one e-mail to those subscribed to the TOMS mailing list. Although everyone does not live in the Santa Monica area, it will be essential to notify everyone of the new store opening, as other stores will hopefully open in other areas.

Santa Monica – 13 September, 2013 – TOMS first retail store will open in the heart of Santa Monica on Cloverfield Boulevard on November 15, 2013. TOMS store features two floors dedicated to TOMS shoes, a third floor dedicated to other TOMS apparel, including a full-staffed genius bar to discuss the TOMS One for One movement.

"We are thrilled to take TOMS to our own retail," said Blake Mycoskie, TOMS founder, "This new store will be the ultimate place to shop, learn, and inspire."

TOMS will be holding a store-opening event, open to all. Chances to win different merchandise will be available, as well as contests and entertainment. Come out and join TOMS for our new store opening this November!



### **Public Relations Strategies & Tactics**

### Shoe Poster:

This post will be hung up around different businesses in Santa Monica, California. This is where the first shoe drop will take place, as this is where TOMS Headquarters is located.

# SHOE DROP DOUGLAS PARK 2013.4.26 FRI 3PM-8PM



Come catch your free pair.



... More Than Just A Shoe



# Schedule

	Jan- 13	Feb- 13	Mar- 13	Apr- 13	May- 13	Jun- 13	Jul- 13	Aug- 13	Sep- 13	Oct- 13	Nov- 13	Dec- 13
Shoe Drop Buzz												
Shoe Drop												
New Store E-mail												
New Store Event												
TOMS Travels												
Campus Clubs												
Shoe Design Contest												



# Budget

Shoe Drop: Plane
\$50 Gift Pack (300)\$15,000 Stickers (300)\$60
Flyer Printing\$200 Poster Printing (150 18" x 24")\$400
Employees
New Store Opening Event:       \$1,500         Stickers (300)
E-mail
TOMS Travels:
Bus\$200
Campus Clubs: E-mail
Shoe Design Contest: Facebook
TOTAL\$17,420



### **Measurement & Evaluation**

Increase sales to young adults by 25% within one year.

• <u>Measurable:</u> TOMS will work with their sales and finance department, requesting monthly sales reports to monitor progress and make any necessary changes.

Increase repeat purchases by 15% within one year.

• <u>Measurable:</u> TOMS will work with their sales and finance department, requesting weekly sales reports to monitor the repeat customers throughout the year.

Increase brand awareness with consumers by 30% within one year.

 Measurable: TOMS will track website traffic using Google Analytics, and use Facebook Insights data reports to show new fan information. After completion of campaign, TOMS will conduct an online survey of target market. TOMS will also measure attendance at their different events.

Increase brand interaction by 15% within one year.

• <u>Measurable:</u> TOMS will use customer relationship management software to determine customers monthly and how they interact with the TOMS website, Facebook, and Twitter.

### Conclusion

When a customer interacts with the TOMS brand, it is more than just buying shoes. It is helping a young child in need, and what you feel after having done so. With this strategic plan, TOMS will reach two market segments that are said to be some of the most influential people in America. TOMS will get the message to these people by various strategies and tactics, as previously shown, which represent the TOMS brand fittingly. This plan is not only designed to help increase brand awareness and interaction, but increase sales as well. So, the next time you hear "TOMS" don't just think of the shoes they sell, think of the lifestyle they represent.



### **Works Cited**

- Adams, Indiana. "TOMS vs. BOBS: There is a Difference." Editorial. *Adored Austin*. N.p., 22 Nov. 2010. Web. 29 Mar. 2011. <a href="http://www.adoredaustin.com/2010/11/toms-vs-bobs-there-is-difference.html">http://www.adoredaustin.com/2010/11/toms-vs-bobs-there-is-difference.html</a>.
- Almendrala, Anna. "TOMS Shoes Launches New 'Dan Eldon' Line." Editorial. Huffington Post Los Angeles. N.p., 12 Mar. 2011. Web. 29 Mar. 2011. <a href="http://www.huffingtonpost.com/2011/03/12/toms-shoes-launches-new-d\_n\_834939.html#s252863&title=Dan\_Eldon">http://www.huffingtonpost.com/2011/03/12/toms-shoes-launches-new-d\_n\_834939.html#s252863&title=Dan\_Eldon</a>.
- Cause Capitalism. "Can AT&T Count its TOMS Shoes Commercial as CSR?" Editorial. Cause Capitalism. N.p., 20 July 2009. Web. 29 Mar. 2011. <a href="http://causecapitalism.com/toms-shoes-att/">http://causecapitalism.com/toms-shoes-att/</a>.
- Hoover's. "Toms Shoes Inc." Editorial. *Hoover's Database*. N.p., n.d. Web. 29 Mar. 2011.
- Keds. "Our History." Editorial. *Keds Shoes.* N.p., n.d. Web. 29 Mar. 2011. <a href="http://www.keds.com/store/SiteController/keds/ourstorypage">http://www.keds.com/store/SiteController/keds/ourstorypage</a>>.
- Microsoft Advertising. "Multi-screen Campaign is Perfect Fit for TOMS Shoes." Editorial. *Microsoft Advertising*. Microsoft, n.d. Web. 29 Mar. 2011. <a href="http://advertising.microsoft.com/europe/WWDocs/User/Europe/ResearchLibrary/CaseStudy/2.%20TOMS.pdf">http://advertising.microsoft.com/europe/WWDocs/User/Europe/ResearchLibrary/CaseStudy/2.%20TOMS.pdf</a>>.
- Mintel International Group. "Attitudes and Behaviors of Adults 18-24 US." Editorial. *Market Research*. N.p., 1 Mar. 2007. Web. 29 Mar. 2011. <a href="http://www.marketresearch.com/map/prod/1475275.html">http://www.marketresearch.com/map/prod/1475275.html</a>.
- Morin, Rich. "America's Four Middle Classes." Editorial. *Pew Research Center*.
  N.p., 29 July 2008. Web. 29 Mar. 2011. <a href="http://pewsocialtrends.org/2008/07/29/americas-four-middle-classes/">http://pewsocialtrends.org/2008/07/29/americas-four-middle-classes/</a>>.
- Pew Social Trends. "Millennials: Confident. Connected. Open to Change ."
  Editorial. Pew Research Center. N.p., 24 Feb. 2010. Web. 29 Mar. 2011.
  <a href="http://pewsocialtrends.org/2010/02/24/">http://pewsocialtrends.org/2010/02/24/</a>
  millennials-confident-connected-open-to-change/>.
- Racked. "Unlikely Bedfellows: The Row Collaborates With Toms Shoes." Editorial. Racked. N.p., 15 Feb. 2011. Web. 29 Mar. 2011. <a href="http://racked.com/archives/2011/02/15/unlikely-bedfellows-the-row-collaborates-with-toms-shoes.php">http://racked.com/archives/2011/02/15/unlikely-bedfellows-the-row-collaborates-with-toms-shoes.php</a>.
- Soles4Souls. "Skechers to Give Free Shoes." Editorial. *Soles4Souls*. N.p., 18 Jan. 2011. Web. 29 Mar. 2011. <a href="http://www.soles4souls.org/news/2011/01-18/skechers-to-give-free-shoes">http://www.soles4souls.org/news/2011/01-18/skechers-to-give-free-shoes</a>.



### Works Cited Cont.

- Taylor, Paul, and Wendy Wang. "The Fading Glory of the Television and Telephone." Editorial. *Pew Research Center*. N.p., 19 Aug. 2010. Web. 29 Mar. 2011. <a href="http://pewsocialtrends.org/2010/08/19/the-fading-glory-of-the-television-and-telephone/">http://pewsocialtrends.org/2010/08/19/the-fading-glory-of-the-television-and-telephone/</a>.
- TOMS. "One for One Movement." Editorial. *TOMS Shoes.* N.p., n.d. Web. 29 Mar. 2011. <a href="http://www.toms.com/our-movement">http://www.toms.com/our-movement</a>.
- Torabi, Farnoosh. "Shopping Report: 3 Biggest Holiday Trends for Young Adults." Editorial. CBS Moneywatch. N.p., 21 Oct. 2010. Web. 29 Mar. 2011. <a href="http://moneywatch.bnet.com/saving-money/blog/so-money/shopping-report-3-biggest-holiday-trends-for-young-adults/1001/">http://moneywatch.bnet.com/saving-money/blog/so-money/shopping-report-3-biggest-holiday-trends-for-young-adults/1001/>.
- Willis, Bob, and Shobhana Chandra. "U.S. Economy: Retail Sales Increase Most in Four Months." Editorial. Bloomberg Businessweek. N.p., 11 Mar. 2011. Web. 28 Mar. 2011.