



DR. MARTENS

Creative Brief by Salem Weresh



CONTENTS

Overview	4
Timeline	5
SWOT Analysis	6
SWOT Continued	7
Competitors	8
Audience	9
Drifters	10
The Problem	11
The Insight	12
Creative Concept	13
Executions	14
Executions	15

“The greatest thing to be achieved in advertising, in my opinion, is believability, and nothing is more believable than the product itself.”
- Leo Burnett

OVERVIEW

During WWII, Dr. Klaus Maertens, a German M.D., teamed up with Dr. Herbert Funk, an engineer, to create a shoe designed for Munich women with sore feet, using a salvaged cobbler's last and a needle.¹ Privately-held, family-owned shoe manufacturer R. Griggs Group Limited caught wind of the shoe and bought patent rights in 1959. With a few tweaks in the model, they created the original “1460’s”. Attracting British youths during a rebellious state in British history, Dr. Martens integrated their brand into “grunge” music and fashion.²

Today, Dr. Martens represents a blank canvas for individuality - a unifying message. Over-consumption is a leading cause of environmental decline as fashion brands flood our space with trends.

This is Dr. Martens’ sustainability effort in advertising their shoes as authentic, long-lasting footwear to travel with you and your evolving identity.





1960

The first pair of original boots were produced in April and the company named them “1460’s” after the date.

1970S

Dr. Martens unexpectedly gained popularity in British youth culture.

1990S

The brand was synonymous with festival culture, frequently funding music events.

2004-5

High-fashion designers reinterpreted and customized the classic “1460” boot. The brand quickly gained popularity again in the United States.

Today

Dr. Martens saw several cultures wear their shoes. The shoe is now subverted to anyone’s free-thinking, attitudes, and identities.

1959

R. Griggs Group Limited bought patent rights to the original shoe model.

1966

Pete Townshend of music group The Who wore Dr. Martens on stage.³

1980S

Several punk bands began wearing “Docs” during performances and popularity extended to the United States.⁴

2003

Dr. Martens neared bankruptcy, closing off UK factories.

GREAT

Connection to music,
fashion and
influencers

Durable products
that fit diverse styles

Authentic brand history

Ambiguous target audience

Weak transparency regarding
sustainability efforts

Failure to utilize
influencers in campaigns

LESS GREAT

WINDOWS

The present concern in the United States of environmental decline

Brands that are also up to date in cultural trends

Changing trends in music and culture catered to social responsibility

Sustainable brands that are publicly environmentally-conscious

Unified dream of self-expression and beliefs within the audience

Audience appeal to fast-fashion products for convenience

THREATS

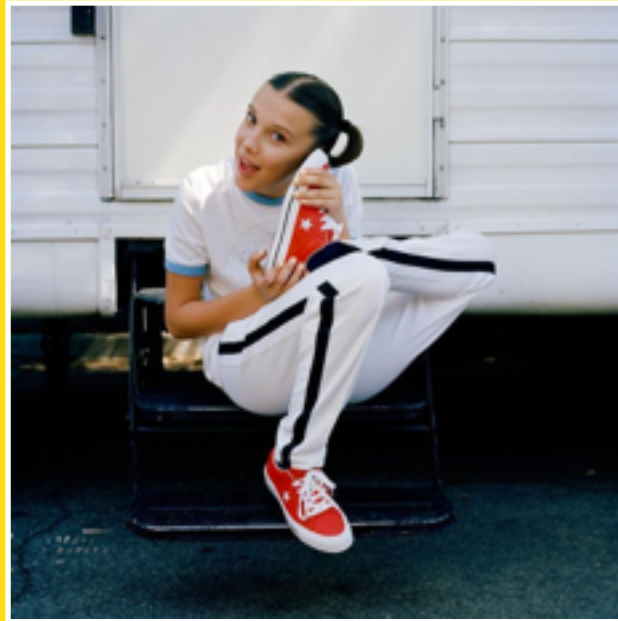
CONVERSE

Experiential advertising through pop-up shops

Advertise relationship with Sustainable Apparel Coalition

Use of influencers in social media such as Vince Staples, Millie Bobby Brown and rising artists

Authentic cultural relevancy



PATAGONIA

Experiential advertising repairing worn products, promoting modest consumption

Durable products made to last

Use of influencers in social media such as Maggie Rogers, and outdoor extremists that document endeavors

Advertise sustainability measures such as Patagonia Provisions and Worn Wear



Each competitor **advertises sustainability** and **influences culture**, but on different scales between the two elements.

“LOHAS”

Lifestyles of Healthy and Sustainable
Most conscious purchasing habits

19%



“Naturalites”

Driven by buzzwords that reflect environmental efforts

17%

Due to Dr. Martens’ ambiguous consumer demographic, the brand has the potential to target consumers who are already talking about sustainability efforts.

DRIFTERS

25%

“Conventionals”

Sustainable practices to save money
ie. Recycling

25%

“Unconcerneds”

Indifferent

17%



This is the largest US population segment in terms of sustainable purchasing decisions. These consumers are driven by trends in culture, sustainability a relevant mission, but they won’t do the research.⁵

Dr. Martens must put the insight in front of them.

DRIFTERS

25%

Patagonia targets consumers who place sustainable purchasing decisions before anything else.

Converse targets consumers who might admire “green” decisions in a brand, but rely on fashion first.

Dr. Martens’ sustainable product and fairly sustainable business practices place them in between these two consumers. In order to target the “Drifter” population, a group of consumers that make decisions if a message is marketed to them explicitly, the brand must alter their message to consistently tie back to a great purchase decision - their shoes.

THE PROBLEM

Brands are constantly bombarding consumers with intrinsic beliefs catered to buying more. Dr. Martens can take their intrinsic value and market an important message.

Targeting “Drifters” eliminates audience ambiguity. Dr. Martens must go further than music and fashion in order to engage with its audience through one common priority -

modest consumption.

Over-consumption is at the forefront of environmental decline and loss of resources. Hedonic consumption choices fuel self-expression⁶ -

so do Dr. Martens.

Dr. Martens can relocate their cultural influence to the relevant problem that effects all consumers and their environment.

With a durable product comes a responsibility to promote longevity in resources.

OVER-CONSUMPTION

PROBLEM

Over-consumption habits lead to environmental decline. Dr. Martens believes in sustainability, but no one knows about that.

ADVANTAGE

Culture changes every day, and Dr. Martens evolves with their audience in an authentic way.

INSIGHT

A durable shoe that won't go out of style is a product that won't go into the trash.

STRATEGY

Dr. Martens' durable products fit not only your lifetime of styles, but lifetimes to come.

Media placements will match this message and raise over-consumption awareness for the loyal "Docs" consumer.

The creative concept will demonstrate how Dr. Martens' shoes are a perfect alternative to the 10 pairs you intend to throw away.

FIT THE FUTURE



By Dr. Martens

We are workers, learners, lovers and members -
members of a tribe. A tribe that represents the best
of what came, what went, and what will always be.

We don't fit into groups, we fit a planet that
deserves our respect - a world that provides our
stomping ground. We are individual icons that
should fit this lifetime and theirs to come.

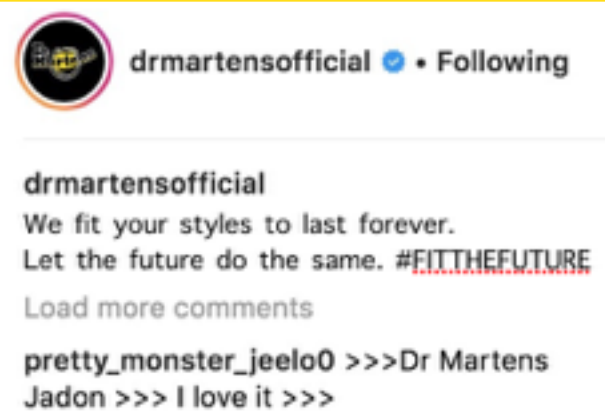
We fit the future.

SOCIAL MEDIA



Attach the hashtag #FITTHEFUTURE to posts about upcoming music events to create a dialogue with music fans.

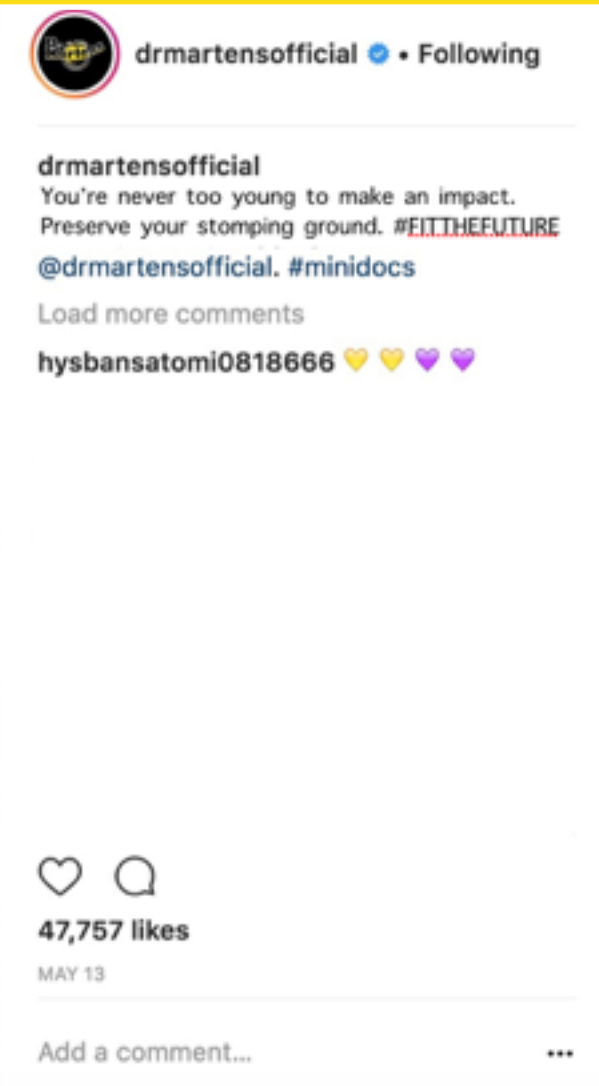
Interact with environmental topics, attaching #FITTHEFUTURE to link the conversation back media users.



Relocate posts to less-known environmental advocate influencers

Hashtag #FITTHEFUTURE to encourage consumers to share posts in their Dr. Martens shoes with the hashtag

Relocate posts about events like America Recycles and Buy Nothing Day in November



EXPERIENTIAL

Outside Lands - San Francisco, CA

Shoe-shine Truck

Music fanatics are encouraged to stop by Dr. Martens' pop-up shop for a shoe-shine while they browse Dr. Martens boots.

Promote #FITTHEFUTURE pairing the artists you care about - yourselves - whether you are on stage or off with a quick shine for the shoe that fits a better world.

Comply with artists performing at the festival to arrange for blown-up banners of themselves at the pop-up shop for people to sign with their favorite memory they've had in the venue. Fit the future that deserves the same experiences.



Footnotes

1. “Dr. Martens: A History of Rebellious Self-Expression,” *Dr. Martens*, Accessed October 2017. <http://www.drmartens.com/us/history>.
2. “R. Griggs Group Limited History,” *International Directory of Company Histories*, Vol. 23. St. James Press, 1998.
3. William Baue, “Dr. Martens Airwair USA LLC: Beliefs campaign,” Encyclopedia of Major Marketing Campaigns, *WARC*. 2007.
4. “Dr. Martens: A History of Rebellious Self-Expression,” *Dr. Martens*, Accessed October 2017. <http://www.drmartens.com/us/history>.
5. Jacquelyn Ottman, *The New Rules of Green Marketing*, Aizlewood’s Mill, Nursery Street, Sheffield S3 8GG, UK: Greenleaf Publishing, 2011, Page 23.
6. Wayne D. Hoyer, Nicola E. Stokburger-Sauer, “The Role of Aesthetic Taste In Consumer Behavior,” *Journal of the Academy of Marketing Science* (40) 1, Page 167, 2012.