

# Marketing Plan: Hoka Clifton 9

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# Executive Summery- Background Info

Founded in 2009 in France

First was only attracted by Ultramarathoners (stability, comfort, longevity)

Continued to spread beyond just avid runners

Was taken over by Deckers Outdoor Company in 2013 and launched in California

Emerged as a lifestyle and running shoe company – opened 2 of their own stores in California and New York

# Mission and Values

- Empower everyone to feel like an athlete
- Emphasis on diversity and inclusion
- Inspire customers to embrace life's many challenges
- Globally aware and prioritize their global impact and footprint



# Marketing Objectives

## Comfort ---> Fashion Using Social Media and Influencers

- Making an expansion to fashionable footwear not just for elite athletes
- New aesthetic features added to the outside of the shoe making them more eye appealing
- Sponsor famous influencers
- Goal is to increase website traffic by over 40% and increase social media following by 15%
- Increase brand awareness and bring in more customers





# Survey Results- Preventing Injuries to Attract New Customers

- New thicker sole design prevents joint injuries from hard hitting impact
- More stability and shock absorbency
- Alleviate pain from commonly injured joint areas with the thicker midsole
- D.C. McKenzie explains that poor footwear can contribute to up to 60% of running related injuries.
- Allow for better athletic performance
- Send out Survey- goal for at least 70% of them say they have less pain
- If customers see people are having positive experiences, they are more likely to try it out for themselves



## Establish Trust Among Consumers

- New waterproof features
- Now easily hand washable
- Customer don't need to worry about shoes getting dirty/ruined
- Hope to increase sales by 30% in the next 6 months
- Full refund guaranteed if shoes get ruined due to outdoor conditions
- Building trust with customers while showcasing quality guaranteed



# Key Messages



"Empower all athletes to feel like they can fly"



"We believe in running, walking, fitness, and the outdoors are for everyone"



"We believe in representing all athletes"



"We believe in diversity, equity, and inclusion in the workplace and beyond"



"Take the first step"





# Target Market

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## Demographics:

- 50/50 split between males and females
- Age range from 18-35
- Currently in the workforce
- Higher income individuals, as Hoka can be considered a luxury product

## Psychographics:

- Health Focused Individuals
- Active Lifestyle
- Value Comfort & Support
- Goal Oriented



Hoka operates their company in a way in which consumers are put first. Rather than focusing on marketing to various businesses, they dedicate their time and resources to directly market to the consumers.



**SOPHIA NELSON**  
St. Paul, Minnesota

**Occupation:** Business Execution Consultant

**Education:** College Graduate; BA in Business Administration

**Salary:** 90K

**Age:** 26 years old

**Bio:**



Sophia resides in St. Paul, Minnesota; the same city of which her alma matter, The University of St. Thomas is located. She is currently a Business Execution Consultant at a Wells Fargo branch in Minneapolis, Minnesota. She works a typical 9-5 corporate job, but thoroughly enjoys her work with various companies. Before she heads into work, she enjoys going on a morning run to start her day off right.

In her spare time, Sophia enjoys going to pilates classes, hiking with her friends, and exploring different running trails across the Twin Cities. As her love for running has grown, she has decided to start training for her first marathon. She is very passionate about making the most of her life and has decided to dive headfirst into the active lifestyle that she has always worked for. In addition to pursuing her athletic goals, she is also working to cook healthy meals at home that will support her training well.

**Personality:**



- Goal Oriented
- Adventurous
- Health-Conscious
- Dedicated
- Active

**Aspirations:**



- Enjoy running injury free
- Invest in a quality pair of long-lasting running shoes
- Complete her first marathon
- Create a healthy lifestyle that she can maintain
- Encourage her friends to also pursue an active lifestyle

**Afflictions:**

- Struggling to find shoes that can keep up with her training
- At high risk of injury because of the hard impact of running
- Hard to stay motivated in training
- Doesn't have a group of people around her with similar interests



**Frequent Apps:**



- Strava
- My Fitness Pal
- Tik Tok
- Outlook

**Favorite Brands:**



- Nike
- Anytime Fitness
- Nature Made
- Trader Joes

**Motivations:**



- Quality
- Comfort
- Longevity of Product
- Ethics of Company
- Price



# Marketing Mix: Product, Price, Place, and Promotion

# Product

## Clifton 9s:

- Every day running/walking shoe
- Designed to be lighter and more cushioned than ever before
- Responsive new foam
- Provide extreme comfort and support
- Minimized weight with additional height

## Product Life Cycle:

The Clifton 9's can be found on the growth stage of the PLC. More and more people are becoming aware of the brand, and both demand and revenue are increasing. Hoka is continuously working to improve their product, thus reaching new audiences and gaining extreme popularity.



# Price



Retail price of \$145



Considered to be a higher end, more luxurious product



Price is a direct indication of the quality of the product



Various discounts are provided on occasion



Most popular discount is free expedited shipping on a customer's first order



# Place

## Where Clifton 9's can be found:

- Can be purchased directly through the company website, Hoka.com
- Available at select outside retailers such as Dick's Sporting Goods, Scheels, REI, etc.

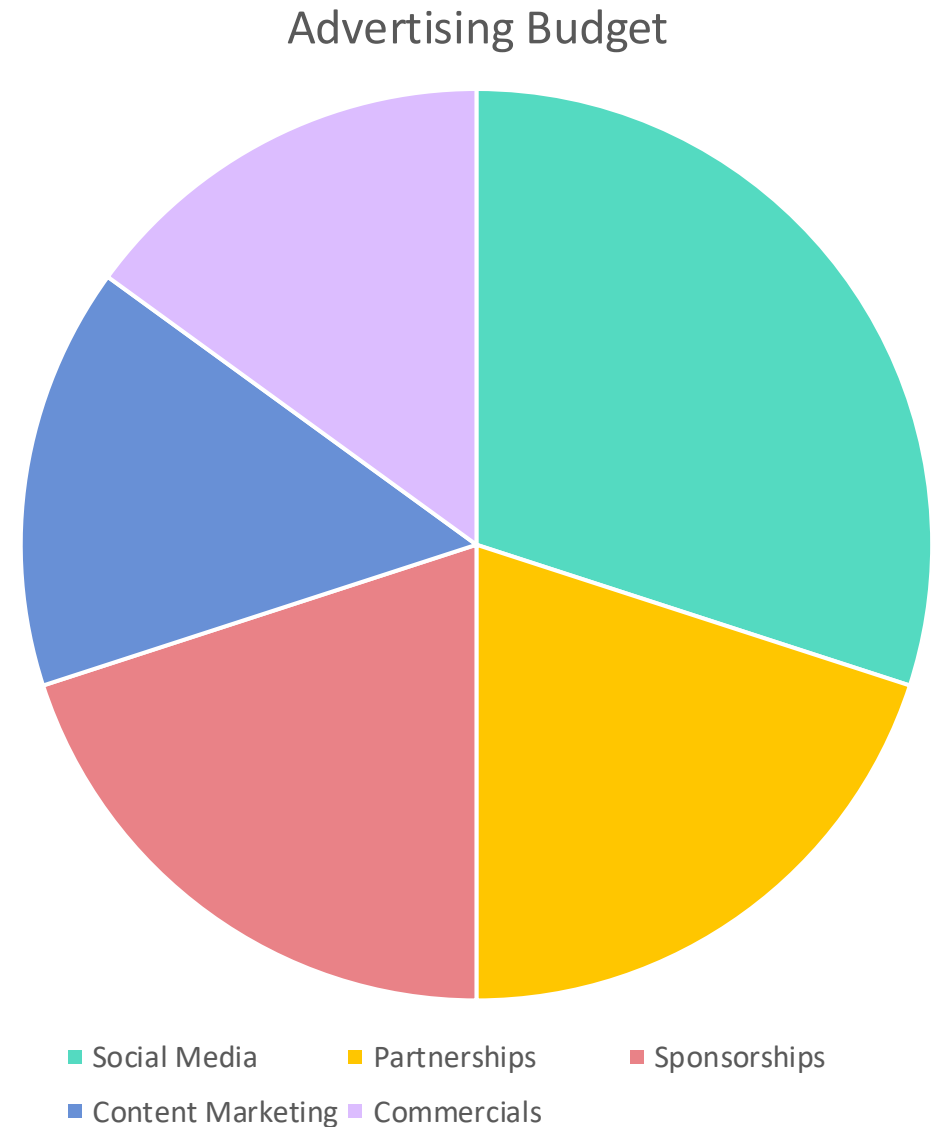
## Atmosphere of purchasing options:

- Centered around healthy living
- Inspire customers to create an active, engaged, and empowered lifestyle
- Outside retailers that carry Hoka's products align well with their missions and values
- Have similar target markets

# Promotion

## Advertising Budget Breakdown:

- 30% Social Media
- 20% Partnerships/Collaborations
- 20% Sponsorships
- 15% Content Marketing
- 15% Commercials



# Promotion

## Social Media:

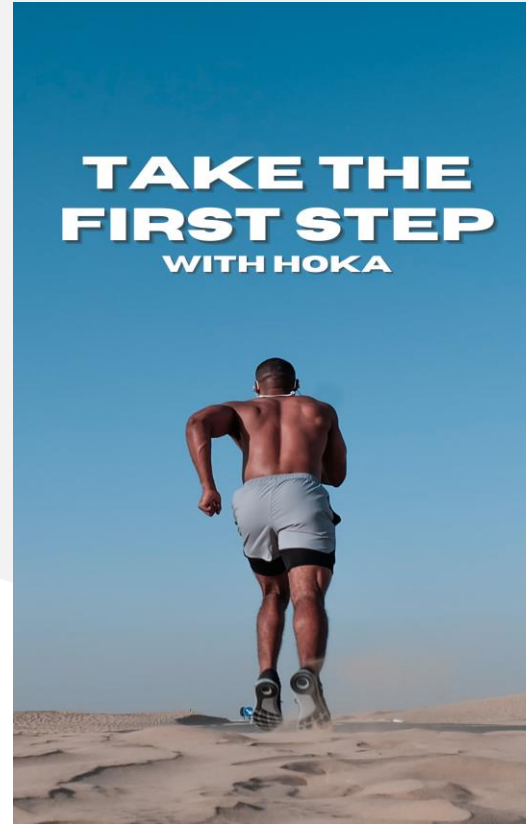
- Hoka has seen exponential growth in their company through the implementation of social media marketing.
- Plan to expand upon this growth through interacting with our audience on various social media apps such as Instagram & TikTok.
- Businesses in Australia explain that social media marketing is crucial to developing a brand and attracting new and loyal customers.

## Partnerships/Collaborations:

- Working with highly influential people to reach larger audiences
- Collaborate with professional athletes and celebrities that have similar values and beliefs to the Hoka brand.

## Commercials:

- Played on channels such as NBC and ESPN
- Channels where various fitness and sporting events are broadcasted
- Popular amongst our target market



# Promotion

## Sponsorships:

- Plan to sponsor various events across the globe
- Events such as the Boston Marathon & the Ironman World Championship
- Involvement with these events is crucial to reach larger audiences and increase brand awareness
- These events link are consistent with Hoka's goals and link the company to successful athletes
- Simon J. Cliffe explains that sponsorship offers another avenue for companies to create and deliver valuable consumer experiences.

## Content Marketing:

- Content that is designed to both educate and entertain audiences
- Will include podcasts, informational videos/pictures, and blog posts
- Helps the consumer better understand the product, as well as establish a sense of community for the customer base



# Campaign Theme

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- Focused on how Hoka's has elevated the way the world looks at not only running shoes but embracing a healthy lifestyle.
- At the core of Hoka is the belief that everyone, regardless of gender, age, race, etc. has the capacity to reach their fullest potential.
- All you have to do is take the first step.
- Inspire people to go after things that they otherwise thought not possible.





# Resources

McKenzie, D. C., et al. “Running Shoes, Orthotics, and Injuries - Sports Medicine.” *SpringerLink*, Springer International Publishing, 30 Sept. 2012, <https://link.springer.com/article/10.2165/00007256-198502050-00003#citeas>.

Simon J. Cliffe a, et al. “Building Contemporary Brands: A Sponsorship-Based Strategy.” *Journal of Business Research*, Elsevier, 11 June 2004, <https://www.sciencedirect.com/science/article/abs/pii/S014829630400089X>.

“Social Media for Business.” *Support for Businesses in Australia*, 7 Mar. 2023, <https://business.gov.au/online/social-media-for-business>.