

# Integrated Marketing Campaign for LifeStride

December 10, 2009



*LifeStride* 

You're in the spotlight now!

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# Executive Summary

LifeStride is a private brand that is owned by the 2.4 billion dollar global corporation known as Brown Shoe Company. The brand has been nationally recognized “for its entry-level man-made dress styles since 1951” (Footwear News, 1991). LifeStride has continued to build on this image by offering women’s dress shoes that are available in a variety of styles and comfortable widths for over 50 years. The brand has set itself apart from the competition by emphasizing man-made materials engineered to provide women with the experience of true comfort without sacrificing style. The idea behind LifeStride and other private brands owned by Brown Shoe is to offer products that inspire “people to look and feel good everyday” (About Us, 2009).

LifeStride’s current target market encompasses a broad range of women, from career women to soccer moms. The company has delivered a consistent message throughout its 58 years of existence: shoes that enable women to perform their multiple daily responsibilities in comfort and style at an affordable price.

The footwear industry and the retail sector in general have seen record level declines in sales due to the ongoing recession in the United States. This has resulted in “pricing wars” among top footwear retailers as they attempt to stay afloat in an ever declining economy. Brown Shoe Company has been affected by the intense competition and has been forced to reduce prices further to remain competitive. This move has affected their bottom line at a time when the company is struggling with high levels of debt (Datamonitor, July 2009). Further, LifeStride’s marketing tactics have been to offer sales promotions that have both dissolved a once-held distinguishable brand identity and have further eroded the profit margin in this pricing war environment.

In addition to challenging declining economic conditions and fierce competition, LifeStride is at the end of its product life cycle. This poses a great opportunity to launch a fresh Integrated Marketing Campaign (IMC) that targets a new and younger demographic: Striver. Through this IMC, LifeStride has the potential to regain a distinguishable brand identity and be set apart from its competitors. Style will take center stage.

The tagline, “You’re in the spotlight now!” captures the big idea of this new IMC as it reflects a Striver’s dream to be noticed, popular, fashionable, and ultimately successful. This campaign intends to mesmerize and ultimately convince strivers of LifeStride’s value by using various emotional appeals. The new campaign leverages the big idea by putting a “real face” and “real name” to each shoe and engages this new demographic through contests and sweepstakes to become part of the promotional mix. Not only will a shoe be named after them, but they will truly be “in the spotlight now”. It is the ultimate payoff for a “Striver.”

Engaging a younger Striver demographic in a participatory way through this IMC, combining traditional media with innovative social media, and building a strong e-commerce web presence, the LifeStride brand will gain attention, boost sales, and build long-term two-way authentic relationships with this next generation of LifeStriders.

# I. Situational Analysis

## Industry Trends

The footwear industry and the retail sector in general have seen record level declines in sales due to the ongoing recession in the United States. This has resulted in “pricing wars” among top footwear retailers as they attempt to stay afloat in an ever declining economy. Instead of reducing inventory levels like many of its competitors have, The Brown Shoe Company has decided to focus its efforts on accurately forecasting consumer buying habits by using information technology to gain a competitive advantage in the footwear industry. According to Jeff Brown, Senior Demand Planner at Brown Shoe, Brown Shoe decided to become more consumer-driven by implementing information technology that allows them to adjust inventory levels to consumer demand in real time. He said “it turned out to be a great success; forecasts improved, stock outs went down, and sales went up” (Journal of Business Forecasting, winter 2008-2009).

The current fall fashion trends are all about texture and bright bold colors in shades of blue, purple, gold and red. The wedge-styled shoe has made a comeback this fall and so have the slouch boots. “Metal hardware is [the end thing] this season [and shoes are being decorated with buckles] to add a little flair and sophistication subtly.” Also, the use of buttons on shoes is very trendy right now, and LifeStride.com states it is “giving tailored women’s shoes a feminine touch and polished style” (Trends, 2009). Finally, the shiny patent leather look is back in and so is the crocodile- textured shoe. Sequins and bright metallic colors (think royal blue) are also very chic right now.

## Company Background

The Brown Shoe Company was founded in St. Louis, Missouri in 1878 by Alvin Bryan, Jerome Desnoyers, and George Warren Brown; the company was originally called Bryan, Brown & Company. George Warren Brown was interested in establishing St. Louis as a “manufacturing center for the shoe industry.” In 1893 the company changed its name to Brown Shoe Company, and the company went public under the abbreviation BWS in 1913 (History of Brown Shoe, 2009).

The Brown Shoe Company is a retailer and a wholesaler with approximately 67% of their revenue being generated from retail sales and the remaining 33% coming from wholesale sales (About Us, 2009). Brown Shoe is currently a leader in the footwear industry, and the company offers “branded footwear for the [entire] family” (Datamonitor, July 2009). The strategy of this global corporation has been the steady strategic acquirement of various shoe departments starting with the Wohl Shoe Company in 1951. In the early 1970’s, Brown Shoe acquired other stores including: Meis Department Shoes, Hedstrom, and Bottom Half. The company also purchased the Famous Footwear chain in 1981 (History of Brown Shoe, 2009).

Today, Brown Shoe is recognized as a “global footwear company with a diversified portfolio that distributes their shoes through department stores, national chains, independent retailers, Famous Footwear retail stores, catalogs, and e-commerce sites” (Datamonitor, 2009). The current marketing strategy being used by the company revolves around capturing as much of the market share as possible by offering several product lines to meet these objectives.

This strategy has been successful because of the emphasis on offering “value to customers by [focusing] on a combination of “style, convenience, quality, and price” that appeals to a diversified customer base (About Us, 2009).

## Brand Background

The Brown Shoe Company acquired the LifeStride name from the Milius Shoe Company in 1947. The Brown Shoe Company had the name and logo trade-marked in 1951, and it was in that same year that LifeStride shoes made their debut in retail stores (footwear news, 1991). The brand has been through major changes since its inception 58 years ago, but the focus has always been on providing customers with comfortable shoes that are affordable and good quality.

LifeStride’s communication strategy has been relatively consistent since 1951, which has focused on the key characteristics of comfort and style. One of LifeStride’s biggest selling points was price, but in the late 1990’s the focus shifted. Instead of focusing on offering cheap dress shoes to prospective customers, Brown Shoe Company decided to revamp the LifeStride brand by creating a new line of shoes that catered to the business woman. The new shoe line focused on “more contemporary styling and packaging and a new logo was created for LifeStride.” In the late 90’s, LifeStride was again recognized as one of the “dominant entry-level dress shoe collections in department stores” (Barbara Schneider, 2000).

## Competitor Analysis

### » **Footwear Industry**

The United States footwear market has remained profitable, yet it has experienced steady declines in growth in recent years. This trend is expected to continue through 2013 (Datamonitor, May 2008). Competition is fierce in the footwear industry and the current economic recession has been an impact. Many retailers have resorted to price slashing in order to stay afloat.

### » **Competition: Parent Company**

While Brown Shoe Company, parent company of the LifeStride brand, is a leading retailer and wholesaler of branded, private label and licensed footwear, intense competitive rivalry exists in the footwear industry. The parent company is challenged by a fiercely competitive market which affects the bottom line and the resources to promote a small product category as LifeStride.

Because of the ongoing “pricing wars,” Brown Shoe has been forced to reduce prices to remain competitive. This has had serious ramifications for the company, including lower profit margins and increasing debt (Datamonitor, July 2009).

Among its competition are other global shoe companies as NIKE, Footlocker, and Reebok International which have greater financial, marketing, and technological resources. NIKE and Reebok have reported profits over previous years while Foot Locker is reporting loss. NIKE is the only one of the three that shows a market growth.

NIKE recorded revenues of \$18,627 million during the financial year ended May 2008 which was an increase of 14.1% over the previous year. The operating profit of the company was \$2,433.7 million during FY2008, an increase of 14.2% over FY2007. (Datamonitor, July 2009).

Reebok recorded revenues of E2,333 million in the fiscal year ended December 2007, a decrease of 5.7% over 2006. The operating profit of the company was E109 million in the fiscal year 2007, an increase of 26.7% over 2006 (Datamonitor, May 2008).

Foot Locker recorded revenues of \$5,237 million during the financial year ended January 2009 (FY2009), a decrease of 3.7% compared to FY2008. The operating loss of the company was \$103 million during FY2009, as compared to an operating loss of \$50 million in FY2008. (Datamonitor, May 2009).

While NIKE is the only one that recorded growth, Datamonitor projects the fashion shoe industry to grow 17.6 percent through 2013 (Datamonitor, May 2008).

## » **Direct Competition**

Competitors like NIKE, Footlocker, and Reebok International have impacted the livelihood of LifeStride's parent company Brown Shoe Company, LifeStride has other direct competitors such as Walmart, Target, and Payless Shoe Source. Although LifeStride is offered at Walmart and Payless Shoe Source, they are both major competitors in the entry-level price shoe point.

Some of LifeStride's direct competitors have turned up the heat in the dress shoe category by focusing on ways to outperform each other by engaging in various promotional tactics.

Payless Shoe Source is known for selling shoes at bargain prices. The company is headquartered in Topeka, Kansas and operates over 4,500 retail stores in 15 countries and territories; however, its primary market is the United States. The company plans on expanding globally and increasing its online presence. Payless Shoe Source did report that online spending had increased 20.2% in 2007 and it is likely to reach \$144 billion in 2010. The retailer recently had a "Shoes for Every Mood" campaign and started to design shoes for the fashion-conscious woman (Datamonitor, December 2008).

Target Corporation is a general merchandiser within the United States, and the company had recorded revenues of \$64,948 million last year, which was an increase of 2.5% over 2008. While still operating with a profit of \$4,402 million during FY2009, Target's profit decreased 16.5% when compared to 2008. The company blames the U.S. economic condition for this shortfall.

These numbers reflect sales for Target overall. There is no information available to find out the sales of women's dress shoes. Target has a strong brand identity that is reflected in their slogan "Expect More. Pay Less." Target also has a strong retail presence in 48 states. Currently, the company operates 1,682 general merchandise and food discount stores, 1,443 Target general merchandise stores, and 239 Super Target stores. Target also has a strong and growing online presence through [www.target.com](http://www.target.com) (Datamonitor, July 2009).

Wal-Mart is the largest discount retailer in the world with 3,615 stores and has a strong market presence in the United States. While many retailers continue to struggle in current economic conditions, Wal-Mart posted an increase of 3.5% in its comparable store sales in FY2009 compared to 1.6% in 2008. Wal-Mart has a strong brand

presence with an everyday low pricing strategy that is well communicated through advertising. In addition to a strong retail presence, Wal-Mart has a successful and growing online presence with high customer satisfaction ratings. Its online retail sales are forecast to grow at 11% in 2009 despite an economic recession (Datamonitor, September 2009).

Major competitors like Target and Walmart are general merchandise retailers. However, both are known as low price leaders and are operating at a profit despite the economic downturn. When women are in need of new shoes at an affordable price, they may shop at Target or Walmart instead of LifeStride. It is for this reason that this campaign will be leveraging an emotional appeal to a targeted demographic of Strivers ages 18-25.

## Description of Customers and Prospects

LifeStrides currently target women ages 35-plus. These women tend to be more on the conservative side when it comes to fashion and style. They are also very price-conscious. They would be defined as the VALS type known as Believers. According to Contemporary Marketing, Believers are defined as traditional, family-oriented, and they believe in buying American. Believers are slow to change their habits, they look for bargains when shopping, and they watch more TV than average” (Boone, Louis E; Kurtz, David L., 2004).

## Brand/Product Description

LifeStride is a well-recognized brand among career women who are over the age of 35. The brand has continued to build a solid reputation in the footwear industry by consistently providing quality dress shoes that are known for their comfort. LifeStride has established brand loyalty among its current customers by offering a variety of affordable shoes that cater to the diverse lifestyles of all women. Finally, comfort has always been a top priority in every pair of LifeStride's, from soccer moms to business executive, LifeStride has you covered. This motto is reflected in the following statement from LifeStride.com: “sought-after styles at the great prices you've grown to love” (Trends, 2009).

This IMC for LifeStride shoes intends to increase market share and overall sales in the entry-level dress shoe category, develop a more favorable image of the brand among a younger demographic, and build brand awareness by introducing a new integrated marketing campaign. These goals will be met by targeting a new demographic of women ages 18-25 who want to be considered fashionistas. They have a household income of less than \$25,000 a year and desperately need the approval of others.

This group of young women would be defined as Strivers. Strivers are preoccupied with the latest fashion trends worn by celebrities and obsessed with emulating them to boost their self-esteem. They desire approval, wealth, and fame but they are cash poor. According to Contemporary Marketing, Strivers are “image-conscious and have limited discretionary income, but they will carry credit card balances. Strivers spend money on clothing and personal care items, and they prefer watching television to reading” (Boone, Louis E; Kurtz, David L., 2004).

Currently, LifeStride offers dress shoes, sandals, boots, and business-casual shoes, and each product line encompasses the multi-faceted tastes of woman from an array of backgrounds; but, the emphasis has always been on providing



women with trendy shoes that are comfortable and affordable. Life Stride has been successful in differentiating itself from the competition by consistently advertising the brand as comfortable and inexpensive.

## SWOT and Discussion

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>Manufacturer and Wholesaler; save money on production costs</li> <li>Life Stride is an established brand; 58 years old</li> <li>Owns Famous Footwear; major distribution channel</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>Lowered credit rating; decrease in profits due to increased financing expenses</li> <li>Involved in a patent infringement lawsuit</li> <li>Negative perception of LifeStride due to current pricing strategy</li> <li>LifeStride has an established reputation of offering comfortable shoes at an affordable price; this does not appeal to strivers</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>Ability to enter new markets with ease because of distribution channels and financial resources</li> <li>To increase sales and market share by targeting Strivers</li> <li>Invested 1.3 million in Information Technology to forecast demand accurately</li> <li>To change younger consumer’s perception of LifeStride by implementing new IMC campaign focused on chic shoes instead of comfortable shoes</li> <li>Opened an automated 350,000 sq. foot retail distribution center to reduce overhead expenses</li> <li>Increase in online shopping</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>Economic downturn could decrease profits</li> <li>Intense competition in footwear industry</li> <li>Labor shortage in China could increase manufacturing costs</li> <li>Shoe solution products; consumers can select a different brand of shoes and use inserts to make them comfortable</li> <li>The web; use of a shopping bot</li> </ul>

## » **Strengths**

Brown Shoe manufactures its own private brands including LifeStride and Naturalizer. This enables Brown Shoe to reduce overhead expenses, and Brown Shoe has multiple distribution channels, which includes over 2,000 retailers in the United States, Canada, and 35 other countries” (Datamonitor, July 2009).

The Life Stride brand has been around for 58 years and has an established customer base. It has been able to distinguish itself from its competitors by emphasizing the comfort and affordability of the shoes.

The Brown Shoe Company owns all of the Famous Footwear retail stores, and this enables them to control what merchandise will be sold in the stores without having to offer incentives to get their brands on the shelf.

## » **Weakness**

Brown Shoe has borrowed money to implement new information technologies that will reduce operating expenses in the long run; however, the effect has not been beneficial to the company in the short-term. According to Datamonitor, “Standard and Poor has revised its issue-level rating on the company’s unsecured debt to B from B- and affirmed all other ratings, including the B corporate credit rating, and its negative outlook” (Datamonitor, July 2009). A Standard and Poor’s rating of a B is considered a junk bond. Essentially what this means is that there is a higher degree of risk involved when it comes to the company’s ability to meet its present debt obligations. This could impact Brown Shoe negatively by increasing the cost of borrowing funds. This may not have been a good idea since we are still in a recession.

Coach filed a lawsuit against The Brown Shoe Company in June of 2009 claiming that the company’s Naturalizer brand copied their Ergo Pleat handbag and sold it in their Naturalizer stores. This has had a devastating effect on the Brown Shoe Company by causing “financial damage [as well as] tainted the company’s brand image” (Datamonitor, July 2009). Since Brown Shoe manufactures and distributes LifeStride’s, this may impact consumers’ perception of the Life Stride brand as well.

Strivers are hip and trendy. Although they cannot afford the lifestyle of a Hollywood celebrity, they are willing to carry credit card balances to own expensive merchandise. Strivers may perceive LifeStride as low quality due to its current pricing strategy.

## » **Opportunities**

Brown Shoe is a respected global corporation that has been in the footwear industry for over 100 years. The company has the financial resources to enter new markets with relative ease. Brown Shoe also has a strong e-commerce presence as well as multiple distribution channels available to distribute its products.

Brown Shoe has the opportunity to increase market share and increase sales for the LifeStride by focusing on a more fashion-conscious consumer.

Brown Shoe invested 1.3 million dollars in information technology in 2008, and it has helped the company meet consumer demand in real time, improve sales forecasting accuracy, and increase supply chain efficiency (Datamonitor, July 2009). Brown Shoe has a competitive advantage and can leverage this information by providing

consumers with the merchandise they want when they want it.

LifeStride is in need of an image makeover. A new IMC campaign that consistently delivers a message of success and admiration by wearing LifeStride shoes will offer an opportunity to change the perception of the brand in younger consumers' mind.

Brown Shoe opened a 350,000 square foot automated distribution center for Famous Footwear in California in June of 2009. It "has an annual capacity of 32 million pairs of shoes and expected inventory [turnover rates of] of 17-22 times per year. This will greatly reduce operating expenses by eliminating labor costs, and increase inventory capacity, which will result in more shoes available for consumers. Furthermore, Famous Footwear will be able to "offer shoppers seasonal footwear trends earlier in the season" (Datamonitor, July 2009).

E-commerce has continued to increase in recent years because consumers have less time available for leisure activities. "Online retail sales in the U.S. reached 10.87 billion in January 2009 and is forecasted to grow 11% in 2009" (Datamonitor, July 2009). Brown shoe already has an established online retail presence, so this will be an effective way to increase sales, reach new customers, and it is a "cost-efficient means of building brand awareness as well as testing market acceptance of new products and brands" (Datamonitor, July 2009)

## » **Threats**

The United States is still in a recession due to the housing market crash and the collapse of the financial markets. The economy "is forecasted to remain in a recession throughout 2009" (Datamonitor, July 2009). This could continue to have a negative impact on Brown Shoe by decreasing profit margins and jeopardizing the company's ability to pay creditors.

The steady decline in the U.S. economy has resulted in footwear companies slashing prices to gain a competitive edge in the footwear industry. PayLess Shoes, Wal-Mart, and Target are direct competitors of LifeStride. These companies are also known for offering products that are low priced, and this could cause further decline in sales for LifeStride if they are unable to lower prices to compete.

Brown Shoe has outsourced several of its manufacturing operations to China and it relies on the overhead reductions in labor costs to increase its profit margins. Currently, "footwear manufacturers in China are currently facing labor shortages as migrant workers seek better wages and working conditions in other industries and vocations" (Data Monitor, July 2009). This will adversely affect Brown Shoe's profit margins and may reduce the company's output capabilities.

Life Stride is known among its current customer base as shoes that are comfortable and affordable, but the emphasis is on comfort first. Strivers are more concerned about what is fashionable and trendy, so they may decide to purchase another brand of shoes and use sole inserts to make them as comfortable as a pair of LifeStrides.

The ability to use a shopping bot can threaten the profit margin and sales volume of LifeStrides. The selected target market is tech savvy and their discretionary income is limited, so a shopping bot would allow them to search the web and find the cheapest shoes available that are also fashionable.

There may be some difficulty in convincing Strivers that LifeStride's are hip and stylish, because LifeStride has an established reputation for offering comfortable shoes.

## II. Current Market & Promotional Strategy Analysis

### Current Marketing Mix

#### » **Product**

The LifeStride brand offers consumers several types of shoes, including: dress shoes, sandals, casual shoes, and boots. Within the large collection of LifeStride shoes, each offer a unique style and an array of color to choose from. The brand is currently marketed to consumers using rational and emotional appeals. LifeStride uses a rational appeal by focusing on the key attributes of comfort and affordability, and the brand's other features of style and up-to-date trends are based on an emotional appeal. The LifeStride website, [www.lifestride.com](http://www.lifestride.com), informs visitors that the shoes are 'both fashionable and comfortable.' Expressive language is used throughout the website to stimulate desire in consumers by appealing to them on an emotional and rational basis. LifeStride's comfort is apparent through the fitted options available to its consumers including the ability to customize the width of the shoes from all product categories.

Currently, the LifeStride website has a variety of shoes and styles to choose from, but the selection of styles available depends on the vendor. For example, Amazon.com offers 225 different styles of LifeStrides while the official LifeStride website only offers 90 styles. The LifeStride collection possesses names like Janessa, Cindy and Monica. These fictitious names enable consumers to establish an emotional connection to the shoe by giving them a personality.

#### » **Price**

The current pricing strategy of LifeStrides is on the low-end. The current target market is very price-conscious and practical. Most of LifeStride shoes fall into the median price range of 40 dollars with a few selections on sale or clearance. The pricing strategy reflects LifeStride's current target market accurately because these women purchase shoes primarily out of necessity; however, shoes offered at these prices can easily turn into an impulsive purchase. Most women can easily rationalize the necessity of shoes for work and special occasion.

#### » **Place**

Brown shoe is a 2.4 billion dollar global footwear company. Its portfolio is filled with more than 80 brands for the whole family. The Brown Shoe Company sells the LifeStride brand at all Famous Footwear stores. In addition to its many locations, Famous Footwear also sells LifeStrides on its new interactive website as well. LifeStride is also sold at many department stores including Herberger's and DSW store chains. Through its Wholesale divisions, Brown Shoe markets LifeStride among its other leading footwear brands including: Naturalizer, Dr. Scholl's, Franco Sarto and Via Spiga.

Brown Shoe's exclusive website for LifeStride is [www.LifeStride.com](http://www.LifeStride.com). LifeStrides have a strong presence on the World Wide Web and can be found on numerous sites. For example, Amazon and eBay are some big name online vendors who sell LifeStrides. The brand is available on sites that specialize in shoes, including: Zappos.com,

Shoebuy.com and Prontostyle.com. Many online catalogs for women's shoes are also authorized to carry LifeStrides.

## » **Promotion**

LifeStride is promoted primarily through Brown Shoe's wholesale and retail distributors and its print and online catalogs. The LifeStride brand uses the same marketing mix throughout each medium that is utilized. The unified image of stylish, up-to-date fashion and comfort is consistently communicated through each vendor. Sales and special purchase incentives are available as well through multiple vendors.

## » **Technology**

Brown Shoe markets many different brands and each product offers a variety of options to suit consumers' individual style. Whatever the style or brand selected all are geared to make people look and feel good every day. This has made it difficult to monitor and operate their product development process. On March 23, 2009, it was announced that Brown Shoe has taken steps to catapult collaboration and improve visibility within its global product development process. It will employ, as its technology tool, the PTC Footwear and Apparel solution FlexPLM™.

FlexPLM conveys a single Product Lifecycle Management (PLM) platform to Brown Shoe, and it is expected to allow the company to gain timely insight into its product development processes, improve collaboration, effectively manage costs and reduce development times. FlexPLM is a growing technology investment in the footwear and apparel industry because it is able to deliver resourceful product development information, which in turn increases the efficiency of global product teams. "Ultimately, we expect FlexPLM to enable Brown Shoe to be an even better partner to retailers, factories and suppliers, while introducing trend-right footwear into the marketplace" said Brown Shoe's Senior Vice President-Product and Sourcing Dan Friedman.

## Current Promotional Mix

### » **Advertising**

The Brown Shoe Company uses television commercials and print ads during peak shoe buying seasons to advertise Famous Footwear. LifeStride is advertised indirectly this way through Famous Footwear, in which it is one of over 80 brands of shoes offered.

Advertising of the LifeStride brand is not very visible because it is primarily done indirectly through the brand's vendors, namely Famous Footwear. **Brown Shoe launched the first Famous Footwear National Branding Campaign of its kind** in July of 2009. This nationwide branding, advertising and social media campaign reached consumers across the country with the message—*Make Today Famous*. The campaign was publicized using various outlets including: interactive media on You Tube, Facebook, and Twitter. The campaign was launched during back-to-school season. This created great visibility and a modern approach for the Brown Shoe Company's many brands at its Famous Footwear locations. LifeStride sales increased during the launch of this campaign.

In addition, the LifeStride website (lifestride.com) is used to advertise, promote and sell the brand, and used as a

tool for authorized online vendors to showcase the brand's offerings.

LifeStrides is advertised directly through its vendors and retailers through the use of Sunday advertisements which showcase current styles being offered. However, vendors offer many other products within these advertisements in which the LifeStride brand competes with clutter for consumer's attention.

LifeStride can also be found on You Tube, where specific LifeStride brand shoe styles are showcased through QVC footage to those who are interested.

## » **Sales Promotion**

Currently Brown Shoe Company utilizes an offer for Famous Footwear retail and online stores: *Buy one, get the second pair of equal or greater value for half off.* This sales promotion has been used for years and is one of the ways Famous Footwear has created leverage in the shoe industry. Retailers and all other LifeStride distributors alike advertise sale promotions using various communication mediums, including newspaper advertisements, catalogs, and online sites. Sale promotions for LifeStride are found via the vendor of choice.

## » **Publicity**

Since Brown Shoe Company is so large and owns Famous Footwear, LifeStride inadvertently receives publicity anytime Brown Shoe is mentioned in a press release. The St. Louis based company is frequently written about in [www.bizjournals.com](http://www.bizjournals.com). Bizjournals is one of the leading sources of comprehensive business news and in-depth analysis. Consumers can follow their favorite brands and see how the company is doing in the marketplace as well as watch the company's annual growth and changes.

LifeStride gained free publicity when it was given Peta's 5<sup>th</sup> Annual Proggy Award for its vegan shoes in October of 2008. Peta showcased the brand as "most progressive shoe." The group posted on its Proggy Award website that, "Vegans deserve happy feet, and LifeStride shoes make vegan feet happy with a huge line of stylish **leather-free** shoes and boots for work or casual wear. LifeStride offers selections ranging from dressy pumps to versatile ballet flats (in shiny patent, tortoise, or leopard print) to sling back evening-style sandals and glamorous strappy vamp—all in smooth faux leather. Stride in style knowing that no animals suffered for your shoes."

## » **Direct Marketing**

The LifeStride brand is marketed directly to consumers through its many catalog vendors. Famous Footwear, Herberger's and DSW retailers send out direct mail to customers who are within close proximity to their businesses. Customers and prospects may order catalogs that carry the LifeStride brand and have it mailed to their address as well as contact LifeStride to request additional information regarding sales promotions and products that are provided through direct-mail media.

## » **Interactive Marketing**

The first interactive marketing was developed for the Famous Footwear National campaign *Make Today Famous* in

July 2009. The campaign featured a major social and digital media component that included an exclusive website MakeTodayFamous.com, online banner ads, a Facebook page, a YouTube channel (<http://www.youtube.com/FamousFootwear>), Twitter handle (@Famous\_Footwear) and a viral video. Included was a 30-second video “teaser” released on Father’s Day, which showed a dad swaddling his newborn son and raising him into the air to give the giggling child a different view of the world. It generated approximately 70,000 views in the first 48 hours. More videos were available for viewing at [www.maketodayunexpected.com](http://www.maketodayunexpected.com), which launched August 3 and included fun and interactive shoe-themed quizzes and games. Again, this was indirect advertising for LifeStride, but since the brand is recognized as one of Famous Footwear’s popular brands, it benefited along with Brown Shoe’s other brands.

Today, you can visit [www.maketodayunexpected.com](http://www.maketodayunexpected.com) to explore Famous Footwear’s many unique brands and their latest trends. It is an interactive website with fun links. One link, called [www.areyoutagworthy.com](http://www.areyoutagworthy.com), allows site visitors to take a quiz to find out if they are tag worthy. It pokes fun at the technology that is now available on social media sites that allows users to ‘tag’ someone in a photo. The site says, “It happens when you least expect it. Your photo shows up online. Then, like it or not, you’re ‘tagged’ . With the right pair of shoes, you can be TAGWORTHY. Remember, start with your feet first.” Users are able to share the feed with others and are invited to join Famous Footwear on Facebook and follow them on Twitter.

## III. Creative Strategy

### Creative Objectives

#### » **New target market**

This IMC for LifeStride is directed at a new, younger VALS demographic: Striver ages 18-25. Trendy and fun loving, Strivers are image conscious and motivated by achievement; they have a need for approval and recognition from others to feel valued. Strivers “dream” about being successful and popular. They are impulsive, enjoy shopping, keeping up with current trends in Hollywood, and want to be seen as stylish on a budget (without anyone knowing).

Currently, Strivers view LifeStride as a shoe for old ladies, because it has been positioned as a comfortable and affordable shoe versus a fashionable one. Since Strivers are willing to sacrifice comfort for style, the current brand image is unappealing.

Through using the creative strategies outlined in this IMC, the creative objective will revitalize the overall brand image, increase sales and market share, breathe new life into a declining 58-year-old brand, and help Brown Shoe Company offset corporate debt.

### The Big Idea

The tagline: You’re in the spotlight now! captures the big idea of this campaign as it reflects a Striver’s dream to be noticed, popular, fashionable, and successful.

The emotional appeal is the central hook to this campaign. Currently, each LifeStride shoe is named after a fictitious woman. This campaign leverages the idea by putting a “real face” and “real name” to each shoe through the “Success Stories” contest. This contest engages Strivers in a unique way by incorporating the target market into the promotional plan. The contest is a sales promotion where LifeStride will select winners who reflect the spirit of the latest shoe style. The shoe will be named after the winner, and she will become LifeStride’s next traveling spokes model and a member of the “LifeStride Elite Friend’s Club.” While LifeStride is promoted by members of the target audience, each spokes model’s dreams of success will tangibly come true.

## Brand/Product Positioning

Since the LifeStride brand is nearing the end of its product life cycle to Believers, this poses a great opportunity to launch a new IMC plan to this new and younger Striver target audience.

The rational appeal of comfort and affordability that is currently used to attract Believers will be superseded by an emotional appeal to achieve your dreams of success and self-actualization. LifeStride will no longer be positioned as just a comfortable shoe that gets you from point A to point B, rather it will be shown as your means of getting from point A to point B, in style. LifeStrides are the shoes that won’t slow you down from achieving your 24/7 getting ahead lifestyle. And while Strivers discover fashionable shoes in a variety of colors and styles at an affordable price, they will be inclined to buy several pair to reflect their varied lifestyle.

Comfortability and affordability will be best kept secrets that Strivers will discover for themselves. These benefits will be shown indirectly through television media which will imply comfort as the women portrayed in the commercials will be on their feet and successfully accomplishing their multi-function day wearing LifeStrides; then falling asleep with the shoes on.

The LifeStride spokes models are central to the brand identity. The “Success Stories” contest and “LifeStride Elite Friends Club” are concepts that make up the unique selling proposition of the brand, because they so closely hook in to what drives a Striver. To Strivers winning the “Success Stories” contest and being members of the “LifeStride Elite Friends Club” are opportunities for them to reach their ultimate dream – being in the spotlight. Each spokes model will be showcased in national advertising campaigns, travel the globe for promotional events, and have a facebook fan following—all along delivering a fashion savvy message.

The spokes models will bring true-life testimonials to the LifeStride brand and deliver relevance, authenticity, achievability, and credibility to the campaign. The spokes models will be bringing personality to each shoe and a humanizing connection between how wearing LifeStrides can enhance a Striver’s life and livelihood. In the end, this campaign intends to overturn the stodgy image for cheap shoes for old ladies and build brand equity to the next generation of LifeStriders.

This big idea, “You’re in the Spotlight Now,” sets LifeStride apart from the competition as no brand or company is so closely personalizing a shoe campaign through engaging their target market nor is our competition so closely targeting female “Strivers” ages 18-25. Being in the spotlight now is the ultimate payoff for a “Striver.” The inherent drama puts a “real name” and a “real face” to each shoe and incorporated the “Success Stories” contest winner into the LifeStride advertising and promotional campaign.



Through promotions, advertising, publicity, events, and social media, the campaign uses creative tactics with emotional appeals that focus on meeting a Striver's needs for self-esteem and self-actualization. Each Striver can tangibly accomplish her dreams if she becomes one of the next traveling spokes models. This will put her in the spotlight and bring her the recognition and admiration she desires from others.

## IV. Promotional Mix and Creative Tactics

### Advertising Media Channels

The campaign will reach Strivers by advertising through several traditional media channels including radio, television, magazine ads, as well as new interactive social media and web-based media.

#### » **Web-based media: Sales and prospecting**

The LifeStride website is the premiere online storefront for LifeStride shoe purchases. The home page will feature a current spokes model and the shoe named after her. Links on the home page will draw prospects and customers deeper into the site to view the shoe, read her story, register for the sweepstakes, enter the contest, and ultimately shop for shoes. The navigation bar features the main shoe categories.

The website also captures prospects names and contact information when they register to win the sweepstakes or enter one of the contests. The contact information will be used to communicate spokes model events, winner announcements, and introduce the newest member of the Elite Friends Club through email and text messaging (see pages 26-28).

In addition, banner ads registered through Google AdSense and Facebook will reflect this new campaign and promote the newest shoes, spokes models, and link to the website to register for sweepstakes and contests as well as shop (see page 32).

#### » **Storyboard**

The storyboard captures the everyday life of a Striver. Ava, the first of many LifeStride spokes models, is captured living out her day from dawn to dusk. She is daydreaming as usual, but today her dreams become a reality. She dreams about receiving a promotion and going out with her friends to celebrate at a new exclusive club. She awakes from her daydream by her boss who promotes her over lunch and gives her three tickets to the new exclusive club. What made the difference today? Ava put on her LifeStride shoes! After her long, successful day, she crashes in bed with her magical LifeStride shoes on. This message conveys the versatility of the shoes; you can do anything in these shoes and they won't slow you down. LifeStrides will help you gain success and popularity and help you strive through your 24/7, getting ahead lifestyle. (Plus, they are so comfortable that you'll fall asleep with them on). See page 34.

## » **Magazine Ads**

LifeStride advertisements will be placed in magazines that are fashion-forward and cater to those interested in celebrity trendsetters. The magazines of choice are *Lucky*, *Elle*, and *Marie Claire*. The advertisements will feature a spokes model and the shoe named after them and drive prospects to the website with a time-sensitive offer and/or sweepstakes and contest (see pages 29-31).

## » **Direct Marketing**

A rented-list of names will be acquired from the magazine of the best performing ad. A direct-mail postcard will feature a spokes model and the shoe named after her. It will also showcase a variety of the newest line of shoes, the sweepstakes, contest, and a limited-time offer. The goal is to build brand awareness and drive prospects to the LifeStride website which will introduce them to the shoes, spokes models, sweepstakes and contests. When a prospect enters the sweepstakes, their contact information is captured for future opt-out emails. The direct mail postcard will double as a sales promotion piece to give prospects an added incentive to purchase shoes (see page 27).

## » **Social Media**

The New York City sweepstakes, sales promotions, publicity, and the Success Stories contest will be integrated into online media including Facebook, Twitter, and YouTube.

Facebook will create buzz about LifeStride by showing the Success Stories winners and their travels as a LifeStride spokes model. Facebook will also be used to publicize charity events LifeStride will sponsor and offer special promotions to fans.

Twitter will be used to “tweet” meet and greet events, including appearances by spokes models at the Famous Footwear chain, events happening in the community that LifeStride is involved in, and to keep fans updated on what the LifeStride spokes models are doing.

YouTube will capture the travels and Success Stories of LifeStride winners, and it will also be used for press releases and to post videos from various community-based events. Links to these viral videos will be available on both spokes model’s Facebook and twitter pages (see page 32).

## » **Support Media**

Support media will also be utilized to increase brand awareness and stimulate sales. For example, billboards advertising LifeStride shoes and the Success Stories contest will be posted near college campuses throughout the United States but will be concentrated in highly populated areas.

LifeStride mobile cars will be driven around known college hang outs in major metropolitan areas like Chicago, Los Angeles, and Dallas to help increase brand awareness among Strivers. These vehicles will also be used when LifeStride gives away free promotional items like bags, keys chains, and magnets during spring break and the back to school season.

Print ads and the “win a trip to New York sweepstakes” will be advertised in bathrooms at upscale restaurants and nightclubs in all major downtown areas across the United States.

## Sales Promotions

The IMC intends to build repeat business and long-term relationships with Strivers through a promotional mix that includes brand-equity building sales promotions such as contests, events, giveaways, and sweepstakes.

### » **Success Stories Contest**

Among the leading brand identity and sales promotion techniques in this IMC is the “Success Stories” contest. This contest will create an emotional appeal by addressing the Striver’s desire to be recognized and fulfilling that desire by giving them an opportunity to be well-known on a national scale. The contest, which affords everyday women to appear in the national campaign, makes success tangible to Strivers who daydream about it constantly. This makes the campaign seem more authentic and credible to the everyday woman who is “striving” just like them.

The LifeStride spokes models are central to the brand identity. The “Success Stories” contest and “LifeStride Elite Friends Club” are concepts that tie into the new unique selling proposition; being stylish can help bring about the opportunities to move up the proverbial ladder of success. Each spokes model will be featured in all promotional media including radio, television, magazine ads, online and social media, and travel to publicity events that will be held at places like college campuses, charity events, and Famous Footwear stores. At these events, each spoke model will wear the LifeStride shoe named after her and talk about how winning the contest has bolstered her success even more and has allowed her to travel the globe.

This IMC will launch with three spokes models who will be selected through the Success Stories contest. They will be up and coming young personalities who are recognized by the public as rising stars and known as members of the “Elite Friend’s Club.” These models will act as inspiring role models to the new target market.

The contest will be open to women who are United States citizens. To enter the contest, each applicant will submit two proofs of purchases along with a 500-word essay which details an important goal she has achieved, and the impact it has had on her life, and why she would make a good spokes model for LifeStride. The winner who exemplifies the spirit of this campaign and of the new LifeStride shoe will be selected by LifeStride’s public relations and marketing teams. Three new winners will be selected four times a year. Each winner will become a LifeStride’s traveling spokes model as well as a member of the “LifeStride Elite Friends Club.”

### » **“Caught in the Spotlight” Photo Contest**

Another contest that will be launched includes the “Caught in the Spotlight” photo contest. Entries picture our target market wearing LifeStride shoes in a unique way. Winning photos will be used as posters at publicity events and captured on book bags premium give-a-ways and other promotions (see page 24).

## » **Special Appearances**

LifeStride will capitalize on the peak shoe-selling months by ramping up spokes model appearances at Famous Footwear locations for in-store sales promotions. At promotional events, each spokes model will wear the LifeStride shoe named after her and talk about how being a part of the Elite Friend's Club has bolstered her success and allowed her to travel the globe. She will autograph the shoe named after her for the customers who purchase them. In addition, spokes models will appear on popular radio stations around the nation to promote LifeStride, offer special promotional incentives to listeners, and help build brand awareness. Their travels will be communicated through radio and social media.

## » **Premium Give-a-ways**

While at promotional events, spokes models will hand out premium LifeStride book bags that will include flyers that drive prospects to [lifestride.com](http://lifestride.com) for shoe shopping and information about entering the Success Stories contest to have the next pair of fashionable LifeStrides named after them.

## » **Sweepstakes**

Also embedded in the IMC is a sweepstakes to win a trip to New York City with LifeStride's friends. The sweepstakes gives away a free trip for two to New York City and offers a 1,000 shopping spree at LifeStride. The winners will also have the opportunity to attend promotional events with the current LifeStride spokes models. This sweepstakes will help stimulate short-term sales and increase brand awareness by driving prospects to [lifestride.com](http://lifestride.com) to register for the contest. It will also offer LifeStride a chance to collect valuable information about customers for use in future campaigns.

## » **Loyalty Program**

A loyalty program will be developed to reward existing LifeStride customers of the Believer demographic. Direct marketing pieces will be mailed to customers offering them valuable savings points that are earned with additional purchases. After 100 points are earned, a 50-percent discount will be offered to them on their next purchase of LifeStride shoes. The offer may be redeemed at Famous Footwear stores, the Famous Footwear website or LifeStride's website.

## » **Bounce-back Flyers**

Bounce-back flyers will be added to LifeStride shoe boxes so customers will be reminded to return to the website to register for the sweepstakes and learn how to enter the Success Story contest naming a shoe after them.

These sales promotions are intended to build long-term relationships with customers vs. the quick sales mentality of the current non-franchise-building promotions that have dissolved brand equity. However, the traditional sales promotion of *Buy one, get the second pair of equal or greater value for half off* will be better managed for periodic sales boosts. This campaign aims to capture the Striver's loyalty to establish repeat business through this new promotional mix as well as build brand equity and establish brand loyalty.

## » **Public Relations/Publicity**

In order to establish good relationships with internal and external audiences, LifeStride will sponsor community-based events that espouse corporate responsibility. For example, LifeStride will team up with the March of Dimes foundation on a yearly basis to do a charity fashion show in order to raise money for the organization. The spokes models for LifeStride will wear the new season shoe line on the runway at the event before they make their debut in retail stores. All of the members of the Elite Friends club and fans on Facebook will be offered a discount on tickets to attend the event. The event will be broadcast on YouTube, and highlight clips will be posted on the spokes models' Facebook page and the LifeStride website. This is a win-win situation for all parties involved, because: it will generate good publicity for LifeStride by showing it as a socially responsible brand, it will offer an opportunity to promote the brand to a relevant audience, LifeStride customers have an opportunity to become involved with making a difference in the community, and it gives the "Strivers" a chance to view the new shoe collections before the general public does.

LifeStride will also be actively involved in other forms of charity work. The LifeStride spokes models will actively support the charities of their choice by donating time and money and attending charity-related events frequently. The particular charity will be showcased on Facebook and a link will be set up so that users can donate money to the organization. LifeStride will donate 5 percent of all sales from the particular spokes models' shoe to the charity of their choice. A different charity will be selected seasonally along with the new Elite Friend's Club member. LifeStride's Public Relations team will publicize the company's involvement with different charities through press releases that will be disseminated through the major social media channels. Other public relations/ publicity initiatives will be taken as well.

LifeStride's Elite Friends will appear at state college university campuses around the country to hand out free LifeStride branded bags with promotional pieces inside and provide information on the Success Stories contest and sweepstakes opportunities. All of the public relations/publicity endeavors will be relevant, add value, and ensure mutually satisfying relationships are established between LifeStride and the public.

# V. Campaign Evaluation

The effectiveness of the IMC will be measured carefully by measurement tools set up by the marketing team with helpful input and advice from public relations professionals. Both pretesting and post testing will be applied to campaign concepts.

## Pretesting

Pretesting formats include copy and concept testing and tracking studies that are shown to a consumer jury and focus group made up of our target demographic of Strivers ages 18-25. The intent is to make sure that the copy and headlines written for the print ads are readable and understandable to the target market. More finalized concepts will be shown vs. sketches so that the evaluators will get a sense of how believable the big idea is.

To help identify an objective outcome and perspective, focus groups will be held in different geographic regions to test ideas. The feedback will show how motivated the target audience is in entering sweepstakes trips to New York City with friends and the Success Stories contest to become a traveling spokes person with a shoe named after them. It will also identify if the demographic likes the shoe line, finds the creative strategy believable, and recalls the key concepts shown. Recall tests would also provide feedback on comprehension and reaction to the message and if it is clearly and effectively delivered.

Before roll out with a global campaign, it will be test marketed in a few U.S. cities that are well populated with this age demographic.

## Post Testing

Post-testing formats would include copy testing and split-run tests in magazines like *Lucky*, *Elle*, and *Marie Clair*. Ads will be run in successive issues of the same medium to establish permanence, visibility, and consumer loyalty, and use the recognition test by using the Starch Ad Readership Report to identify the impact of magazine ads.

Since research shows that online sales are growing over retail sales, this campaign is focused on online sales. Many effective metric measurements exist for the online media such as the click-through rate on e-mail campaigns and banner ads. It is a way to count the number of people who visit [lifestride.com](http://lifestride.com) as a result of these media, as well as tell us how often our emails and ads are drawing customers to purchase.

There are many types of click-stream data metrics that will be implemented. For example, the number of page views, will help determine how effective the campaign is in promoting the brand to increase awareness. Metrics will track the length of stay on the site and the time and date of visits to each page. Capturing the demographic information when prospects enter the sweepstakes and success stories contest will identify if the target market is being reached or if adjustments in the campaign message need to be re-evaluated.

Google offers many metric tools that will be implemented as well to indicate what pages are most visited, what shoes are most ordered, the effectiveness of the sales promotions, website usability, and customer satisfaction. Online

survey tools will be launched to determine increases in revenue dollars per customer, and develop a benchmark to determine how many first time visitors to the site have made a purchase.

Sale spikes will be measured after spokes model promotional event at Famous Footwear stores to sign shoes purchased by customers and college campus visits with book bag giveaways, as well as radio interviews.

One of the ways the social media will be measured is by using consumer juries. Spokes models will recruit their friends/ followers on Facebook to pose as consumer juries. Our spokes models will ask these eager participants, "Which ad would you like me to appear in?" They then will be given the opportunity to cast a vote for their favorite ad. The involvement of the target market will make them feel like they are a part of the campaign. The results will help marketing professionals hone in on exactly what appeals to the striver demographic.

Facebook effectiveness will also be measured by the number of friends/followers of each spokes model tallied. Twitter's reach will be measured by the number of followers as well as the number of tweets mentioned. You Tube will showcase interesting video feeds of each spokes models endeavors and its effectiveness will be measured by the number of views tallied. The exclusive new LifeStride website will account for all visits including purchase and interactive action by visitors. LifeStride sales will be measured quarterly as usual and carefully monitored for spikes in buying patterns that relate to each of the interactive marketing elements.

## VI. Creative Components

### » Photo Contest

A woman with long dark hair, wearing a blue sleeveless dress with a white pocket, black leggings, and high-heeled sandals, is climbing a grey rock wall. She is wearing blue eye paint around her eyes. The background is a plain white wall.

*Get Caught in the Spotlight Photo Contest!*

LifeStride: Stylish trends that keep up with your 24/7, getting-ahead lifestyle.

Get caught climbing the corporate ladder in LifeStrides. Send your "Caught in the Spotlight" photos for your chance to win a trip to Paris with your friends. For contest details visit [www.lifestride.com](http://www.lifestride.com).

LifeStride 

• Become a friend!  
[facebook](#) [twitter](#) [YouTube](#)

You're in the spotlight now!



» **Banner Ad**

»

Will you be next  
in the spotlight?

Ava

Dorsey

Claudette

*LifeStride*

Click to enter!

» Website Home Page

Ava and her friends (introducing new shoes and success stories)

**LifeStride** You're in the spotlight now!

View Shopping Cart

Dress Shoes | Sandals | Casual Shoes | Boots | Pumps | Slingbacks

**Ava**

**Meg**

**Alston**

**Dorsey**

Meet the new generation of friends & fashion!

Stylish comfort that keeps up with your 24/7, multi-tasking, getting-ahead lifestyle.

Travel the globe with LifeStride! Ava is and so are her friends. Find out how you can become our next success story. [more...](#)

Win a trip to New York City! Enter our sweepstates and win a trip to New York City with your friends. [more...](#)

Become a Friend!

[facebook](#) [twitter](#) [YouTube](#)

Introducing! **Ava**

Customer Service | Shipping | Returns | Contact Us | About Us | My Account | Sitemap | Privacy

©2009 Brown Shoe Company Inc

» Website Home Page

LifeStride website home page featuring spokes models Claudette and Meg

The screenshot shows the LifeStride website home page. On the left, a large image of model Claudette is featured with the text "You're in the spotlight now!" and "Introducing! Claudette" next to a pair of black high-heeled shoes. The LifeStride logo is in the top left. A navigation bar at the top right includes "View Shopping Cart", a search box, and a "SEARCH" button. Below this is a menu for "Dress Shoes | Sandals | Casual Shoes | Boots | Pumps | Slingbacks". Three smaller images of models Alston, Meg, and Cindy are shown in the center. A large cursive headline reads "Meet the new generation of friends & fashion". Below this, a text block says "Stylish trends that keep up with your 24/7, multi-tasking, getting-ahead lifestyle." and includes promotional offers: "Travel the globe with LifeStride! Ava is and so are her friends. Find out how you can become our next success story. [more...](#)" and "Win a trip to New York City! Enter our sweepstakes and win a trip to New York City with your friends. [more...](#)". At the bottom, there are social media links for "facebook", "twitter", and "YouTube", and a footer with "Customer Service | Shipping | Returns | Contact Us | About Us | My Account | Sitemap | Privacy" and "©2009 Brown Shoe Company Inc."

## » Website Home Page

website home page featuring spokes models Sharona and Alston

**LifeStride** You're in the spotlight now!

[View Shopping Cart](#)  [SEARCH](#)

[Dress Shoes](#) | [Sandals](#) | [Casual Shoes](#) | [Boots](#) | [Pumps](#) | [Slingbacks](#)

[Alston](#) [Meg](#) [Cindy](#)

*Meet the new generation of friends & fashion!*

**Introducing! Sharona**

*Stylish trends that keep up with your 24/7, multi-tasking, getting-ahead lifestyle.*

**Travel the globe with LifeStride!**  
Ava is and so are her friends. Find out how you can become our next success story. [more...](#)

**Win a trip to New York City!**  
Enter our sweepstakes and win a trip to New York City with your friends. [more...](#)

**Become a Friend!**

[facebook](#) [twitter](#) [YouTube](#)

Customer Service | Shipping | Returns | Contact Us | About Us | My Account | Sitemap | Privacy

©2009 Brown Shoe Company Inc.



» Magazine Ad

Ava: Success Stories winner and spokes model

Meg

Alston

Sharona

Claudette

Meet the new generation of friends and fashion!

Stylish trends that keep up with your 24/7, multi-tasking, getting-ahead lifestyle.

Ava

Now, click and save!  
Visit [www.lifestride.com](http://www.lifestride.com)  
and meet 3 friends for the price of 1. (Ends 12/31/09).  
While you're there, find out how you can win a trip to New York City with your friends.

Introducing! Ava

Travel the globe with Lifestride  
Ava is and so are her friends.  
Discover how you can become our next success story and Ava's facebook friend.

facebook twitter YouTube

*Lifestride*  
You're in the spotlight now!

[www.lifestride.com](http://www.lifestride.com)

» Magazine Ad

Claudette: Success Stories winner and spokes model

Meg

Sharona

Alston

Cindy

*Meet the new generation of friends and fashion!*

**Stylish trends that keep up with your 24/7, multi-tasking, getting-ahead lifestyle.**

**Introducing!**  
Claudette

Alston

Ava

**Now, click and save!**  
Visit [www.lifestride.com](http://www.lifestride.com) and meet 3 friends for the price of 1. (Ends 12/31/09).  
While you're there, find out how you can win a trip to New York City with your friends.

**Travel the globe with Lifestride**  
Ava is and so are her friends.  
Discover how you can become our next success story and Ava's facebook friend.

Claudette

Become a friend!  
facebook | twitter | YouTube

**Lifestride**  
You're in the spotlight now!

[www.lifestride.com](http://www.lifestride.com)



» Magazine Ad

Sharona: Success Stories winner and spokes model

Meg

Cindy

Alston

Claudette

Meet the new generation of friends and fashion!

Sharona

Stylish trends that keep up with your 24/7, multi-tasking, getting-ahead lifestyle.

Introducing! Sharona

Claudette

Ava

Now, click and save! Visit [www.lifestride.com](http://www.lifestride.com) and meet 3 friends for the price of 1. (Ends 12/31/09). While you're there, find out how you can win a trip to New York City with your friends.

Travel the globe with Lifestride. Ava is and so are her friends. Discover how you can become our next success story and Ava's facebook friend.

facebook twitter YouTube

*Lifestride*

You're in the spotlight now!

[www.lifestride.com](http://www.lifestride.com)

The advertisement features a large portrait of Sharona on the left. At the top, four smaller images show her friends: Meg in a red patterned top and black leggings, Cindy in a red dress and black tights, Alston in a white jumpsuit and red shoes, and Claudette in a black jumpsuit and black shoes. A circular inset on the right displays three styles of high-heeled shoes: a black pump, a red pump, and a purple pump. Social media icons for Facebook, Twitter, and YouTube are at the bottom left. The Lifestride logo and a silhouette of a person jumping are at the bottom right.

## » Facebook Application





» Direct Mail Postcard

**LifeStride**

8300 Maryland Ave.  
St. Louis, MO 63105

Meg Alston Dorsey Claudette

*Ava can hardly wait for New York City with her friends...*

Ava

Special savings for fashion-conscious women on the go!

Alexis Brown  
12345 Main St. Pl.  
Hipcity, MN 55123

Saving Code: 12345

Bulk Rate  
U.S. Postage  
PAID  
LifeStride

www.lifestride.com

*...only, which friends will she take along?*

Dorsey Meg Debut Alston Claudette

Meet the new generation of friends and fashion. Stylish comfort that keeps up with your 24/7, multi-tasking, getting-ahead lifestyle.

Now, click and save!  
Visit [www.lifestride.com](http://www.lifestride.com) and meet 3 friends for the price of 1. (Ends 12/31/09). While you're there, find out how you can join Ava and her friends and win a trip to New York City.

Introducing!  
Ava

Become a friend!  
facebook twitter youtube

**LifeStride** You're in the spotlight now!

www.lifestride.com

» Story Board



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