



The Ask: Develop an advertising campaign to expand Brooks' current customer base and drive running shoe purchases.

STRATEGY STATEMENT

For 'one-dayers' who are just a step behind daily joy, Brooks validates, motivates, and initiates with their foundation of success to kickstart their day ones.

CONSUMER INSIGHT

Our consumers want to strengthen their spirit by building healthy and permanent habits but need a little outside push

TARGET MARKET

The 'one-dayers' are 29-44 year old college grads who are caught up in the hustle and bustle of daily life and need a push forward to start day-by-day habits of success and happiness. They look to others for outside accountability to hold them to their goals and validate their efforts.

BRAND INSIGHT

Brooks offers a platform of success to validate their efforts while holding them accountable to their legacy of consistency

THE BIG IDEA

Our 'one-dayers' have goals of breaking free from the days life forces upon them and want to begin new, healthy habits, starting with running. Brooks gives them the push and the accountability they need to run after their happiness and seize their life each day, turning their dreams of 'one day' into day one.

TONE AND MOOD

Tone: Empowering and Optimistic
Manner: simple and inspiring

MEDIA

Daily Facebook posts
Daily Instagram posts
Online Collaborations

Promotion: Online shoe giveaways based on comments and social media engagements

THE LINE

The shoe of the consistent