



**Ganner**  
SINCE 1932

# CREATIVE BRIEF

## MISSION

Reposition Danner as a high-end fashion footwear company which appeals to twenty-thirty year old men with a keen eye for quality and style. The brand pivot targets a new generation of Danner customers while also promoting tradition, heritage, and quality.

## BRAND OVERVIEW

Danner was founded in 1932 in Portland, Oregon by Charles Danner on the belief that regardless of the economy, superior craftsmanship mattered. Danner has been grounded in Portland since opening and still prides itself on quality handcrafted products. The products are inspired by the Northwest outdoors and the rugged terrain that goes along with that. The company has positioned itself as a handcrafted bookmaker that specializes in hunting, work, military, and hiking. Danner takes great pride in "Made in the USA" and more specifically Portland. Danner has four locations; three in Portland and one in Washington, but their boots are sold all over the world in various retail markets. In 2011 the company signed an exclusive deal with the U.S. Department of Defense to manufacture the boots

## BRAND OWNERSHIP

In 1994 LaCrosse Footwear, a Wisconsin based bookmaker acquired Danner after an IPO that raised nearly \$18 million. In 2001 the company moved its headquarters to Portland, Oregon and opened a new factory specifically for the Danner brand. In 2012 ABC-Mart a Tokyo-based retailer with roughly 800 stores throughout Asia bought LaCrosse and became a privately owned company. Although Danner is now privately owned by a Japanese company the forward facing brand has remained largely untouched and still maintains the tradition of USA made, quality goods.

## PRODUCTS

Danner makes around 100 different boots all which fall in the categories of:

- > Work
- > Hunt
- > Military
- > Law Enforcement
- > Hike
- > Stumptown

## CURRENT BRAND STATUS

The current Danner brand is hyper-focused on the military, work, and hunting lines but has recently started to branch out into the fashion market. The newly added Stumptown line features a range of fashion-based products inspired by the industrial city of Portland and the Pacific Northwest outdoors; however, the Stumptown line is brand new and poorly promoted.

## TARGET CONSUMER

Danner's target consumer is a twenty to thirty year old man who appreciates style, craftsmanship, and quality goods. This individual is willing to pay for quality products although he may not necessarily be considered affluent. Style and fashion is important in this man's life, but in a masculine way. He may be considered somewhat of a hipster and trendsetter. This individual is about quality over quantity and is heavily inspired by the generations before our time. He probably wears selvedge raw denim and has a strong sense of pride in American made goods. This individual shops at places like Self Edge, ASOS, J. Crew, UNIQLO, and Huckberry. He most likely reads fashion and lifestyle blogs like, Mr. Porter, Highsnobiety, Put This On, Well Spent, Inventory, and Kinfolk.

## THE NEW DANNER BRAND

- Heritage
- Quality
- Tradition
- Style
- Pride
- Craft



# INSPIRATION BOARD



## TEXTURE

- > Leather
- > Suede
- > Cork
- > Sandpaper
- > Denim
- > Wool
- > Iron
- > Vinyl

## NOSTALGIA

- > Polaroids
- > 35mm Film
- > 45rpm Record
- > Viewmaster Camera Film
- > Skeleton Key

## FASHION

- > Goorin Bros Hat Shop
- > Will Leather Goods
- > Sam Larson Illustrations
- > Monogram Stamp
- > Supreme
- > Selvedge + Raw Denim
- > Wool Sock
- > Urban Outfitters Receipt

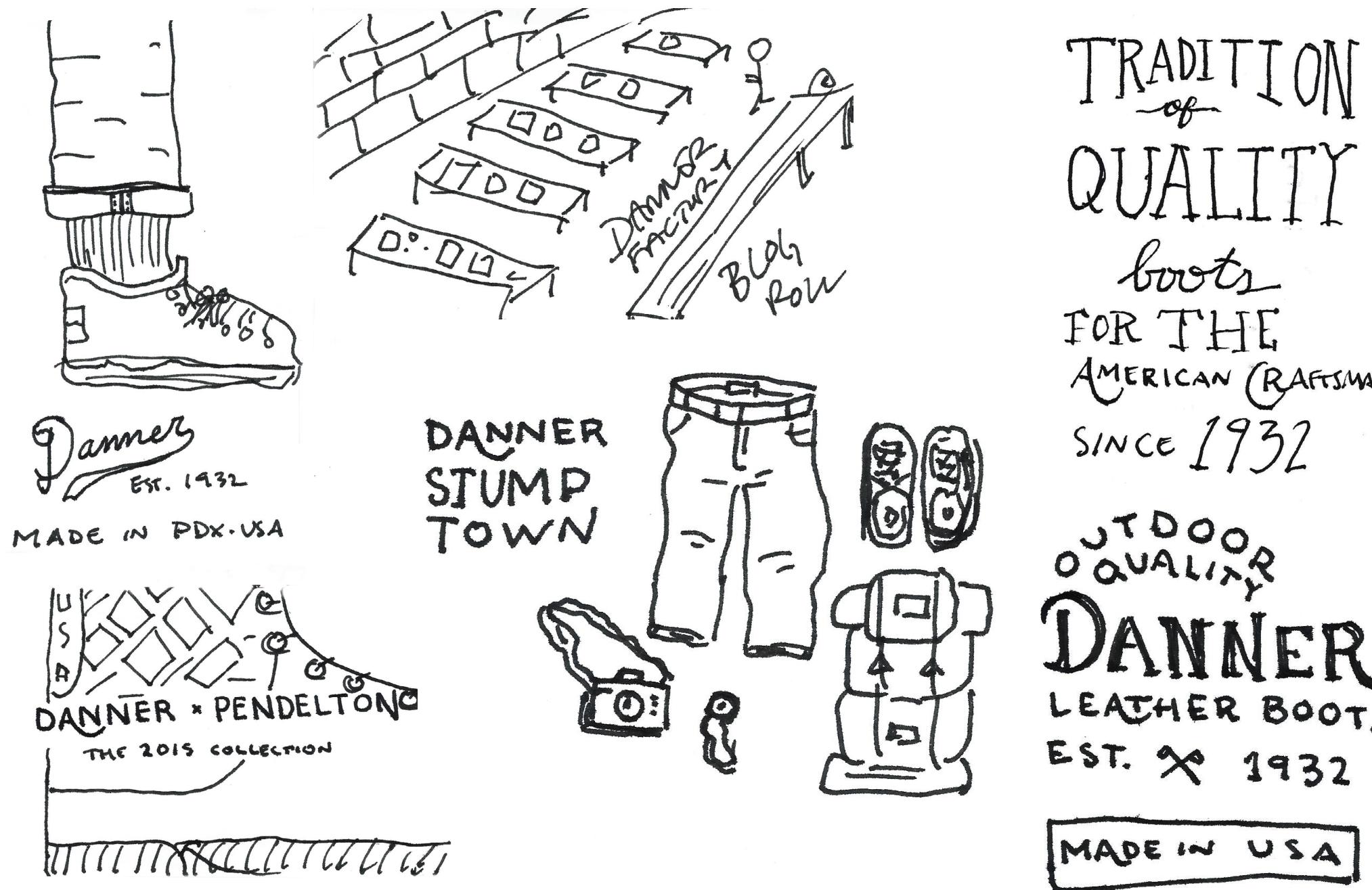
## LIFESTYLE

- > Vampire Weekend
- > Fleet Foxes
- > Tea Bags
- > Camera Gear
- > Rainer Beer
- > Outdoor Adventures
- > Guitar Pick

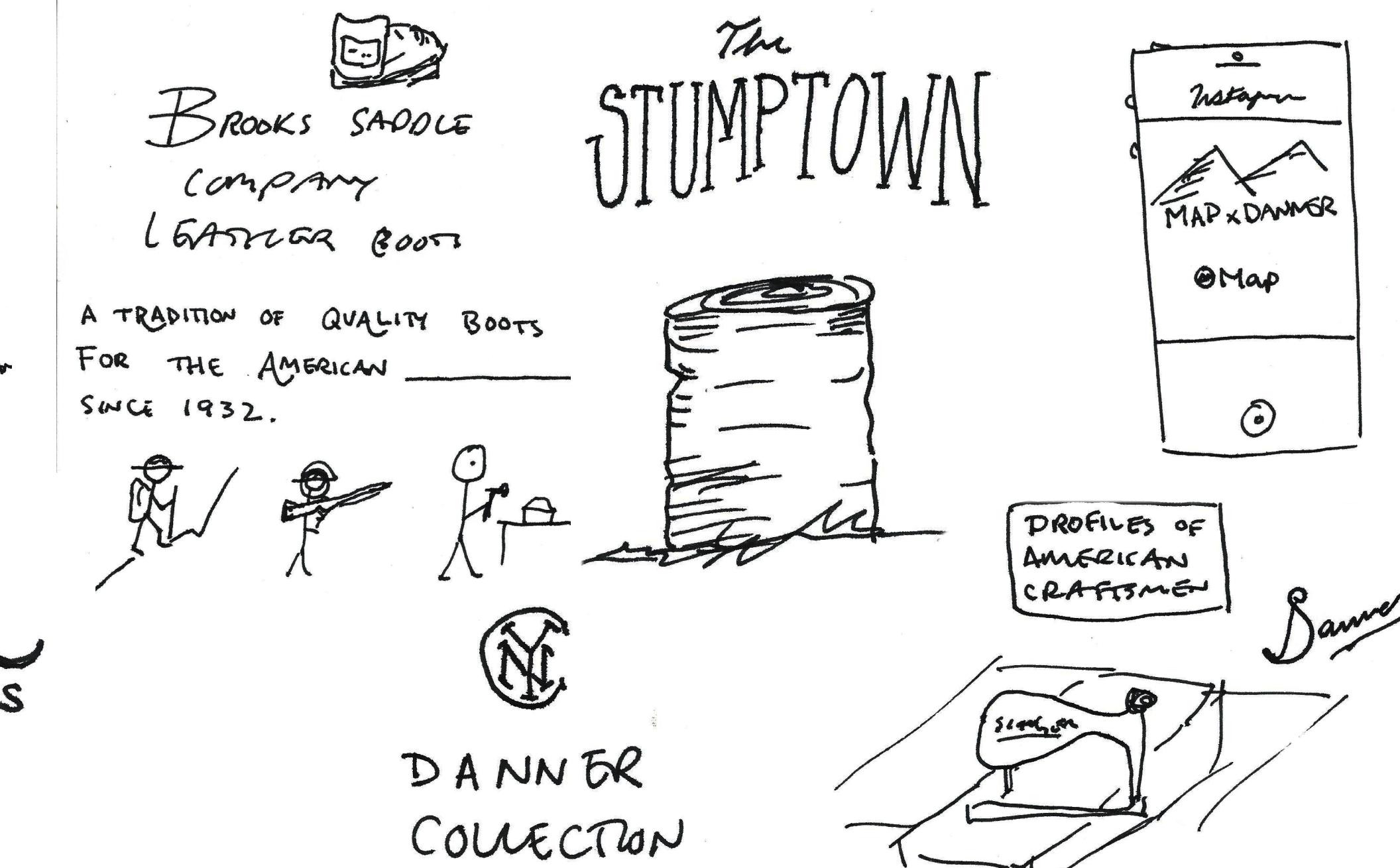
## PLACE

- > North West Beer
- > Crater Lake
- > Portland
- > Danner Hangtag

## EARLY IDEATION



## EARLY IDEATION



# POSSIBLE BRAND CHANNELS

## EXPLORER

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## HERITAGE

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## STYLE

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## OVERVIEW

The explorer campaign capitalizes on the hiking and outdoor lines of Danner products, but also speaking directly to current fashion and lifestyle trends. This campaign primarily focuses on social media and a product collaboration with fellow Portland outdoor company, Poler Stuff.

## TRADITIONAL

In Austin, TX; New York, NY; and Portland, OR Danner will commission a map that encourages people to go explore outside of their cities. The map will highlight a few places in the surrounding areas that people can go and Danner can take you there.

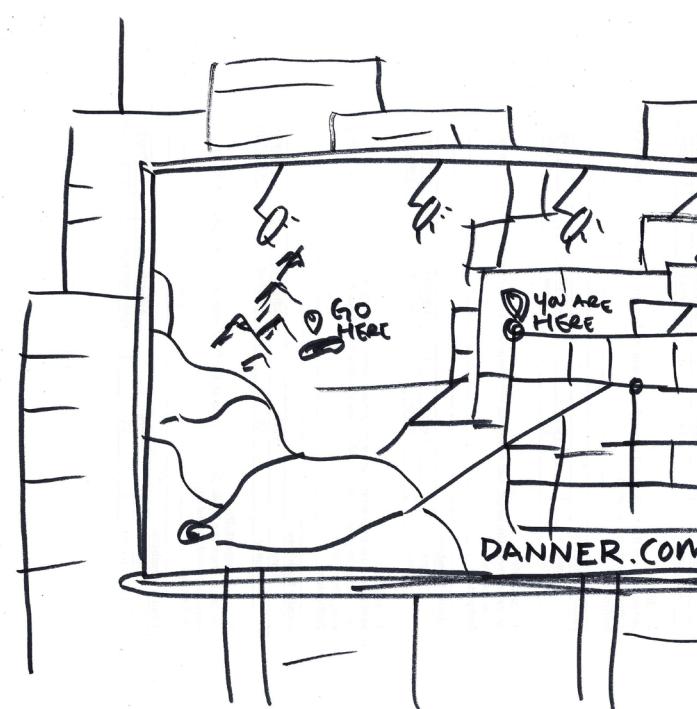
## NON-TRADITIONAL

Danner and Poler will create a product collaboration for both brands. Danner will make a limited edition boot that plays off the Poler style and Poler will create a jacket with leather badges and accents featuring Danner leather.

## SOCIAL

Danner will collaborate with two brands for an Instagram campaign. Poler has an extensive network of followers, nearly 100 thousand people view their posts every day and Danner will "take over" Poler's account for one week. Both brands will promote the new line and cross-market through the social media channel. Along with Poler Danner will also collaborate with Made With Map to encourage users to document their adventures. Map is another popular Instagram account and website that documents people's outdoor experiences and would be a great addition to the social campaign.

# EXPLORER CAMPAIGN: IDEATION



# HERITAGE CAMPAIGN: IDEATION

## OVERVIEW

In order to increase brand awareness and name recognition Danner will utilize it's rich and industrial history while also aligning itself with likeminded brands and individuals. The idea here is to promote cross-brand collaboration in cities where Danner is widely unknown.

## TRADITIONAL

Danner will film a series of mini-documentaries that highlight their own local leatherworkers along with various other craftsmen from Austin, TX and New York, NY. Once the videos are completed Danner will commission large wall murals highlighting the "maker profiles" in each city. This will not only promote the local craftsmen with likeminded values, but also increase Danner's brand

## NON-TRADITIONAL

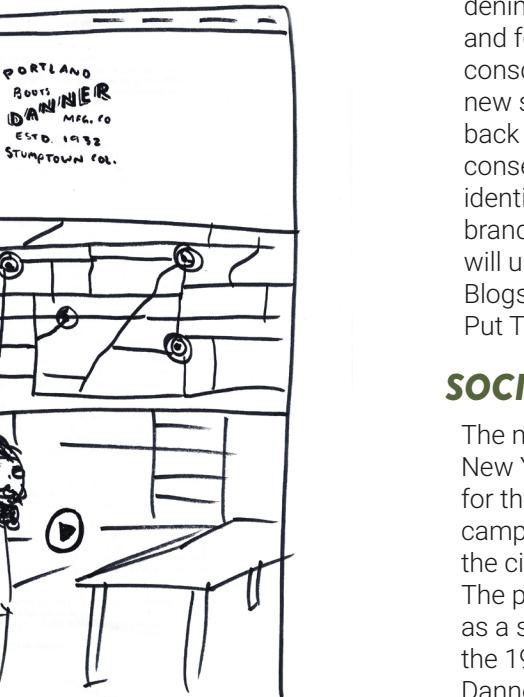
Once the documentaries and wall murals are completed Danner will create an interactive website that utilizes Google's street view technology and allows users to immerse themselves in the murals. The website will feature maps with the locations of the murals, the craftsmen's shops, and the Portland Danner factory.

## SOCIAL

Directly off the website users can register for a free tour of the Portland Danner factory. The factory will be highly interactive and have various stations for each step of the boot making process and allow for personal interaction with the product. At the end of the tours customers will receive promotional items and the opportunity to buy boots that were made in the very factory they just toured.



CRAFTSMAN PROFILE: NO. 1 DANNER, PDX



# STYLE CAMPAIGN: IDEATION

## OVERVIEW

Danner is well-known for quality work and outdoor boots, but the majority of the fashion world has yet to recognize Danner as a leading footwear maker. With current men's fashion trends leaning towards classic leather boots Danner is in the perfect position to position itself at the forefront of fashionable men's footwear.

## TRADITIONAL

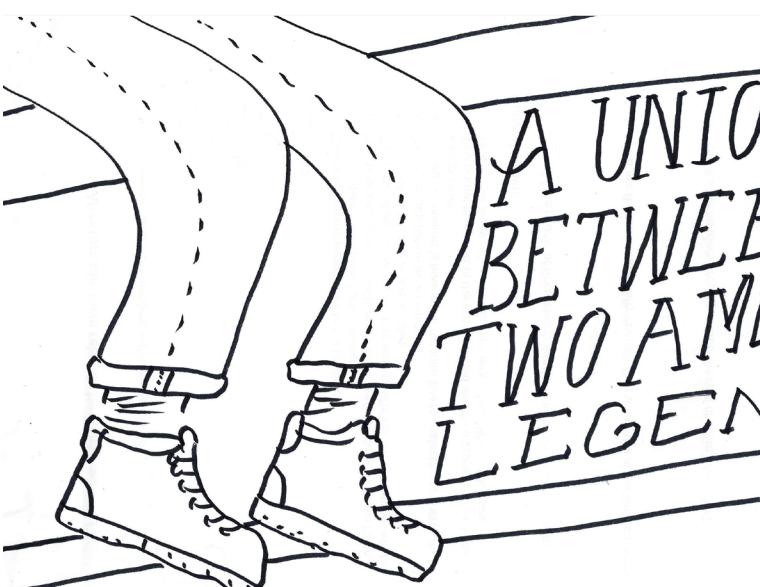
Danner will create a series of billboards focusing specifically on the product. Like most fashion brands Danner will let the product do the talking and present the brand in a high fashion manor.

## NON-TRADITIONAL

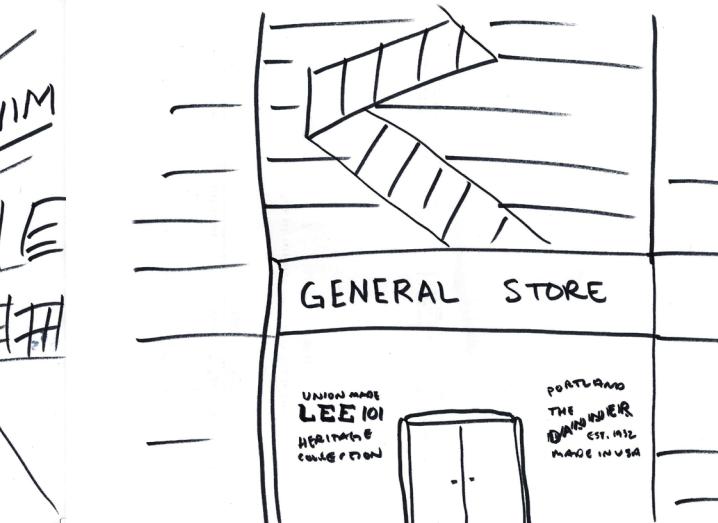
Danner will collaborate with The iconic Lee 101 denim brand to create a brand new line of boots and footwear tailored for the everyday fashion-conscious individual. Similarly Lee will create a new selvedge line of denim with a Danner leather back pocket. Men's fashion blogs are booming and consequently play a vital part in setting trends and identifying new styles. When two classic American brands like Danner and Lee collaborate the blogs will undoubtedly pick up and promote the new lines. Blogs like Highsociety, RAWR Denim, Mr. Porter, Put This On, Well Spent, and Inventory.

## SOCIAL

The most influential American city for fashion is New York so Danner will primarily focus on NYC for this campaign. The social component of the campaign involves a series of pop-up shops around the city in a full out guerrilla marketing campaign. The pop-up shops will be just as much a museum as a store. The shops will take customers back to the 1940s when Lee ruled the denim landscape and Danner was just getting started.



LEE DENIM & DANNER



# DANNER x LEE 101



## LEE MERCANTILE COMPANY

Lee was formed in 1889 by Henry David Lee as the Lee Mercantile Company in Salina, Kansas. Lee was the early competitor of Levis and Guess and has been titled one of the "Big 3" American jeanmakers. The decade of the 50s was a time of explosive growth for the company as it transitioned from a workwear manufacturer to casual fashion brand. Lee became a pop culture icon in the 50s after James Dean wore a pair of Lee Rider's 101 in *Rebel Without A Cause*, an outfit some have called "one of the most influential in American history." Since then Lee has lost its luster and always seems to find itself in the shadow of Levis, Gap, etc. However, Lee recently launched a heritage label, Lee 101 which aims to reclaim the quality and fame it once had through raw selvedge denim.

## BRAND OVERLAP

Lee has been a legendary American company for over 100 years, but over time the brand has lost its cool factor. With the launch of Lee 101 and the renewed commitment to quality selvedge denim Danner and Lee have very similar brand strategies and target consumers. Both Lee 101 and Danner target young semi-affluent males with a keen eye for style and a fascination with the generations before our time. Lee has a huge network and incredible brand recognition, while Danner has small-town authenticity and quality American made goods. Both brands would greatly benefit by tapping into the strengths of each label.

## GOALS

Position Danner as one of the leaders in the mens footwear fashion market and greatly increase brand awareness in states other than Oregon.



## PRODUCT COLLABORATION



## TRADITIONAL MESSAGING



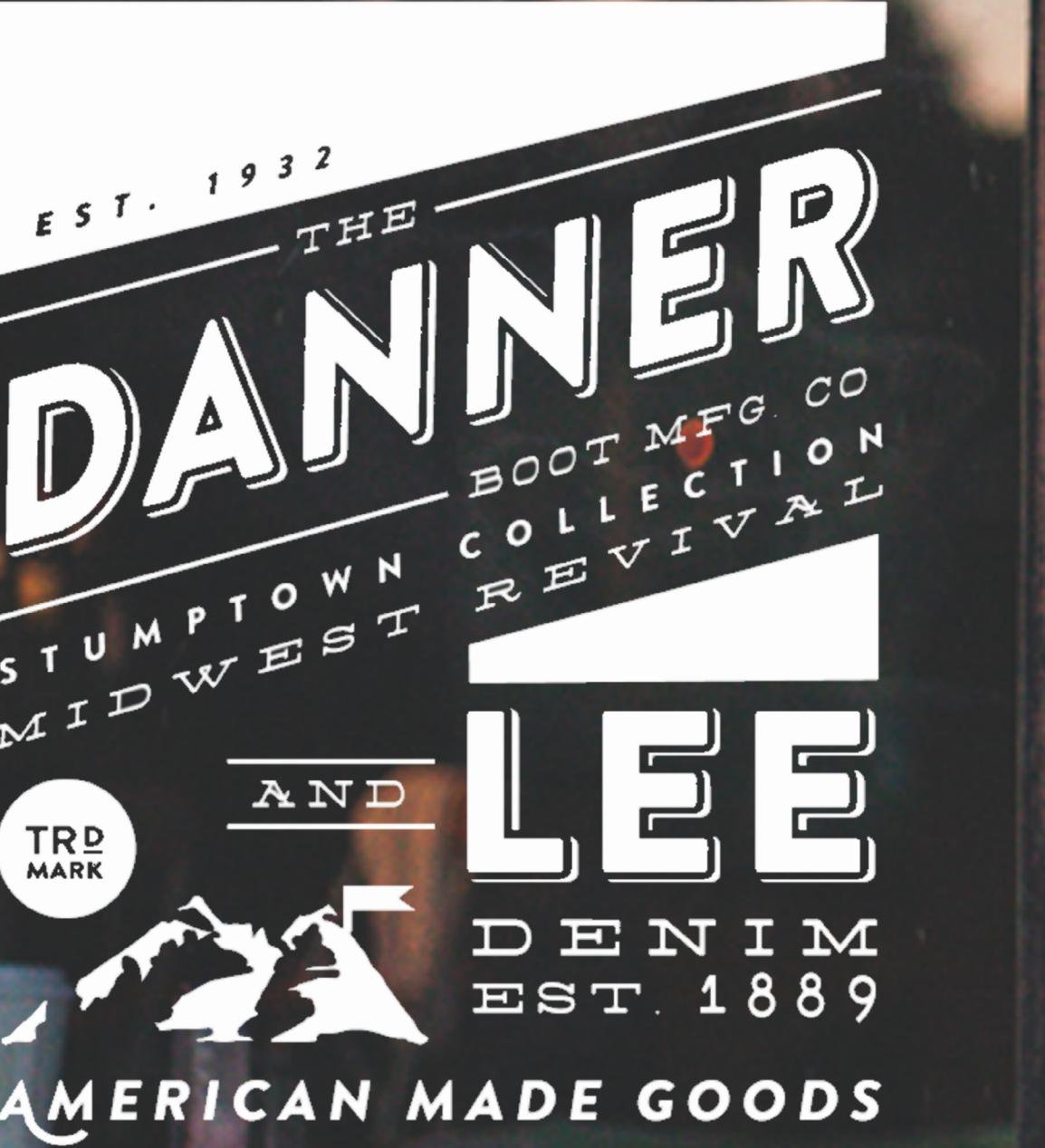


# NYC POP-UP SHOPS





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# FASHION BLOGS

