

Brand Reinforcement and Repositioning

Client:

One of the largest shoe manufacturers in the country

Problem:

The client brand was considered to be reliable, comfortable and value for money but not fashionable

Approach:

Finesse PR considered the strengths of the brand and decided that the present brand enforcers need to be kept in place while the effort would be to highlight the fashion points associated with the brand

Solution:

The idea was to change the perception around the brand without diluting its USP's. Finesse PR implemented a nationwide media campaign wherein the new range was given mileage with focus on fashion quotient like cut, styling, colours, quality of material used etc. The tie up with designers and participation in India Fashion Week was also given wide coverage. Throughout the campaign, care was taken to reinforce the existing characteristics of the brand while conveying that the products could also be used to make a fashion statement besides being used for daily wear.

Result:

The inherent properties of the brand were reinforced and the perception today is that the client can also make fashionable products.