



**Timberland**

**THIS  
IS  
NOT  
A  
BOOT.**



**1990**  
TIMBERLAND  
IS HIP-HOP !

**TIMBERLAND**

**KIMBERLY KING, CHANTELE HICKS, JAZZMIN  
MARTINEZ**

**FROM THE STREET  
TO THE STAGE**





# About *Timberland*

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- Timberland was created in Boston, MA, in 1952
- Timberland was the first to make an 8-inch thick, waterproof, warm, heavy-duty boot.
- In the early '90s, we started to see a trend of hip-hop rappers and celebrities wearing the boot as an artistic statement.
- Timberlands tend to see a considerable uptick in sales and interactions during colder months due to the warmth and durability of the shoe

# *Situation Analysis*

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## MISSION

“Equip people to improve their world by creating outstanding products and making a difference in the communities where we live and work”

## INSIGHTS

Timberland has had a loyal consumer base seeking a reliable boot that can function for both work and lifestyle

## VALUES

Timberland utilizes eco-friendly materials through responsible sourcing as well as pledged that by 2025, they will have planted 50 million trees





# Objectives

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**THROUGH A 15 MILLION DOLLAR BUDGET, OUR MEDIA PLAN'S OBJECTIVE IS TO INCREASE VISIBILITY WITH AN ALREADY LOYAL CONSUMER BASE IN ORDER TO SOLIDIFY ITS CREDIBILITY AND HONE IN ON THE BRAND'S TARGET AUDIENCE**

## **INCREASE REVENUE BY 10% IN FY 2025**

Achieved through traditional and digital advertising that will result in increased awareness and favorability for our target audience

**OUR MEDIA GOAL IS TO HAVE 22 MILLION IMPRESSIONS AMONGST CONSUMERS BY EXPANDING OUR REACH ACROSS DIFFERENT MEDIUMS.**





# Target Audience



## JAY

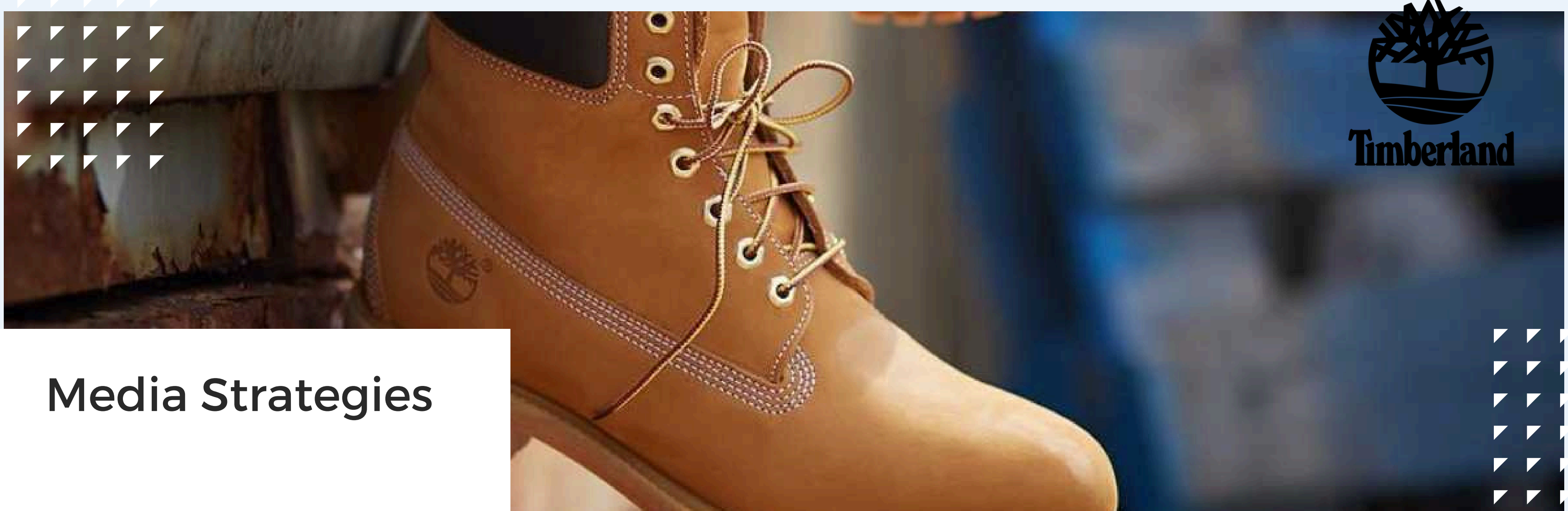
22 year old construction worker  
Outdoor enthusiast  
Streams Spotify and Facebook  
Watches BET after work



## MARIA

31 year old fashion conscious woman  
Frequently takes pictures to share on Instagram  
Values sustainability  
Eco-friendly and trendy are essentials





# Media Strategies

## OWNED MEDIA

- DIY Campaign
- Fashion Influencers
  - Submission on Website
  - Favorites on social media

## PAID MEDIA

- Sponsorships  
AVOD/Streaming  
Cable TV  
Print  
OOH Billboards  
TikTok, Instagram, Spotify

## EARNED MEDIA

- Features in Hypebeast  
and Dazed magazines



# Media Choices

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## SPONSORSHIPS

Utilize music festivals that attract our target audience of mid-atlantic, millennials and gen-z within Black and Brown communities

- Governor's Ball (150,000)
- Made in America (85,000)

## STREAMING

8.58 million are on the ad-supported tier of Netflix (9mil CPM impressions)

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## PAID SOCIAL

TikTok, Instagram, Mobile Video, and Mobile App

## CABLE TV

Commercials during show, Sistas

- Based on viewers, we are anticipating 986 impressions

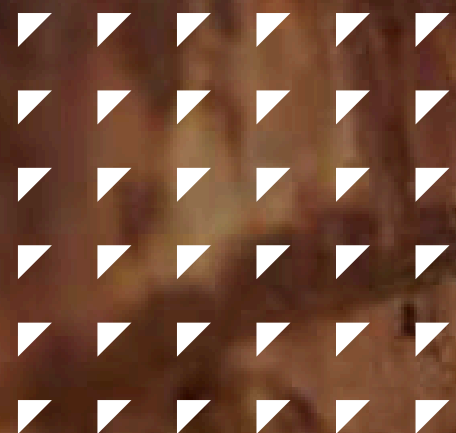
Commercial during BET Awards

- 2.8 Million Viewers/Impressions

## OOH BILLBOARDS

Year-round billboards in New York, Boston, California, Chicago, London, and Paris

- Near construction sites and fashion mall



# *Budget Breakdown*

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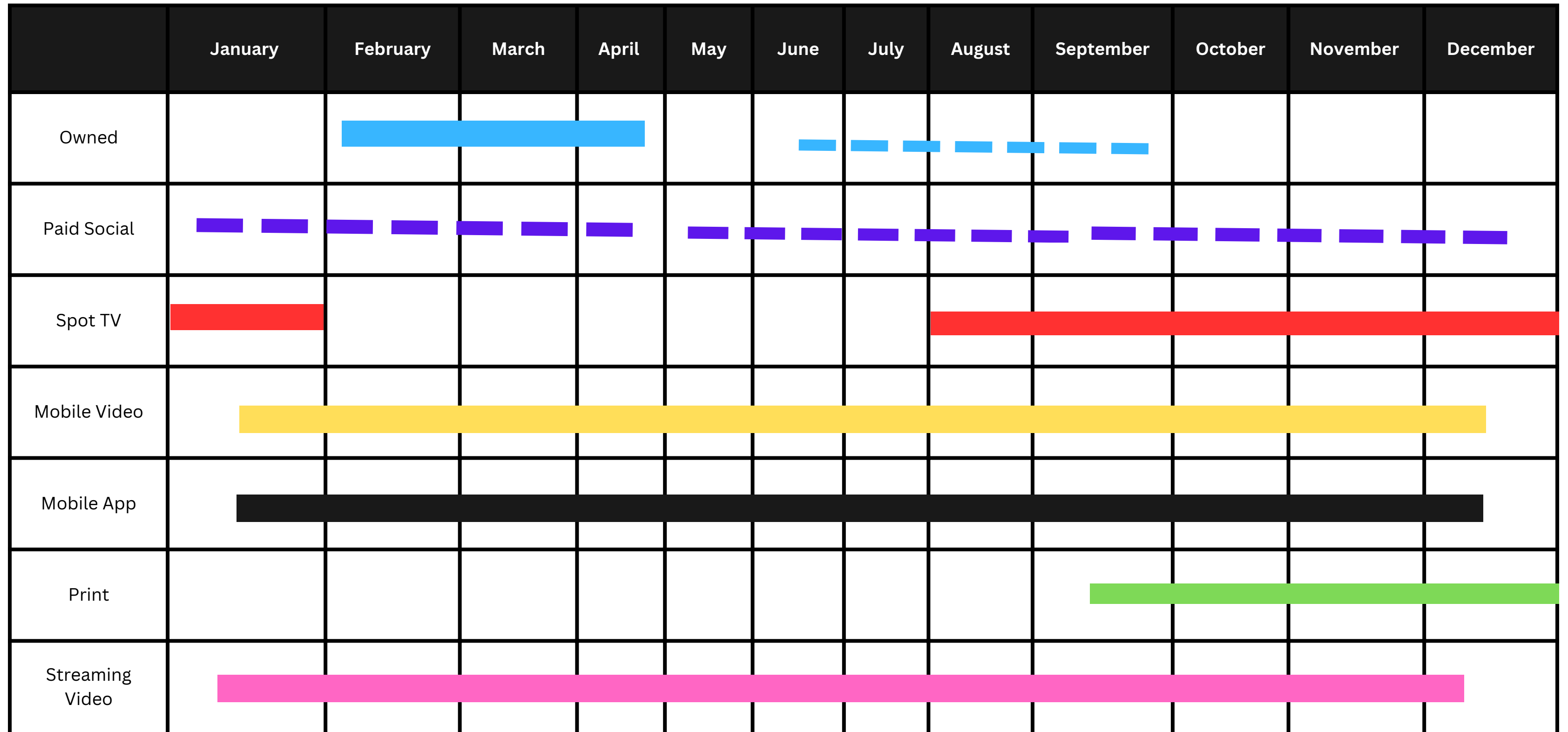


- **INFLUENCER MARKETING - \$321,750**
- **SPONSORSHIPS/BRAND ACTIVATIONS - \$1 MILLION**
- **STREAMING : \$495,000**
- **MOBILE APP (SPOTIFY): \$600,000**
- **CABLE TV: \$3,673,800**
- **BILLBOARDS: \$500,000**
- **PAID SOCIAL: \$8.3 MILLION**

**TOTAL : \$14,900,500 MILLION**



# Flow Chart





Timberland

*Thank you!*

