

BRAND MARKETING SUBMISSION BRIEF

PART I

Submit a ONE PAGE Creative Product Launch Plan. Describing your target consumer and your ideas on branding, marketing plan, advertising campaign, and sales strategy. Using images is optional. Keep Foot Locker and New Balance in mind when creating your launch plan.

- DO** SUBMIT A PDF OR JPEG WITH YOUR SKETCHES.
- DO** PUT YOUR FIRST NAME, LAST NAME, COUNTRY, AND ACADEMIC STATUS IN THE BOTTOM LEFT HAND CORNER OF YOUR SUBMISSION.
- DO** SAVE YOUR SUBMISSION AS YOURLASTNAME_YOURFIRSTNAME
- DO NOT** SUBMIT A LAUNCH PLAN FOR COMPETITOR BRANDS
- DO NOT** SUBMIT MORE THAN ONE PAGE

PART II

Once you submit your design(s), create a 2-3 minute video introducing yourself and your submission(s). Share your final design along with sketches, colors and supporting materials. How does your talent allow you to stand out. Why should you be part of the next Pensole class. Upload your video on YOUTUBE and provide the link in the application at www.pensole.com.

- DO** UPLOAD YOUR VIDEO TO YOUTUBE.
- DO** SUBMIT A YOUTUBE LINK
- DO** MAKE SURE YOUR VIDEO IS PUBLIC & NOT SET TO PRIVATE
- DO NOT** SUBMIT MP4 FILES
- DO NOT** SUBMIT VIDEOS SHOWING VISIBLE COMPETITOR PRODUCTS OR LOGOS

**SEE FOLLOWING PAGES
FOR SUBMISSION EXAMPLES >**



Product Launch Plan For The New Balance 2020 Made in the USA

THE PLAN: In an ongoing attempt for New Balance to showcase their commitment to sustainability, we bring the brand's first expedition into a completely vegan shoe - free of any kind of animal products, and made with sustainable-recycled materials. This shoe is created for the consumer who is just as conscious about the food they put in their body and how their lifestyle affects the environment, as as they are about the shoes they put on their feet.

TARGET CONSUMER	BRANDING	MARKETING PLAN	ADVERTISING CAMPAIGN	SALES STRATEGY
<ul style="list-style-type: none"> -Gender Neutral -Millennial -Lives in a major metropolitan city -Restaurant/ Food Truck Owner, CEO of Multi-Media Marketing Company -Integrates sustainability into every day life (recycles, bikes for transportation, uses recyclable bags, etc.) -Style: Minimal & Modern. Quality over quantity. High quality garments. 	<ul style="list-style-type: none"> -Shoe is made in The USA. -Free from animal products and recycled materials used on all parts. -Away with wasted shoe boxes. 1st NB sneaker to come in a reusable branded tote bag. -#FearlesslySustainable -Iconic "N" branding in a neutral Grey colorway. 	<ul style="list-style-type: none"> -Social pop-up events in major cities. -Exclusive first-hand look at the NB 2020. -Event features local vegan & vegetarian focused restaurants (food trucks, catering, etc). -Each event marketed locally at sneakershops, featured restaurants, and social media ads -Digital marketing, target marketing, area-specific out-of-home marketing. 	<ul style="list-style-type: none"> -Send early pairs to famous vegan celebrities and influencers. -Campaign highlights people who choose to live vegan, showcasing those people in the lookbook. -Initial pop-ups turn into a retail experience selling the shoes & apparel. -Social media recaps of all pop-up events & lookbook shared and covered by online magazines. 	<ul style="list-style-type: none"> -Limited release at pop-up events. 1st time shoes will release to public. -NB teams up with a vegan food truck and travels the US selling the shoes alongside a curated menu. Location and updates shared via social media -Following a few weeks of social media campaigns the shoes will release online & in-stores. -Success analyzed post-release to determine continuation of the line.

STAND STILL

FOR THE GIRL WHO IS ON THE RUN
A PLACE FOR TIME TO STAND STILL

DIGITAL PREVIEW

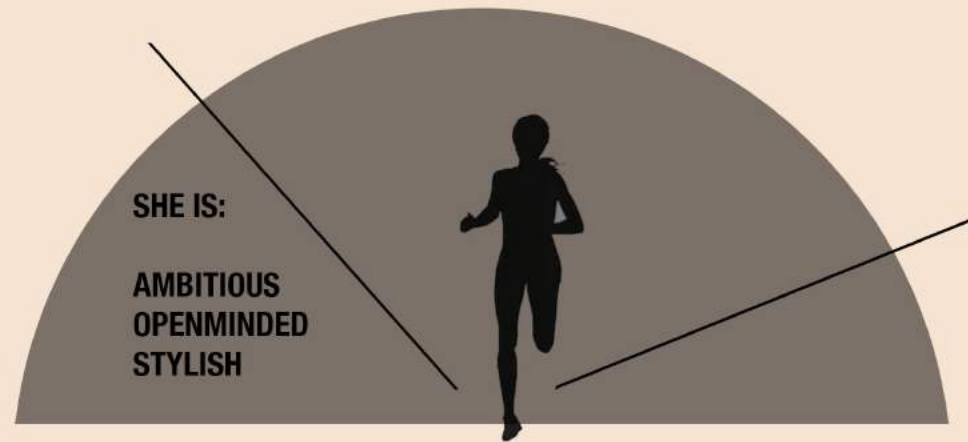
The lifestyle product launch will include a digital preview. This entails a full digital marketing campaign, including social media outreach, product unveiling through the New Balance app, and influencer collaborations.

CONCEPT STORE

A concept pop-up store would showcase the lifestyle products on display. Products would be showcased in a calming store setting with no digital displays, just the product and the customer to give the idea of time standing still.

POST LAUNCH

Products will be released beyond the concept store, online, through the New Balance app, and at select Foot Locker retailers. The goal is to keep the customer coming back and sharing their experience with this new lifestyle product.



LIFESTYLE PRODUCT LAUNCH

