



CASE STUDY: Launching a New Consumer Brand



Background

UKIES created a patented Nanogel technology inside a stylish women's high heel shoe, resulting in extraordinary comfort all day and throughout the evening. They answered the timeless question asked by women everywhere: Why must a stylish pair of heels have to hurt my feet? With UKIES, they don't! There was a strong need for marketing strategy at the CMO level, including online and retail distribution, licensing options, and consumer marketing through digital, PR and offline channels.

Challenges

- As a new company in a highly competitive market, UKIES needed a corporate positioning statement, brand architecture, point of differentiation, and clear functional and emotional benefits to customers and stakeholders for use with all internal and external communication and messaging.
- They also needed their messaging to be reflected throughout all of their marketing assets as well as a marketing calendar to reflect an aggressive approach to attaining critical mass and immediate sales.

Approach

- Created UKIES brand strategy and all creative assets
- Designed marketing collateral, shoe box packaging and directed their product marketing photo shoot
- Designed their website and digital assets
- Created their logo treatments and tagline: *Keep Your Heels On*
- Key influencer survey built and delivered to capture crucial feedback on product fit and marketing messaging
- Developed social media assets, search strategy and brand "voice"
- Played key role as publicist for several events resulting in interviews and articles written about the company story
- Measured every campaign element to optimize campaigns and increase ROI



Result

- In less than 90 days, UKIES re-launched their website, introduced impactful marketing collateral, implemented a targeted social media and search marketing strategy, and began selling their product online
- The public relations strategy has resulted in multiple articles including an exclusive in Women's Wear Daily, the premier fashion daily in the U.S.
- UKIES has been selling their shoes at targeted events and on their website.
- New styles will be coming out in Spring 2015.