

“If You Are an Individual, Wear Original”
Media Plan: Bucketfeet



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I. Executive Summary

Bucketfeet offers their consumers a quality, premium shoe made from durable materials that provides unique comfort, original style and a unique story that will be sure to gain attention.

The target audience is middle and upperclass men and women ages 18 to 24. These consumers live in the Chicagoland area and are enthusiasts of fashion, art and culture. They value individuality and expression through creative outlets.

Over the past few years, the shoe market has revealed that there is an increase in the purchase of shoes among Bucketfeet's target audience due to a rise in consumer sentiment and an increase in per capita disposable income. Despite Bucketfeet's higher price, the company's unique selling point of artist-designed shoes gives them the opportunity to succeed in the improved market against other premium shoe competitors including Vans and Toms.

The strategy is to emphasize Bucketfeet's distinct brand attribute of original shoe designs. Through the implementation of the "If you are an individual, wear original" campaign, consumers who value uniqueness, art and self expression will become attracted to the Bucketfeet brand. The campaign will be launched in the beginning of January 2014 and will continue on throughout December 2014. Bucketfeet will be introducing new creative materials including print advertisements for buses, bus shelters and magazines, online banner advertisements for social media sites and Chicago-based fashion blogs and outdoor ambient advertisements to be placed in high-traffic locations around the Chicagoland area.

Bucketfeet will allocate a media and advertising budget that represents 15% of the company's total dollar sales from 2013 to execute and utilize the abovementioned media vehicles. These media vehicles will allow Bucketfeet to reach the desired reach and frequencies, while keeping within their limited budget due to the newness of the company.

The main objectives are to increase the brand awareness by 10% by reaching 60% of the target population with a frequency of 2, resulting in a GRP of 120. Bucketfeet's communication objectives are to differentiate the company from its existing competitors by focusing on individuality, the unique selling point of the shoes. Bucketfeet aims to celebrate the differences each person possesses through the creative expression of their individuality in art, fashion and storytelling. Everyone is original.

II. Situational Analysis

A. History of the Brand

Bucketfeet was founded in 2011 by Raaja Nemani and Aaron Firestein in Chicago. The idea was born in Argentina where Nemani first met Firestein. Nemani was on a backpacking trip across the world and Firestein was working as a photographer and drawing shoe designs in his spare time. The two became friends through a love of new art and shoes. Before they left Argentina, Firestein designed a pair of shoes for Nemani that he wore for the rest of his year-long trip. During this time, Nemani connected with countless people around the world, many of whom were artists, because of the attention generated by his unique shoes.

Firestein was inspired by an art project he did in Rio de Janeiro. He believed that there were so many talented artists around the world and dreamed of a way for their art to be seen by many. Firestein reached out to Nemani and asked if he wanted to start a company based on showcasing unique artwork on high quality shoes. Bucketfeet was born.

B. Marketing Objectives & Strategies Analysis

Currently, Bucketfeet only has an online marketing platform. They are using their website and blog to market their products around the world. Due to the newness of the company, Bucketfeet spends little on marketing efforts.

To compensate for their lack of budget, the shoe artists serve as ambassadors to the company by wearing Bucketfeet products and sharing stories about the shoes with those they come in contact with. Each time Bucketfeet produces shoes, they choose a different artist to design for their products, which has created an extensive network of over 100 Bucketfeet artists. Because the artists live in over 20 countries all over the world, Bucketfeet's identity extends globally. They rely on each shoe's original story to serve as word-of-mouth promotion for the company.

C. Target Audience

Bucketfeet's current target audience is made up of fashion-forward upperclass men and women ages 18 to 30 living in urban areas across the United States. Due to the artistic nature of the company's shoes, Bucketfeet also targets art enthusiasts. Bucketfeet's limited children's line is targeted to parents in the the abovementioned target audience who seek fashionable shoe wear for their children.

D. SWOT Analysis

Strengths

- Bucketfeet has a unique brand story that is unlike any other premium shoe company on the market, which gives customers a diverse portfolio of shoes to select from.
- A different artist designs each shoeline Bucketfeet produces, giving customers an original story and style. Painters, graffiti artists, writers, illustrators, tattooists and many more original creators are part of the Bucketfeet artist network.

- High product quality—Bucketfeet’s signature footwear is manufactured with premium canvas and massage bubble insoles for ultimate quality and comfort.
- Bucketfeet has collaborated with over 100 artists in more than 20 countries.
- Bucketfeet connects people together through the creativity and inspiration of art.
- Bucketfeet is designed for all genders in a large variety of sizes.
- Environmentally friendly—Bucketfeet’s shoe boxes are made from 100% recyclable materials.

Weaknesses

- Bucketfeet is based solely out of Chicago, Illinois.
- Currently, Bucketfeet’s marketing efforts are only online.
- Because the company recently launched in Spring 2011, Bucketfeet has a limited advertising and media budget.
- Bucketfeet’s shoe prices are high for consumers in the company’s target audience.
- The price of Bucketfeet’s shoes are higher than those of its competitors.
- Bucketfeet shoes are made from canvas, which does not hold up against precipitation, dirt or harsh weather conditions that occur in a variety of geographic locations.

Opportunities

- Unique artwork from around the world—Bucketfeet creates shoes designed by different artists based in varying geographic locations.
- Bucketfeet has a standout and unique selling point—artist-designed shoes.
- Bucketfeet appeals to shoe enthusiasts, art fanatics and others who simply appreciate beautiful colors and designs.
- Has the potential to expand internationally and connect with vast amounts of artists from across the globe—Bucketfeet has created a new avenue for consumers to express themselves, appreciate others and support various artists around the world.
- Forever evolving—There is no shortage of supply in terms of unique designs that consumers will gravitate toward when browsing Bucketfeet’s footwear. Consumers will be able to purchase many pairs of Bucketfeet shoes, because each shoe design looks different.
- Word-of-mouth marketing potential—The individual designs of each shoe are conversation starters.

Threats

- Competition from similar brands in the same market segment—There are many existing shoe brands that are trying to break through the clutter within the premium shoe market.
- Emerging market—Established premium shoe brands have begun employing a similar concept of using bright, colorful and patterned shoe designs.
- Shoes are seasonal products. Bucketfeet’s canvas shoes may not be the most convenient footwear to combat extreme weather elements that differ based on location.

- Premium shoes are price competitive with the entry of new market competitors.
- Bucketfeet is a new product in a diverse market segment. New products generally have a short amount of time to create a credible reputation before they fail or are unable to penetrate the market.

E. Category Analysis

Bucketfeet belongs to the premium shoe market category. Premium shoes are shoes that represent a superior or higher quality of product which results in a higher price.

After the recessionary revenue declines due to weak consumer buying power, the shoe industry has measured growth in each year since 2010, including a 5.3% increase in 2013. The rebound has primarily been powered by rising consumer sentiment and per capita disposable income, which have combined to drive discretionary shoe purchases.

Shown below (Figure 1) are key statistics of the shoe industry in the United States for categories such as revenue, annual growth, wages and business. The products and service segments for the shoe industry include womens athletic shoes, mens athletic shoes, mens shoes (not including athletic wear), womens shoes (not including athletic wear), childrens shoes and slippers and other shoes. Bucketfeet's premium shoes fall under the mens, womens and childrens shoes (not including athletic wear), which makes up 60.8% of the shoe market category.

Some of the main external industry drivers contributing to the sale of shoes are consumer confidence index, price of shoes, participation in sports and external competition for the shoe stores industry.

The consumer confidence index (Figure 2) explains that when consumer perceptions of the economy are positive and consumer confidence is high, households tend to spend more freely on discretionary items, including shoes. The consumer sentiment index is expected to increase during 2014, creating a potential opportunity for the shoe industry.

Shoe purchases are relatively sold, since there are no other buying options. Over the past decade, footwear prices experienced a deflationary trend with overall footwear prices declining.

A significant portion of industry revenue is generated through the sale of athletic shoes for those participating in sports. As such, when the participation of Americans in sports increases, so does demand for appropriate footwear.

Department stores and online-only retailers directly compete with shoe stores, because these alternative outlets offer much of the same product mix in a more convenient format.

Figure 1. Shoe Industry at a Glance (2013)

Key Statistics Snapshot

Revenue
\$31.9bn

Annual Growth 08-13
1.8%

Annual Growth 13-18
4.0%

Profit
\$1.2bn

Wages
\$3.7bn

Businesses
10,952

Market Share

Foot Locker Inc.
15.4%

Designer Shoe Warehouse Inc.
7.7%

Payless ShoeSource
6.0%

Brown Shoe Company Inc.
5.7%

Key External Drivers

Consumer Confidence Index

External competition for the Shoe Stores industry

Price of shoes

Participation in sports

Revenue vs. employment growth

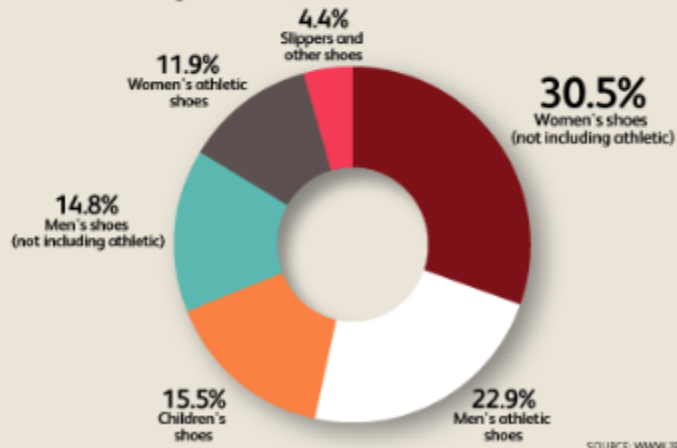


Consumer confidence index



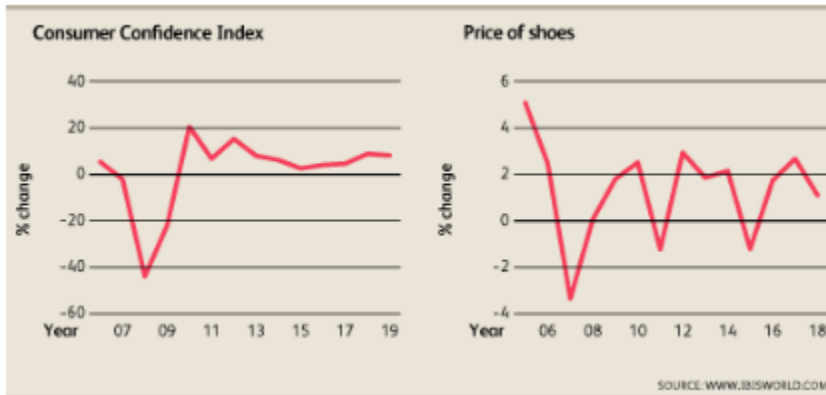
SOURCE: WWW.BISWORLD.COM

Products and services segmentation (2013)



SOURCE: WWW.BISWORLD.COM

Figure 2. Consumer Confidence Index vs. Price of Shoes (2013)



F. Competitive Analysis

As a premium shoe brand, Bucketfeet’s main competitors are Vans and Toms due to their comparable design aesthetic, target audiences and fashion-forward appeal.

Vans is a lifestyle company that sells active-casual and performance footwear. The company targets 10 to 24 year olds who are interested in fun, creative and individual achievement in skateboarding, snowboarding, surfing, wakeboarding, BMX riding and motocross. Vans’ marketing plan includes the owning and operating of sporting events and venues, the sponsorship of over 600 athletes and the use of print and television advertising. Vans products are distributed nationally and internationally via wholesale accounts, Vans retail stores and the internet.

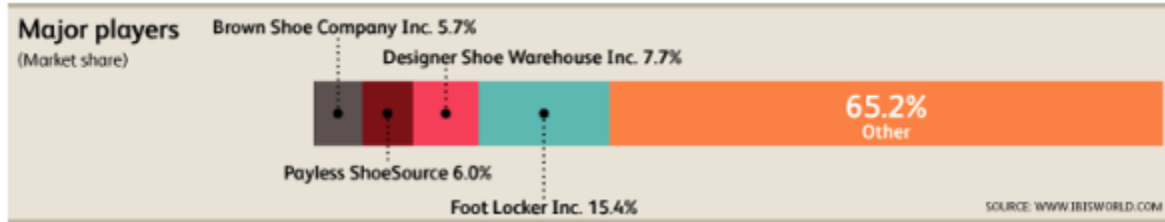
Toms is a premium shoe company based on the Argentine alpargata design. The company targets 10 to 30 year olds who are interested in helping impoverished children through the company’s “One for One” initiative—when Toms sells a pair of shoes, a second pair of shoes is sent to a child in need in Argentina, Ethiopia, Guatemala, Haiti or Rwanda. Toms spent its 2013 \$1.8 million advertising budget as follows: 82.9% on United States Search Internet, 14.7% on United States Internet Display and 2.4% on Outdoor. Toms products are distributed nationally and internationally via wholesale accounts, Toms temporary pop-up stores and the internet.

Despite its healthy recent performance, the shoe industry faces competitive threats from alternative retailers that stock footwear. Department stores, mass merchandisers and online-based retailers give consumers the option to buy their shoes in more convenient ways than traditional shoe stores. Department stores and mass merchandisers offer a one-stop-shop format, which helps shoppers save time by allowing them to buy clothes and shoes for the entire family in one place. Online retailers provide the same convenience with the added bonus of easy price comparisons between products.

Listed below (Figure 3) are the four largest players in the shoe stores industry, which include Foot Locker, Designer Shoe Warehouse, Payless ShoeSource, and Brown Shoe Company. Together, they account for 38.3% of industry revenue and market share.

Internal competition is also anticipated to intensify as the shoe store industry experiences growth in the number of establishments. Over the next five years, the number of shoe industry locations is expected to grow at an average annual rate of 0.7% to 31,143.

Figure 3. Major Shoe Companies (2013)

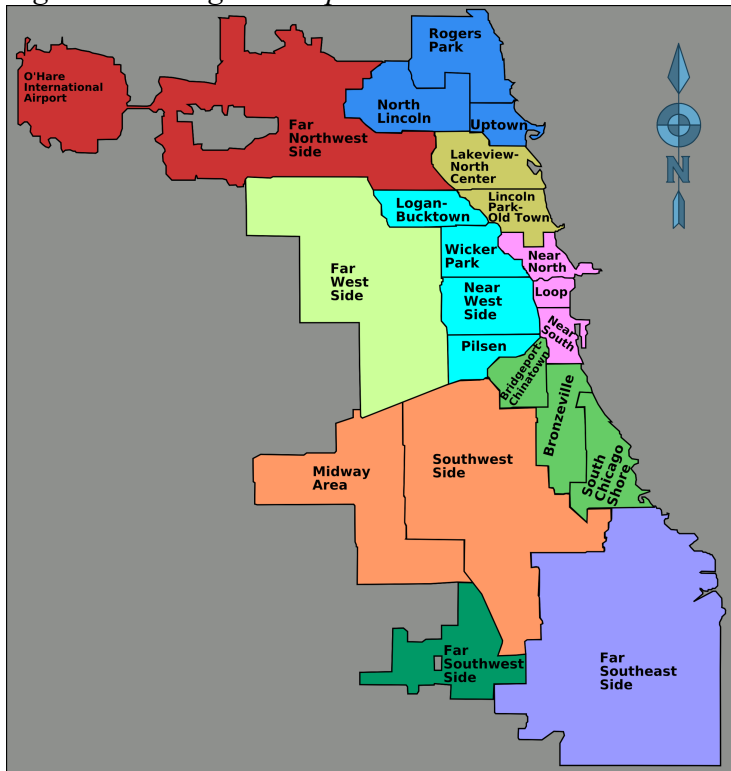


G. Geography

Chicago is the birthplace of Bucketfeet, so it is appropriate to consider the media plan and promotions strategy for the company within the Chicagoland area.

The Chicago metropolitan area (Figure 4), or Chicagoland, is the metropolitan area associated with the city of Chicago, Illinois and its suburbs. It is the area that is closely linked to the city through geographic, social, economic and cultural ties. Its total area covers 10,857 square miles.

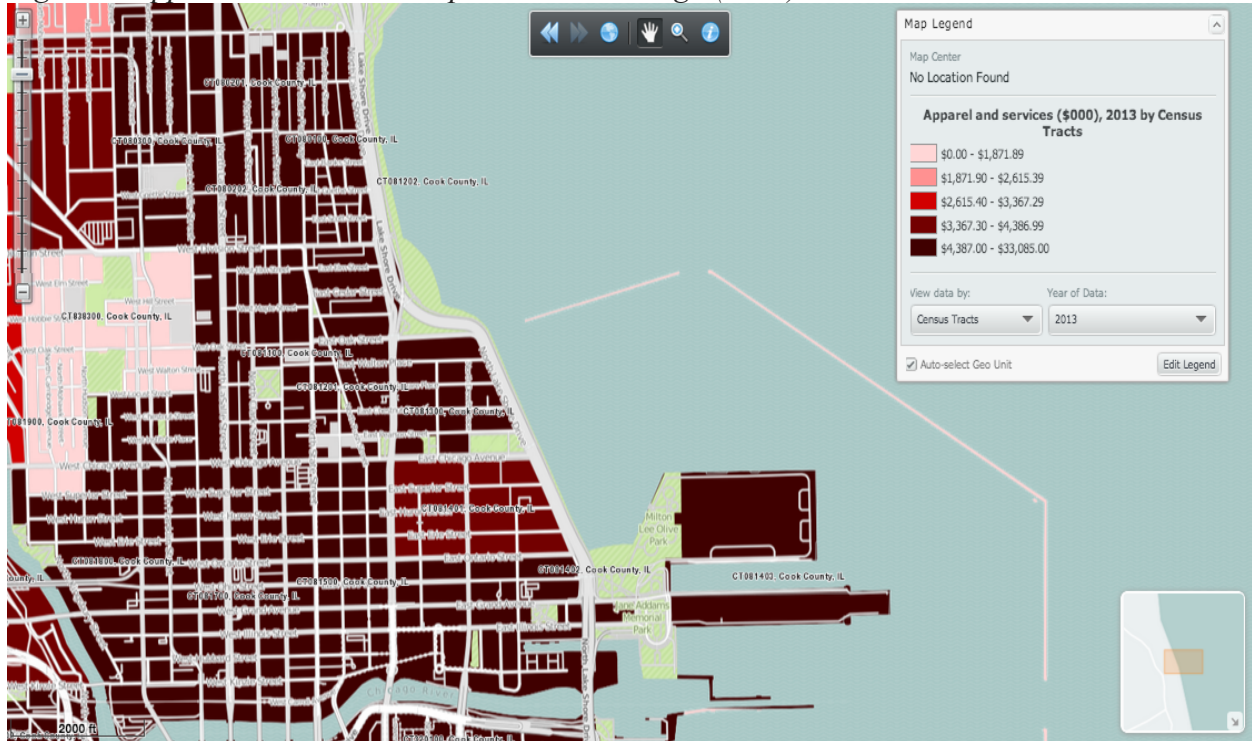
Figure 4. Chicago Metropolitan Area



Of the 2.7 million people residing in the Chicagoland area, 11.2% are ages 18 to 24. There are over 100 colleges within the Chicago metropolitan area including community and senior colleges, bachelor’s degree colleges, universities, graduate schools and specialized schools.

According to Global Language Monitor in 2010, Chicago ranked as the 29th fashion capital of the world. Below (Figure 5) is a map that highlights the most heavily populated locations for apparel retail in 2013. Such locations include the near north side, near south side and the loop.

Figure 5. Apparel and Services Population in Chicago (2013)



H. The Media Mix/Timing & Purchase Cycle

Due to the company’s newness and limited budget, Bucketfeet markets its artist-designed shoes completely online. Their advertisements are mainly on their website and social media profiles. Bucketfeet’s utilizes social media platforms including Facebook, Twitter, Instagram, Pinterest, Vimeo and a blog as a means of free word-of-mouth marketing. They update these platforms daily to advertise their new products, provide chances to win their newest collections and promote contests such as the Next Bucketfeet Artist. Bucketfeet also employs cookie banner advertisements that appear on the user’s screen after he or she has visited the company’s website.

III. Creative Brief—Storytelling Strategy

A. Communication Objective

The goal of the advertising is to create awareness for Bucketfeet among middle and upperclass 18 to 24 year olds within the Chicagoland area who hold an interest in individuality. The advertisements will highlight Bucketfeet's unique selling point of artist-designed shoes to differentiate the company in the minds of consumers and compete against its competitors within the premium shoe marketplace. The brand image will appeal to both men and women who are fashion-forward shoe enthusiasts, art fanatics and creative individuals.

B. Creative Strategy—Story Idea & Brand Positioning

Currently, Bucketfeet is positioned as a comfortable, canvas shoe presented in an artistic form. The quality of the shoe's materials including its 100% premium cotton-canvas lining, lightweight and durable rubber outsoles and anti-mildew, molded insoles are the highlighted features of Bucketfeet's products.

In order to differentiate Bucketfeet from its existing competitors, the company's creative strategy will focus on individuality, the unique selling point of the shoes. Each shoe is designed by a distinct artist in a way that celebrates individuality, self-expression and art. The shoes inspire conversation and connection through the promotion of originality.

Bucketfeet aims to celebrate the differences each person possesses through the creative expression of their individuality in art, fashion and storytelling. Everyone is original.

C. Promise

Each time Bucketfeet produces its product, the company selects a new artist to provide designs for its shoes. While Bucketfeet's unique selling point is its artist-designed shoes, the company's promise and product benefit is that every customer will receive an original story and individual style.

D. Tone

The tone of Bucketfeet's advertisements will be both youthful and inspiring. Each advertisement will take an optimistic approach to the product, featuring creativity and art as strong ways of celebrating individuality.

E. Tagline

As a means of selling Bucketfeet's unique selling point of artist-designed shoes, the company's tagline will be, "If you are an individual, wear original."

F. Creative Execution

The creative executions include one bus advertisement, one print magazine advertisement, one internet banner advertisement and one outdoor ambient advertisement.

Bus & Print Magazine Advertisements

Bucketfeet's bus and print magazine advertisements will feature a photograph of the artist with a short biography that describes his or her background and the inspiration behind his or her design. The artist's design will act as the background of each advertisement. The advertisements will illustrate the individuality of these artists, provide the context for each shoe's original story and style and inspire connectivity through art and self-expression. They will feature the tagline, "If you are an individual, wear original."

Figure 6. Bus Advertisement

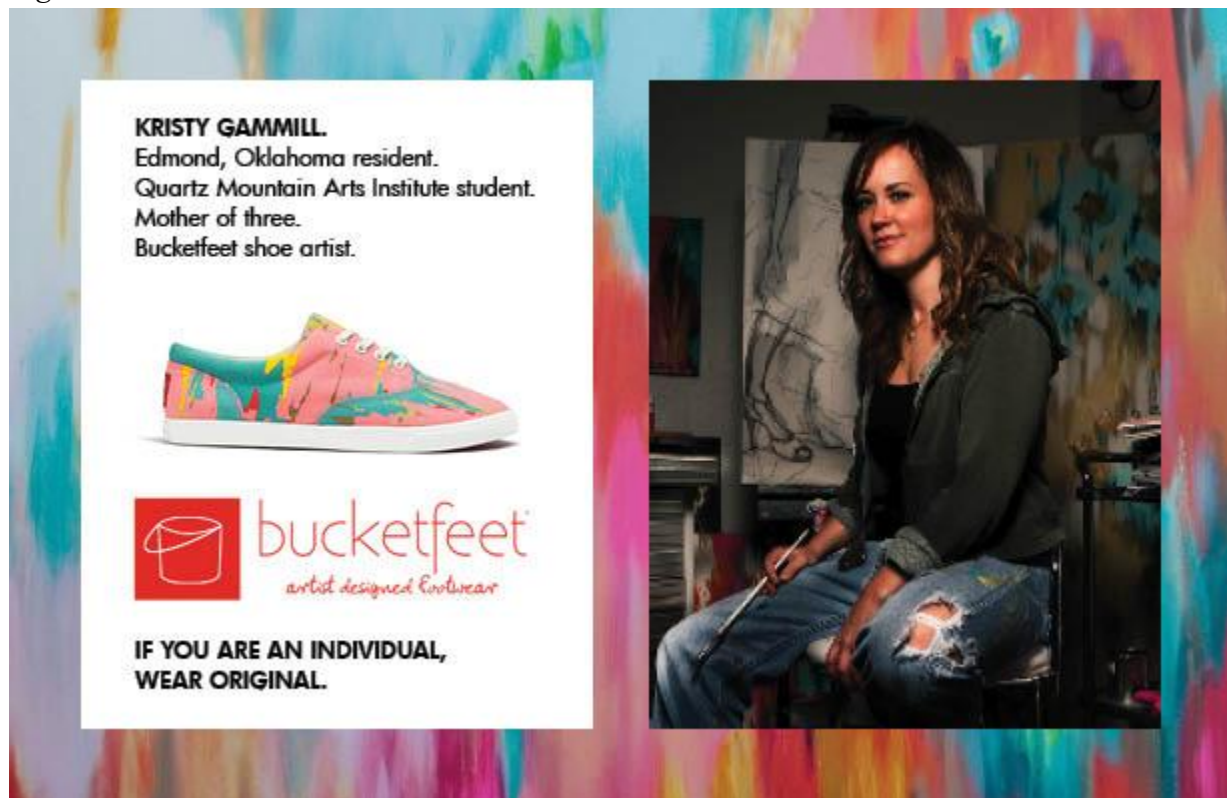

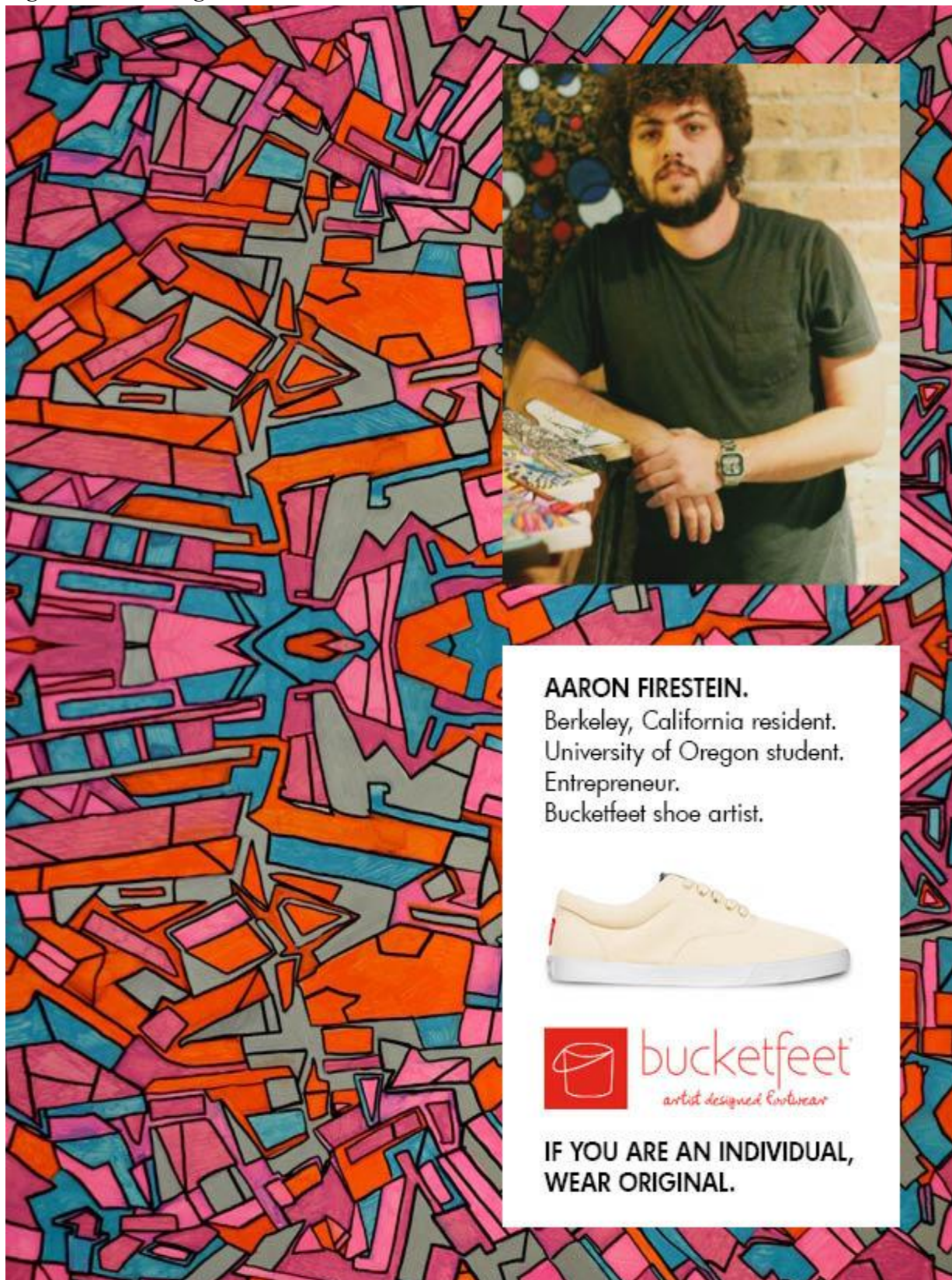



Figure 7. Print Magazine Advertisement



AARON FIRESTEIN.
Berkeley, California resident.
University of Oregon student.
Entrepreneur.
Bucketfeet shoe artist.



 **bucketfeet**
artist designed Evolvear

**IF YOU ARE AN INDIVIDUAL,
WEAR ORIGINAL.**

Internet Banner Advertisement

Bucketfeet's internet banner advertisements will feature a collection of the artists' designs. The advertisements will use the original and unique artworks to attract the attention of the online user. Each design will be linked to Bucketfeet's website where the artists' biographies can be read to promote their individuality and creative story. Bucketline's tagline will be featured on each advertisement: "If you are an individual, wear original."

Figure 8. Internet Banner Advertisement



Outdoor Ambient Advertisements

Bucketfeet's outdoor ambient advertisements will feature clear stickers with black silhouette outlines of Bucketfeet shoes. The stickers will be located on patterned and/or designed surfaces around the city of Chicago including on brick walls, on marble steps and on tree trunks. The advertisements will illustrate the uniqueness of Bucketfeet's shoe designs through the creative metaphor of Chicago's natural patterns and art. The advertisements will feature the tagline, "If you are an individual, wear original."

Figure 9. Outdoor Ambient Advertisement



IV. Media Objectives & Strategies

A. Target Audience

Objectives

The target audience for this campaign is middle and upperclass 18 to 24 year olds, both male and female, within the Chicagoland area. This area was chosen not only because Bucketfeet was founded in Chicago, but also because of the city's high concentration of this target group, the availability of large, popular shopping centers that serve the city and its surrounding, smaller communities and the proximity of retail locations to Chicago. The goal is to increase brand awareness among Chicagoland women and men within the target audience by 10% in one year.

Strategies

The "If you are an individual, wear original" campaign will introduce Bucketfeet as a lifestyle product. The company's advertisements will be placed on public transportation vehicles including buses within the Chicago metropolitan area; within popular fashion, art and lifestyle magazines favorable to 18 to 24 year olds; online on social media and relevant, topic-specific sites; and outside in heavily trafficked areas around Chicago using the ambient advertisements.

Rationale

These advertisements will allow us to reach our target audience through creative and eye-catching advertisements that have the potential to spark curiosity and raise awareness for Bucketfeet. The chosen advertisement locations are areas where our target audience has a higher possibility frequenting. These city locations are popular gathering places where our age group has a higher chance of visiting. We hope to ignite conversation through innovative storytelling.

B. Reach, Frequency & GRPs

Objectives

The goal is to reach 60% of our target audience using bus, print, online banner and outdoor ambient advertisements throughout the Chicago metropolitan area with an average frequency of 2. We hope to reach members of our target audience twice, at least once online and once offline. This would generate a GRP of 120.

Strategies

Bucketfeet will utilize a generally pulsing media schedule to gain awareness and increase advertising in summer months to take advantage of the seasonal nature of the product. Bucketfeet's bus advertisements will be run on queen and tail bus advertising panels on the CTA's busiest bus and rail routes. Bucketfeet's print advertisements will be featured on Chicago's bus stations and in RedEye Chicago magazine. The company's banner advertisements will be prominently featured on Facebook and Twitter and also on Chicago-based fashion blogs. Lastly, Bucketfeet's outdoor ambient advertisements will be located in highly-trafficked tourist

locations surrounding Millennium Park, the Chicago Cultural Center and the Art Institute of Chicago. In addition, ambient advertisements will be placed through Free-Standing Scrollers commissioned by JCDecaux in Joliet (West Field Mall of Joliet), Schaumburg (Woodfield Mall) and Oak Brook (Oak Brook Center).

Rationale

Because Bucketfeet is a small and relatively new company, raising awareness is the top priority. Bucketfeet is still in the introductory stage of its product life cycle. Promotional costs will be high, because there is a need to inform potential customers of our product. We are using a rapid skimming strategy since our product is priced considerably higher than other artist-designed shoes. We will be incurring several advertising strategies across many Chicagoland area locations to increase consumer awareness and adoption of our product.

C. Media Schedule & Timing

Bucketfeet will employ a pulsing media schedule for the company's bus advertisements with an increase in advertising during the summer months of April through May when the season is most opportune for the use of the product.

Similarly, Bucketfeet's bus shelter print advertisements will be employed from March through October and will increase during the summer months. Chicagoland citizens ages 18 to 24 are more likely to use bus transportation when the weather is not as severe. Bucketfeet will use print advertisements in RedEye Chicago continuously to maintain a presence within magazines. Readership of magazines does not significantly change according to month.

Bucketfeet will maintain a constant online presence using banner advertisements. Advertisements on Facebook and Twitter will alternate every month until May through August in which they will remain constant and increase to take advantage of the increase in shoe sales during summer months. To enhance Bucketfeet's online presence during this period, the company will advertise with fashion blogs Chi City Fashion and Chicago Street Style.

The use of ambient advertisements at Chicagoland's most prominent shopping centers will occur between January through May and August through December. Ambient advertisements will stop at shopping centers in June and July due to a decrease in overall time spent shopping by 18 to 24 year olds during summer months. Lastly, Bucketfeet will compensate for this decrease in outdoor advertising by utilizing Chicago's busiest summer tour attractions and placing advertisements in Millennium Park, around the Chicago Cultural Center and near the Art Institute of Chicago.

Figure 10. Bucketfeet Media Schedule

| Media | Jan | Feb | March | April | May | June | July | August | Sept | Oct | Nov | Dec |
|------------------------------|-------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Bus Ads | [Orange bar] | | | | | | | | | | | |
| Print Ads | [Blue bar] | | | | | | | | | | | |
| Bus Shelters | [Blue bar] | | | | | | | | | | | |
| RedEye Chicago | [Pink bar] | | | | | | | | | | | |
| Banner Ads | [Green bar] | | | | | | | | | | | |
| Facebook | [Green] | [Green] | [Green] | [Green] | [Green] | [Green] | [Green] | [Green] | [Green] | [Green] | [Green] | [Green] |
| Twitter | [Cyan] | [Cyan] | [Cyan] | [Cyan] | [Cyan] | [Cyan] | [Cyan] | [Cyan] | [Cyan] | [Cyan] | [Cyan] | [Cyan] |
| Chi City Fashion | [Purple] | [Purple] | [Purple] | [Purple] | [Purple] | [Purple] | [Purple] | [Purple] | [Purple] | [Purple] | [Purple] | [Purple] |
| Chicago Street Style | [Yellow] | [Yellow] | [Yellow] | [Yellow] | [Yellow] | [Yellow] | [Yellow] | [Yellow] | [Yellow] | [Yellow] | [Yellow] | [Yellow] |
| Ambient Ads | [Light Green bar] | | | | | | | | | | | |
| Oak Brook Center | [Light Green bar] | | | | | | | | | | | |
| Woodfield Mall | [Black bar] | | | | | | | | | | | |
| Joliet Mall | [Pink bar] | | | | | | | | | | | |
| Westfield Mall | [Brown bar] | | | | | | | | | | | |
| Millennium Park | [Grey bar] | | | | | | | | | | | |
| The Chicago Cultural Center | [Red bar] | | | | | | | | | | | |
| The Art Institute of Chicago | [Teal bar] | | | | | | | | | | | |

Media Selection

Within Chicago's city boundaries, JCDecaux Street Furniture networks reach nearly three million residents and visitors for 24 hours a day, seven days a week on bus shelters, city information panels and newsstand kiosks. JCDecaux provides 3,000 backlit advertising panels within Chicago, delivering extensive coverage downtown and throughout the Chicagoland area. JCDecaux bus shelters have the biggest reach capacity in the Chicago alone. The company also offers advertising opportunities in neighborhoods throughout the city where no other companies do. All panels are 24-hour backlit, increasing the reach of advertising by 16% according to Arbitron Inc.

Downtown coverage includes:

- Key retail locations along the Magnificent Mile and State Street
- Key venues—Wrigley Field, U.S. Cellular Field, Soldier Field, United Center, Navy Pier and McCormick Place Convention Center
- Main roads leading to both Midway and O'Hare airports
- Key neighborhoods (Figure 10) where there is a younger demographic more relevant to our product—Lincoln Park, Old Town, West Loop, Wicker Park-Bucktown, Lakeview, The Gold Coast, Printers Row, Beverly, Midway and Wrigleyville
- Major arterials (Figure 11)—Ashland Avenue, Lincoln Avenue, Western Avenue, Fullerton Avenue, Milwaukee Avenue, Halsted Street, North Avenue and Lake Shore Drive

Figure 11. JCDecaux Neighborhood Locations (2013)

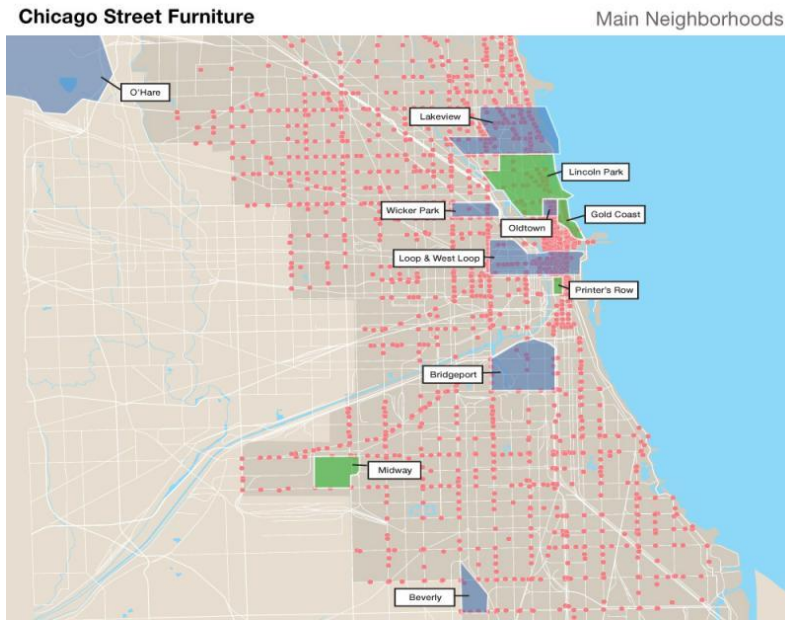
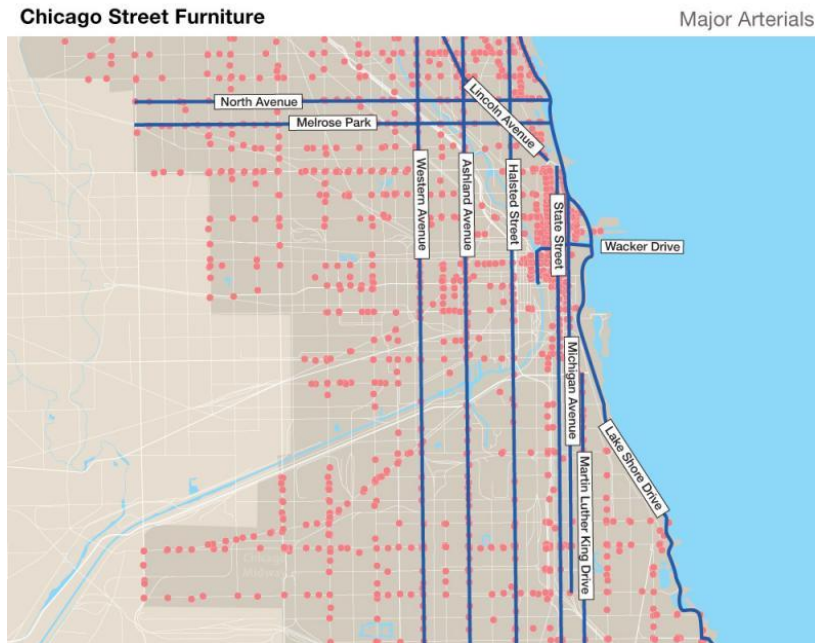


Figure 12. JCDecaux Arterials Locations (2013)



In the selected cities across the Chicagoland area where our products will be heavily advertised, JCDecaux provides Free-Standing Scrollers at the most visited shopping centers.

Below are detailed demographics of the typical consumer in each of the abovementioned shopping centers.

Oak Brook Center—Oak Brook, Illinois

- 18 to 24 year olds make up 10% of the shopper population
- When comparing Oakbrook Center to the mall norms for the country, the Oakbrook customer is wealthier, holds a more professional occupation and is better educated with 81% of shoppers having attended college or graduate school.
- Shoppers at Oakbrook Center are 36% more likely to have a household income in excess of \$100,000 a year than most adults in the Chicagoland area.
- Out of the 45 major centers in the Chicago metropolitan area, Oakbrook Center is Chicago's premier shopping destination, ranking number one.

Woodfield Mall—Schaumburg, Illinois

- 18 to 24 year olds make up 13% of the total shopper population
- Woodfield's is densely populated with young professional families and upscale singles with 34% having gone to college or graduate school and 49% holding white-collar positions.
- Woodfield's shoppers are more affluent than their adult counterpart in the Chicagoland area, being 34% more likely to have a household income in excess of \$100,000 a year.
- Out of the 45 major centers in the Chicagoland area, Woodfield is a premier shopping destination, ranking number three in most shopped.

Westfield Joliet Mall—Joliet, Illinois

- 18 to 24 Year olds make up 21% of the shopper population
- Of Louis Joliet's shoppers, 44% are white-collar professionals with 50% having attended college or graduate school.
- On average, shoppers visit Louis Joliet Mall 2.6 times per month and spend approximately two hours and 14 minutes at the mall per visit.
- On average, shoppers spend \$87.29 per shopping trip.

Westfield Mall—Aurora/Naperville, Illinois

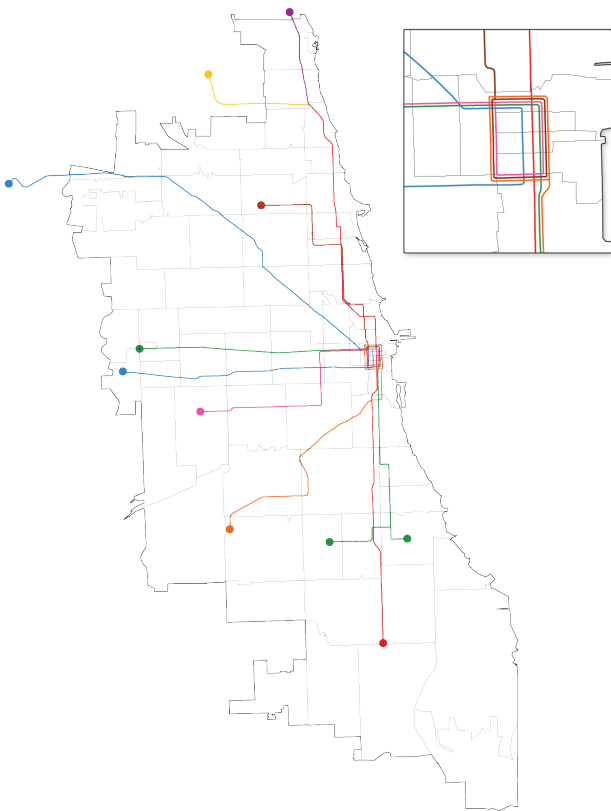
- 18 to 24 year olds make up 6% of the total shopper population
- Of Fox Valley's shoppers, 58% have attended college or graduate school and 40% hold white-collar positions.
- Thirty percent of shoppers have household incomes in excess of \$100,000 per year.
- On average, shoppers visit Westfield Fox Valley 1.9 times per month and spend approximately two hours and 10 minutes at the mall per visit.
- On average, shoppers spend \$93.97 per visit.

Our print advertisements will run in one of Chicago's most popular, widely circulated magazines, the Chicago RedEye.

RedEye Chicago

- Seventy-five percent of RedEye readers are employed and 68% are college educated. They are digitally savvy and fashion, entertainment and culture enthusiasts.
- Fifty-one percent of readers are between the ages of 21 and 44.
- Seventy-seven percent of readers live in the city and 64% use the CTA.
- The average household income of a RedEye reader is \$64,000.
- The RedEye Chicago is the number one distributed paper in the Chicago.
- Reach details (Figure 12):
 - Monday–Tuesday distribution: 150,000 each day
 - Wednesday–Friday distribution: 200,000 each day
 - Average weekly readership is 841,604
 - Distributed at 2,319 honor boxes, 161 Metra stations and at 516 high-traffic locations

Figure 13. RedEye Chicago Distribution Map (2013)



D. Geography & Budget

Bucketfeet will employ 15% of the company's total dollar sales in 2013 on media spending.

Within Chicago, there are 182,933 people age 15 to 19 and 223,027 people age 20 to 24, bringing the total number of potential Bucketfeet consumers to 405,960.

The major population centers in the Chicagoland area that Bucketfeet will be exploring are listed below.

- Naperville, Illinois—Of Naperville’s total population of 143,684, 18 to 24 year olds make up approximately 7%.
- Joliet, Illinois—Of Joliet’s total population of 148,268, 18 to 24 year olds made up approximately 9%.
- Schaumburg, Illinois—Of Schaumburg’s total population of 75,386, 18 to 24 year olds make up approximately 8%.
- Oak Brook, Illinois—Of Oak Brook’s total population of 7,991, 18 to 24 year olds make up approximately 6%.

Oak Brook, Illinois is the location of one of the state’s most visited shopping centers, the Oak Brook Center Mall. However, the town itself has a population of only 7,991. Regardless, it is surrounded by suburbs with greater populations that frequent the area almost daily for their shopping. These suburbs include Lombard, Downers Grove, Wheaton and Glen Ellyn.

V. Appendix

Figure 14. Shoe Industry Revenue



Figure 15. Growth Strategies: Shoe Industry

Tools of the Trade: Growth Strategies for Success



Figure 16. Naperville Population

Naperville (city), Illinois

Want more? [Browse data sets for Naperville \(city\)](#)

| People QuickFacts | Naperville | Illinois |
|---|------------|------------|
| Population, 2012 estimate | 143,684 | 12,868,192 |
| Population, 2010 (April 1) estimates base | 141,845 | 12,830,632 |
| Population, percent change, April 1, 2010 to July 1, 2012 | 1.3% | 0.3% |
| Population, 2010 | 141,853 | 12,830,632 |
| Persons under 5 years, percent, 2010 | 5.8% | 6.5% |
| Persons under 18 years, percent, 2010 | 28.7% | 24.4% |
| Persons 65 years and over, percent, 2010 | 8.7% | 12.5% |
| Female persons, percent, 2010 | 51.4% | 51.0% |

Figure 17. Joliet Population

Joliet (city), Illinois

Want more? [Browse data sets for Joliet \(city\)](#)

| People QuickFacts | Joliet | Illinois |
|---|---------|------------|
| Population, 2012 estimate | 148,268 | 12,868,192 |
| Population, 2010 (April 1) estimates base | 147,463 | 12,830,632 |
| Population, percent change, April 1, 2010 to July 1, 2012 | 0.5% | 0.3% |
| Population, 2010 | 147,433 | 12,830,632 |
| Persons under 5 years, percent, 2010 | 8.9% | 6.5% |
| Persons under 18 years, percent, 2010 | 30.8% | 24.4% |
| Persons 65 years and over, percent, 2010 | 8.4% | 12.5% |
| Female persons, percent, 2010 | 50.6% | 51.0% |

Figure 18. Schaumburg Population

Schaumburg (village), Illinois

Want more? [Browse data sets for Schaumburg \(village\)](#)

| People QuickFacts | Schaumburg | Illinois |
|---|------------|------------|
| Population, 2012 estimate | 74,781 | 12,868,192 |
| Population, 2010 (April 1) estimates base | 74,227 | 12,830,632 |
| Population, percent change, April 1, 2010 to July 1, 2012 | 0.7% | 0.3% |
| Population, 2010 | 74,227 | 12,830,632 |
| Persons under 5 years, percent, 2010 | 6.1% | 6.5% |
| Persons under 18 years, percent, 2010 | 20.4% | 24.4% |
| Persons 65 years and over, percent, 2010 | 12.3% | 12.5% |
| Female persons, percent, 2010 | 51.7% | 51.0% |

Figure 19. Oak Brook Population

Oak Brook (village), Illinois

Want more? [Browse data sets for Oak Brook \(village\)](#)

| People QuickFacts | Oak Brook | Illinois |
|---|-----------|------------|
| Population, 2012 estimate | 7,991 | 12,868,192 |
| Population, 2010 (April 1) estimates base | 7,883 | 12,830,632 |
| Population, percent change, April 1, 2010 to July 1, 2012 | 1.4% | 0.3% |
| Population, 2010 | 7,883 | 12,830,632 |
| Persons under 5 years, percent, 2010 | 3.1% | 6.5% |
| Persons under 18 years, percent, 2010 | 17.8% | 24.4% |
| Persons 65 years and over, percent, 2010 | 29.3% | 12.5% |
| Female persons, percent, 2010 | 52.1% | 51.0% |

VI. References

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