

***SOMETIMES THE
STRONGEST
MEN ARE FOUND
OUTSIDE
THE GYM.***

***Annie Voltmer, Navia Higgins,
Erin Formulak, Gabby Baker***

April 30, 2019

**THE
GANE→
AGENCY**

Table of Contents

Research	1
Secondary	2
Primary	9
Creative Brief	12
Print	14
Headlines and Taglines	15
Thumbnails	16
Print Advertisements	20
Print Mock-Ups	23
Rationale	26
TV	27
Script	28
Storyboard	30
Key Frame and Rationale	31
Social Media	32
Twitter Mock-Ups	33
LinkedIn Mock-Ups	35
Rationale	37
Out of Home	38
Headlines	39
Thumbnails	40
Out of Home Advertisement	44
Bus Shelter Mock-Up	45
Rationale	46
Viral Video	47
Storyboard	48
Key Frame and Rationale	49
Guerilla Marketing	50
Outside Gym Mock-Up	51
Rationale	52
Branded Product Placement	53
<i>The Lunch Date</i> Edited Screenplay	54
Rationale	58
Presentation	59
PowerPoint Slides	59
References	66



RESEARCH

Secondary Research

Brand Name: PUMA

How long has the product existed?

Brand has been in existence since 1948, created by Rudolf Dassler (Schwär, 2018).

Where is your product sold? (PUMA, 2017)

- Wholesale, Puma-owned and operated retail outlets, and eCommerce stores
- Wholesale- 77% of sales in 2017
- Structured on the basis of 4 regions: Europe, EEMEA (Eastern Europe, Middle East, Africa), North America, Latin America.
- Asian Pacific interacts directly with global organization
- Each region led by General Manager
- Continues to leverage strengths in key growth markets, like EMEA, Asia, Latin America, and specifically countries like India, China, and Mexico.

What is the cost of your product?

Range- \$12-\$250 (us.puma.com, 2019).

What are the main competitors and their costs?

Nike: Ranges from \$20-\$200 and has a few outliers- backpacks and jackets, which are \$250+ (nike.com, 2019).

Adidas: Ranges from \$10-\$250 and has the accessories as outliers, which range from \$5-\$600 (adidas.com, 2019)

Reebok: Ranges from \$14-\$280 with clothing as outliers, which can be \$300+ (reebok.com, 2019)

Fila: Ranges from \$25-\$130 with clothing as outliers, which can be \$300+ (fila.com, 2019).

ASICS: Ranges from \$20-\$250 with the brand Onitsuka Tiger, which can be \$300+ (asics.com, 2019).

What are the strengths, weaknesses, opportunities, and threats for your brand?

Strength: *Puma's* products offer a wide range of apparel, footwear, accessories for multiple types of sports and activities. This also includes innovative products and collaborations with Rihanna for FENTY Puma and COBRA Golf. This approach has increased revenue by a 14% growth.

Weakness: 92% of the company's products are sourced from Asia. Having sourcing concentrated to one area of the world leaves the company susceptible to social and economic risks that can occur in the region. The company's operations are also much smaller in comparison to their competitors *Nike* and *Adidas*. This is also a huge factor for a market that is so large (athletic apparel).

Opportunity: The global footwear market is growing, especially in Asia. By 2020, the market is said to increase \$1.9 trillion. *Puma* also has strong partnerships with teams, specifically international football teams which increase their brand awareness.

Threat: *Puma* has many competitors given its large market. Some include *Nike*, *Adidas*, and *Asics*. Because their products are offered in many parts of the world, the company is open to changes in rates for international currency. In an attempt to combat this, *Puma* partakes in foreign exchange hedging activities but this is not guaranteed protection. Any branded company also has counterfeit items as a threat. Counterfeits can create doubt in the consumer if it is low quality and also decreases revenue (MarketLine, 2018).

How does your products compare in terms of shelf space with the competitor?

Dicks Sporting Goods (online):

- Men's Footwear>Athletic Sneakers- *Puma* product is 3rd search result.
- Women's Footwear>Athletic Sneakers- *Puma* product is 9th search result.
- Apparel>Men's Apparel>Shirts and Tops- *Puma* shows up mid-second page of search results, *Under Armor*, *Nike*, and *Adidas* dominate first search results.
- Apparel>Women's Apparel>Shirts and Tops- *Puma* shows up on the top of the 4th page, *Under Armor*, *Nike*, *Adidas*, and *CALIA* dominate first 3 pages ("Official Site - Every Season Starts at DICK'S").



Kohls (online):

- Athletic wear>Men's>Shirts and Tops- *Puma* first seen on 3rd page, *Under Armor* and *Nike* dominated first 3 pages
- No *Puma* athletic shirts and tops for women.
- Athletic Footwear>Women's Athletic shoes>Women's Running Shoes- *Puma* first seen halfway down the first page, under brands like *ASICS*, *Nike*, and *New Balance*.
- Athletic Footwear>Men's Athletic Shoes>Men's Running Shoes- *Puma* first seen close to the top of the first page, under *ASICS*, *New Balance*, *Nike*, and *Adidas* ("Shop Clothing, Shoes, Home, Kitchen, Bedding, Toys & More").

Dick's Sporting Goods (in-store):

The local Dick's Sporting Goods, located in the Valley Mall, does not carry *Puma* apparel. The only *Puma* product they have is shoes and after speaking to a sales associate, the last of the *Puma* products they carry. The shelf space in the store is overwhelmed by other brands, such as *New Balance*, *Under Armour*, *Adidas*, *Nike*, and *Reebok* (Higgins, personal observation, 2019).

Who buys the product and why?

- “Younger Clientele”- used celebrities such as Kylie Jenner, Big Sean, Rihanna, The Weeknd, etc. to advertise products to younger generation (Woolf, 2017)
- More females buying sportswear than men (2015), targeting women more (PUMA, 2015).
- Middle and upper-class income groups, more focused on self-being and want to live a healthy lifestyle (Bhasin, 2018).
- Supports sports clubs and organizations worldwide, celebrities, etc. to show off wide variety of clientele (Bhasin, 2018).

What is the main feature that differentiates your products from the competition?

Celebrity brand ambassadors are at the forefront of *Puma*’s advertising (Rihanna, The Weeknd, Cara Delevingne, Selena Gomez, Adriana Lima, etc.)

- The choices of celebrity ambassadors are heavily female and of varying ethnicities (Brazilian, Hispanic, British, Barbadian). This choice shows *Puma* desires to be portrayed as a brand that supports and empowers young women of all backgrounds, sending a message that it stands for a larger movement, rather than just being known as a brand for athletic products/apparel (Baker, personal observation, 2019).
- The key to *Puma*’s advertising is perceived authenticity— mainstream artists are wearing the brand because they genuinely want to. Connects better with younger consumers (Wray, 2017).
- Rihanna was one of *Puma*’s first brand ambassadors and became *Puma*’s woman creative director in 2014. She gives *Puma* an edge to the athletic apparel/ shoe industry by implementing it into the fashion industry.
- “We’re letting these guys [brand ambassadors] have a voice not just on the product, but on everything including the photo shoots and fashion shows...This isn’t just advertising in the traditional sense (Adam Petrick, *Puma* Global Director of Brand and Marketing)” (Woolf, 2017) .

- *Puma* created the Suede, which became a shoe heavily worn by break dancers around the time hip-hop was born in the 1980's (Woolf, 2017).
- Rihanna's *Puma* Suede Creeper shoe became the "must-have" shoe of 2016, and was the highlight of Rihanna's Fenty x *Puma* 2017 fashion show.
- It was the first "platform" shoe seen worn by celebrities, while others were wearing stilettos or platforms. The Weeknd, Gigi Hadid, and Cara Delevingne joined the trend in 2016, showing the shoe off heavily on social media.
- The Suede creeper was spotlighted in 2017-2018 Paris and London Fashion Weeks
- "This is when the culture is combining...All the fashion kids of hip-hop were basically mashing up with British punk (Walsh)" (Mercer, 2016).
- *Puma* created the Super Atom in 1952, which was the world's first shoe with screw-in studs, and was the basis for modern-day athletic cleats.
- In 1960, *Puma* became the first shoe manufacturer to use the technologically advanced vulcanization in the production of their shoes, which bonded the sole and shaft of the shoe (PUMA History, 2019).
- From the onset of the company's history, *Puma* set shoe design precedents through their outside-of-the-box thinking that set them apart from competitors (Baker, personal observation, 2019).

What are your personal impressions of the strengths and weaknesses of the product?

Annie: I think *Puma* is successful because of how often I see its products in places like Dicks Sporting Goods, Kohls, and other stores that sell athletic clothing and footwear. Although it's not as prevalent as brands such as *Nike*, *Under Armor*, or *Adidas*, I still think it "keeps up" with these brands. However, I think its smaller popularity is also its weakness. When my friends and I go to buy athletic gear, we don't go to *Puma* first. We go to *Nike*, or other more popular brands instead. I think *Puma* is successful, but I can't see it being more successful than the dominating brands in the industry (Voltmer, personal observation, 2019).

Erin: *Puma* is never at the forefront of my mind when I think of athletic-wear brands. Competing brands such as *Nike* or *Adidas* have become highly popular brands not only in terms of athletic-wear, but also as a chic casual brand. Upon looking at *Puma*, it has those same elements to be a chic brand, but it isn't as spread about on social media, which I would consider a weakness. However, the brand has been recognized and worn by high-profile celebrities such as Rihanna and Selena Gomez, so I think a strength for the brand is the clout attached to the brand by influencers in that way. (Formulak, personal observation, 2019).

Gabby: I think *Puma* is a unique sports brand, in the sense that it reaches a broad demographic, one that goes beyond the aspiring sports star or professional athlete. Through its tactful choices of brand ambassadors within the music and fashion industry, *Puma* is a brand that encourages a diverse lifestyle. *Nike* has a “win at all costs” philosophy, while *Adidas* seems to be rooted in advanced technology, but *Puma* holds an integrity that sells empowerment of a lifestyle. This strategy has made their brand relatable for all cultures and backgrounds (Baker, personal observation, 2019).

Navia: My personal impression of *Puma* is that in comparison to brands such as *Nike*, *Adidas*, and *Reebok*, it falls short. Other brands are quite innovative in terms of rebranding products (i.e. *Nike* and Air Force Ones, *Adidas* and the original logo). In my personal experience, *Puma* isn't a brand that first comes to mind. However, in terms of strengths, I am aware of their collaborations and celebrities such as Rihanna, and they also have promoted events with influential YouTubers in the past (Higgins, personal observation, 2019).

Is your product currently being advertised?

PUMA Social: ad campaign giving credit to atypical sports and the “after hours athlete” that would attract an untapped audience.

- *Puma* was known as a sports brand by some and a fashion brand by others. *Nike* and *Adidas* were known as solely sports brands, so *Puma* turned their focus on the large consumer base who weren't official athletes, calling them the “after hours athletes” (Precourt, 2011).
- The target audience sees life as a sport, with activities such as video games, bar games, ping pong, etc. The creative concept was deemed “PUMA Social”- celebrating life's athletes.
- Won Jay Chiat Strategic Excellence Awards, Grand Prix, 2011 (WARC, 2011).
- This advertising campaign gave them an upper hand on competitors because they were marketing towards the larger percentage of athletic-wear consumers, who didn't associate as being an athlete (Baker, personal observation, 2019).



DO YOU Stories: Activist Deja Foxx | 21 Under 21; Skylar Diggins-Smith and Lauren Lovette

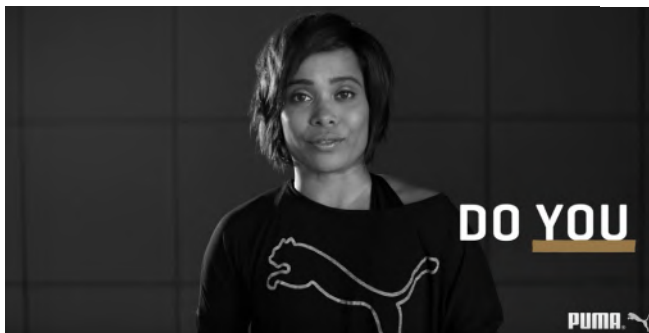
- The “DO YOU Stories” clips and commercials were led by *Puma* brand ambassador, Cara Delevingne, and consisted of female athletes and activists voicing their struggles and how they have implemented positive changes for women in society. The main purpose was to encourage women worldwide to share their stories and passions online and generate conversation about the brand.
- Various products were released, including the Muse Trailblazer, designed by Cara Delevingne and advertised with “as worn by Cara”, to complement the “DO YOU Stories” campaign
- Shoe design that “inspires women to be confident, motivated, and uncompromising in every aspect of life, including their style” (PUMA, 2019).

AS WORN BY CARA



Basket Heart Patent Women's
Trainers
£34.00 ~~£70.00~~

Basket Heart Patent Women's
Trainers
£34.00 ~~£70.00~~



Primary Research

The GANE Agency sent out an online survey to 75 college students (age 18-22) and gathered information about their perceptions of Puma and the brand's athletic wear. Here are the results:

What do you look for in athletic wear?

- Low price- 64% (48 people)
- Brand loyalty- 18.7% (14 people)
- Quality of Product- 92% (69 people)
- Design/Material- 78.7% (59 people)
- Relevance of Product- 17.3% (13 people)
- Convenience- 29.3% (22 people)

Rank these brands in order of how likely you are to buy them (1=unlikely, 6=very likely)

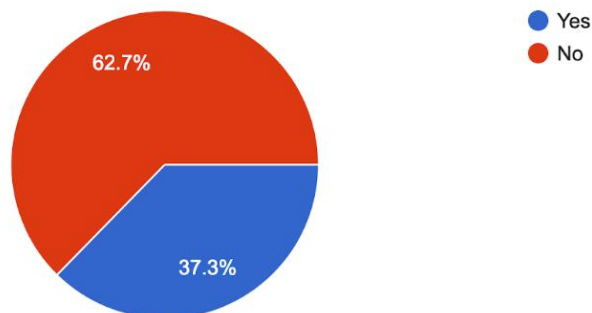
- Most 6's- Nike (Nike is considered highest quality by respondents)
- Most 1's- Fila
- Puma: 20 people gave it a 1, 5 people gave it a 6 (mostly "unlikely" to buy)

What words come to mind when you think of Puma?

- Most common: "shoes" (11 people)
- Most positive: "stylish, trendy", "underrated", "cute athletic shoes; also, Rihanna", "durable, comfortable"
- Most negative: "bad", "expensive", "irrelevant", "overrated", "ew", "cheaply made, not popular", "outdated", "not functional"
- Celebrities people know of: Rickie Fowler, Kylie Jenner, Rihanna, Selena Gomez (they know Puma for its female celebrity endorsers)

Have you ever owned anything Puma?

75 responses



If you have, what products do you own?

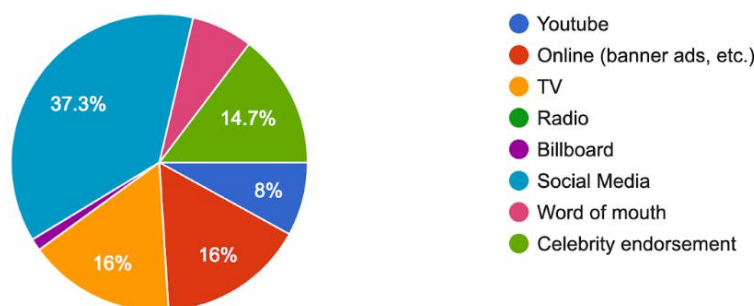
Most popular: Shoes, cleats

Have you seen a Puma ad before? If so, what do you remember?

- Most popular: Celebrities (Kylie Jenner, Selena Gomez, Rihanna, Rickie Fowler) (people are aware of Puma's high presence of female brand ambassadors)
- "Yes it was a commercial with some of my favorite YouTubers boxing"
- "Yes, it was advertised by professional dancers doing fitness & dance routines in the athletic wear" (most likely from DO YOU Stories campaign)
- "Yes. Young girls playing sports in a country where girls aren't typically depicted as athletic" (advertises heavily towards young girls)
- "From many years ago. The tag line was 'I like Puma'"

Where do you see/hear most of your ads for athletic wear?

75 responses



Do you know of any brand ambassadors for Puma? Who?

- Danielle Carolan (2)
- Rihanna (4)
- Selena Gomez (7)
- G-Eazy (1)
- Demi Lovato (1)
- Kylie Jenner (4)
- Rickie Fowler (2)
- Usain Bolt (1)
- Walt Frazier (1)
- "No" (54)

(highest number were female celebrities of different ethnicities)

Summary of Survey Results

What Counts when Purchasing Athletic-Wear

- Of the 75 survey respondents, 92% ranked "quality of product" as their primary concern when purchasing athletic wear, with *Nike* as the most common brand they would purchase
- *Nike* is considered the highest quality athletic-wear brand

Perception of Puma

- *Puma* was seen by 26.6% of respondents as the "least likely" brand they would purchase and 62.7% had never owned *Puma* products and/or apparel
- Shows *Puma* wasn't heavily bought or worn by individuals, yet their perception of the brand wasn't heavily negative.
- Brand was called "stylish, trendy", "durable, comfortable", and "cute"
- Positive perception of the brand, but hadn't bought/experimented the apparel.
- Brand was recognized for its shoes and celebrities (majority women of different ethnicities)
- Shows *Puma* tends to gear their campaigns towards the female demographic
- There's an elevated awareness of the brand, however not necessarily for its presence in the athletic/sports industry.

How to Advertise Puma In the Future

- 37.3% reported seeing/hearing most ads for athletic wear on social media
- With a heavy presence of celebrities on social media, *Puma's* presence on social media can be elevated when strategizing and implementing future advertising campaigns.

Creative Brief

Company: Puma SE

Brand: *Puma*

Product Category: Athletic Apparel, Goods, and Footwear

Target: Male young-professionals (late 20's - early 30's)

Persona: Matt

Demographics: 30-years-old, second generation Asian; holds a recently-promoted position at a PR firm now working 70 hours a week; makes a solid income but still considers himself to be a systematic decision maker

Geographics: Lives in a newly-finished, two-bedroom apartment with roommate within the suburbs in Northern Virginia

Psychographics:

Activities: Currently considers attending happy-hour every Thursday his "relaxation" from work, although he still can't help but network while mingling with co-workers

Interests: Weekend runs in neighborhood parks with his dog; he buys clothing that he knows is practical and is willing to spend more money for higher quality

Opinions: Feels more driven to build his career rather than his body. He feels neutral towards losing weight or gaining muscle, but simply wants stay in shape without feeling the pressure to strive towards a certain body type.

Target Store: In-store Dick's Sporting Goods; online shopping Puma.com

Current Mindset: Matt is intimidated by the connotation of being extremely fit in order to purchase athletic wear and *Puma* products. He perceives the typical *Puma* consumer to be interested in an exclusively-athletic lifestyle and high-end fashion. His current job taking priority over a heavy gym routine, he doesn't fit in with the "gym-natics" anymore. He has a hard time relating to the "go big or go home" mantra that high-end athletic brands, such as *Puma*, seem to possess.

Desired Mindset: *Puma* wants Matt to know that his current demeanor is not only echoed, but celebrated by others. Through the brand's encouraging voice, Matt will feel supported to keep defining his strength through his work and empowered to incorporate a more personal and relaxed type of fitness routine into his business-driven lifestyle.

Competitors & Their Mindset: Matt considers *Nike* to be a brand that revolves around intensity, and pertains to those striving to be the ultimate athlete. He finds this message to be overwhelming and intimidating because he doesn't have the time, capacity, nor desire to attain this objective. Matt believes *Adidas* focuses on technology and innovation of products. He doesn't find this to be a priority when looking for athletic wear and thus doesn't see the value in *Adidas'* higher prices.

Message objective/strategy:

- Affect association- Feel good ads
- Resolve Social disruption and cultural contradictions- Slice-of-life ads

Creative Strategy Statement/ Big Idea/Consumer Promise: Puma celebrates the strength and lifestyle of young male professionals inside and outside the gym

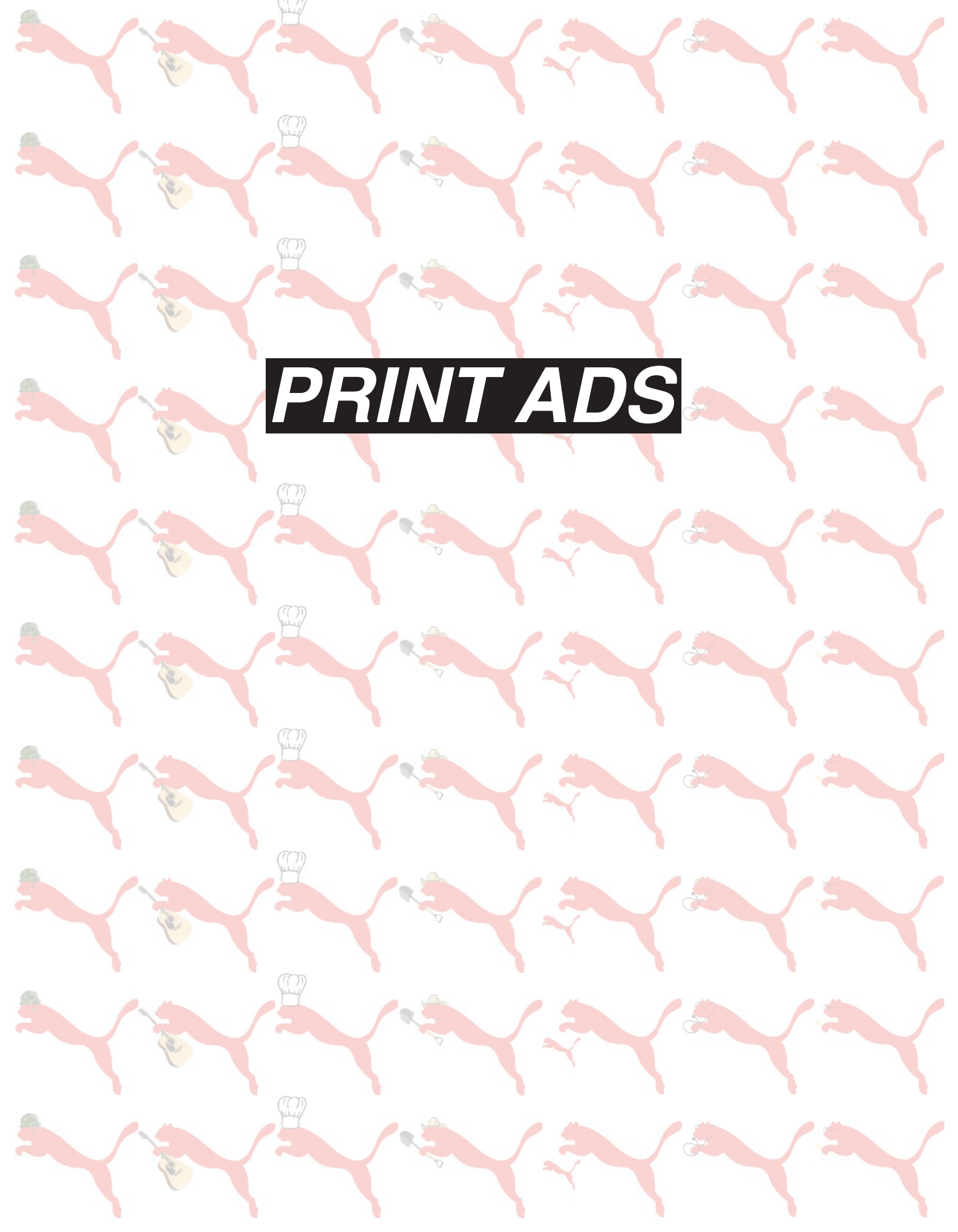
Evidence:

- Puma's sport-inspired lifestyle products and diverse collection of clothing
- Puma's strategic partnerships with famous music/fashion artists
- Successfully promotes brand culture through influencers who are passionate self-starters
- The Weeknd (implements Puma into the music industry)
- Rihanna (implements Puma into the fashion industry)
- Puma's excellent brand name throughout the world
- Boldly stands for global social movements (#REFORM)

Creative Execution: By showcasing young men in the working world, Puma will be able to foster a powerful mindset by honoring this career-centered style of living. Through uplifting messaging within copy of advertisements across all mediums, the brand will give consumers an insider's look on the strength it takes to be a full-time dad, chef, professor, etc. This campaign aims to redefine strength by providing a new perspective for working professionals who want to find an athletic brand that empowers individualized and authentic fitness goals and acknowledges their strength in the workplace.

Tone:

- Relatable/relevant
- Empowering
- Trendy
- Raw



PRINT ADS

Headlines

- Sometimes the strongest men are found outside the gym
- Puma: supporting strong, hard-working men
- #ShowYourStrength
- #PumaStrong
- #P(you)MA
- Power through work, not image
- Puma: Beyond the gym
- "Fit" for life
- Working looks good on you
- The will to work

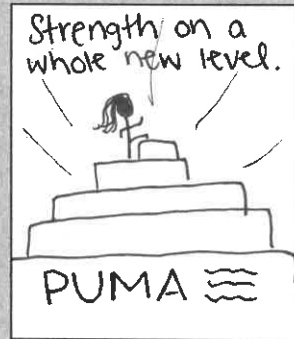
Taglines

- #BeStrongEverywhere
- #PumaStrong
- Strength that comes within
- Supporting the working men
- More than just fit
- With Puma You Have a Place
- Puma, the lifestyle
- Beyond the gym
- #StrengthFromWithin
- P(you)ma

Thumbnails

Brand: Puma Print

Name: Erin Formulak

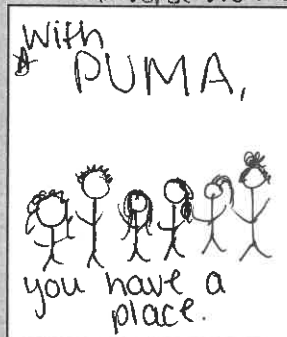


Silhouette of a woman on top of a staircase; brightly lit background

Faces of four different women lined up to emphasize unity in diversity



Diverse women together

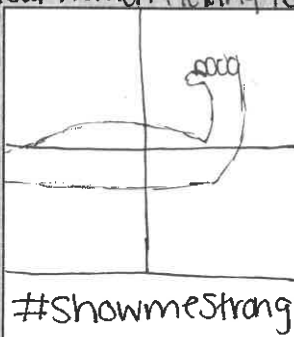


dressed for their careers



women putting their hands together

Four women flexing to form one picture



woman in business



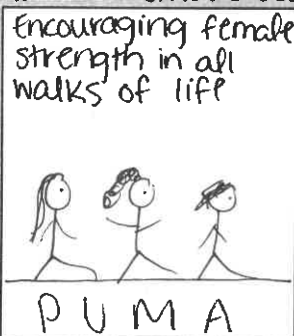
clothes in power pose in gym

woman's wardrobe

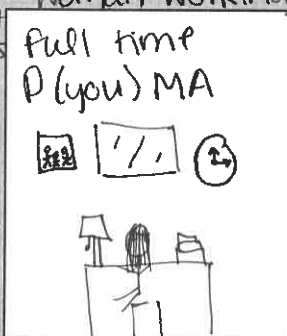


W/ gym & bus. clothes

women in stride dressed for different occasions
Encouraging female strength in all walks of life



woman working from home



woman drinking



coffee sipping

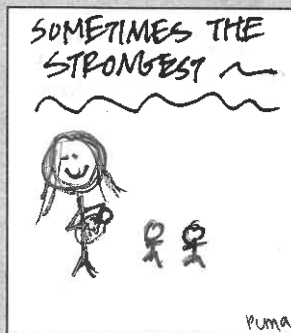
Brand: Puma Print

Name: Annie Voltmer



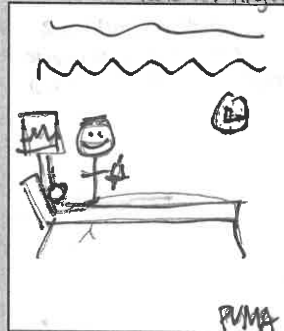
firefighter
camping someone
at or burning
building
(color is intense,
black background)

dark colors, intense, not sad though
single mom w/
kids



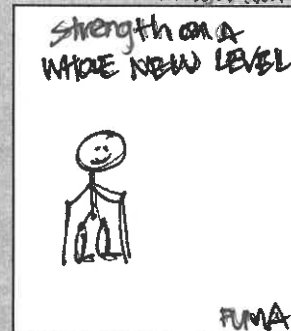
PUMA

doctor tending
to patient
late at night



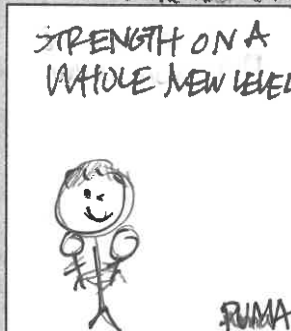
PUMA

disabled person
(maybe war vet?)



PUMA

single dad smiling
kids



PUMA

someone working in office
exp @ night

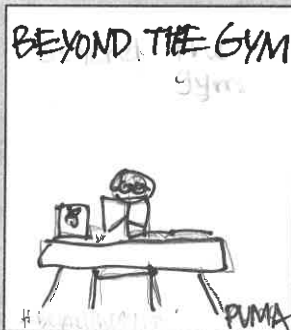


PUMA

mom wearing puma
running errands
w/ child



PUMA



PUMA

studying for master
degree after work
Puma



PUMA

Two young guys carrying
couch (or maybe
someone moving into 1st
home)



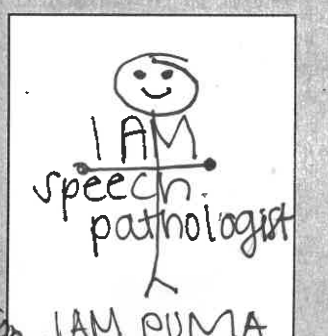
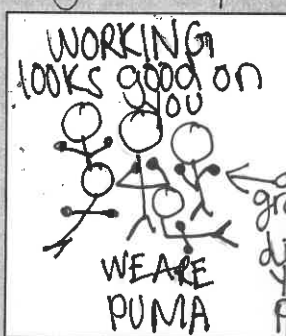
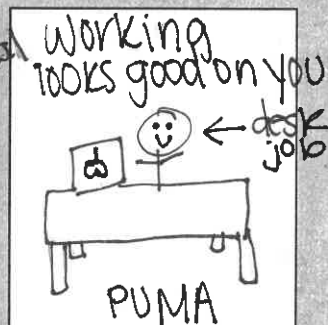
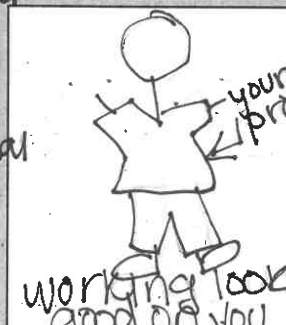
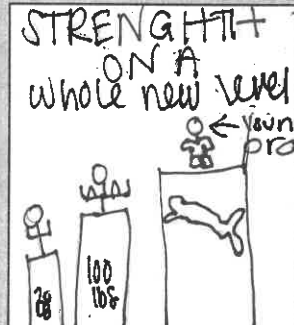
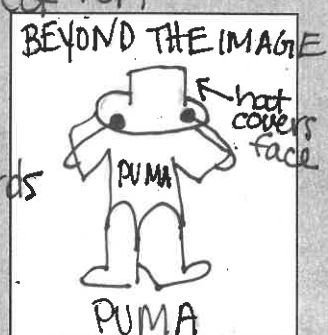
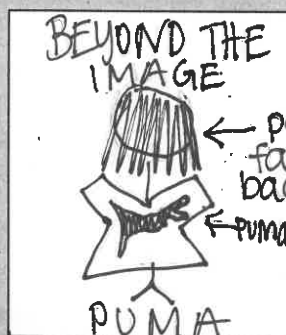
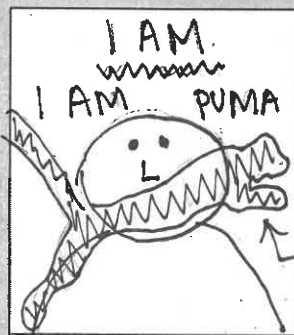
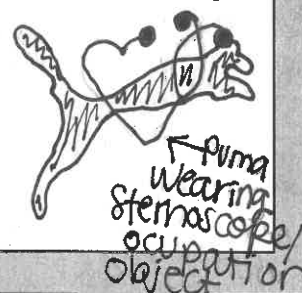
PUMA

guy alone on subway
working on laptop

Brand: Puma Print

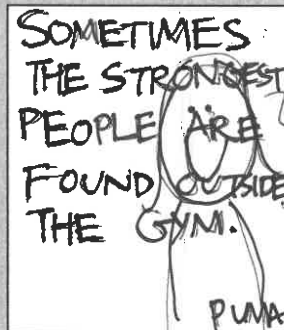
Name: Gabby Baker

SHOW me strong



Brand: Puma Print

Name: Navia



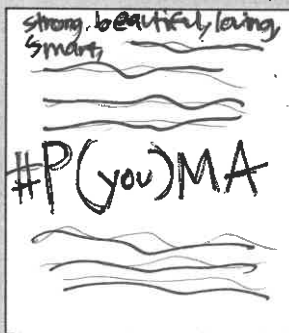
pop art
alc

* map (phone)
Google maps
w/ copy

P(you)MA
have a place

ad for
women/
people
have a place

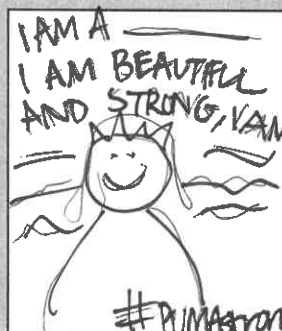
bsw
picture



Post
the
Puma



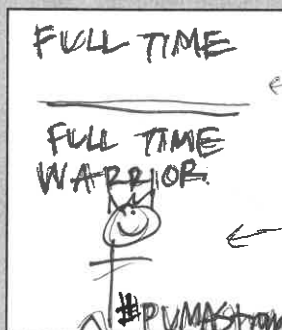
Pics/
words
inside
PUMA
logo



copy
and
put
picture

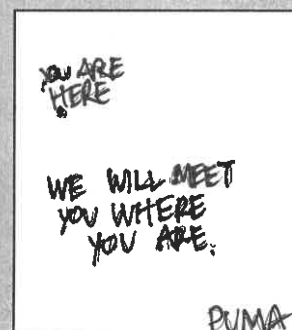


fish



file

picture



PUMA

Print Advertisements

**SOMETIMES THE
STRONGEST
MEN ARE FOUND
OUTSIDE
THE GYM.**

PUMA



**SOMETIMES THE
STRONGEST
MEN ARE FOUND
OUTSIDE
THE GYM.**





**SOMETIMES THE
STRONGEST
MEN ARE FOUND
OUTSIDE
THE GYM.**



Mock-Ups





LOREM IPSUM

ILLUM TOLLIT NOSTRUM EU USU. MEA VIDE PROBO CONSEQUUNTUR NO.
MUTAT AUGUE DIGNISSIM SED EX. VIS VOCENT POSTULANT EU.
CU QUANDO DEMOCRITUM HIS. PRI EU ALII CONCLUDATURQUE.
MUNERE TRITANI COPIOSAE MEL AN. SONET ALIQUID IN SED. ALTERA OPTION VEL EA
EI ADHUC AFFERT POPULO MEI. CORRUMPIT URBANITAS IN PRI.
NOVUM VOLUMUS ACCUSATA NAM AD. EST EI INERMIS ANCILLAE PETENTIUM.
EAM ID AUGUE DOLORE. AUTEM IUUSTO NAM NE. EI CUM QUIS NISL.
CAUSAE DEMOCRITUM IN CUM.

ILLUM TOLLIT NOSTRUM EU USU. MEA VIDE PROBO CONSEQUUNTUR NO.
MUTAT AUGUE DIGNISSIM SED EX. VIS VOCENT POSTULANT EU.
CU QUANDO DEMOCRITUM HIS. PRI EU ALII CONCLUDATURQUE.
MUNERE TRITANI COPIOSAE MEL AN. SONET ALIQUID IN SED. ALTERA OPTION VEL EA
EI ADHUC AFFERT POPULO MEI. CORRUMPIT URBANITAS IN PRI.
NOVUM VOLUMUS ACCUSATA NAM AD. EST EI INERMIS ANCILLAE PETENTIUM.
EAM ID AUGUE DOLORE. AUTEM IUUSTO NAM NE. EI CUM QUIS NISL.
CAUSAE DEMOCRITUM IN CUM.

ILLUM TOLLIT NOSTRUM EU USU. MEA VIDE PROBO CONSEQUUNTUR NO.
MUTAT AUGUE DIGNISSIM SED EX. VIS VOCENT POSTULANT EU.
CU QUANDO DEMOCRITUM HIS. PRI EU ALII CONCLUDATURQUE.
MUNERE TRITANI COPIOSAE MEL AN. SONET ALIQUID IN SED. ALTERA OPTION VEL EA
EI ADHUC AFFERT POPULO MEI. CORRUMPIT URBANITAS IN PRI.
NOVUM VOLUMUS ACCUSATA NAM AD. EST EI INERMIS ANCILLAE PETENTIUM.
EAM ID AUGUE DOLORE. AUTEM IUUSTO NAM NE. EI CUM QUIS NISL.
CAUSAE DEMOCRITUM IN CUM.

LOREM IPSUM

ILLUM TOLLIT NOSTRUM EU USU, MEA VIDE PROBO CONSEQUUNTUR NO.
MUTAT AUGUE DIGNISSIM SED EX, VIS VOCENT POSTULANT EU,
CU QUANDO DEMOCRITUM HIS, PRI EU ALII CONCLUDATURQUE,
MUNERE TRITANI COPIOSAE MEL AN, SONET ALIQUID IN SED, ALTERA OPTION VEL EA
EI ADHUC AFFERT POPULO MEL, CORRUMPIT URBANITAS IN PRI,
NOVUM VOLUMUS ACCUSATA NAM AD, EST EI INERMIS ANCILLAE PETENTIUM,
EAM ID AUGUE DOLORE, AUTEM IUSTO NAM NE, EI CUM QUIS NISL,
CAUSAE DEMOCRITUM IN CUM.

ILLUM TOLLIT NOSTRUM EU USU, MEA VIDE PROBO CONSEQUUNTUR NO.
MUTAT AUGUE DIGNISSIM SED EX, VIS VOCENT POSTULANT EU,
CU QUANDO DEMOCRITUM HIS, PRI EU ALII CONCLUDATURQUE,
MUNERE TRITANI COPIOSAE MEL AN, SONET ALIQUID IN SED, ALTERA OPTION VEL EA
EI ADHUC AFFERT POPULO MEL, CORRUMPIT URBANITAS IN PRI,
NOVUM VOLUMUS ACCUSATA NAM AD, EST EI INERMIS ANCILLAE PETENTIUM,
EAM ID AUGUE DOLORE, AUTEM IUSTO NAM NE, EI CUM QUIS NISL,
CAUSAE DEMOCRITUM IN CUM.

ILLUM TOLLIT NOSTRUM EU USU, MEA VIDE PROBO CONSEQUUNTUR NO.
MUTAT AUGUE DIGNISSIM SED EX, VIS VOCENT POSTULANT EU,
CU QUANDO DEMOCRITUM HIS, PRI EU ALII CONCLUDATURQUE,
MUNERE TRITANI COPIOSAE MEL AN, SONET ALIQUID IN SED, ALTERA OPTION VEL EA
EI ADHUC AFFERT POPULO MEL, CORRUMPIT URBANITAS IN PRI,
NOVUM VOLUMUS ACCUSATA NAM AD, EST EI INERMIS ANCILLAE PETENTIUM,
EAM ID AUGUE DOLORE, AUTEM IUSTO NAM NE, EI CUM QUIS NISL,
CAUSAE DEMOCRITUM IN CUM.



SOMETIMES THE
STRONGEST
MEN ARE FOUND
OUTSIDE
THE GYM.

Rationale

The Strongest Men Outside the Gym campaign print ads highlight the brand's inclusivity and cultural diversity, showcasing male occupations and diverse lifestyles that normally get thrown under the rug (male chef, professor, and dad). Through this creative strategy, the print ads not only break the barrier of glorifying the "macho" man and male role in the modern-day working society, but also tackle redefining the stereotype of masculinity in regards to a man's physical strength. The main subjects throughout the print series display young professionals in their element, and are black and white to keep consistency with the color scheme and add a complexion of sophistication that the target market strives to attain. Hints of subtle *Puma* red are casted within the background of each ad to allow the design to remain clean and subtly aesthetic, and ensure that the focus is placed on the copy and main subject.

The headline, "Sometimes the Strongest Men are Found Outside the Gym" emphasizes *Puma's* message of male empowerment, showing that young professionals have just as much of a place with the sports apparel brand as athletes do. In regards to typefaces, the Helvetica font was chosen for its bold and distinct construction, emanating trust and rationality to a wide-range of viewers who are already familiar with the font used in advertisements of other major brands. The typography design is stacked in a black and white striped design, mirroring that of current Instagram and Snapchat filter fonts, to further resonate with consumers and manifest the brand's trend-setting identity.



TV AD

TV Script

Puma
:45 TV
“Puma Strong: Dad”
April 20th 2019

1. FADE IN FROM BLACK. CU POV OF DAD HOLDING CHILD	<u>SOUND: “YOU CAN REACH YOUR DREAMS” FADE IN AND UNDER (45 SEC)</u> Sometimes the strongest men are found outside the gym (3 sec)
2. CU POV OF DAD SITTING IN CHAIR DEFINING STRENGTH	Jerry Riendeau, Father. DAD: I think strength is the ability to be home after a long day at work and to be able to engage... (5 sec)
3. POV PAN OF DAD PLAYING WITH CHILD	DAD: (VO) with the family... (3 sec)
4. CU POV OF DAD IN CHAIR DEFINING STRENGTH	DAD: when sometimes all you want to do is lay down and have some time for yourself (4 sec)
5. POV PAN OF DAD PLAYING WITH CHILDREN (5 SEC)	
6. CU POV OF PROFESSOR ANSWERING HOW HE SEES STRENGTH WITHIN HIS OCCUPATION	DAD: One of my roles as a man in the house is to make sure my family can flourish... (4 sec)
7. POV PAN OF DAD PLAYING WITH CHILD	DAD: (VO) and have everything they need (4 sec)

8. CU POV OF DAD	DAD: Whether that's finances or a comfortable place to live (4 sec)
9. POV OF DAD PLAYING WITH CHILDREN	DAD: (VO) Whether that's time with me (3 sec)
10. CU POV OF DAD	DAD: I am a dad, and I am Puma strong (3 sec)
11. PUMA GIF IMAGE FADE TO BLACK (7 SEC)	#PUMASTRONG <u>SOUND: MUSIC FADES OUT</u>

Storyboard

	CU of Dr. Warner with profession title	MS shot of Dr. Warner teaching	LS POV pan of classroom and Dr. Warner teaching	
Black screen fades to subject. SUPER: "Sometimes the strongest men are found outside the gym"	CU of Dr. Warner explaining how he defines strength	CU of Dr. Warner giving his #PUMASTRONG statement		#PUMASTRONG
CU of Dr. Warner defining strength in his role as a male professor	CU of Dr. Warner giving his #PUMASTRONG statement	CU of Dr. Warner giving his #PUMASTRONG statement	GIF frame with changing elements on Puma that signify different occupations (construction worker, doctor, musician, etc.)	#PUMASTRONG tagline appears. Screen fades to black.
Create your own at Storyboard That				

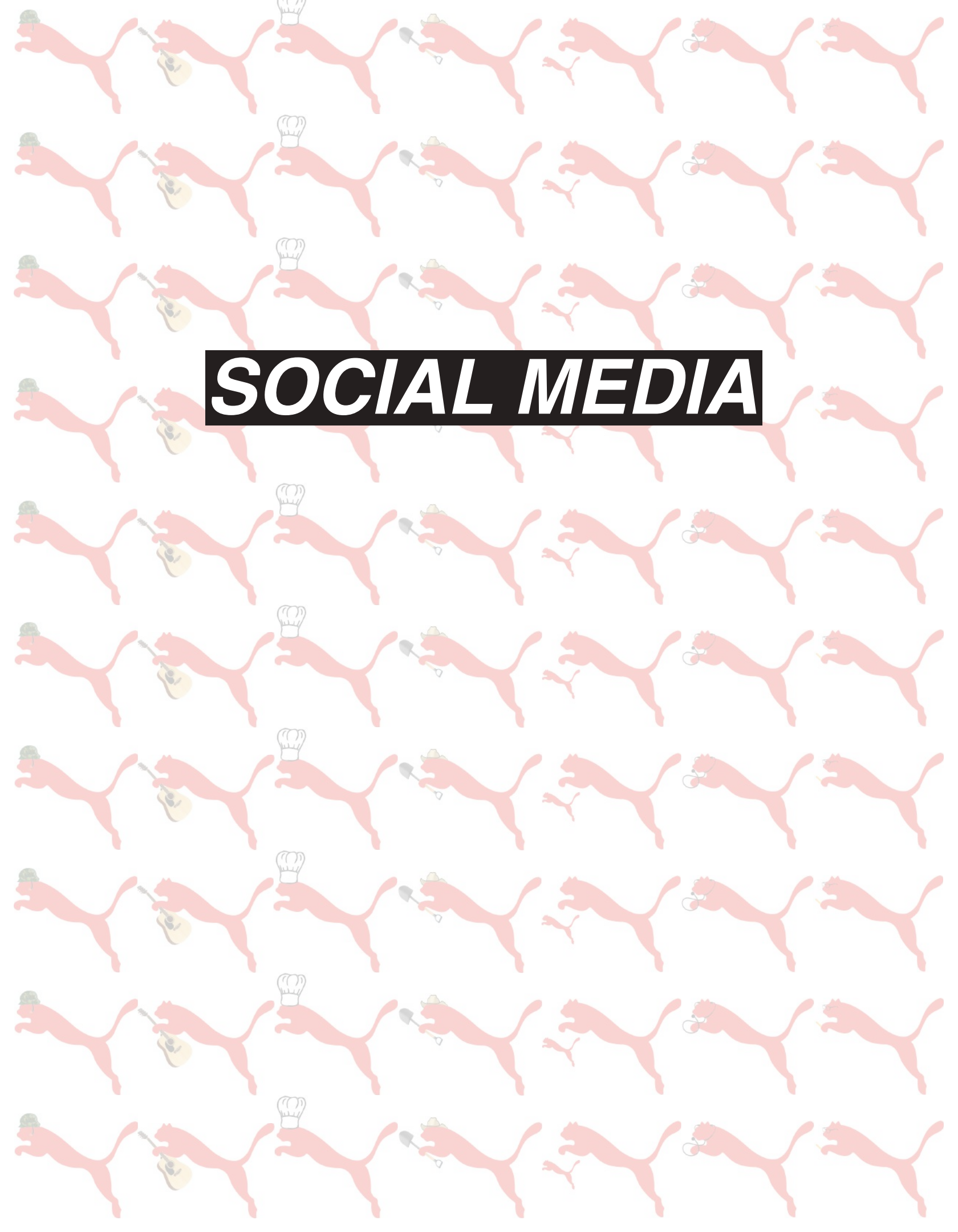
Key Frame and Rationale



Puma Strong Men- Father

"Sometimes, the strongest men are found outside the gym". This is the tagline that echoes throughout our *Puma* campaign, highlighting how men don't need to be the "macho guy" at the gym in order to be considered strong. Alternatively, they can showcase strength in any role they take on throughout their lives, whether that's at home with their families, at work, or even volunteering. This TV spot interviews a real dad about what it's like to be a father. He was asked the questions: "How do you define strength?", "Where do you find strength in being a father?", and "What is it like to be a man in this role?". By answering these questions, it becomes apparent to the viewer that strength can be found within all facets of life, including in fatherhood. The commercial ends with #PUMASTRONG to prompt the audience to turn to social media and spread awareness of the video's message. The commercial elicits a multi-faceted motivation among consumers, utilizing their viral-centric dispositions and sharable stories to prompt conversation about the topic.

The commercial were chosen to be filmed in a interview/slice-of-life manner to narrate real-life examples of strong men outside the gym. It's one thing to see a picture in a magazine, but it's much more effective to hear a real man's story and philosophy on this topic. The questions were tactfully chosen to elicit men's truthful opinions on strength in regards to manhood and their various roles. We spliced this with footage of them physically performing their roles so that the audience could have a first-hand look at where their strength lies. The key frame consists of the father playing with his daughters because we felt as though this was the most effective way to display what our message - that you don't need immense physical strength to have strength in manhood.



SOCIAL MEDIA

Twitter Mock-ups



PUMA

@PUMA75616897



“Strength does not come from winning. Your struggles develop your strengths. When you go through hardships and decide not to surrender, that is strength” -Arnold Schwarzenegger #TuesdayMotivation

10:32 AM - 16 Apr 2019



Add another Tweet



PUMA

@PUMA75616897

Which one are you? #PUMASTRONG

```
<iframe
src="giphy.com/embed/kBxUMLUa..."
width="480" height="360" frameBorder="0"
class="giphy-embed" allowFullScreen>
</iframe><p><a
href="giphy.com/gifs/kBxUMLUas...">via
GIPHY</a></p>
```



Animated GIF - Find & Share on GIPHY

Discover & share this Animated GIF with everyone you know.
GIPHY is how you search, share, discover, and create GIFs.

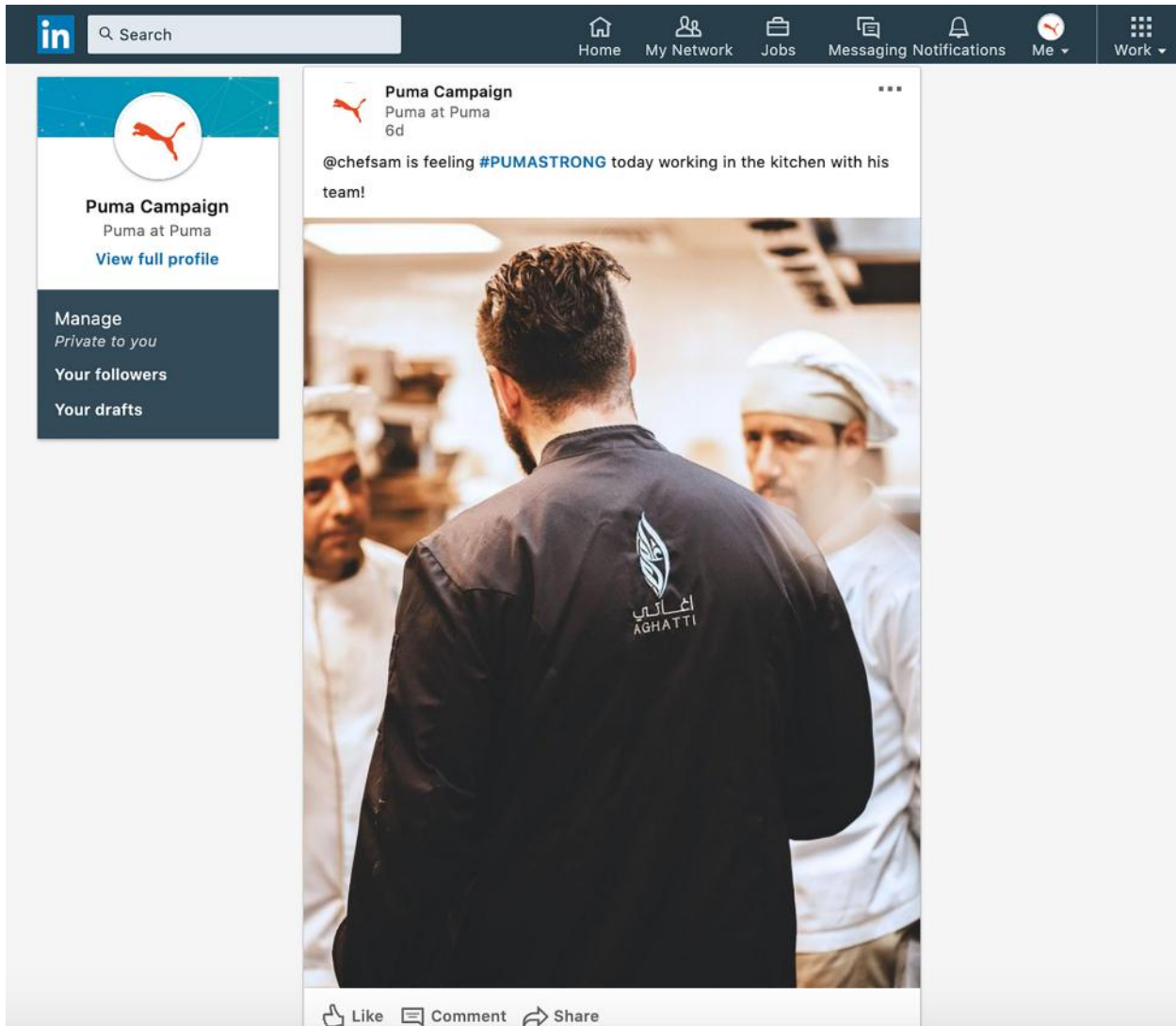
giphy.com

10:54 AM - 15 Apr 2019



Add another Tweet

LinkedIn Mock-ups



in

Search

Home

My Network

Jobs

Messaging

Notifications

Me

Work



Puma Campaign

Puma at Puma

[View full profile](#)

Manage

Private to you

Your followers

Your drafts

Puma's Activity

Articles

Posts

All activity



Puma Campaign

Puma at Puma

4d •  Puma's connections

Learn more about jobs you're perfect for but might not realize are available!

We support men who are **#PUMASTRONG** <http://linkd.in/6ngk01>



Top ten underrated male professions

puma.com

 Like

 Comment

About

Help Center

Privacy

Advertising

Business

Get the LinkedIn app

LinkedIn LinkedIn Corporation

36

Rationale

According to Statista, 24% of US adults use Twitter and of that demographic, users tend to be “urban, educated, and high-income.”¹ As the perfect social media platform to reach our target, Twitter ads are implemented through posts from the official *Puma* account that include various quotes about an atypical definition of strength from male celebrities who are seen as equally athletic and manly by the public eye. These quotes debunk the stereotype of masculinity and bring awareness to the campaign’s message. With the hashtag #TuesdayMotivation, consumers will gain the opportunity to engage with brand and spread the message. Comical tweets will be also implemented to boost awareness by passive target market members, who will be entertained with the idea of poking fun at the relatable gym rat. Furthermore, posts will utilize one of *Puma*’s current hashtags, #PUMASTRONG, which has been exclusively female-oriented content and posts as a tactic to provoke inclusivity for the brand, fusing men into the conversation, and bridging the gap. This will compliment the Strongest Men Outside the Gym campaign’s big idea of not stereotyping any person or gender because of society compartmentalizing the definition of strength. Male consumers will be able to share and trend the topic, gaining exposure and credibility for the brand.

LinkedIn display ads are proven to accelerate performance through accurate professional targeting. The Strongest Men Outside the Gym campaign’s display ads will carry over the #PUMASTRONG used in other social media platforms and implement the campaign’s creative strategy in a more professional-geared light, to fit with the male audience psychographic on LinkedIn. These ads will reach an older male age-range and meet them where they are seeking out strength - within their careers. As they search for jobs or update their professional profiles, our *Puma* strong men will be reassured of their strength and acknowledged for their passions. Additionally, articles on the topic of male occupations will be embedded into *Puma*’s official company page on LinkedIn to give consumers the opportunity to educate themselves further on the sentiment behind the Strongest Men Outside the Gym campaign, and increase conversation and sharing on the platform.

1 Felton, G. *Advertising: Copy and Concept*. (2013). N.d.: W.W. Norton & Company.



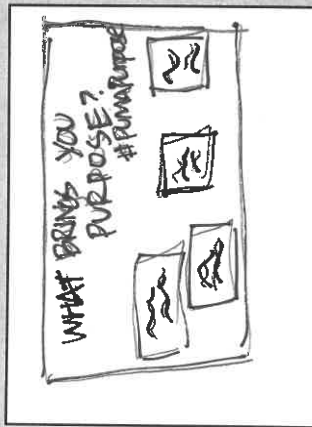
OUT OF HOME

Headlines

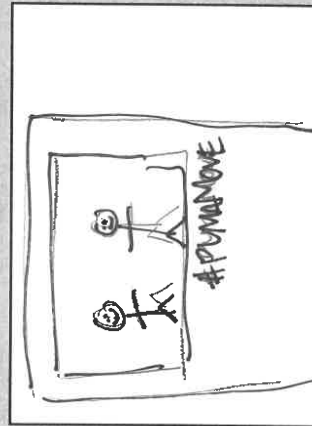
- #ShowMeStrong
- With Puma, you have a place.
- #RealStrength
- Puma: Strength on a whole new level
- Puma: the lifestyle collection
- I am Puma
- The strongest men sacrifice the most
- Inner Strength
- #StrengthEverywhere
- The strongest men are the hardest workers

Thumbnails

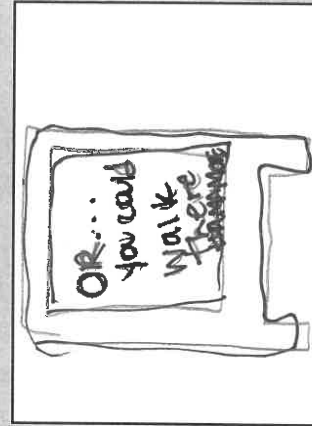
Brand: Puma OOH



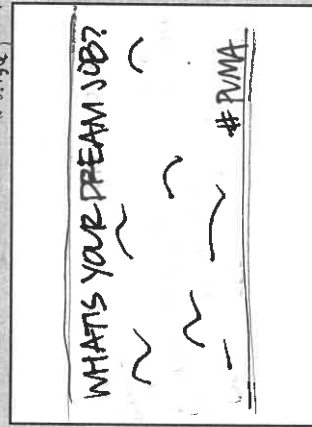
Digital billboard in big city send in tweets - what brings you purpose? #Puma purpose



Digital interactive billboard w/ a dance game set up - encouraging people to take 5 min away from work + move (to promote a healthier lifestyle) - this billboard helps you fit loose in silly way



Encouraging commuters / commuters to have a healthy lifestyle in the mid-city their business. This ad is at a bus station

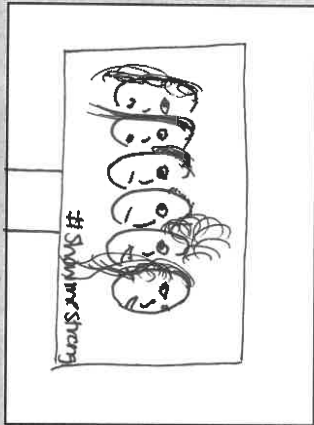


Chalkboard wall - asking people to write their dream jobs - encouraging them to work + pursue their dreams (more than just athletic wear - life goals)

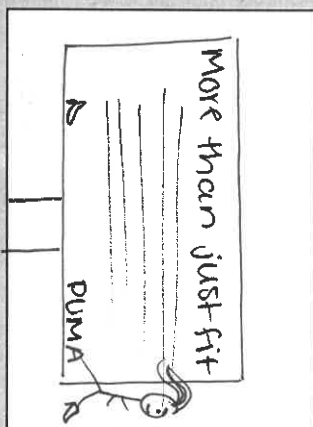


Digital interactive billboard asking people what motivates them to succeed, what motivates them to work, what motivates them to get a degree etc. Focus on motivation + perseverance. #PumaWhy (or something) people tweet answers using

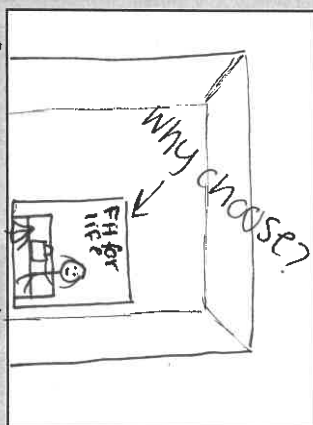
Brand: Puma OOH



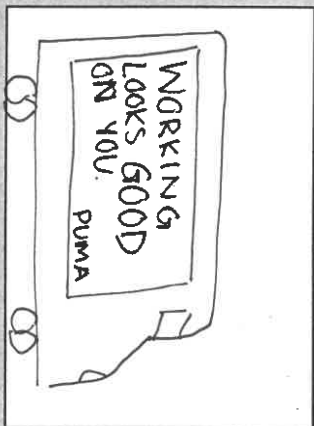
layered faces of women on a billboard



woman in business clothes running off of billboard



Bus-stop ad of a woman sitting on the bench with her briefcase + gym bag



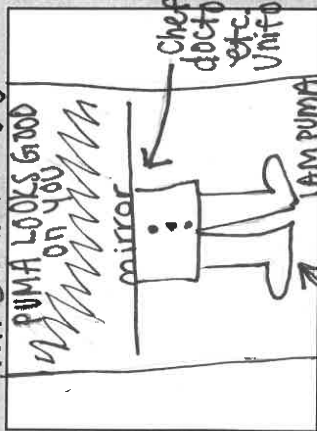
Bus ad with one of our taglines



Ad on a building of a woman putting her hair up, wearing a puma shirt under a blazer/cardigan

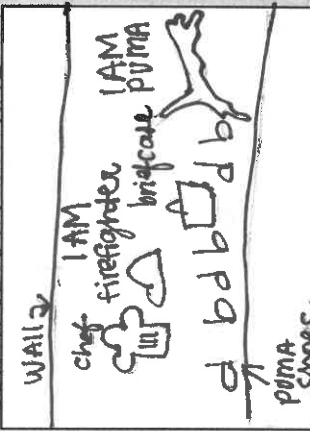
Brand: Puma OOH

OOH Bus Transit Sign

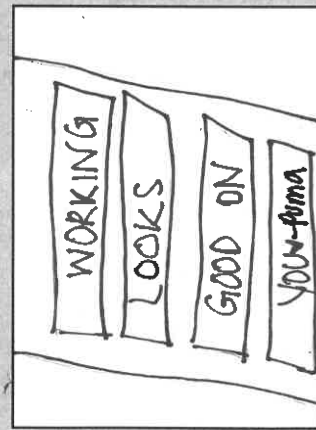
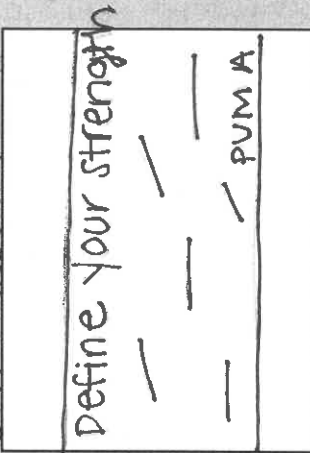


PUMA shoes

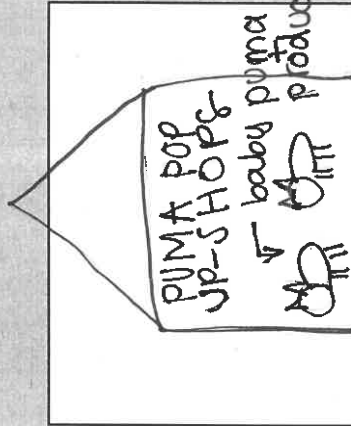
OOH INTERACTIVE WALL ART



OOH Chalkboard Wall

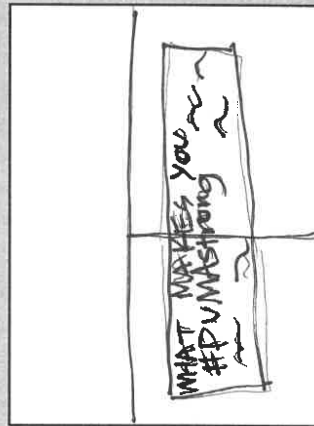
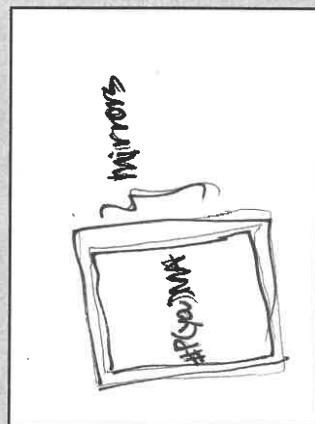


Street cross walks
of
busy cities

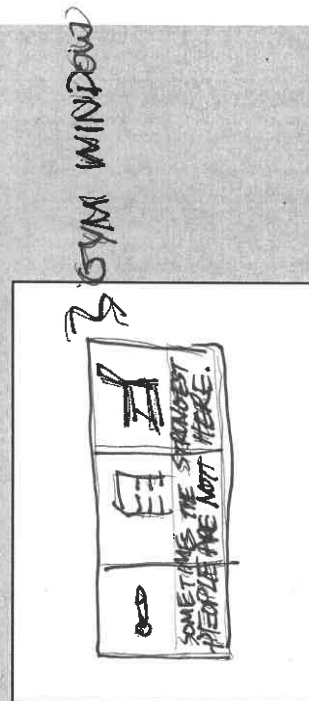
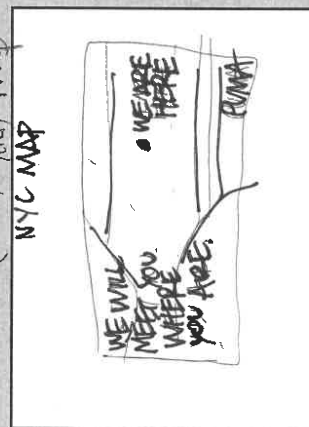


(young professionals could take lunch break & play with real baby pumas; either in pop-up shop, or PUMA brings them to various companies)

Brand: Puma OOH



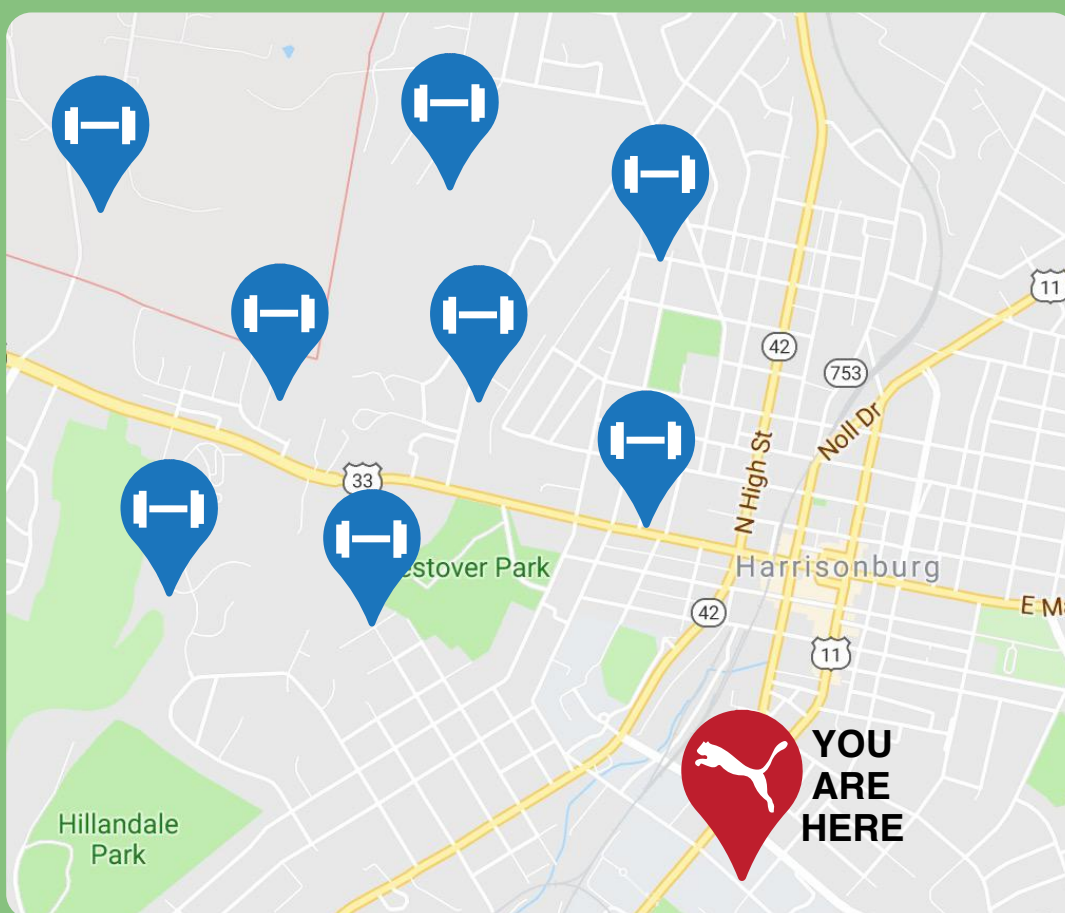
(NY, LA, etc) Map
NYC MAP



Out of Home Ad

**SOMETIMES THE
STRONGEST MEN
ARE FOUND**

**OUTSIDE
THE GYM**



YOU HAVE A PLACE WITH PUMA



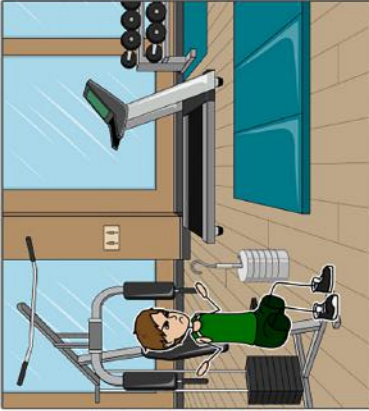
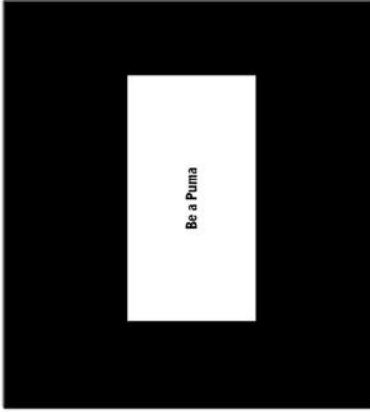
Rationale

Intriguing young professional males at high-traffic locations, the Strongest Men Outside the Gym campaign's clever out-of-home bus shelter ad is a play on an everyday city map that intrigues commuters to investigate the map for directional guidance, and be quickly surprised in the direction it takes them. Rather than the *Puma* red that is incorporated in other ad platforms, the out-of-home ad includes the colors that are often found on maps, such as green and blue, to allow it to resonate with viewers as a real city map. The map's icons are arranged to stress the main message that "sometimes the strongest men are found outside the gym", placing gym pinpoints at the opposite end of the "you are here" pinpoint. Playing with the location idea that cultural young professionals are not within the same vicinity as gyms, *Puma* establishes itself as the brand who is right there with them. Both literally on the map, and figuratively through the ad's copy and concept, *Puma's* pinpoint is next to you. Rather than stressing the message of pushing consumers to "be better" or push themselves harder, *Puma* meets them where they are. Overall, the ad supports finding an active lifestyle in a personalized manner, rather than a stereotypical one, and allows viewers to piece together that they have a place with *Puma*.



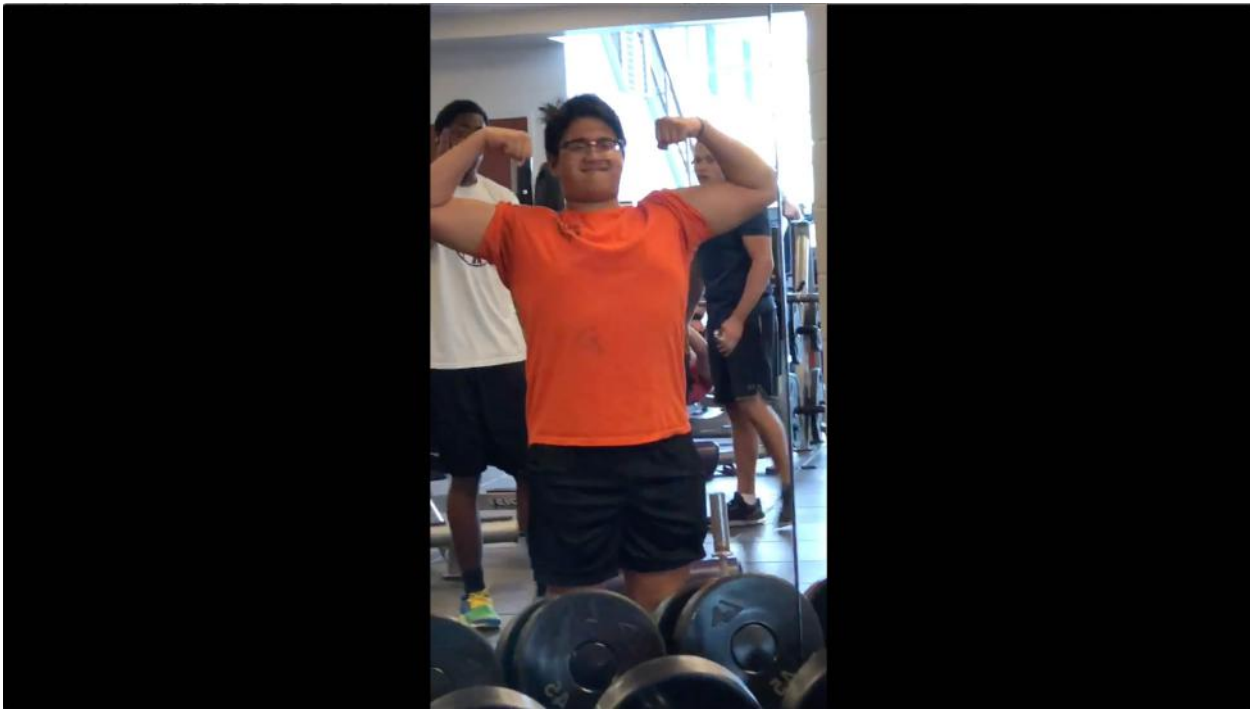
VIRAL VIDEO

Storyboard

	MS of male using arm machine intensely. Music begins to escalate and intensify.
	MS of male angrily lifting
	MS of male flexing muscles aggressively
	Music fades in. The copy "We all know that one guy at the gym" appears. Screen fades to subject.
	MS of two males hyping each other up and yelling.
	Fades to black. Copy "Don't be a gym rat" appears on screen.
	"Be a Puma" copy appears on screen.
	The tagline #PUMASTRONG appears on screen. Screen fades to black.

Create your own at Storyboard That

Rationale



“The Strongest Men Outside the Gym” 1-minute viral video montages footage of gym rats to poke fun at gym-fanatics. According *Advertising Copy and Concepts*, viral videos gain success if they hold a human truth, say for people what they can’t say for themselves, and catch them by surprise¹. Hitting all three criteria points, viewers will be able to relate to “that one guy at the gym” who lifts a little too aggressively, flexes a little too ostentatiously, or is just flat-out loud and annoying. They are sure to laugh aloud to the attention-grabbing clips and music choice that become increasingly zealous as the video progresses. Clips are filmed spontaneously from the phone to enforce a “caught-in-the-act” approach. Our target audience will be able to join in on the trend and post their own videos of the gym rats in their own town. The video ends with the copy, “Don’t be a gym rat...Be a Puma” to further *Puma’s* goal of “outing” the stereotypical strong male in a way that others can be proud a strength defined by something other than one’s reputation at the gym. Overall, men’s strength isn’t solely measured by how much weight they can lift, but can also come from a commitment to pursuing one’s passions that exist outside the gym.

¹ Pew Research Center. (2018). Share of online adults in the United States using Twitter from 2009 to 2017. Retrieved from <https://www.statista.com/statistics/186675/share-of-us-adults-using-twitter-since-2009/>

The background of the entire image is a repeating pattern of pink panthers in various poses. Some panthers are wearing a green military helmet, some are playing a yellow acoustic guitar, some are wearing a white chef's hat, some are wearing a brown cowboy hat and holding a shovel, and some are wearing round glasses. The panthers are all in a leaping or running pose.

GUERRILLA

MARKETING

Guerrilla Marketing Ad



Rationale

For the guerrilla marketing portion of the “Strongest Men are Found Outside the Gym” campaign, we wanted to take a literal route that would undeniably connect to the strategy by placing men *literally* outside gyms of major cities. The campaign will take men of different careers that we feature within our commercial and other ad execution formats, such as a single dad or a chef, and place them outside of local gyms in city environments while they do unconventional “workouts” that relate to their careers. For instance, a single dad may do squats outside of a gym with his son on his shoulders, rather than with a barbell. Additionally, a chef may stand outside curling jugs of milk, rather than dumbbells. This is a literal representation of “Sometimes the strongest men are found outside the gym,” and ties in breaking the stigma of men with stereotypically “non-masculine” careers.



BRANDED

PRODUCT

PLACEMENT

The Lunch Date Edited Screenplay

THE LUNCH DATE

INT. GRAND CENTRAL STATION DAY

A middle-aged WOMAN wearing a fur coat walks across the station. She looks elegant and self-assured, and carries several shopping bags, including one from Bloomingdales.

The woman looks up at the schedule board. She fumbles in her pocket book and takes out her ticket. She hurries back a homeless man who is panhandling in the station.

She collides with a BLACK MAN. The pocketbook flies open. Her lipstick, pill bottle, and other stuff roll onto the station floor.

WOMAN

Oh my Lord! She kneels down to pick up her stuff.

The black man kneels down beside her. He is affable enough, but his bulk and dark sunglasses make her recoils slightly.

BLACK MAN

I'm sorry. Let me get you that. He begins picking up some items.

WOMAN

No. NO!

She picks up the remaining items in a hurry.

WOMAN (CONT'D)

No, don't! You're making me miss my train.

The woman grabs her stuff and runs off toward the platforms.

INT. GRAND CENTRAL TRAIN PLATFORM DAY

A train rolls down the tracks as the woman rushes toward the tracks. She's missed it! She is breathless, agitated. She looks into her bag: her wallet is gone!

INT. GRAND CENTRAL STATION DAY

The woman returns to the main hall of the station. She looks up at the schedule board again as it updates the departures. She is clearly shaken and has tears in her eyes. She dries them off with her handkerchief. She looks ahead of her, a lost look in her eyes.

A homeless black man walks by her. He is playing a harmonica to an invisible audience. The HARMONICA MAN talks to no one in particular.

HARMONICA MAN

Lord have mercy! Ha! Ha! He know
it, he know it! How you doing? You
know who it is this morning! I know
you are...

Hot Dog! You know who you are! Happy New Year's.

God bless ya!

The woman looks at him in disbelief and walks away.

INT. DINER DAY

The woman walks into the station diner. It is a bit old fashioned, with refrigerated glass cases containing prepared food, a small kitchen behind a tall counter, and neat rows of booths with gleaming brass frames. She takes a salad out of a glass case. A COOK stands behind the counter. He is wearing a gray Force Flexfit Puma Hat, a EES+ Puma Striped Men's Polo, and a smile.

WOMAN

How much is this salad?

COOK

Two dollars.

She puts the salad on the counter. She rustles through her pocket book.

WOMAN

Well, I am not sure I have that
much.

She puts a dollar and some change on the counter.

WOMAN

One dollar. Here's some. The cook
counts the money with his finger.

COOK

A dollar fifty... two dollars. Here
ya go, lady. She grabs her salad
and her bags.

WOMAN

Napkin. The cook hands her a napkin. I like your Puma hat.

COOK

Tips his hat towards the woman, showing the Puma emblem, and smiles.

WOMAN

She walks toward the booths.

INT. DINER DAY

The woman walks down the aisle looking for a booth. She puts down her salad plate on a table and puts her bags on the seat. She sits down next to her shopping bags, but almost immediately stands up. She is still holding her napkin.

INT. DINER DAY

The woman walks back toward the front of the diner. She grabs a fork from the cutlery bin. She looks at her fork critically. She wipes it vigorously with her napkin. As she makes her way back to her booth, she stops and stares.

INT. DINER DAY

A black HOMELESS MAN is sitting there, eating her salad. He is dressed in a heavy wool coat. He is wearing a wool hat with the price tag is still attached and clearly visible. He looks up at her. The woman sits across him.

WOMAN

That's my salad!

HOMELESS MAN

Get out of here!

WOMAN

That's my salad. She reaches for the plate. He yanks it back.

HOMELESS MAN

Hey!

He returns his attention to his salad. The woman watches him as he enjoys every bite. Time passes. She picks up her fork and tentatively reaches into the plate. She quickly grabs a leaf of lettuce and starts eating it. He pays her no attention and keeps eating. She takes another bite, then another. He lets her share the salad. He stands up and walks off, letting her eat the rest of the food. He returns, carrying two cups of coffee. He delicately puts the cups on the table and sits. He offers her sugar.

WOMAN

No. Thank you.

He offers her a packet of Sweet and Low from his coat. She takes it.

WOMAN

Thank you.

They share a moment together. She seems to notice the man for the first time. She checks her watch. She stands up, takes her purse, and leaves. He watches her leave, a sad look on his face.

INT. GRAND CENTRAL DAY

The woman quickly crosses the great hall toward the platforms. Suddenly she stops: her shopping bags! She left them in the diner. She runs back.

INT. DINER DAY

She arrives at her booth. The empty salad plate and the two cups and their saucers are still there, but the man is gone, and so are her bags. She starts pacing. Suddenly, in the next booth, she sees her shopping bag, and the salad she bought, uneaten. She understands what happened: she ate the man's salad! She starts chuckling. She gets up, grabs her bags, and runs out of the diner, still laughing.

INT. GRAND CENTRAL STATION DAY

The woman is running through the crowd. She passes a homeless MAN ON CRUTCHES.

MAN ON CRUTCHES

Spare some change, Please Ma'am. I'm starving.

She hurries to the platform.

INT. GRAND CENTRAL DAY

The woman runs down the platform to the waiting commuter train.

INT. GRAND CENTRAL DAY

The train starts off into the tunnel.

THE END

Rationale

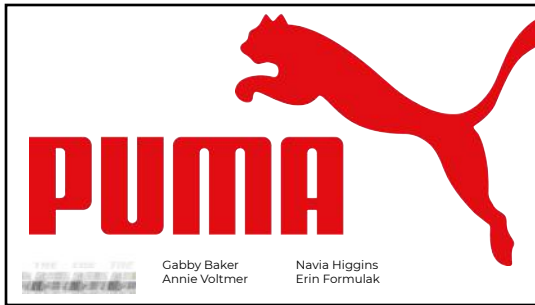


To integrate *Puma* and the campaign's big idea of young professionals' strength into *The Lunch Date*, deliberate choices of who wears *Puma* were made. Visual cues were altered, having the Cook display a *Puma* polo and hat, as he fits a member of *Puma*'s target audience and is an effective embodiment of a man invested in his job. He displays a hard-working ethic and is consistently kind to the woman, fitting the perfect man *Puma* desires to endorse. The hat and polo still allow him to be recognized as the Cook and main individual in charge of the cafe without feeling out of place or causing any distraction. Verbal copy was added in the script to show the woman noticing and liking the fashion taste of the man. She is also reciprocating the kindness that the Cook showed her, showing the spiral effect that *Puma* can have on an audience, displaying itself as an affluent and professional brand that is acceptable in the workplace.



PRESENTATION

SLIDES



Introduction

Puma vs. Competitors

- Celebrity brand ambassadors
- Technology in products
 - Fashion meets fitness

Puma's current neglect of "every day male" target audience

•PUMASTRONG

Target Market



Meet Matt!

- Young professional, late 20's - early 30's
- Career-focused
- Societal pressure
- Competitor intimidation

•PUMASTRONG

Creative Strategy

Statement:

Puma celebrates the strength and lifestyle of young male professionals.

Execution:

Showcase young men in the working world

- Uplifting copy
- Highlight the importance of work and life balance with fitness

•PUMASTRONG

•PUMASTRONG

Research:

Previous campaigns neglect large audience segment of young-professional males

Filling Puma's gap:

- Puma supports a different kind of strength
 - Strength beyond the gym

Print Advertisements

Approach:

- Social media caption style
 - resonates with consumers and manifesting the brand's trend-setting identity.

Rationale:

- Highlight the brand's inclusivity and cultural diversity
- Puma Red

•PUMASTRONG



TV Commercial

Approach:

- Interview and slice-of-life for professor and father

Rationale:

- Show "#PUMASTRONG" men in everyday lives and workplace

PUMASTRONG



Viral Video

Approach:

- Snapchat community story

Rationale:

- "Don't be a gym rat, be a Puma"
- Comical approach

PUMASTRONG



•PUMASTRONG

Guerrilla Marketing

Approach:

- Unconventional workouts

Rationale:

- Surface level approach
- Figurative approach

•PUMASTRONG



•PUMASTRONG

Out-of-Home Advertisement

Approach:

- City map in transit

Rationale:

- You have a place with *Puma*
 - Meet the consumer "where they are" (literally and figuratively)

•PUMASTRONG



•PUMASTRONG

Branded Product Placement

Approach:

- Pairing *Puma* with a kind and humble worker

Rationale:

- Show strong work ethic and pair with fashionable aspect of *Puma*

•PUMASTRONG



•PUMASTRONG

Social Media

Platforms: LinkedIn and Twitter

Approach:

- Uplifting, informative, casual

Rationale:

- Easy to reach and well used platforms for working professionals

•PUMASTRONG

LinkedIn



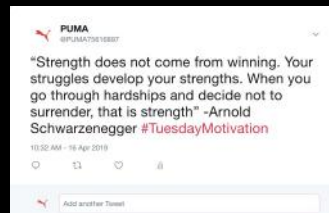
•PUMASTRONG

LinkedIn



•PUMASTRONG

Twitter



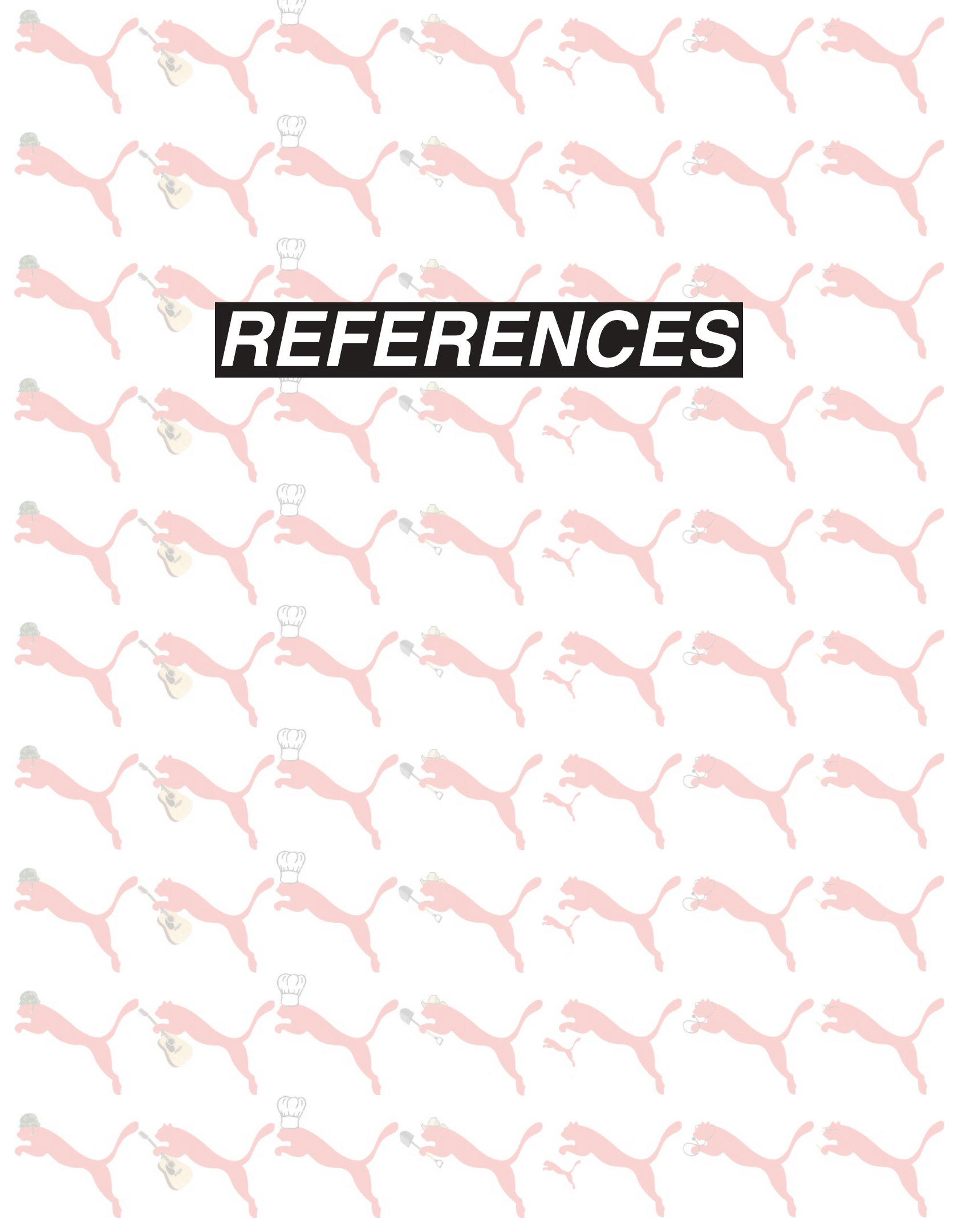
•PUMASTRONG

Twitter



•PUMASTRONG

**SOMETIMES THE
STRONGEST
MEN ARE FOUND
OUTSIDE
THE GYM.**



REFERENCES

References

Research

"Adidas Official Website | Adidas US." *Adidas United States*, www.adidas.com/us.

Bhasin, Hitesh. (2018, March 9). *Marketing Strategy of Puma- Puma Marketing Strategy*.

Retrieved from: <https://www.marketing91.com/marketing-strategy-puma/>

Bhasin, Hitesh, (2018, January 13). *SWOT Analysis of Puma*. Retrieved from:

<https://www.marketing91.com/swot-analysis-puma/>

Felton, G. Advertising: Copy and Concept. (2013). N.d.: W.W. Norton & Company.

"Fila | Sportswear, Tennis Apparel, Shoes & Accessories." *Vendor Code of Business Conduct*, www.fila.com/.

"Forever Faster." *PUMA.com*,

us.puma.com/en_US/home?locale=en_US&mktID=PL%3ABrand%2BMarketing%3APuma.com-CatchAllPage%3AUnited%2BStates-en&plinkID=Brand.

MarketLine. (2018, June 11). *Puma SE company profile*. Retrieved from Business Source Complete database.

Mercer, Amirah. (2016, May 25). *How Rihanna's Puma Creeper Became the Year's Must-Have Shoe*. Retrieved from

<https://www.vanityfair.com/style/2016/05/rihanna-puma-creeper-shoe>.

"Nike. Just Do It." NIKE, Inc.- Inspiration and Innovation for Every Athlete in the World., www.nike.com/.

"Official Site - Every Season Starts at DICK'S." *DICK's Sporting Goods*,
www.dickssportinggoods.com/.

"Official U.S. Site | Running Shoes and Activewear." *ASICS*, www.asics.com/us/en-us/.

Pew Research Center. (2018). Share of online adults in the United States using Twitter from 2009 to 2017. Retrieved from
<https://www.statista.com/statistics/186675/share-of-us-adults-using-twitter-since-2009/>

Precourt, Geoffrey. (2011, October). Retrieved from
<https://www.warc.com/content/article/event-reports/the-changing-face-of-strategy-insights-from-the-2011-jay-chiat-awards/95373>.

PUMA. (2015) *Puma Training 2015 Annual Report*. Retrieved from
<http://report.puma-annual-report.com/en/group-management-report/puma-group-essential-information/targets-and-strategy/>

PUMA. (2017) *Distribution Strategy*. Retrieved from
<https://annual-report-2017.puma.com/en/company-overview/distribution/>

PUMA. (2019). *Puma History*. Retrieved from
<https://about.puma.com/en/this-is-puma/history/history>.

PUMA. (2019). *Puma's Newest Sneaker Muse Trailblazer*. Retrieved from
<https://about.puma.com/en/newsroom/brand-and-product-news/2019/2019-01-04-pumas-newest-sneaker-muse-trailblazer>.

"Reebok US | Reebok Official Website | Be More Human." *Reebok United States*,
Reebok, www.reebok.com/us.

Schwär, Hannah. (2018, October 1) *Puma and Adidas' rivalry has divided a small German town for 70 years — here's what it looks like now*. Retrieved from <https://www.businessinsider.com/how-puma-and-adidas-rivalry-divided-their-founding-town-for-70-years-2018-10>

"Shop Clothing, Shoes, Home, Kitchen, Bedding, Toys & More." Kohl's, www.kohls.com/.

WARC. (2011). *Puma: For the joy of sport*. Retrieved from [https://www.warc.com/content/article/jaychiat/puma for the joy of sport/95261](https://www.warc.com/content/article/jaychiat/puma%20for%20the%20joy%20of%20sport/95261).

Woolf, Jake. (2017, March 15). *Here's How Puma Overtook Under Armour in the Sportswear War*. Retrieved from: <https://www.gq.com/story/how-puma-overtook-under-armour-in-the-sportswear-war>

Wray, Adam. (2017, May 29). *In the Age of Influencers, Rihanna's Fenty x Puma Success Proves Musicians Still Reign Supreme*. Retrieved from <https://www.billboard.com/articles/news/lifestyle/7809628/rihannas-fenty-puma-success-proves-musicians-are-the-best-influencers>.

Image References

Research



After Hours Athlete Advertisements. [Screenshot]. (2012). Retrieved from

https://www.warc.com/content/paywall/article/cannes/puma_social_after_hours_athlete/97041



As Worn By Cara Shoes. [Screenshot]. Retrieved from

<https://eu.puma.com/uk/en/do-you-stories>



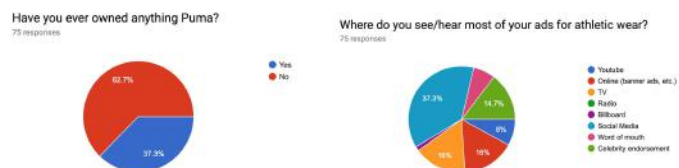
Cara Delevingne Wants You To Meet Activist Deja Foxx 21 Under 21. [Screenshot].

(2018). Retrieved from

<https://www.youtube.com/watch?v=it3B2LgQz0o&list=PLQqeBCtRiHis5nidQh5wY4iGRpR6D7eiP&index=1>



Higgins, N. (2019). Puma Stock [Photograph]. Personal Image.



Puma Research Graphs. [Screenshot].



Puma Logo Png Images Transparent Background [PNG Image]. (2018). Retrieved from <http://www.pngnames.com/image/64005>



PUMA Women #DoYou. [Screenshot]. (2016). Retrieved from https://www.youtube.com/watch?v=WOE7TJQTTKM&list=PLQqeBCtRiHivLflVv1IEbNKClxw0MF2_I&index=5

Print



Heftiba, Toa. (Photographer). (2017, March 7). [Digital image]. Retrieved from <https://unsplash.com/photos/5JeTin55H9U>



Herrmann, Sebastian. (Photographer). (2019, February 11). [Digital image]. Retrieved from <https://unsplash.com/photos/0kT3qt2Ex4g>



Magazine Mockup Free [digital image]. Retrieved from

<http://www.viscon.biz/product/magazine-mockup-free/>



Prado, Sebastián León. (Photographer). (2017, November 6). *Friends* [digital image].

Retrieved from <https://unsplash.com/photos/dBilcdxMWfE>



(2017, June 12). *Magazine Mockup PSD* [digital image]. Retrieved from

<https://www.graphicsfuel.com/2017/06/magazine-mockup-psd/>

Guerrilla Marketing



Alibert, Simon. (Photographer). (2017, October 24). *Lost in Alexanderplatz, in Berlin*
[Digital image]. Retrieved from <https://unsplash.com/photos/Jlg5GJIGN5Q>



Collins, Robert. (Photographer). (2017, August 7). *Football Outside Jakarta* [Digital
image]. Retrieved from <https://unsplash.com/photos/tvc5imO5pXk>



Lin, Gina. (Photographer). (2018, November 20). [Digital image]. Retrieved from
<https://unsplash.com/photos/m27OTMegUyA>



Macleod, Liam. (Photographer). (2019, April 13). [Digital image]. Retrieved from https://unsplash.com/photos/5zqFSF_73nE



Man Working Out By Pool [digital image]. Retrieved from <https://www.storyblocks.com/stock-image/man-working-out-by-pool-hasgbrbcmuzj6gu8vno>



Muleba, Humphrey. (Photographer). (2018, October 25). [Digital image]. Retrieved from <https://unsplash.com/photos/LOA2mTj1vhc>



Sabourin, Sam. (Photographer). (2017, December 15). *Between the Bumpers* [digital image]. Retrieved from <https://unsplash.com/photos/WGK0JKV5WWw>



Silverman, Paul. (Photographer). *POLYETHYLENE, HIGH DENSITY* [digital image].

Retrieved from

https://quest.eb.com/search/gallon-of-milk/1/157_2918709/POLYETHYLENE-HIGH-DENSITY

Branded Product Placement



The Lunch Date. [Screenshot].

OOH

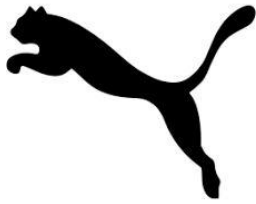


Dumbbell Glyph Icon. [PNG]. Retrieved from

https://www.storyblocks.com/stock-image/dumbbell-glyph-icon-rwmeeptex_bj6_gmsocy.



Map. [Screenshot].



Puma Logo- Black. [PNG]. Retrieved from

<https://www.pinterest.com/pin/520236194434643227/?!p=true>.

PUMA

Puma Logo- Text. [JPEG]. Retrieved from

<https://www.kisspng.com/png-puma-logo-sneakers-brand-1845374/>



RED-LOCATION-ICON-1. [PNG]. Retrieved from

<https://www.vfnlaw.com/hosting-on-airbnb/red-location-icon-1/>

TV



Army Hat. [JPEG]. Retrieved from

<https://www.kisspng.com/png-combat-helmet-army-soldier-clip-art-person-with-he-774432/>.



Beret. [PNG]. Retrieved from

<https://www.kisspng.com/png-t-shirt-beret-hat-clip-art-mustache-1139088/>.



Chef Hat. [PNG]. Retrieved from <http://clipart-library.com/chef-hat-cliparts.html>



Construction Hat. [PNG]. Retrieved from <https://pixabay.com/images/search/hardhat/>



Farmer Hat. [PNG]. Retrieved from <http://clipart-library.com/straw-hat-cliparts.html>



Glasses. [Screenshot].



Graduation Cap. [PNG]. Retrieved from

https://www.pinclipart.com/pindetail/TmohT_graduation-cap-clipart-no-backgro-und-7-pancake-clip/



Guitar. [PNG]. Retrieved from

<http://www.stickpng.com/img/objects/music/guitar/acoustic-guitar>



Pencil. [JPEG]. Retrieved from

<https://www.kisspng.com/png-colored-pencil-drawing-mechanical-pencil-clip-art-160362/>



Police Hat. [PNG]. Retrieved from <http://www.clker.com/clipart-police-hat.html>



Puma Logo- Red. [PNG]. Retrieved from <http://logok.org/puma-logo/>



Shovel. [JPEG]. Retrieved from
<https://www.kisspng.com/png-shovel-transparent-66792/>



Stethoscope. [PNG]. Retrieved from <https://pixabay.com/images/search/stethoscope/>



Tie. [JPEG]. Retrieved from

<https://www.kisspng.com/png-necktie-bow-tie-free-content-clip-art-tie-png-transparent-571888/>.

Social Media



Aceron, E. (2019). [Photograph]. Retrieved from <https://unsplash.com/photos/Qs9oA9dEbd0>



Karvounis, N. (2016). [Photograph]. Retrieved from <https://unsplash.com/photos/nvsHAsuFC54>



Puma Logo PNG Vector. [PNG]. Retrieved from <http://orignallogo.com/puma-logo-vectors-free-download/>



Voltmer, A. (2019). Photoshop and Giphy. Created in Adobe Photoshop and Giphy.com

Audio References

Grieg, E. (1875). In the Hall of the Mountain King. [Recorded by London Philharmonic Orchestra & David Parry]. On *50 Greatest Pieces of Classical Music*. [MP3 file]. London, England.

(2015). You Can Reach Your Goals. [MP3 file]. Retrieved from

https://www.storyblocks.com/?gcn=SBIimages-Search-Brand-US-149&gclid=CjwKCAjw-4_mBRBuEiwA5xnFIJoovFjLZFI7rr4kOOhzsBE3APkb0PZk7zkGVYN4s9HPtQ0qkcLSNRoCiU4QAvD_BwE

Presentation References



Puma Logo PNG Vector. [PNG]. Retrieved from

<http://orignallogo.com/puma-logo-vectors-free-download/>



Stock Photo - Young asian professional. [Screenshot]. Retrieved from

https://www.123rf.com/photo_64981925_young-asian-professional-in-skyscraper-office-having-coffee-and-giving-the-thumbs-up-sign.html.