Strategic Message Planner: Smart Shoes

**Client and Product**

Smart Shoes is a new and innovative running shoe with built-in intelligence. The first of its kind, Smart Shoes ensures that runners get the most out of every single run.

Smart Shoes was developed by a couple of runners who saw the need for a smarter shoe. They wanted a shoe that combined comfort and technology that eliminated the need for several different gadgets. They searched all over for what they needed, but soon realized that the only way they were going to get what they needed is to make the product themselves.

Smart Shoes is equipped with a chip that is built-in to the shoe. This chip records detailed information about the run or walk and uploads the information to a computer or smart phone. The times, distances, pace, and calories burned are all collected. GPS is also in the chip so you can see the route of your runs.

Smart Shoes also gives its customers access to their website. On this website is information, tips, and plans to help every level of runner.

Smart Shoes has a fit that rivals its competitors and the brains to blow the competition out of the water. Smart Shoes are available in men and women’s sizes and come in a variety of styles and colors.

**Target Audience**

Smart Shoes are designed for men and women ages 16-116. They are for walkers, runners, and people who have never exercised in their lives. Smart Shoes take the guesswork out of running and make it easier for everyone, from beginners to advanced.

This target audience will be the marathon runners to the “couch potatoes” who want to make their workouts easier. This target audience’s schedule is busy enough, they do not have the time to calculate and document their runs. Smart Shoes are extremely convenient and will keep up with the hectic lifestyles that the target audience leads.

Some members of this target audience will have a goal of running a race and do not know where to begin. With the purchase of Smart Shoes, these people will learn exactly how to start running with the access to our website.

The target audience is also “gym rats.” These are people who have become so accustomed to the treadmill because the treadmill gives them instant numbers from their run. We want to pry these people from their beloved machines.

**Product Benefits**

Smart Shoes eliminate the need for bulky gadgets, makes tracking the necessary data easier, therefore helping individuals stick to running goals.

**Current Brand Image**

Smart Shoes is a brand new to the market so there is no brand image.

**Desired Brand Image**

Smart Shoes make running comfortable, easier and more enjoyable by taking the guesswork out of measuring your run.

**Direct Competitors and Brand Images**

Direct competitors are other running shoe manufacturers and running gadgets.

* Nike Running Shoes. Nike is very popular among athletes and non-athletes alike. It is considered a top brand and Nike’s success shows that people are willing to pay more money for running shoes.
* Adidas Running Shoes. Adidas is another high quality brand that is prevalent in the running shoe community.
* Garmin. Garmin has various running gadgets. They are expensive and bulky but effective. Garmin has established an impeccable reputation among runners.

**Indirect Competitors and Brand Image**

Indirect competitors include any other means of weight loss. Workout DVD’s, and personal trainers take away the need for our target audience to collect data and track their runs. Fear of running and injury also cripple our target market of taking the necessary steps to learn how to run with the use of our website.

**Advertising Goal**

To persuade runners that Smart Shoes are quality running shoes with unique technological intelligence that will take their runs to the next level.

**Strategic Message**

Smart Shoes make running more enjoyable by eliminating bulky gadgets and taking the guesswork out of data calculations.

**Supporting Benefits**

Feature Benefit

Combines a chip with running shoes Eliminates bulky gadgets

Collects data from runs Makes measuring runs effortless

Comfortable fit Less pain and more enjoyable runs

Access to Smart Shoes website Gives new runners a place to learn