

Strategic Message Planner: Hill Fighter boots

Advertising Goal

To change the image of Hill fighter boots from being used exclusively for soldiers, to useful for any outdoor sportsman.

Client: Key Facts

- Hill Fighters Inc. of Oklahoma City, Okla. makes Hill Fighters boots.
- The company's primary products are warm outdoor wear, boots and gloves.
- Hill Fighters Inc. primarily sells their product in outdoor sports stores, its online store, and military base exchanges.
- Total revenues last year were \$10 million.
- The Outdoor Adventure magazine named Hill Fighters products as "Top 5 Most Valuable Gear" in their June 2012 magazine.

Product: Key Features

What is the product?

- Hill Fighters boots are outdoor, active boots.
- Hill Fighters boots are \$150.
- Hill Fighters are packaged in a steel gray and hunter green box.
- Hill Fighter boots are lightweight.
- Hill Fighter boots are durable.
- Hill Fighter boots are tight and supportive around the ankles.
- Hill Fighter boots have the outersole of a tennis shoe.
- Hill Fighter boots have water resistant qualities.

What is the purpose of the product?

- The purpose of Hill Fighter boots were created to maximize comfort while standing up to ruthless terrain.

What is the product made of?

- The product's outsoles are made of rubber.
- The product's outside and top is made of full grain leather.
- The product's foot bed is made of polyurethane.

Who and what made the product?

- Vibram, a well established name in outsoles will be manufacturing the outsoles of Hill Fighters boots.
- Hill Fighters shoes are manufactured at the main plant in Oklahoma City.

Target Audience: Demographics and Psychographics

The target audience for this ad is men ages 18-35. These men are extremely active in the outdoors. Since these men are serious about their hobby/job, they are willing to spend up to \$1000 per season on quality equipment.

The average age of the target audience is 25. The target audience is primarily single. The target audience is normally not homeowners. Most of the target audience is beginning their careers. The target audience on average has a bachelor's degree or is trying to attain one. On average, the target audience works 25-35 hours a week generally leaving weekends open.

The target audience enjoys the outdoors. Generally, activities include hiking, climbing, rappelling, and negotiating rough terrain. The target audience desires a quality boot that will lend support to their feet, ankles, and give a sturdy foundation for their knees. They desire a quality material that won't wear out.

Product Benefits

- Hill Fighter boots are lightweight so they will not hold a tired hiker back.
- Hill Fighter boots are \$150: making them less expensive than competitors. They will save a hiker money.
- Hill Fighter boots have an outsole similar to a tennis shoe: it will be better for legs and feet in the long run.
- Hill Fighter boots are tight and supportive around the ankles: they reduce the risk of low and high ankle sprains.
- Hill fighter boots are durable: they won't tear apart allowing the hiker to continue doing the hobby they love with their companions.
- Hill fighter boots are accessible: they are available in stores and online saving the hiker time and energy.

Direct Competitors and Brand Images

Direct Competitors are military grade combat boots:

- Military issued combat boots can be found at military bases and military surplus stores. The target market believes this is a sufficient option, but it is lacking in ankle support.
- Nike pro-combat boots can be purchased in the online Nike store. They have tennis shoe like outsoles similar to the Hill Fighters, but the target market feels that the ankle support and low durability are setbacks.

Indirect Competitors and Brand Images

- Tennis Shoes- The target market appreciates the mobility of just using tennis shoes, but it is impractical to expect support and mobility from tennis shoes alone.

Product Brand Image

- Current Brand Image: the target audience believes that Hill Fighters boots are effective.
- Desired Brand Image: Hill Fighter boots can handle any terrain while giving the proper support.
- Brand Image challenge: Hill Fighters are traditionally for military personnel, but it is also great for outdoor enthusiasts.

Strategic Message: The Promise

Hill Fighters boots are the perfect combination of rugged, lightweight and supportive and can take you anywhere you need to go.

Supporting Evidence: The Proof

- Hill fighter boots are lightweight.
- Hill fighter boots are durable.
- Hill fighter boots are tight and supportive around the ankles.
- Hill fighter boots have the outersole of a tennis shoe.
- Hill fighter boots have water resistant qualities.

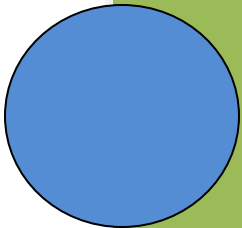
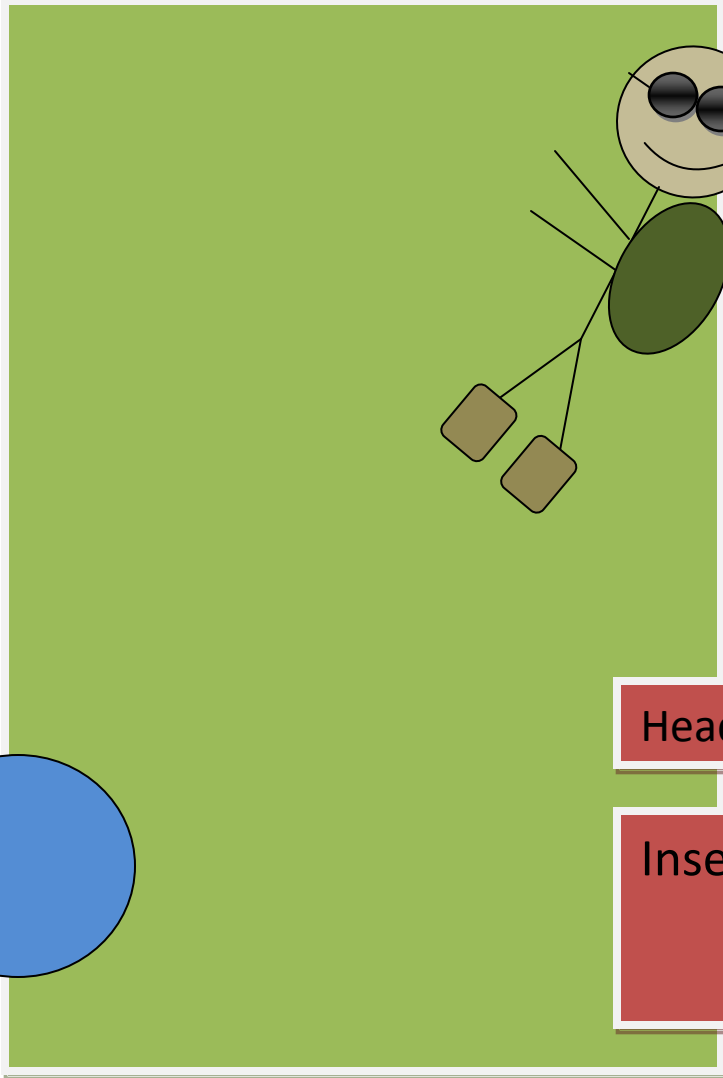
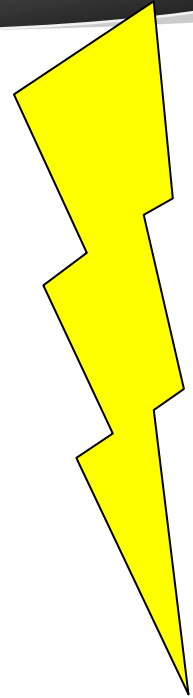
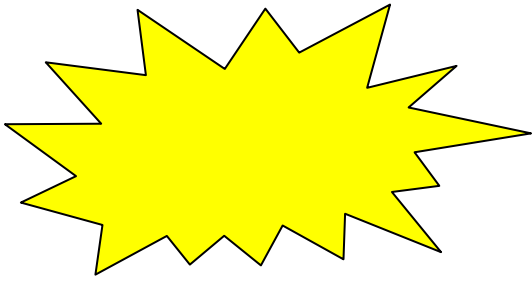
Emily Bryant

Sec. 002

02NOV12

My print ad is advertising the Hill Fighter boots. The headline for the ad is: "No terrain too treacherous." The subheadline is: "Hill fighter boots will take you there." The body copy is: "When the hill seems too high, the terrain too treacherous, and the weather is hard on your back, you won't give up and Hill Fighter boots won't either. With its lightweight design and its durable outer soles, there is no room for quit. Get yourself in the fight by visiting hillfighters.com."

The ad features a man in his late 20's/ early 30's with hiking gear on in muted colors. He is climbing a mountain with rough, jagged terrain. In the background there are apocalyptic type weather conditions. I chose this age of man because that is around what my median target audience age is. I chose the type of terrain and weather conditions because it not only catches the eye, but also displays the array of conditions the Hill fighter boots can withstand.



Headline

Insert Body Copy Here

Title: Can you hear it?

Client/Sponsor: Hill Fighters

Length: 30 seconds

Air Dates: November 7-14

SFX: Sounds of a thunder storm (Establish (0:05), then
under)

Announcer:

Can you hear it? The sound of the word no? Can you hear the sound
of the words can't, shouldn't, and stay at home?

Music: upbeat, rock and roll type music (Establish (0:03)

then under)

Announcer:

New from Hill Fighters, is a lightweight boot that is willing to battle
no, can't, and shouldn't. Hill Fighter Boots are durable and strong
just like you. Visit hillfighters.com and begin the journey to the
sound of can. No terrain too treacherous.

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Title: Hill Fighters Ad

Client/Sponsor: Hill Fighters

Length: 60 seconds

Air dates: November 7-14

	SFX: Thunder clap and lightning (0:01)
WS: Jagged looking hill looking up from the ground up. (0:03)	
	SFX: Thunder clap and lightning
	<u>MUSIC:</u>
	Rock and roll music (Establish (0:03) then under
CU: Mayan warrior man holding a weapon looking up(0:03)	SFX: Gong sound
MS: Gladiator holding weapon looking up(0:04)	SFX: Gong sound
CU: Mongolian warrior holding weapon looking up(0:03)	SFX: Gong sound
MS: Doughboy holding rifle looking up(0:04)	SFX: Gong sound
Black screen(0:03)	VO: Take the Hill.
MS: Mayan running up the hill in Hill fighter boots(0:04)	VO: For centuries, one thing has been vital: the extreme need to rise higher.
CU: Gladiator running up the hill in Hill fighter boots(0:03)	VO: New from Hill fighters is a boot that fights as hard as you do.
MS: Mongolian warrior running up hill in Hill fighter boots (0:04)	VO: With its lightweight design and durable outer soles, the only thing that can beat you

CU: Doughboy running up hill in hill fighter boots (0:03)

VO: Is yourself.

WS: view of mountain with warriors running up it (0:02)

Music: rock and roll music (Reestablish (0:5) then fade)

WS: view looking down the mountain with warriors

almost to the crest fighting to reach the top (slow motion)

(0:05)

Blackscreen

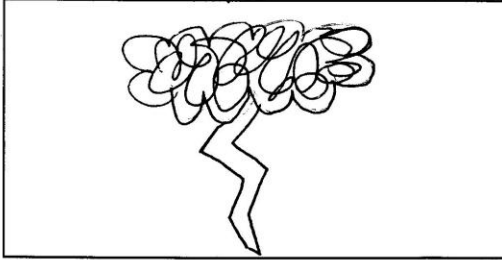
Chyron: Hill fighters boots

Visit hillfightersboots-dot-com to join the fight. (0:06)

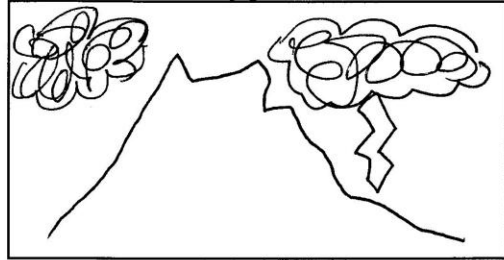
Fade words to black at (0:59)

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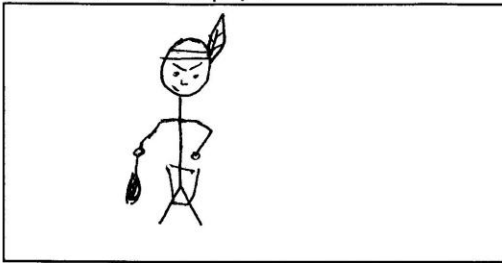
Scene: 1 Shot: WS



Scene: 2 Shot: WS

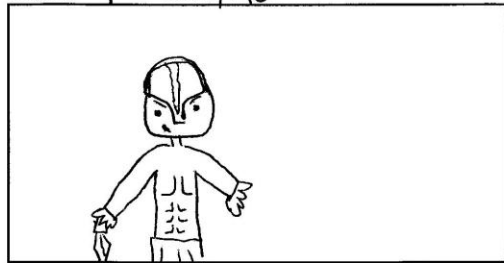


Scene: 3 Shot: MS



"SFX-Gong"

Scene: 4 Shot: MS



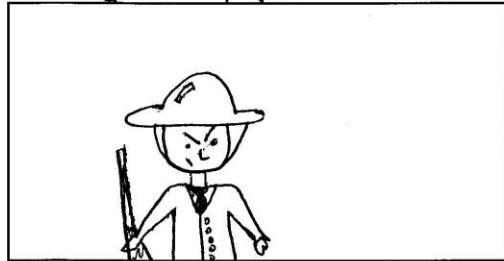
SFX-"Gong"

Scene: 5 Shot: MS



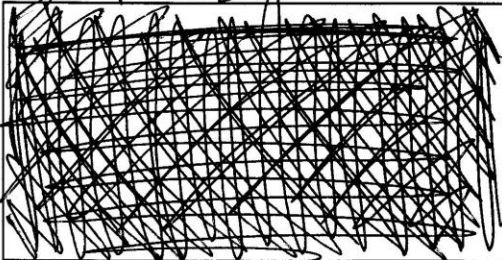
SFX-Gong

Scene: 6 Shot: MS



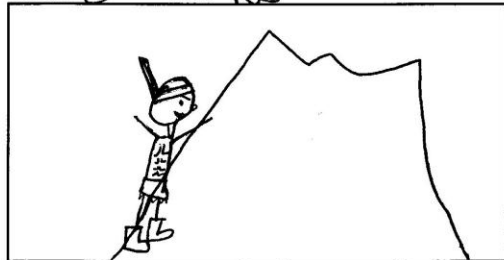
SFX-Gong

Scene: 7 Shot: Black Screen



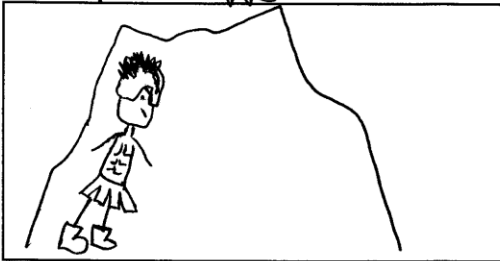
VO: "Take the hill"

Scene: 8 Shot: WS



"For centuries, one thing..."

Scene: 9 Shot: WS



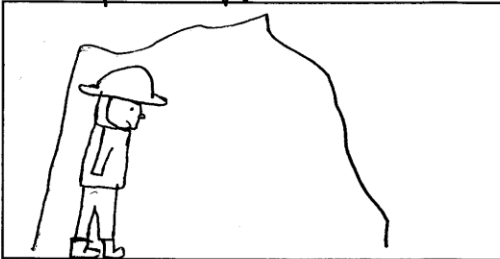
"New from hill-fighters"

Scene: 10 Shot: WS



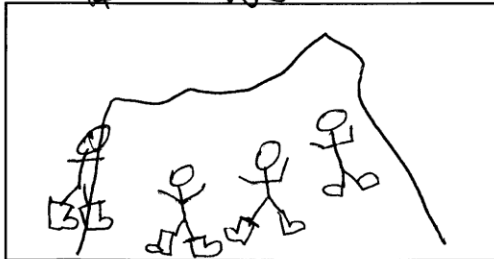
"With its lightweight"

Scene: 11 Shot: WS



"Is yourself"

Scene: 12 Shot: WS



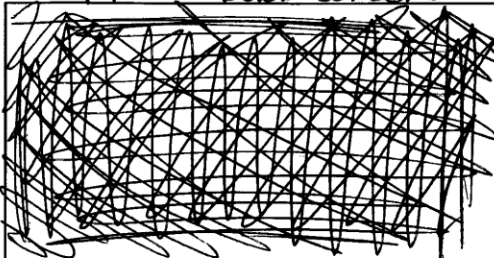
music-rock, roll

Scene: ~~13~~ 13 Shot: MS



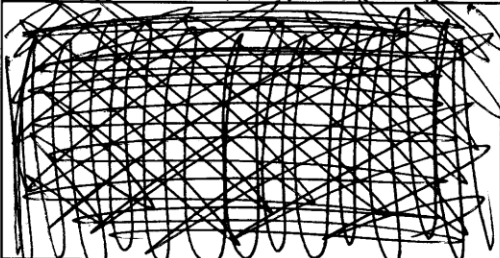
-slow motion-

Scene: 14 Shot: black screen



Chyron: hill fighter bats

Scene: 15 Shot: black screen



Chyron: visit hillfighters.com to join the fight.

Scene: Shot:

