

Kelsey Cospers
Spring 2012
SC 3353
Section 1

Strategic Message Planner: Sticky Cleats

Advertising Goal

The goal of this advertisement is to create awareness about Sticky Cleats and attract new customers who have never heard of the product. The goal is to show the purpose and practicality of the cleats.

Client: Key Facts

Convenient Fitness Inc. of Oklahoma City, Okla. makes Sticky Cleats.

Convenient Fitness Inc. is an employee-owned company and was named one of the “Top Fitness Companies in the United States” in 2011.

Kelsey Cospers founded Convenient Fitness Inc. in 2009. Cospers played many sports as a child and played lacrosse for Oklahoma State University.

The company’s primary products are nutrition shakes and Sticky Cleats.

Total revenues in the past fiscal year were \$4 million.

Product: Key Features

What is the product?

Sticky Cleats are removable cleats that can attach to any fitness shoe.

They can be used for sports such as soccer, football, lacrosse and softball.

Sticky Cleats can be used 100 times.

Sticky Cleats sell for \$30 a pair.

What is the purpose of the product?

The purpose of the product is to provide a convenient way for athletes to switch from tennis shoes to cleats.

It's an alternative to buying two pairs of shoes.

Sticky Cleats are made to save time and let athletes perform in their favorite shoes.

What is the product made of?

Sticky Cleats are made of synthetic rubber with an adhesive gel layer to make them stick to the sole of the shoe.

Product testing has showed that Sticky Cleats are just as effective as regular cleats.

Who and what made the product?

Convenient Fitness Inc. made the product in their laboratories in Oklahoma City. Owner Kelsey Cospers oversaw the production.

Target Audience: Demographics and Psychographics

The target audience for our product is any athlete who plays a sport that uses cleats.

However, we will mostly focus on children and adolescents in middle to upper class families. We will also target parents who think this product would benefit their child as well as their family.

Members of the target audience lead busy lives and want to find ways to save time throughout their day. Members are risk takers and willing to try something new.

Product Benefits

The benefits of this product are convenience and money saved. Consumers can wear their favorite tennis shoes and just attach the cleats instead of buying a whole new pair of shoes that have cleats.

Athletes can take them off after a game, so they aren't tracking mud around. Sticky Cleats are proven to work just as well as conventional cleats.

Direct Competitors and Brand Images

Our direct competitors are established shoe brands who make cleats such as Nike, Reebok, Adidas and Mizuno.

The target audience may have already used these brands in the past and established brand loyalty and trust.

However, Sticky Cleats are cheaper than regular cleats.

Indirect Competitors and Brand Images

Our indirect competitors would be any type of shoe that a consumer would change into after a game or practice instead of just taking off their Sticky Cleats. Other shoes include running shoes, sandals, flip-flops and slippers. Brands include Nike, Rainbow, Steve Madden and L.L. Bean.

Product Brand Image

Current brand image: The target audience is a little skeptical since the product is so new.

Desired brand image: Convenient Sports Inc. hopes Sticky Cleats are seen as an innovative, affordable product in the eyes of consumers.

Brand Image Challenge: The target audience isn't aware of the effectiveness and affordability of the product.

Strategic Message: The Promise

Sticky Cleats will save you time and money. They are just as effective as conventional cleats.

Supporting Evidence: The Proof

Dallas Cowboys quarterback Tony Romo has used sticky cleats during the off-season and loves them.

Sticky Cleats are satisfaction guaranteed. The consumer may return the product if they are not satisfied.

Sticky Cleats will last for at least 100 uses.

Radio Ad Script

Title: Sticky Cleats
Client/Sponsor: Convenient Sports
Length: 30 seconds
Air Dates: March 31-April 31

SFX: Foot kicking soccer ball

<http://www.sounddogs.com/sound->

[\(Establish](#) then fade)

effects/2106/mp3/276252_SOUNDDOGS
__ap.mp3

ANNOUNCER:

Hey sports stars! Don't you wish you could go straight from field practice to school without changing shoes? Well, we've got the answer for you! Sticky Cleats! Just stick them on before practice and peel them off after. No hassle and you save money on a pair of shoes!

ATHLETE:

I could never find cleats that I liked, and I hated having to change shoes so I wouldn't scratch up the floor when I went inside. Sticky Cleats are the best. I get to wear my favorite pair of running shoes and keep them on all day!

ANNOUNCER: Do you have kids that get in your car after practice and make it all messy and muddy?

MOTHER: My five-year-old uses sticky cleats. No more mud and grass in my van after practice! Just peel the cleats off and stick them in the trunk until your next practice.

COACH: I'm a high school soccer coach and all of my students love their sticky cleats. We can move from the weight room to the field without switching shoes. They just slap their sticky cleats on and they're ready to go!

ANNOUNCER: Sticky Cleats last for 100 uses. Only \$30 at your local Convenient Sports Store or visit [convenientsports.com](http://www.sounddogs.com/results.asp?Type=1&CategoryID=1004&SubcategoryID=24).

SFX: Stadium Cheering
(establish then fade) <http://www.sounddogs.com/results.asp?Type=1&CategoryID=1004&SubcategoryID=24>

###

TV Ad Script

Title: Sticky Cleats
Client/Sponsor: Convenient Sports Inc.
Length: 60 seconds
Air Dates: March 31, 2012- April 31, 2012

MUSIC:

(Stadium filled with lots of fans cheering)

ANNOUNCER:

Are you tired of your coach telling you to take off your cleats before you hit the locker room or the gym?

Are you tired of your kids tracking mud everywhere?

Want to save some time?

Convenient Sports Inc. has created sticky cleats!

These cleats stick straight onto your favorite pair of fitness shoes.

They can be used for any sport that uses cleats! Soccer, football, lacrosse, you name it!

Sticky Cleats work for 100 uses and are only \$30.

Sticky cleats are the most convenient way for athletes to switch from playing on the field to going about their day.

Get yours now at any Convenient Sports store or online at WWW-DOT-CONVENIENT-SPORTS-DOT-COM.

MUSIC:

(Up and then fade out)

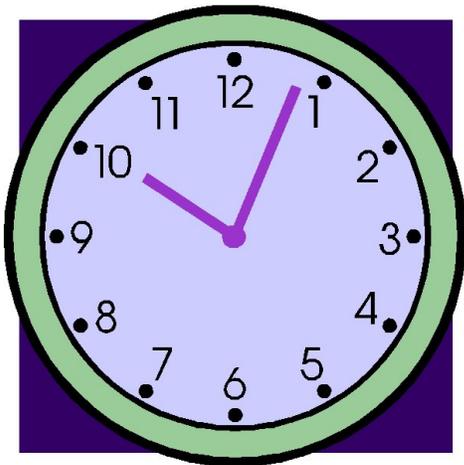
###



Are you tired of your coach telling you to take off your cleats before you hit the locker room or the gym?



Are you tired of your kids tracking mud everywhere?



Want to save some time?



Convenient Sports Inc. has created STICKY CLEATS!



These cleats stick straight on to your favorite pair of fitness shoes.



They can be used for any sport that uses cleats! Soccer, football, lacrosse, you name it!

Sticky Cleats work for 100 uses and are only \$30.



Sticky cleats are the most convenient way for athletes to switch from playing on the field to going about their day,



Get yours now at any Convenient Sports store or online at WWW-DOT-CONVENIENT-SPORTS-DOT-COM.

Reference Sheet

"Best Teen Workout Shoes Slideshow." -- *Soccer, Hiking, Running Shoes*. Web. 29 Mar.

2012. <<http://fit.webmd.com/teen/move/slideshow/slideshow-best-workout-shoes>>.

"Fleet Feet Sports Store For Runners In Brentwood." - *The Fun Times Guide to*

Brentwood, TN. Web. 29 Mar. 2012.

<http://brentwood.thefuntimesguide.com/2009/01/fleet_feet_sports_brentwood.php>.

"NIKE LUNARGLIDE 3." *Nike Store*. Web. 29 Mar. 2012.

<http://store.nike.com/us/en_us/?l=shop,pdp,ctr-inline/cid-1/pid-401110/pgid-438457>.

"Soft Ground Soccer Shoes." *Cheap Soccer Shoes*. Web. 29 Mar. 2012.

<<http://cheapsoccershoes.net/types-of-shoes/soft-ground-shoes/>>.