



CREATIVE BRIEF:

TECOVA

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Key Fact: Most brands that sell Western workwear are advertised more for men, including Tecovas. Tecovas has high-quality boots that are fashion-forward but could be marketed more towards blue-collar women and their working lifestyle in and outside of work.

Problem that Advertising Must Solve: Blue-collar women are traditionally underrepresented. Since Tecova showcases men working in their boots versus women wearing them fashionably, women's boots need to be highlighted and durable for the work they do.

Advertising Objective: The advertising objective is to represent the brand as a durable work solution while keeping its Western charm for the boots. There should be a spotlight on blue-collar work, especially performed by women, and show the duality and strength of the Tecova brand specifically in their boot collection.

Creative Strategy

Target Audience: Women ages 20-35. They live in mountain towns and farmlands and work blue-collar jobs. They spend their mornings on the farm, but their evenings and free time dressed up for a good time. Jane Doe appreciates a boot that can be durable during her tough and dirty work days, but also one that she can pair with a sundress. The perfect boot for Jane is resistant to dirt and grime, comfortable for her feet, and fashionable enough for a date.

Principal Competition:

Boot Barn: Pride themselves on being the biggest western and workwear retailer in the nation. Carry a wide variety of brands and styles of all sorts of boots and workwear, also ranging from affordable to high-end. While they claim to focus on workwear, it is highly male-focused. There is women's work wear but it is hard to find on their website, for it focuses more on the fashion aspect of boots.

Frye: Focuses their brand around craftsmanship, in which their boots are highly crafted and "American Made." While they focus on the quality of their boots, they are expensive and not marketed around workwear.

Justin Boots: Justin Boots claims to be an "icon in Western culture" and centers their brand focus around high-quality work boots. They are a solid competitor in the sense that they do sell higher quality work boots for women. They fall short in that they lack fashion and are not applicable to both aspects of a woman's life.

Ariat: As a western boot brand, Ariat markets their boots as ones you can live in. They have a variety of options, but once more, center their workwear selection around men, and while they have women's workwear, it is hard to find and unfashionable.

Timberland: Timberland focuses their products on being made for the outdoors, and highlighting their durability. They have famously well-made products but lack the Western feel and fashionable look within their workwear category.

Positioning: The brand wants to emphasize its love of cowboy boots and western stories. They highlight the duality of working and playing, and how their boots can do both vs. promoting one over the other. The strategy should display the duality of their boots for women, and how they are for any occasion and any person.

Tone: The tone should be a mix of fun and playful, but also promote strength and toughness.

Key Consumer Benefit: Western boots are often geared for a singular purpose: for work or play. Tecovas offers handcrafted boots that allow the consumer to buy one pair for both purposes.

Reason Why: In Leon, Mexico artisans create the boots through a 200-step process. Premium leather and goodyear welt construction keep the boots in strong condition. In a highly competitive market that tends to favor fashion or durability, Tecova chooses both. Women in the industry need a versatile boot to keep their work alive and dreams souring.

Mandatories and Policy Limitations:

<https://www.tecovas.com/>

TECOVAS

