

TECOVAS

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ADVERTISING AND CULTURE
CAMPAIGN BOOK SPRING 2024

Creative Brief: Tecovas Footwear

KEY FACT

In 2022 women made up 17% of the blue collar work force, meaning there is an important demographic to be served. Most brands that sell western work wear 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, womens boots need to be highlighted and durable for the work they do. Since 2011 women working in blue collar industries has increased by 22.2%.

ADVERTISING OBJECTIVE

The advertising objective is to represent the brand as a durable work solution while keeping their 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 but specifically in their boot collection.

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 one that is resistant to dirt and grime, comfortable for her feet, and fashionable enough for a date.

PRINCIPAL COMPETITION

Tecovas boots typically range from \$300-\$500. Boot Barn, Justin Boots and Ariat are all workwear boot brands that are easily accessible through large retailers across the nation, with prices ranging anywhere from \$85-\$500 meaning they have many options for a variety of customers. Frye is a boot that is highly crafted, prices range from \$100-\$500.

POSITIONING

Tecova boots offer the duality of work and play, allowing you to work a long day, and go out all wearing the same fashionable boots. These boots are hand crafted to be there for all aspects of daily life.

TONE

A mix of fun and playful, but also promotes strength and toughness.

KEY CONSUMER BENEFIT

Western boots are often geared for a singular purpose: for work or for 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 soaring.

MANDATORIES AND POLICY LIMITATIONS

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



TECOVAS

BUILT FOR WORK
CRAFTED FOR STYLE

Tecovas
.com



What will your story be?

TECOVAS

BUILT FOR **WORK**
CRAFTED FOR **STYLE**





BOOTS THAT DO IT ALL

BOOTS BUILT FOR COMFORT ABILITY AND DURABILITY THAT ALLOW YOU TO WORK HARD WHILE MAINTAINING THE TIMELESS LOOK, SO YOU DON'T HAVE TO CHOOSE BETWEEN WORK AND FASHION

SHOP NOW AT WWW.TECOVAS.COM



 TECOVAS

BOOTS FOR WORK & PLAY

BOOTS BUILT FOR COMFORT ABILITY AND DURABILITY THAT ALLOW YOU TO WORKHARD WHILE MAINTAINING THE TIMELESSLOOK, SO YOU DONT HAVE TO CHOOSE BETWEEN WORK AND FASHION

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TECOVAS

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WORK
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STYLE

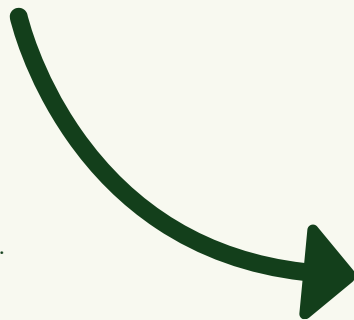
TECOVAS



TECOVAS X PBR POP UP

For our non-traditional ad, we wanted to bring the boots to you. Professional Bull Riders a.k.a. “PBR” are a touring bull riding competition, going all over the nation bringing work into play. PBR events draw massive crowds and serves as a great way to bring Tecovas straight to the people. The pop-up can include, try on sessions, challenges to feature the durability of the boots, and prizes for those who participate. It also can encourage participants to get familiarized with the brand. Through this event the customer will be able to witness/feel the durability as well as wear them in a playful manner.

The pop up can also be fashioned in a less permanent sense, for example a pop up tent.



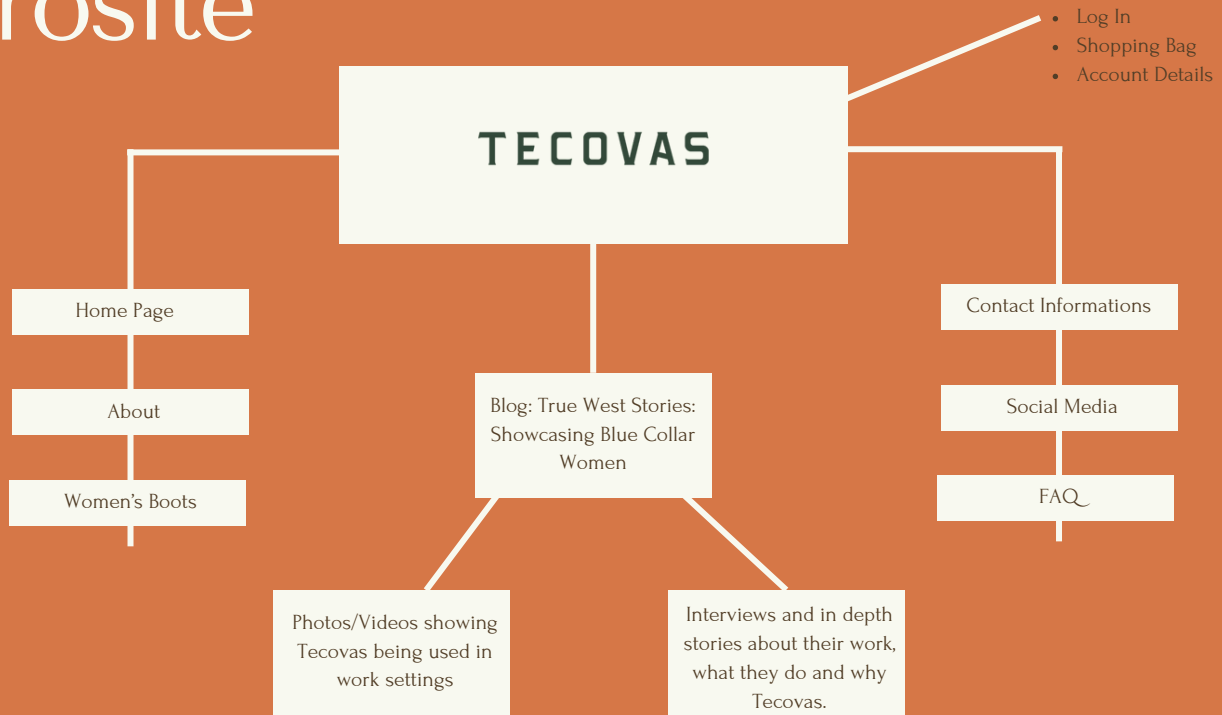
TECOVAS



Open
9 : 00
Close
21 : 00

BUILT FOR WORK, CRAFTED FOR STYLE.

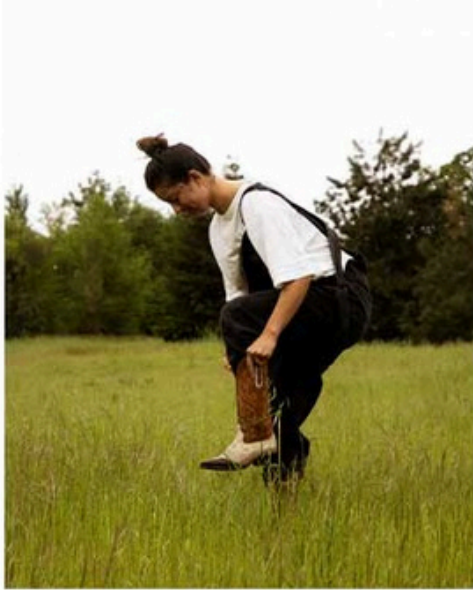
Microsite



For our micro-site we were inspired by a series that already exists within the Tecova's universe. On their website they feature "True West Stories," blogs that depict anything from how to properly clean your cowboy boots to features on country artists. These stories, while interesting, are surface level and don't go in depth on the person being featured.

We wanted to re-frame this concept by making a specific microsite that features blue-collar women and their lifestyle in Tecovas, both in and outside of work. We would want to feature in-depth stories that both showcase the craftsmanship and playfulness of the boot, as well as the person wearing them. This is very different from what already exists, this is an exploration into the women who will wear these boots, and is more than a simple description





“Liliana was born and raised in Mexico and her family immigrated to the Pacific Northwest. She took a blue collar job to support herself and her family. During her work, she realized she needed to prioritize a sustainable boot to support her durable work — she fell in love with Tecovas”.



CREATE YOUR STORY TODAY!

Media Plan

TECOVAS SALES: \$200 MILLION

CAMPAIGN BUDGET: \$20,000,000

MEDIA CALENDAR (BEST TIME FOR BOOTS TO SELL)



COST

TRADITIONAL

- Country Living → \$67,050 (full page ad)
- Billboard - Rural Locations → \$840,000 (10 billboards, for 6 month span)
- Farming/Agriculture magazines → \$22,065 (full page ads from many magazines)
- Lamppost Banners → \$45,600 (20 banners, fees, multiple locations)

NON-TRADITIONAL

- Social Media/Targeted Ads → \$50,000
- PBR Tour Pop Ups → \$10,000

TOTAL: \$1,034,715

Why?

COUNTRY LIVING MAGAZINE:

This magazine is made for “small town living”, it is targeted to small more rural and “country” towns. It is also a magazine that is well known and has pre-existing readership. They have a brand reach of 33 million and over 8 million followers on social media, thus being an extremely useful audience. They argue that they “celebrate the changing seasons, a slow pace of life and original craftsmanship.”

FARMING / AGRICULTURE MAGAZINES

While researching, it was apparent that farming and agriculture have a wide variety of publications that would be a useful way to reach the specific blue collar workers. For example, “Farm Journal” has over 170,000 farmers who subscribe.

BILLBOARDS

We wanted to focus our billboards in more rural areas for that will call directly to our consumer. The Outdoor Advertising Association of America (OAAA) reports that 71% of travelers often look at roadside billboards, meaning this is a highly lucrative option to model the Tecovas brand.

LAMPPOST BANNERS

We thought this was an interesting and eye catching way for the viewer to see the duality of the product. These could be hung around small towns, or along the venues where Tecovas pop-ups take place along the PBR tour, to emphasize the brand.

SOCIAL MEDIA / TARGETED ADS

Social media as of now is one of the most important facets for a brand to advertise their products. According to Statista, social media ads increased exposure by 86% in some cases, as well as developed a loyal fan base and improved sales by 55-56%. With that, our target audience are some of the key demographics of social media users.