

KEEN UTILITY - Fits you better

Bronze | Effie United States | Direct to Consumer / Digital | 2023

Advertiser(s): **Keen Inc.**

Lead Agency(s): **Hanson Dodge**

EXECUTIVE SUMMARY

Not all work boots are created equal. Neither are all work sites. So KEEN Utility makes footwear for everything from heavy-duty construction sites to the weekend DIY-er. But how do you make sure you're getting the right boot in front of the right wearer? We broke our audience down by job titles—thousands of 'em—and showed that we not only understand their job, we understand their life outside the job site. Using 60+ data providers, we targeted them throughout their daily life and increased sales by 35%, proving that KEEN Fits You Better. The Whole You.

THE CHALLENGE & OBJECTIVES

KEEN had been experiencing momentum but needed to connect with new customer segments to sustain growth.

THE INSIGHT & THE BIG IDEA

The Insight:

Types of trade jobs are changing, and along with them, workers' attitudes—they refuse to define themselves by their jobs.

The Big Idea:

KEEN Fits You Better. The Whole You.

BRINGING THE IDEA TO LIFE

We matched thousands of jobs with specific KEEN footwear that fit them better, both on and off the job site.

THE RESULTS

KEEN Utility exceeded goals, growing revenue 59% and increasing new customers by 31%.

THE CHALLENGE

STATE OF THE MARKETPLACE & BRAND'S BUSINESS

KEEN had been growing rapidly, but the work boot category was dominated by a few heritage brands. So the growth that KEEN had created up until this point was going to be nearly impossible to sustain. Unless, that is, we found new customer segments. So we looked around the construction site. And elsewhere.

And we discovered a couple trends.

First, more women were part of the trade workforce than ever before.

Secondly, more and more of those trade jobs were moving from the construction site into warehouses, delivery vehicles and utilities.

KEEN saw an opportunity to connect with these new segments on a different level than they had been marketed to by any other brand. One that spoke directly to them.

THE OBJECTIVE & RESULTS

OBJECTIVE OVERVIEW	RESULT OVERVIEW
<p>Business Objective 1</p> <p>Revenue/Volume</p> <p>Increase revenue 40% year over year¹</p> <p>Rationale: KEEN Utility had experienced growth but needed the positive trajectory to continue to be successful.</p> <p>Measurement: Revenue was measured through KEEN's online sales.</p>	<p>Result 1</p> <p>Total revenue increased 59% during time period¹</p> <p>Exceeded revenue goal by 19%¹</p>
<p>Marketing Objective 1</p> <p>Consideration/Conversion</p> <p>Increase site sessions 30% year over year²</p> <p>Rationale: In order to drive revenue, KEEN knew they had to ultimately increase sessions to their KEEN online website. The higher volume to the site, the higher the consideration and conversion to sales.</p>	<p>Result 1</p> <p>Sessions increased 44% year-over year²</p> <p>Exceeded session goal by 14%²</p>

Measurement: Sessions are measured through Google Analytics.	
<p>Activity Objective 1</p> <p>Reach</p> <p>Increase new customer acquisition by 25% year over year 3</p> <p>Rationale: In order to increase revenue and grow, KEEN needed to reach and connect with new customers.</p> <p>Measurement: New consumer acquisition measured through Salesforce Marketing Cloud</p>	<p>Result 1</p> <p>New customers increased by 31% year over year 3</p> <p>These efforts resulted in over 100,000 new consumers during time period. 3</p>

RESULTS OVERVIEW

KEEN had a record breaking year and exceeded all their growth goals in revenue, keen online sessions, and new customer acquisition.

- Revenue increased 59% year-over year 1
- Sessions increased 44% year-over year 2
- New customer acquisition increased 31% year-over year 1

OTHER CONTRIBUTING FACTORS

Covid Driven Inventory and Supply Chain Challenges

From a pure production standpoint, during the pandemic inventory levels were severely impacted due to supply chain disruptions. However, when these disruptions created a shortage of one boot, we were able to pivot media to other boots, since we had identified so many different job titles to target with specific product.

Sources for the Challenge & Objectives

1. KEEN first-party ecommerce sales data
2. Google Analytics
3. Salesforce Marketing Cloud

Sources for Results

1. KEEN first-party ecommerce sales data
2. Google Analytics
3. Salesforce Marketing Cloud

INSIGHTS & STRATEGY

AUDIENCE

The core audience for work boots has long been the trades worker on the heavy-duty construction site. KEEN needed to maintain that core audience (after all, it had helped them grow so far), but also looked to expand into new segments that were often undervalued or ignored by other brands in the category. They were in segments that were growing rapidly, like warehouses (think Amazon Fulfillment Centers), delivery drivers, utility workers out in the field, and even DIY-ers at home. There were thousands of different types of trades jobs, each requiring different types of footwear. But what the trades men and women in those jobs all had in common was that every one of them left their job each day and got on with the rest of their lives. They were husbands and wives and parents and friends, with interests far beyond the work site. KEEN understood this.

THE INSIGHT

With the changing landscape of trades work, KEEN Utility had recognized the opportunity to create footwear for those jobs, like for the warehouse worker who's on their feet all day. Or the delivery driver who's in and out of the truck all day. They also recognized that more and more women were entering the trades and designed boots made for women by women. KEEN innovated the product, so we innovated the marketing, addressing these segments directly with footwear they could see themselves in, in the factories and fields and utility facilities they'd recognize.

Then we supercharged that insight with yet another insight.

What other brands in the category failed to recognize was that the next generation of trades workers refuse to be defined by a job.

Sure, they want to leave their mark at work, but they want to leave their mark elsewhere too. Raising their kids. Exploring the great outdoors. Home brewing in their garage. ¹

By acknowledging this, KEEN Utility could address the whole person behind the worker. And beyond the work site. We could connect with them in a way other brands weren't. And in places other brands didn't.

THE BIG IDEA

KEEN makes a boot for every job, but never forgets that the wearer doesn't define themselves by that job.

Sources for the Insight & Strategy

1. 1st party research, qualitative IDIs conducted in 2016

BRINGING THE IDEA TO LIFE

KEY ELEMENTS

We identified thousands of job titles that required specific footwear and painstakingly matched each one with the right KEEN Utility boot or shoe. But we didn't just rely on the customer's path to purchase. We applied our philosophy that KEEN fits the whole person better.

Just like our boots fit your life on and off the worksite, we reached customers on their way to work as well as far away from it. During their podcast escapes. Out-of-home on their way to little league games. And location-based ads as they scrolled online. We found them wherever their life took them ¹.

KEY BUILDING BLOCKS

By pairing the right KEEN footwear to the right jobs, we were able to build creative that tradespeople could see themselves in. Warehouse workers saw creative featuring flexible footwear for them, while the heavy machine operator saw ads with heavy duty boots that protect. We could achieve this by using over 60 data providers to painstakingly identify thousands of job titles to ensure that the creative placed was truly serving the right customer ². Then we monitored performance, daily. Any job title and creative pairing that wasn't performing well, we made modifications to the actual work and job title classification.

COMMUNICATION STRATEGY

To show KEEN's current and new customers that KEEN fits the "whole you" better, we set out to reach each tradesperson, not only with the right boot but also within the right media landscape to fit their daily lives. For instance, when they were listening to their favorite podcasts, like Conan O'Brien Needs a Friend or WTF from Marc Maron. We used the host's authenticity to form real connections with our target. We also placed videos across the types of content they consumed as they streamed their favorite shows, in addition to shorter form content on the web. ¹

In the real world, we used location-based ads for geo-fencing digital OOH buys, allowing us to measure the impact exposure had on store visits, while also driving them to our site. Across all channels, we employed a 70/20/10 strategy to ensure 70% of the budget was dedicated to results-based channels, 20% to new opportunities that focused on targeting untapped consumer segments, and 10% to test on new channels where the category traditionally didn't appear.

Even though we were connecting with our audience away from the work site, beginning each interaction with the footwear product that matched their actual job was critical. Doing this let us create a connection we could then extend as we interacted with them throughout their daily lives. Fitting them better.

Sources for Bringing the Idea to Life

1. MRI | Simmons
2. Various sources: proprietary data from media partners, targeting capabilities in social platforms, etc

CREDITS

Advertiser 1:

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