

CHILDREN'S FOOTWEAR LAUNCH CAMPAIGN

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SUMMARY

This article aims to analyze the design of a project to create and launch a brand of children's footwear on the market. The importance of this project is proven by the fact that it is a brand design with distinct peculiarities in the children's footwear division. It is a trend, where all models of the children's footwear line of this collection will be very modern, in accordance with the main fashion trends that accompany models in the adult footwear segment. Care with the comfort and quality of the materials of the shoes will be maintained according to the standard required by the target audience, which is mostly mothers of children, boys and girls aged 7 to 10, from classes A, B and C. The project will invest in various media to publicize the campaign to its buyers. **Keywords:** Project. Launch. Children's footwear. Market. Sales.

ABSTRACT

This article aims to analyze the design of a project to create and launch a children's footwear brand on the market. The importance of this project is proven to be a brand design with distinct peculiarities in the children's shoes division. It is a trend, where all models of the children's shoes line in this collection will be very modern, according to the main fashion trends that accompany the models of the adult footwear segment. Care for the comfort and quality of shoe materials will be maintained according to the standard required by the target audience, who are mostly mothers of children, boys and girls aged 7 to 10 years, from classes A, B and C. The project will have an investment in several media to publicize the campaign to its buyers. **Keywords:** Project. Launch. Children's shoes. Market. Sales.

1 INTRODUCTION

The children's clothing market is on the rise. There has been a change in the behavior of new parents, who are increasingly thinking about the quality and aesthetics of their children's clothing. When we talk about shoes, we see a growing and diversified market, even at a turbulent time in the economy, when the country's industrial sector has been hit hard. Industries in the sector also need to deal with strong competition from other countries, such as China, which sells products with similar aesthetics at prices that are unaffordable for the Brazilian industrial sector. According to a report by the Brazilian Footwear Industry Association (Abicalçados), footwear is a basic necessity, a

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a fundamental item for health that will never be outdated or left aside, even more so when we talk about products made in Brazil, which are a reference in quality throughout the world.

With these two combinations established - growth of the children's market and worsening economic crisis - companies have the duty and need to stimulate creativity and efforts in alternative products, which maintain aesthetic and quality standards, but which manage to develop a competitive product that positions itself strategically in relation to its competitors. To this end, investment in branding is essential.

A brand is created to distinguish products or services from similar ones. However, in order to not be just another brand without a competitive edge in the market, it needs management and planning, which together aim to find resources for medium and long-term investment in order to keep it in the consumer's purchasing intention and desire for as long as possible.

This article was written based on an exploratory-descriptive bibliographic study research, according to the proposed theme. It refers to the creation and launch of the children's footwear brand Gambo Baby, from the Off Roads industry in the market, covering all stages, from the market feasibility study to the launch of the brand, taking into account the concepts explored, correlating market practices and adapting them in education in a qualitative approach, with the intention of highlighting how this theme is currently carried out and viewed.

2 PRODUCT LAUNCH

Based on Motta's (2001) statements, it can be said that technological innovations are products of both science and social structure. The project to create and launch the new children's footwear brand Gambo Baby from the Off Roads industry arose from the need to reposition the footwear brand in the same segment that the company already had on the market called For Girls. After about five years of existence, the old brand had been suffering a sharp drop in sales, in addition to listing other problems that hindered market penetration, such as the lack of an exclusive product line, more competitive prices and a sonorous and easy-to-pronounce brand.

The new children's footwear brand Gambo Baby a Off Roads aims to target female children aged between 6 and 12 years old and share a market share that has some strong competitors, but has room for more daring shoes. The proposal is in line with the company's idea of serving not only adult women of all ages, but also girls, with a quality product and especially with a brand that identifies itself

with them. The products come in all styles, from sandals, *sleepers* and sneakers to boots, combat boots, *sneakers* and galoshes. In the development of new products, there are aspects that can be taken into account that influence their acceptance in the market. The most important are related to the adequate identification of consumer needs, the degree of customer satisfaction, the degree of product innovation and the company's marketing performance. (MOREIRA, 2005).

For a new brand to position itself in a market with potential competitors, its objectives must be clear and its reasons well defined. Therefore, Off Roads' new children's footwear brand was born with the experience of a 20-year-old company, solid and recognized for the trust of its consumers.

Industries with a competitive profile adopt an intensive learning posture while seeking to identify strategies that maximize the probability of survival and prosperity, seeking to focus their activities on those that truly add value, that is, on the most knowledge-intensive activities. (MOREIRA, 2005).

2.1 POSITIONING

Combine the analysis of the compound of *marketing* (4P's) with the strategies to be outlined for market positioning and repositioning, according to (Rossini *et. al.*, 2016) and Galão, Crescitelli and Baccaro (2011) is important for the company to be able to better visualize its current scenario, facilitating the identification and definition of points that need to be restructured in order to achieve the organization's objectives. According to Ries and Trout (2009), positioning is directly linked to what is done with the mind of the potential consumer and not with what is done with a product itself. Therefore, it is necessary to position the product in the customer's mind, but, according to the authors, in addition to this, it is necessary to create something innovative and differentiated. It is necessary to influence what is already in the buyers' imagination and reestablish existing connections.

For Costa e Silva (2002), positioning is defined as the "synthesis of the strategic conception of the brand, the development and creation of competitive differentials conceived by the client". In my understanding, this means that the brand alone does not have the strength to be launched and consolidated in the market without a good campaign that works on all points of marketing in its life cycle. Therefore, to generate corporate value and solid brands, it is necessary that all actions are synchronized in the same strategic point of view, which is the development of a competitive advantage, oriented towards the market and potential

buyers. If we analyze the investment in communication, positioning and building a brand, first of all it is essential to evaluate the size of the industry.

The positioning of the Off Road footwear industry is based on the concept that communication will only happen at the right time and in the right circumstances, that is, saying the right thing to the right person at the right time. However, it is important to understand that people's minds have, just like the memory of a microcomputer, a position for each *bit* of information that it decides to retain, working in a very similar way to a computer. The difference is that the machine accepts everything we put into it and the human mind does not.

The Off Roads industry will use some techniques to gain a place in the consumer's mind, and to do so, it will position itself before the target audience. Competitive positioning, according to (HOOLEY)*et. al.*, 2001), is a way of doing this, and we can define it as the result of attempts to create an effective differentiation for their products.

2.1.2 Determining the Target Audience

Defining the target audience is one of the most important factors in a company's strategic planning, helping primarily in the *marketing* targeting not only this sector but also the sales sector.

When a company begins to understand what its target audience wants/is looking for and what the market needs are, it becomes easier to develop products and services that meet expectations and consequently have demand.

According to Magalhães (2017), with a good definition of the target audience it is possible to improve the company's identity and language, identify what type of content to produce, identify which channels and events to participate in, know when and how to offer promotions and identify possible changes and improvements to the product.

One of the tools that the Off Road industry will use to define the target audience will be research, with which the factory will identify: social class, consumption habits, preferences, age range, among other variables. However, the greater the number of variables analyzed in the research, the more assertive the definition of the target audience will be and the strategies to reach it. Research can be applied in several ways in management *marketing*, among them evaluating market opportunities, developing market segmentation options and understanding consumer behavior attitudes. According to the

Brazilian Footwear Industry Association (Abicalçados), due to its usefulness and the large amount of information that can be obtained through research, many international industries use it, such as Alpargatas, which specializes in little-studied subjects, and Grendene, which, through research, realized the opportunity to invest in the research market in the footwear sector.

Reinforcing among the various types of research available to the footwear industry, market research stands out, where a diagnosis of a situation is made based on a planned and organized effort to obtain new market knowledge, so that decision-making risks are minimized (Pinheiro).*et. al.*, 2011). However, it is up to the company to define the indicators it wishes to study in the market and subsequently outline the strategic objectives with the direction given by the research.

2.1.3 Distribution Channels

Distribution channels are understood, according to (Megido*et. al.*, 2002), organizations that make manufacturers' products available to end consumers. It is the last link in the chain as it is responsible for selling these products.

For Rosenbloom (2002), channel strategy and logistics management are essential for the fourth P of *marketing* mix, the point of sale. Decisions on whether or not to use intermediary companies may take into account specialization and division of labor, when each one plays a specific and qualified role, increasing distribution efficiency, or contractual efficiency, which refers to the number of contacts required to reach the final link in the chain, the retailer. In this context, there are intermediaries, which are independent companies whose position is related to assisting in the distribution of manufactured goods. They can be wholesalers or retailers, and these are the channels that the Off Roads footwear industry will use together with the sales force of its commercial representatives and some internal and external sales executives from its factory. A portal will soon be launched where wholesalers and distributors will be able to directly place their purchase orders. All these channels will promote the launch of the Gambo Baby children's footwear line and consequently leverage business related to the sales of this product.

While channels can be classified by their function, they can also be organized according to their distribution. In this format, channels are classified into three groups: vertical, hybrid and multiple. Completing the classifications of channels, they can be divided according to their extension and breadth. For Arbache*et. al.*, (2007), this distribution refers to "the

number of intermediaries in the supply chain". This means that with each new intermediary, the number of levels increases. The amplitude, which is defined for each intermediary segment, refers to the number of companies that operate in the same segment and at the same level. According to (Arbache *et. al.*, 2007), distributions are defined as: exclusive distribution, selective distribution and intensive distribution.

3 MEDIA USED IN SALES

Digital media are the main advantages of e-commerce. In general, it is tailor-made for different and potential customers and this is possible due to the observation of its performance in the *web*, therefore, the company is in greater harmony with its buyers, as this becomes a competitive advantage over its competitors. Organizations that select their target group and adopt strategies for *marketing* customized. It is essential to understand all the tools in the *marketing* electronic, and then show the practices so that organizations can grow (LEMOS, 2011).

There are several ways and practices that can potentially be used on the Internet to reach your customer. The choice of how to apply and avoid the misuse of capital in actions without return depends fundamentally on planning, research and knowledge. With the intention of getting it right and avoiding this waste, some techniques were developed, allowing the use of *web* efficiently and practically, to achieve promising results (TORRES, 2010).

According to Kotler and Keller (2012) many companies are strengthening their business on social media, due to the existence of several business opportunities in them, such as innovation, growth, advertising, communication; as well as *web* to other mechanisms of the *marketing* Electronic media that function as a connection channel between customers and organizations, social media as a communication channel has the function of expanding relationships, creating a clear and direct dialogue. Among the main and most up-to-date Digital Media that the Off-Road Footwear Industry uses and that bring a cost-benefit result are paid media, earned media and owned media such as *inbound marketing, marketing content, SEO, sponsored links, social media, display, email marketing, native advertising, guest posting, remarketing and mobile marketing*. Second (Oliveira *et. al.*, 2012) these tools are of great importance for the company that wants to have bold social media

in relation to its competitors, leading the company to great success and excellent sales leverage.

FINAL CONSIDERATIONS

A product launch campaign cannot be considered static or rigid in rules that hinder the progress of the processes and its success. It is necessary to take into account all the variables in order to fully meet all the needs of the campaign and the product or service for which it was developed.

The success of a product launch is measured by meeting the expectations of the interested parties involved in the project, and it is the company's duty to always seek to work assertively in search of the best estimated result.

The growing study of production techniques and tools to manufacture a product, combined with major studies on marketing and brand management, has provided a more modern perspective for marketing management in companies and advertising agencies.

Best marketing practices in industries are not common practice, as management is often outsourced to advertising agencies, which dictate the rules to their clients, which can cause problems by not generating the expected results and greatly hindering the launch of a product. The purpose of this article was to elucidate the practice of marketing management with practices within companies, placing marketing campaigns at the service of the company and under its management, especially in long-term projects.

Marketing campaign processes must be an effective and constant concern, using the most effective techniques, tools and media to ensure greater ease and agility in the processes and to achieve the main objective of a launch and sales campaign.

Marketing tools such as media should be used as a basis for launching a product, serving as a basis for companies that do not just want to remain in the market, but that seek to offer excellence in their products and services, achieving higher levels of customer satisfaction.

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