



Doc Martens wanted to bring their global product and marketing efforts together with greater cohesion (designers were in the UK and the US was their biggest market.) This effort was focused around the introduction of a new footwear design (sandals) into the market that was outside of their core (boot) offerings but still played to the brand.

Focus groups were conducted with core customers across the country. They were asked to bring pictures of their closets, favorite outfits, favorite stores and footwear to the session to get an idea of their 'style'. In addition, they brought a collage that summarized 'them' (interests, activities, beliefs, etc.) This information was condensed into a video that was sent to the designers in the UK to give them a better sense of the US's fashion 'context.' They were also asked during this session to draw their ideal sandal and discuss what they were looking for and why (to look more professional at work, greater comfort walking, etc.) This information was also given to designers to help them craft future styles and functionality.

Lastly, we learned that the stitching on the sole was the primary brand indication - that should be prominently displayed in order to reframe consumers' beliefs about what shape a Doc Marten shoe might come in - but with the brand promise of being comfortable, durable and protective. The manifesto that follows captures the essence, regardless of shoe type that became the basis of the brief that crossed the US-UK chasm.