



# Shock Absorber - Spring-Summer Promotion

Deadline: 22.03.2009 23:59 GMT

Brand: Playtex France

Sector:

Country:

Category: Design : POSM; Below The Line : Sales Promotions

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Budget: \$2 860

Status: Closed

Language of Solutions: English, French

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

Shock Absorber is feminine lingerie brand for sport.

The brand was launched in spring-summer 2009 in France in the modern distribution (hyper + supermarkets). It was already present in department stores and some sport retailers (i.e. Intersport).

For more information go to <http://www.shockabsorber.co.uk/home/index.htm>

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

We ask to create a consumer promotion for the modern distribution chains during the spring-summer 2010 period.

Objectives of the promotion are:

1- to generate sales (sell out) by stimulating trial of Shock Absorber as an indispensable partner in practicing sports;

2- to help building distribution among retailers (increasing attractiveness)

## 3 Step Target Audience

[ who should you influence ? ]

All women practicing sport, being aware or not of the importance of wearing a bra expressly developed for sports.

## 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

Double proposition:

1- Support: Thanks to special dynamic fabrics and specific design which reduce breast movement of breasts, Shock Absorber assure the maximum support, comfort and performance.

2- Fashion: Our Shock Absorber range is fashionable and designed to fully satisfy all consumers.

## 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

Inadequate breast support, coupled with excessive breast movement, is the most likely cause of sore and

tender breasts after exercise. Tests showed that breast movement is reduced by 38% when wearing an ordinary bra but this rises to as much as 74% with a Shock Absorber sports bra. Shock Absorber bras are made with special fabrics which keep you cool when your body temperature rises and dry when you're working up a sweat. Specific constructions are applied to each size of breast and whatever the sport to ensure that Shock Absorber delivers the best fit and performance. Moreover, the look will give you the ultimate fashion on top of functionality.

## **6 Step** Character

[ what are the features that define the personality of the Brand ? ]

High performance, impeccable support, dynamic look and comfort.

## **7 Step** Media Plan / Placement

[ where will your work appear? ]

The promotional activity will be relayed through stickers on products, floor standing displays in large point of sales, promotional catalogues of retailers and visibility via partners.

For your information: No mass communication with the exception of PR.

## **8 Step** Additional Executional Elements

[ any other information the Brand wants to share with you ]

Obligatory:

1- To describe the promotional dynamic able to achieve objectives (at above written point No.2) and bring visibility to the brand.

2- To develop pay-off (copy) and visuals of the promotion, consistent with the above written points No.4 and No 5 (brand proposition and support why the target should believe in it.

3- Create POP materials (communication materials inside the Points of Purchase):

- A) Floor standing display (for the design you can use the attached file or design it yourself);
- B) Print ad, format A4.