

Clarks – Cookie Cutter Foot

BACKGROUND:

Informing parents about children's growing feet is important in ensuring healthy feet at later stages of their lives. The bones in a child's feet are soft and pliable, so the shoes they wear at a young age can affect the shape of their feet later. Clarks wanted to inform parents about the importance of finding shoes that are the best fit.

MARKETING OBJECTIVES:

The objectives of the campaign were to remind parents that a good fit is important for growing feet, explain why Clarks shoes fit best, make customers think positively about the brand and create a talking point for parents and kids. Clarks also needed to remind existing customers that Clarks are the right choice for both casual and school shoes.

STRATEGY:

The target audience was mothers with kids aged 1-5 years who mostly think of Clarks for school shoes, not casual shoes.

The strategy was to explain the importance of a good fit in a way that was informative to mums and entertaining to kids. This was achieved through developing a Foot Shaped Cookie Cutter and Recipe Booklet. The cookie dough was a metaphor for the softness of kids feet, thus the foot shaped cookie cutter demonstrated how Clarks can help make perfect feet.



CREATIVE SOLUTION:

The creative was designed to demonstrate the importance of the 'perfect fit' for children's growing feet. 20,000 blue foot-shaped Cookie Cutters and mini recipe booklets (complete with specially shot cookie designs) were produced. These were placed together in a custom, opaque plastic mailing box. The key brand message of 'fit' was taken outside the school environment and made entertaining.

To create sales through education, a discount offer was printed inside the recipe booklet, offering '10% off perfect feet'. Mums were invited to make a real kid's foot by bringing the booklet into their nearest Clarks specialist store before a given date to receive the discount.



RESULTS:

- A response rate of 6% from the 20,000 Cookie Cutter Booklets mailed to the database of customers and given out in store (netting Clarks a tidy return on investment). This was a positive result given the booklet was primarily intended as a branding and product information tool.
- Parents who had not received the mailer visited stores requesting the Cookie Cutter for their kids, proving they enjoyed interacting with the Clarks brand and learning about the importance of making perfect feet.

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