

# Ecco shoes

Leather goods / Shoes, Latvia

## Background.

- One of the Top shoes' retailers : Ecco decided to promote new product line – high heel shoes – into an already crowded market place.
- The challenge was to promote new product line and communicate a simple message in the interesting way.

## Idea and results.

An “outdoor strategy” was employed using OOH pillars on the major streets in Riga to create a feeling of shoes' comfort and woman's happiness .

The client's focus to targeted (proximate to POI) use of OOH is one of the success factors of this campaign.



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## Campaign details

Appropriate use of environments for reaching a specific target audience

Coverage	City: Riga
Media agency	Inspired Communications
Creative agency	-
Specialist agency	-
Environment & formats	Street furniture, pillars
Number of faces	78
Target audience	Women 25-44
Audience figures/Research (Reach, Frequency)	TOTAL AD AWARENESS (RECOGNITION) 37% Target Group (recognition) - 42%
Date & Duration	2012-08-27 2012-09-16

