

## **Reebok's Marketing Plan**

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### **The Company**

Reebok's mission is to be a frontline company in the sporting industry in terms of its products. This company strives to lead through its innovation and range of products. Reebok's main motivation for establishment in the 1890s was to help athletes become better in their running. Since that time, the fundamental vision of the company has been to assist athletes with realizing and fulfilling their dormant abilities and talents. The Reebok shoe is a supplement of Adidas Sportswear (Schmid, Dauth, Kotulla & Leding, 2018). This particular brand of Reebok is widely loved in the world due to its uniqueness and practicality.

### **Current Brand Characteristics**

RealFlex Footwear is a Reebok advancement intended to give the foot a shoeless vibe through healthy development while providing the solace of a top-notch running shoe. RealFlex highlights 76 free "sensors" on the base of the shoe, which are intended to fit in with the movement of the foot regularly. This innovation permits the foot to be 20% lower to the ground, which serves to re-make the sentiment of uncovered feet (Schoombee & Bick, 2018). The RealFlex is evaluated at retail for \$89.99, which Reebok feels is a moderate and reasonable cost for this first-of-its-sort shoe. The top component of the footwear lies in the underside of the shoe, where there are 76 individual track sensors. Different highlights incorporate lightweight materials, breathability, and the capacity for clients to tweak their pair of shoes. The advantages, or how the shoe helps the client, are based around the way that RealFlex is a moderate shoe. The shoeless innovation highlighted in this footwear has been demonstrated to fortify legs with the

goal that sprinters can run quicker for more. Since this is a shoeless shoe, sprinters get all the advantages of running shoeless without additional harm to their feet.

### **Evaluation and Brand Audit**

One of the shortcomings of the organization is that Reebok has no plans and relies upon abroad makers for the creation of its products, thus representing a hazard since the contracted ventures could take Reebok's structures. Reebok claims scarcely any stores of its own yet generally relies upon retail locations to arrange and convey the items, which now and again can be moderate. This technique causes retailers who offer the items to stand by significant periods before the products show up, at which time they might not have a similar prevalence among clients (Väyrynen, 2019). There are not very many patrons related to Reebok, which does not assist with making it notable. What's more, the organization experiences the past discharge of the Reebok Easytone, which professed to tone legs and copy more calories while strolling. This factor was uncovered to be false by the American Council of wellness. Deceptive shoppers can make them care of the Reebok name, and they may instead decide to shop somewhere else.

### **Competitive Analysis**

#### **Positioning Strategy**

#### **Deckers Outdoor Corporation**

This company is a contender against Reebok because they do not work in athletic footwear; however, instead are centered basically around top-notch sheepskin boots and shoes. Deckers' most exceptional quality is its quality. The organization is focused around producing top-notch items while bringing down the effect on the earth. The company assists with bringing

down the impact on nature by utilizing a great deal of reused materials for the making of its items. Over 30% of buyers need to buy ecologically neighborly items. One of Decker's shortcomings is that it has centered about 75% of its endeavors in promoting to America (Javed, Iqbal & Mehak, 2019). This technique has brought about a higher piece of the overall industry for America; however, a lower share around the world. The company is currently working more diligently than any time in recent memory to build the deals of items in its abroad areas.

### **New Balance**

New Balance's top quality would be the innovation and development of its new items. Consistently New Balance makes another and refreshed item with all the most recent in innovation. Also, The New Balance Foundation has given back more than forty million dollars to the network and non-benefit organizations. Over half of buyers need to buy an item on the off chance that they realize that a part of the benefits will go to a good cause. New Balance depends on advancement through the sponsorship of races and wellness exercises as opposed to utilizing big name supports. The quality of not employing famous people is that the cost of the shoe will be less for the shopper since New Balance doesn't pay for the supports. Be that as it may, the drawback to this is the younger age is pulled into shoes that have been related with top big names.

### **Asics**

The extension of this company in New York has permitted a more remarkable impact of the brand name over America, which has assisted with expanding deals incomes. Asics jump-started a full scale publicizing effort in 2011 that included T.V., print, internet and radio just as being a co-support in the ING New York Marathon. One of the shortcomings of this battle is the unbalanced spotlight on the abroad market contrasted with the American showcase. The company's income and net gain had been falling gradually for quite a while and is expected to plan something to improve benefits. This crusade was very costly; however, as of now, Asics sees an arrival from speculation and an expansion in its net gain.

### **Target Market**

Wellbeing and upgrading athletic execution will be at the bleeding edge of the Reebok Realflex limited time crusade. The shoe itself is intended to give the vibe of regular running while as yet securing the buyer's feet. This feature will permit the buyer to have the option to run the additional mile that total shoeless shoes won't allow. There is a significant distinction concerning how far competitors can run in shoeless shoes contradicted to genuine running shoes. Reebok needs to pass on to customers that it is worrying about their wellbeing, and it is devoted to improving its athletic capacities using the Realflex shoe (Érus, 2016). It is evident that shoppers in both objective markets, undergrads just as the more seasoned ages, are worried about their wellbeing. In any case, there will be a more prominent accentuation on the medical advantages to the more seasoned age, as this is a significant intrigue. Reebok needs to impart that regardless of where you will be, you can take wellbeing with you with the Realflex shoe. This

message could be exceptionally viable while thinking about more seasoned ages, as the 40s-60s. They are bound to travel and are reclassifying retirement.

### **Brand Repositioning, Relaunching and Revitalization**

Reebok will focus on item tests and prizes. The organization would let the purchaser attempt one Reebok item in the store and test it out for a day, and if they don't care for it, disclose to Reebok for what reason to discount the buy. Another strategy to exploit and recover Reebok from the Easytone terrible press would be when customers get a couple of Easytone shoes to receive half off of the acquisition of Realflex shoes. This particular technique permits Reebok to harm control through advertising of various types. Promoting will assume a significant job in repositioning the Realflex as both refreshing and execution improving. It will be what the shopper finds in their magazines, on their T.V.s, and in their rec centers (Schoombee & Bick, 2018). Notwithstanding, the individual selling angle will likewise characterize how the client sees the item when they come into a store to buy them.

The company will also prioritize purchasers and be mindful to their necessities. While this technique might be costly, it will give that one of a kind client encounter and empower rehash business. Sales' advancements will likewise be done through its visibility at expos and significant races. They additionally increment visibility among purchasers who are probably going to purchase the product (Väyrynen, 2019). This strategy permits Reebok to go to the buyers as opposed to attempting to get them to go to a store. While the charges can be costly, there is the likelihood that purchasers will consider the product and the organization as one with their eventual benefits on a fundamental level. Like being available at expos would be an

adjustment of challenges, ask little neighborhood races where cooperation is underneath 3,000 and give a free pair to each race victor or every division. This procedure is a way to likewise assemble a positive attitude among potential shoppers and allure potential sprinters into contending.

## **Communication, Launching and Brand Evaluation**

### **Positioning**

Concerning the younger age, there should be an accentuation on the way that Reebok is a famous shoe to wear while either getting fit or only going for a walk. Reebok can situate this item as being both quality and invigorating by involving the front window of athletic stores. At the same time, it may build the expense of advancement. It also makes an impression on the younger age that the item is well known, and at the very least, expands visibility making it more generally known. In thought to the subsequent objective market, maturing populaces and baby boomers, there will be some repositioning that needs to happen. Reebok will put the item in exercise centers and energetically look for input from clients. The information Reebok gets structure clients will help in making lighter, much more unique products to all the more likely fulfill shopper needs and upgrade their athletic presentation.

### **Marketing Plan**

Reebok will commence their marketing plan with an Editorial ad campaign. The price will be \$250,000, and this will include studio rent, photographers, videographers, makeup and hair artists, models, and editors.

This is followed by celebrity endorsements which will cost up to \$575,000. Celebrities for Reebok will include those who are involved with fitness as well as those involved in pop culture such as performing artists or models.

For influencers to promote products on their Instagram feeds for 1 year, we will be distributing up to \$8,000; with a budget of \$2,000 for micro-influencers and the remaining \$6,000 for macro-influencers.

TV and online advertising will cost our \$921,000 budget a whopping \$15,000 as it will be needed to broadcast products on as many popular websites and television stations as possible.

To promote product in-person to important members of staff, investors, and the such; \$8,000 will be spent.

With the remaining and final \$2,000 being used for additional expenses.

### **Communication Channels**

For fall 2020, magazines will be more qualified to arrive at both objective markets. The more sprinters Reebok can get the opportunity to purchase the shoe, the more prominent the visibility and the almost sure others are to stick to this same pattern and buy their pair of Realflex shoes. One other most ideal approach to pick up considerably in the realm of wellness is to be available at significant running occasions like races and expos. In any case, Reebok could adopt an alternate strategy and instead of promoting and support at substantial races. Through these methods of promoting Reebok can arrive at both objective markets and pass on the empowerment and the athletic exhibition benefits that accompany the utilization of the Realflex



shoes. Concerning deals advancements, Reebok will use the two retailers and customers to expand the visibility of the brand.

## **Conclusion**

With Realflex getting all the more broadly known, the demand of the product will go up. Subsequently, client worth will likewise increase. The last showcasing objective is to build attention to the amount Reebok has put resources into its buyers' eventual benefits. Realflex actualizes the possibility of healthy running development, accentuates on lightweight materials, which its clients can encounter the shoeless feel. It shows to its objective markets top-quality running shoes with the medical advantages, yet additionally with the pioneer and advancement of its sensors to improve execution. Through the providing food of style with the young age and the wellbeing worry of baby boomers, the group accepts that Reebok will arrive at its showcasing targets and spike the accomplishment of this item.

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