

**Rashad Wahed**  
**Proposal for Rebrand**  
**Rothy's**

# Why Rebrand?

Rothy's had always been known as a “woman’s brand”, because of its main target demographic being composed of young women from ages 24 to 35. However, a set of sneakers designed for teenage girls from 13 to 19 would be the perfect go-getter for the new millenium.

## Rothy's

The Rothy's brand for women will undergo a major renovation that would target teenage girls so that they would not only receive fancy, comfortable footwear, but will also promote a good cause by taking knowledge of the fact that these sneakers are environmentally-friendly with a zero carbon footprint to boot.

## Current Brand Strategy

Their main strategy is to promote zero-waste to young adults. The pros are that it succeeds on the message due to it being 100% eco-sustainable, while the cons are the expensive pricing, limited arch support, and lack of genuine evidence on carbon-neutrality.

### Pros

Rothy's is successful with sustainability, and making the shoes machine washable, thus making it easier to clean them after using them outside. There's also no need for a break-in period, as they are easy to wear them straight out from the box without any difficulties.

### Cons

Just like Nothing New, the pricing is very expensive and also lacks arch support, which leads to discomfort unless the person adds their own kind of inserts. Thus, there needs to be changes around here.

## **What is the primary message communicated?**

The primary message here is how Rothy's sneakers are not only fancy-, comfy and quite durable, but also sustainable enough to be machine-washable and make the economy into a successful one that would reap a substantial account for both the brand and the environment.

## **Who are the primary and secondary audiences?**

The primary audience is composed of young females, aged 25-55, with a focus on sustainability and style. The secondary audience are idealistic consumers who are eco-conscious and style-savvy, who want footwear that supports versatile designs and lessen the carbon footprint.

## **Who should the audience be now? Is the message is not reaching them?**

The audience should be centered more on the teenage demographic, especially since girls nowadays look more on what is the most trending fashion style in the news. As for the message, the sustainability is marketed throughout its name so the teens would also get a chance.

## **Who should it be in five years? Will that audience stay with the brand or is it time to start cultivating a new audience?**

As of now, the audience would still have the same adults as their focus, but their new focus would now be teenagers, ages 13 to 19. It's definitely the time to do so, because by attracting a younger demographic, the sales for the sneakers would go up by a landslide and thus bring out a new generation of consumers that will spread the word of fashion & positivity.

## **Who's the client's competition? Is there anyone else doing exactly the same thing?**

Everlane has been proven to be a notable competitor, because they also promote fancy sneakers to women as well. However, Rothy's is a lot more successful due to having a stronger and uptight business model than the former, as well as maintaining brand identity. The Everlane brand promotes comfortable sneakers to a similarly broad audience on young women, while being committed to a widespread marketing presence.

## **What is their brand message?**

Everland relies on radical transparency, which gives women important info on the true costs of shoes, and the ethical practices that goes on in their manufacturing plants.

## **How exactly does the brand reach their audience?**

Rothy's does this through positive word-of-mouth, popular events, social media like Twitter and Instagram, and relying on a complex marketing strategy to promote their footwear.

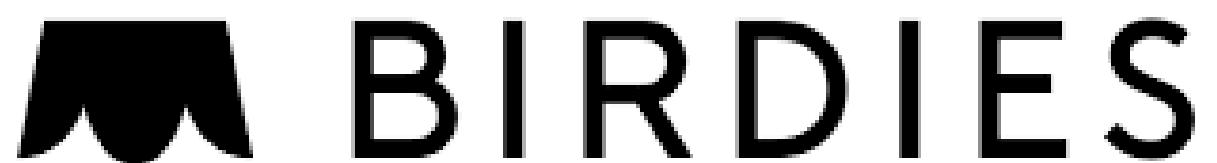
## **How does the brand define itself to their audience?**

Rothy's is depicted as a modern, ethically-based and fashionable brand that offers exceptionally made footwear to young women, something that is rather quite popular in that demographic. This is definitely proven by the brand's minimalistic and simple design.

# Competitors



VIVAI



CASCA

## **What message is the brand sending now?**

Rothy's current tagline is "Style that's sustainable". This suggests that Rothy's is aiming to teach young girls on how to look more fashionable to the public, while also being eco-conscious with their surroundings. In other words, teenagers would easily be attracted.

## **What should the brand be communicating?**

The brand should be aiming to promote footwear that's not only appealing to females, but also more friendly to the environment in terms of the recycling process. This would serve as the ultimate messaging that the teenage demographic should know about.

## **Rothy's is:**

Attractive

Bold

Athletic

Trustworthy

Sustainable

Comfortable

Affordable

Stylish

## **Company Values**

Social Requirements

Innovation

Creative Material Recylcing

Risk-taking

Legislative Supporting

RWS-Certified

Fashionable

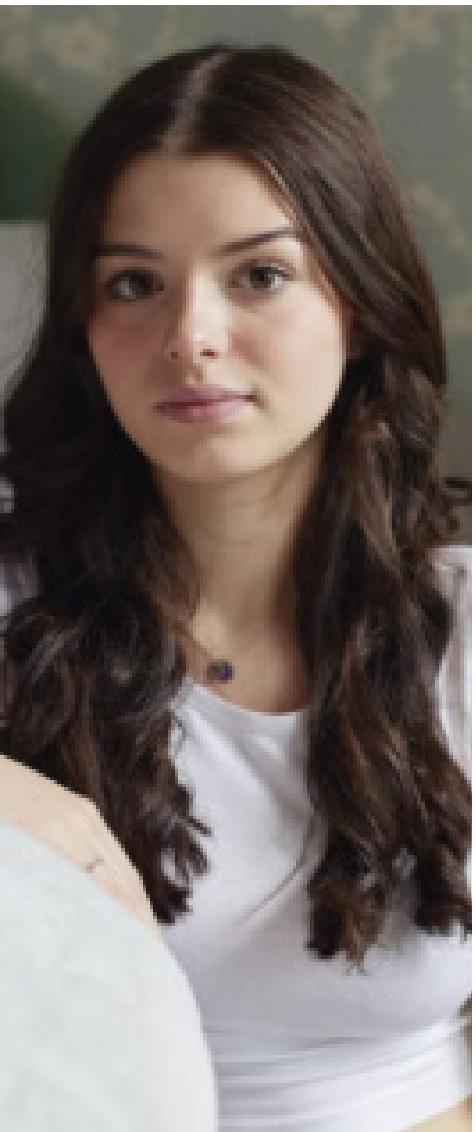
## Strengths

- Efficient brand recognition
- Environmentally sustainable
- Minimalist polished look
- Addresses certain issues that the audience may ask about, which results in them improving the shoes.
- Trustworthy advertising that promotes positivity in the environment

## Weaknesses

- Lack of value perception
- Not waterproof; more likely to be damaged by water.
- Generic aesthetics
- Underwhelming expansion in the market
- Very flat with lack of cushioning

# Target Audience



# Brand Essence



# Brand Experience



Before



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After



# Final Logos

**ROTHY'S**

Primary Logo

  
**ROTHY'S**

Secondary Logo

  
**ROTHY'S**  
Sustainably Stylish

Signature Lockup



Icon

  
**ROTHY'S**  
Sustainably Stylish

Horizontal Logo

# Final Logos (Color)

# ROTHY'S

Primary Logo



Secondary Logo



Signature Lockup



Icon



Horizontal Logo

# Color Scheme

Cool Black

C: 93  
M: 51  
Y: 0  
K: 63  
R: 7  
G: 47  
B: 95  
#072F5F

Medium Persian Blue

C: 89  
M: 39  
Y: 0  
K: 37  
R: 18  
G: 97  
B: 180  
#1201A

Tufts Blue

C: 63  
M: 14  
Y: 0  
K: 7  
R: 56  
G: 149  
B: 211  
#3895D3

Blue Jeans

C: 63  
M: 14  
Y: 0  
K: 7  
R: 88  
G: 204  
B: 237  
#58CCED

# Typography

## Century Gothic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z











The image shows a smartphone displaying four Instagram posts from the account **Rothy's Shoe Advertising**. The posts feature various shoe models and are arranged in a grid. The posts are as follows:

- Post 1:** A pair of white lace-up shoes worn by a person in jeans. The caption reads: "These new white shoes are not only durable, but also 100% sustainable! Already bought 'em? Take pictures of you wearing it and hashtag it to us! #rothys #sustainablefashion #rothysprints". It has 576 likes.
- Post 2:** A pair of dark blue Mary Janes. The caption reads: "The hottest new blue shoes are on sale right now at a perfectly suitable price of \$25.12! And remember; Always be "sustainably stylish!" #rothys #sustainablefashion #rothysprints". It has 1,983 likes.
- Post 3:** A person wearing blue jeans and dark blue lace-up sneakers. The caption reads: "These new blue kicks are perfect to wear for this upcoming summer! The person wearing them, Kathy, was very satisfied with the results! #rothys #rothysatwork #summertime". It has 996 likes.
- Post 4:** A pair of grey tweed flats. The caption reads: "The new gray tweed flats are coming in stores this July and it'll only be 14 days away from now! So don't wait and instead prepare the date! #rothys #newflats #dealofalifetime". It has 2,396 likes.

The Instagram interface is visible, including the header with the time (10:45 a.m.) and battery level (78%), the navigation bar at the bottom, and the post metrics (likes, comments, and shares) for each post.



**ROTHY'S**  
Sustainably Stylish



## Closing Statement

To conclude this presentation, Rothy's will have to go through a major renovation so that teenage girls would now see it as a trustworthy brand that benefits beauty and comfort into the sole of a woman's feet, as well as an environmentally-friendly one at that. That way, the old-fashioned appeal towards only the young adult women would no longer be a hinderance to both the brand's sales in the market and to the public image, thanks to the creative, contemporary integration of the teenage demographic.

# Thank You!

It's been a pleasure to share my vision regarding Rothy's with the group, while also explaining more about advancing the marketing campaign on looking more into the stylish aspect of the recycled sneakers. I look forward to seeing the next parts in this great renovation.