

## 16. Client: TOMS

### **Challenge**

Inspire a new wave of consumers to understand that purchases can have purpose. Create a mobile app that inspires and connects with the “always on,” fashion conscious generation.

Create a retail-led campaign or initiative to spread reach and engagement – show how it would get new people involved in the movement. It should live in the mobile environment, and have an element of customer engagement: think point of sale, experiential... even consider the possibilities presented by the products themselves.

### **Background**

In 2006, American traveller Blake Mycoskie founded TOMS, the brand that helps improve lives with a simple idea: with every product that you purchase, TOMS will help a person in need. One for One®. TOMS identifies global needs and creates products to help address them.

- For every pair of shoes TOMS sells, they give a pair to a child in need
- Every pair of TOMS eyewear gives sight to a person in need
- The TOMS Roasting Co. offers premium coffee to provide safe water in developing countries
- TOMS Bags fund safe birth kits and attendant training to support mothers and babies in impoverished circumstances

Buying TOMS makes you part of this movement to improve lives, and wearing TOMS is a badge for this movement. In 2016 TOMS celebrate their 10th anniversary and this is a great time to call people to action. Everyday purchases can have meaning. Style does not have to be sacrificed for social responsibility. We can all make a difference with what we buy – but how do you get this message across? For TOMS, whose value and purpose goes so much deeper than a simple fashion product, it's even more crucial to connect consumers to the movement at the heart of the brand.

### **Considerations**

- The TOMS way is a different way of doing business. By connecting with and inspiring a new generation to choose fashion products that serve a dual purpose, you have the opportunity to really make a difference in the world.
- “When you incorporate giving into your business in an authentic and transparent way, your customers become your best marketeers” - Blake Mycoskie. Think about how you can leverage TOMS' existing customer and fan base to spread the message.
- Tone Of Voice: Honest, open and inclusive. This is a community that believes in social responsibility. But stay real; you're still talking to young, internet-savvy fashion lovers.
- What tools and techniques can engage and excite online consumers? Gamification, digital experiences, storytelling, user-generated content...
- This is about third-party retailers, when TOMS are sold through other stores online – not when they're sold directly from TOMS. Consider the role of third-party retailers. What sets this apart from an own-store experience, and what are the challenges and opportunities it presents?

### **Target Audience**

Your target audience is 16-26 year old fashion-forward consumers and communicators, living their lives online. They're tuned into the world's problems and proud to be seen to do something about them.

### **Further information on client**

<http://www.toms.com/>