

carhartt

Women in Power Campaign



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“We have always been at the forefront for clothing combining quality, tradition, and value with every piece we create. Now, we now pave a new path for an overlooked yet sizable demographic - women skateboarders. This campaign seeks to tailor our world-renowned quality to female skaters while offering durable, flexible, and stylish goods that women can feel comfortable and empowered in. Together, we can put **Women In Power.**”

CREATIVE BRIEF

Hannah Angara, Pamela Herring, Sam Lax, Jason Lee, Case Powell, Chris Williams



KEY FACT

Carhartt's Work In Progress sponsors a team of international skaters that are all men, neglecting women skaters who make up 24% of all skateboarders.

PROBLEM THAT ADVERTISING MUST SOLVE

Carhartt gives women skaters zero value in an industry dominated by male interests.

ADVERTISING OBJECTIVE

Make Carhartt WIP and its ruggedly durable apparel the brand at the forefront of women's skateboarding. Emphasize that women are the next evolution to fearless, and honest creativity that comes with skating hard in the streets.

TARGET AUDIENCE

18-25 year old girls who represent the future movement of skateboarding, and have an eye for quality. They make 30k-40k a year, but are willing to buy durable products that can withstand their lifestyle. They are independent, non-conformist, and passionate, living in: Los Angeles, New York, London, San Francisco, and Vancouver.

PRINCIPLE COMPETITION

DIRECT

Brujas: An "NYC based feminist skate collective and streetwear brand." Offers t-shirts, hoodies, and sweatpants, and is comprised of a core audience of women skaters.

Dickies: Cheaper pants (\$22-\$60). Sponsors a female skater who's featured frequently on social media.

Vans: Known for their shoes, but has a huge apparel line and sponsors a number of women skaters. Pants priced cheaper (\$55-\$60).

Volcom: Broad range of apparel for multiple action sports, similar price as Vans, but more fashionable than functional. Sponsors one 14 year old female skater.

INDIRECT

Thrift Stores, Garage Sales, eCommerce Skate stores (Tactics, CCS, ETC.)

POSITIONING

THE brand for female skaters who need durable and timeless fashion items that will take the abuse of the streets while emboldening their lifestyles.

TONE/ KEY CONSUMER BENEFIT

Bold and fearless; Durable products that express a gritty connection to fashion.

WHY

Carhartt WIP offers apparel made with heavy duty cotton and canvas that's resistant to ripping and tearing while taking abuse from skating.

MANDATORIES AND POLICY REGULATIONS

Logo modifications/placement okay.

WEAKNESSES

- Some of Carhartt WIP's products have demeaning/nonsensical language associated with their apparel such as a women's fit style described as: "boyfriend fit."
- Their products are of higher quality than brands such as Dickies, but they don't necessarily separate themselves from Dickies in terms of looks. They have similar appearing products for similar types of audiences, but Dickies is far cheaper selling pants for around \$22-60 compared to WIP who sells pants at a price of \$95-260.
- They are falling behind other popular skating apparel and streetwear brands in that they don't endorse any female skaters which a lot of their competitors are starting to do or have been doing for years.

STRENGTHS

- Have been making durable streetwear since the 1980's, inspired by their notoriously rugged workwear apparel.
- Carhartt WIP is an international brand with breadth. They have their own magazine/publication and work to endorse musicians, artists, and skaters on an international scale. They work with young and urban creatives who have followers interested in streetwear and the tribe that revolves around fashion/creativity which helps with aiding in the identification aspect of streetwear.
- WIP works with organic cotton. This appeals to a younger more environmentally conscious set of consumers alleviating the shame that can sometimes be paired with buying from fast fashion or luxury brands that aren't making the same efforts.

SWOT ANALYSIS

OPPORTUNITIES

- Skaters are seen in streetwear as always being ahead of the curve in terms of fashion. They are usually the trend setters of streetwear and get a lot of attention for their fashion tastes. By putting women skaters as their point of emphasis Carhartt WIP can establish itself as being ahead of the trends, and at the forefront of streetwear.
- The young and fashion attentive consumers of streetwear are becoming more tribalistic in their consumption patterns and are looking for products that help them create a sense of identity/community. By rallying around female skaters there will be advocacy for a specific goal, making the identification process with Carhartt WIP feel more focused.
- No other popular streetwear brand puts women as their focal point. By doing this Carhartt WIP will be the first brand targeted to skaters to have women at the center of their focus.

THREATS

- Carhartt WIP sells to a young audience who is only able to buy high-end fashion products one item at a time. Fashion pieces are beginning to be looked at as investment pieces, so while Carhartt is a logical investment in that it will last a long time, the same consumer may not buy another item of Carhartt for a couple of years.
- WIP is targeting consumers who desire community and authenticity interwoven with their products. Inherently, selling and targeting consumers comes off as in-authentic, and it is difficult to build a community artificially.
- Their own workwear label sells products of similar appearance, and similar product/material description but at a fraction of the price. Prompts questions of purchasing a more expensive product when an identical exists at a lower cost.



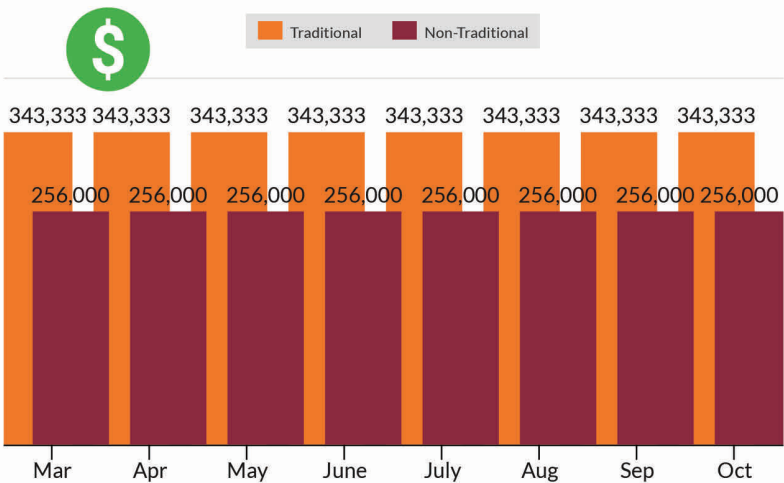
Carhartt WIP "Women In Power"

Media Schedule

Budget: In 2013 Carhartt netted about \$600 million in revenue with very minimal advertising and the family company is valued at \$1.1 billion. With only about 4,000 employees we can afford an immense advertising budget.

-Our demographic is largely non-conformist, independent, and passionate. We are catering to an international audience. We are looking at a seasonal marketing schedule.

\$5,000,000



Cost Breakdown (Per-Month)

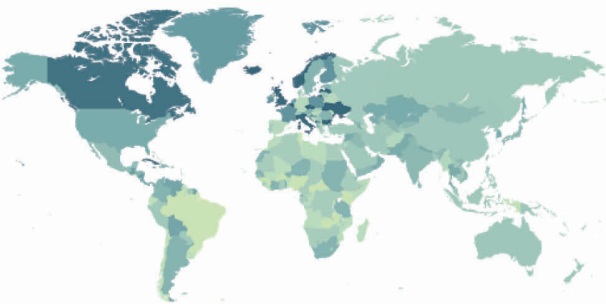
Mar - Oct	Billboards	Boards	Thrasher Magazine
Cost	10,000	15,000	7,000

Mar - Oct	Time Square	Jenkem/Quartersnacks Skateboard Sites
Cost	333,333	10,000

All together our eight month campaign comes out to a grand total of \$4,794,664. The rest we will donate to Exposure Skate and Skate Like A Girl which are non-profit skateboard organizations with the goal of empowering young women skateboarders.

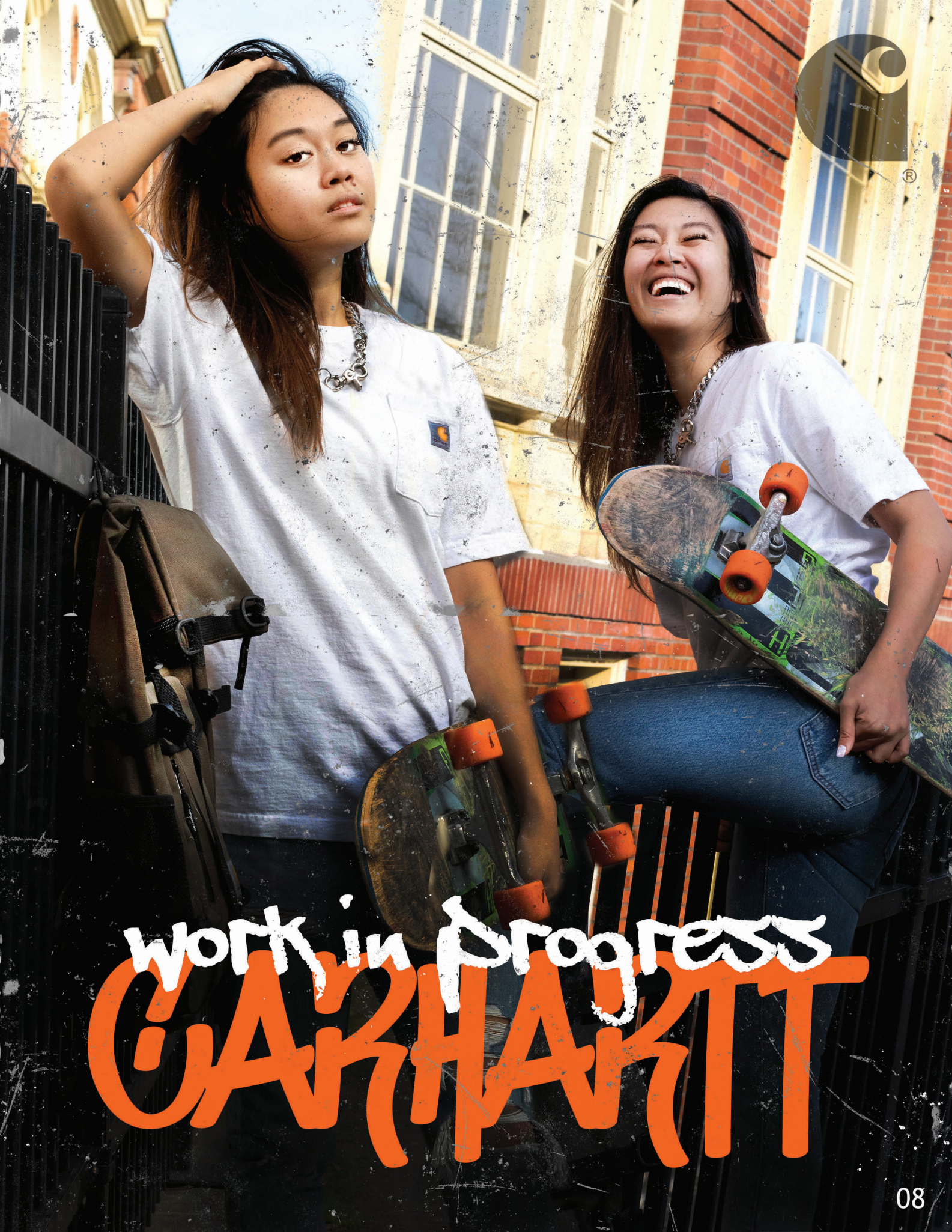


WIP Geography: Los Angeles, New York, San Francisco, London, Montreal, and Vancouver.

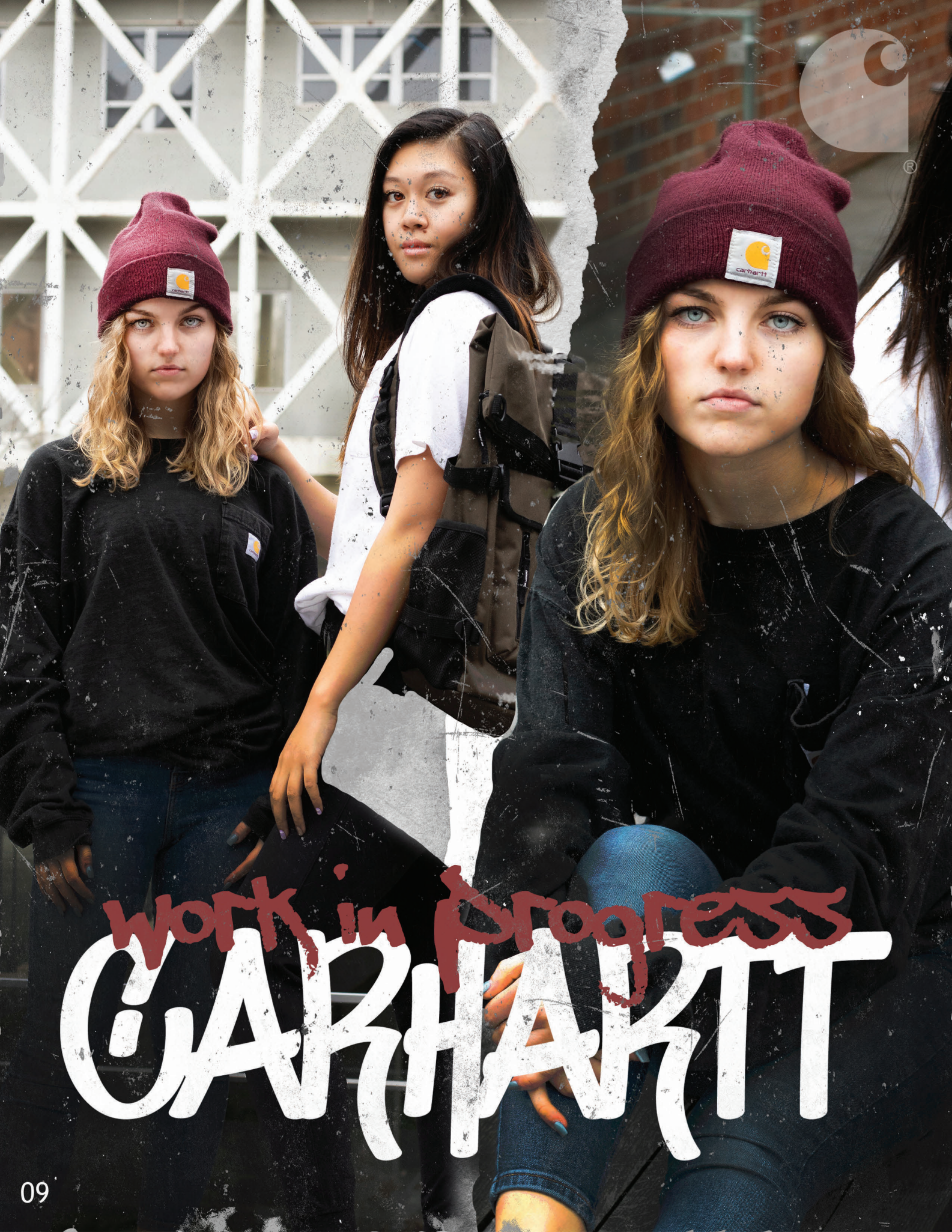


(Where advertising is stationed but not limited to)

[illegible]



work in progress
CARHARTT



work in progress

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NON-TRADITIONAL

Using the deck's bottom as a canvas presented a unique opportunity; an opportunity to brand Carhartt in a way that speaks to both female skaters in the industry as well as those who support larger notions of gender equality. In addition to speaking volumes within the industry, the board exists as a moving advertisement that will portray the wear and tear that comes with skating. The strong and defined design work gives the board its personality. This take on 'Rosie the Riveter' subconsciously exudes power and furthermore, speaks to our strategy by increasing female representation in the field.

GABRIEL



DRESSING THOSE WHO DEFINE TOUGH

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