

"Parks" Flip Flops by Hari Mari



hari
mari.

Design Brief by Cassandra Crosse

About The Product:

Hari Mari is a start-up sandal company based out of Dallas, Texas. Their mission is to provide comfortable, fashion-forward flip flops that are also environmentally friendly. Similar to Tom's shoes, they are also committed to giving a percentage of their profits to pediatric cancer research and treatment. The creation of Hari Mari "Parks" flip flops came out of a "futile search" for a comfortable flip flop that was also colorful and chic.

This ad series would be promoting their introductory Parks line, which debuted earlier this year. Their trademark feature is a memory foam toe piece to improve comfort and reduce blistering. The sandals are presented in bold, attractive colors, with sustainable hemp foot beds. Hari Mari also strives for responsible production with the least amount of environmental impact.

Parks flip flops retail for \$60 per pair on Hari Mari's online store, and can be found in some independent boutiques mostly in Texas and the surrounding region.

Demographics:

Hari Mari Parks appeal to a younger demographic of males and females between the ages of 18 and 44. Although the bright colors and casual style speak to an 18 to 24 age group, their comfort level, philanthropic and Eco-friendly nature may appeal to a 25 to 44 range. Additionally, the high price point could rule out a younger audience. Although there is a wide demographic, the assumption that it is skewed on the younger end allows the ad campaign to be more casual, fun, and unconventional.

Competition:

Other flip flop brands catering to this demographic include Rainbow, Reef, Teva, and Feelgoodz. Rainbows are the clear top competitor, and most widely known for being a comfortable and long-lasting sandal. Hari Mari stands out from the competition essentially because of the memory foam toe piece. Furthermore, the stylish colors distinguish the product from the other similar brands.





Ad Formats:

Magazine Ads: Will be appearing in more casual women's fashion magazines such as *Cosmopolitan*, *Allure*, and *Lucky*.

Web Ads: Banner ads featured on sites such as Rachael Ray, iVillage, PopSugar, Huffington Post Style, Facebook, and Collegefashion.net

Transit Ads: Would be placed on bus stops or subways/train depots

Brochures: Print and web/interactive

Campaign Objective: Product Info:

The unique selling proposition to be used in this ad series is that Hari Mari Parks sandals are the perfect match for your feet. This concept highlights the comfort factor of Parks that makes these flip flops stand out from the rest. This new concept for the ad differs from their existing campaign mostly because of the fun, informal directions the ads will take. Although I will still be focusing on the comfort and individuality of the sandals, the ads will emphasize that these flip flops are so perfect, it is almost as if your feet and your shoes were made for each other. The new ads also will take on a more fun and casual feeling.

The purpose of this new ad campaign is to get the word out on this new company and unique product, and will focus on the women's line. I also would want to catch the attention of potential buyers who are looking for an attractive, and more comfortable flip flop.

Company: Hari Mari
Product: Parks flip flops
Website: www.harimari.com, and/or QR code
Original Taglines: "A new breed of flip flop," "Simple, Color, Comfort."
New Tagline Ideas: "A perfect match," "A perfect pair," "Love at first sight," "Feet meet their perfect match."

Campaign Concept:

The concept I want to pursue in my ads is that Hari Mari flip flops are so comfortable, they are your feet's perfect match. The image will be a bare woman's foot on one side of the ad face to face with a Parks flip flop on the other side. The copy will read "A perfect match." This tagline will symbolize that the flip flops are made perfectly to fit your feet comfortably, and it suggests that your feet have fallen in love with them and together they are a perfect match.

Tagline:

"A Perfect Match"

Keywords:

- Comfort
- Color
- Style
- Sustainable
- Quality

Research Resources:

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

<http://www.facebook.com/harimarishoes>

<http://www.prnewswire.com/news-releases/hari-mari-flip-flops-launch-with-spring-2012-debut-line-parks-143788606.html>

<http://shoptalk.dmagazine.com/2012/05/02/two-dallas-dudes-have-made-some-pretty-sweet-flip-flops-called-hari-mari/>

<http://www.dallasnews.com/life-styles/style/fashion/20120725-local-hari-mari-flip-flop-line-sets-prices-high-but-with-a-purpose.ece>

Typeface Choices:

The right typeface for this job should be clear, readable, and maybe a little fun. I think my favorites here are ITC Avant Garde Gothic Extra Light, Century Gothic, and Belta. Avant Garde and Century Gothic are both simple, clean and modern. Belta is more fun, personal, and feminine, however it is in danger of looking too “trendy,” as this is a very popular type look for 2012. I will have to see what looks best in the thumbnails and roughs before a final decision is made.

A Perfect Match

ITC Avant Garde Gothic Extra Light 16 pt

ITC Avant Garde Gothic Extra Light 12 pt

a PERFECT MATCH

PUPCAT 16 PT

PUPCAT 12 PT

A Perfect Match

American Typewriter Condensed Light 16 pt

American Typewriter Condensed Light 12 pt

A PERFECT MATCH

SKINNY 16 PT

SKINNY 12 PT

A Perfect Match

Century Gothic 16 pt

Century Gothic 12 pt

A PERFECT MATCH

BELTA REGULAR 16 PT

BELTA REGULAR 12 PT

A Perfect Match

ITC Kabel Book 16 pt

ITC Kabel Book 12 pt

A Perfect Match
Kavaler 16 pt
Kavaler 12 pt

A Perfect Match
Swing Regular 16 pt
Swing Regular 12 pt

a perfect match
stiletto 16 pt
stiletto 12 pt

Images:

I will be replacing this stock image comp of the foot with a high resolution version, and will also be using the profile of the flip-flop, and the Hari Mari logo. I want to keep this ad series simple, to the point, and memorable, so I will be working with simple imagery.

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