



“Be free and live comfortably”

Advertising Series Design Brief

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Research

UGG Australia is a large American footwear company and subdivision of Deckers Outdoor Corporation who manufacture the classic Australian style ugg boot, also known as uggs. Uggs are sheepskin boots, worn by both men and women, made of twin-faced sheepskin with fleece on the inside, a tanned outer surface and synthetic sole. They are stylish, comfortable, warm and perfect for use during any time of year. There are many 'replica' and 'counterfeit' boots of this style but none compare to the timeless quality and comfort that UGG Australia has provided since 1978. Ugg Australia also manufacture other footwear, as well as handbags, clothing, outerwear and other goods. A couple companies that compete with Ugg Australia are Bearpaw and Emu Australia. Both of these companies claim to make a comparable Australian ugg boot, but never have the same comfort and feel as the original ugg boot of Ugg Australia. There are also other 'no name' brand companies that manufacture synthetic and low quality boots similar to the ugg boot.

Objective

The goal of this new advertising series is for the purpose of ongoing product awareness to gain new customers all over the world. Even though Ugg Australia has been around for over 30 years, it only recently has become a common household brand from the year 2000 to present when they joined forces with Deckers Outdoor Corporation. We aim to spread the Ugg Australia brand even further, reaching every household across the globe.

Format

The advertising series will be published in the following formats:

- * Print: Magazine and Brochure
- * Web: Banner Ad
- * Outdoor Advertising: Transit
- * Interactive: Brochure

Target Audience

Classic Ugg boots are unisex and are desired by consumers young and old of every ethnicity. Since this is such a wide spectrum, we will target the majority of consumers that purchase Ugg boots the most. Statistics have shown that the majority of people that purchase Uggs are women between the ages of 15 and 45 in the middle to upperclass suburban areas. The goal is to create an advertising series to appeal to these women, but not exclude the remainder of the population.

Concept

The concept for this advertising series will implement the image below along with the tagline, logo and a small image of the ugg boots. This image is emotional, warm and gives a sense of empowerment. I believe it will reach out to women to be free and be comfortable. When I saw this image, I wanted to be in that women's position, riding my bike into the sunset.



Tagline

“Be free and live comfortably”

Budget

Delivery

The timeline for this series will be as follows:

- 09/28/11 - Magazine and Banner Roughs Delivered
- 10/05/11 - Feedback due in order to begin final revisions
- 10/10/11 - Magazine and Banner Finals (this depends on timely feedback)
- 10/12/11 - Transit Shelter Roughs Delivered
- 10/17/11 - Feedback due in order to begin final revisions
- 10/24/11 - Transit Shelter Finals (this depends on timely feedback)

Typeface Experiment

1. Mistral

Be free and live comfortably
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2. Matura MT Script

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3. Apple Chancery

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4. Chalkduster

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5. Zapfino

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6. Monotype Corsiva

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7. Giddyup

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8. Handwriting - Dakota

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9. Lucida Handwriting

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10. Marker Felt

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Typeface Conclusion

I have chosen to use the font, "Handwriting - Dakota" for the tagline. I want the message to have a personal and unrestricted touch without the *feeling* of machine generated type. Below is a sample of what the type will look like in contrast of the image.

