



**Category:** Best Use of Social Media

**Company:** McOnie

**Entry title:** Social Media Creates a Step Change

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**Brief and objectives:**

**Brief:** Promote the launch of Dr. Martens' Women's Collection whilst reinforcing Dr. Martens' position as a quality industrial footwear manufacturer.

**Objective:** Raise the profile of the new Women's Collection; create a conversation amongst industry leaders and women in industry about the lack of safety footwear designed specifically for women; link an iconic brand to a topical issue; create noise regarding an industrial product on a social media platform used predominantly by consumer brands; drive and deliver sales.

**Rationale behind campaign, including research and planning:**

Dr. Martens has been supplying industrial workers quality footwear since 1901. Nowadays more women than ever are working in industrial sectors such as construction, engineering and manufacturing. Dr. Martens recognises the urgent need to ensure women are as safe while they work as men and so providing safety footwear designed especially for them is essential – hence the design of the Women's Collection.

But Dr. Martens wanted to use the launch of this collection to talk to these women directly and get a greater understanding of the day-to-day difficulties they face from insufficient and ill-fitting safety footwear, as well as educate them that they don't need to settle for footwear that's been designed for men. Consequently, McOnie recommended an integrated communication campaign with a strong social media focus that was executed in conjunction with a relevant online publication. This integrated approach effectively launched the collection, increased insight about the customer and generated great results.

Following extensive research, McOnie selected Womanthology, an online magazine and community for women working in industry, as the right partner for the campaign. With an extensive readership of 10,500 that ticked all the boxes, a very active twitter feed with a following of over 20,000 female industrial workers and an aim to champion positive female role models by sharing ideas, best practice, stories and advice, it proved a great partner.

Working closely with the editor of Womanthology, factoring in its follower demographic and the objectives, McOnie devised a strategy that would encourage followers to engage with the

campaign and get conversations started, all whilst creating a 'buzz' around the new collection.

### **Strategy and tactics, including creativity and innovation:**

A traditional PR and marketing approach was included in the communication plan but the social media strategy was the main focus because it enabled exactly the right people to be targeted and would generate immediate, measureable results.

To encourage engagement with the campaign McOnie created a competition entitled 'Dr. Martens Industrial Champions'. The entrants were asked to tell Dr. Martens which industry they worked in and what inspired them to enter that sector. This supported one of the main objectives of the campaign - to start conversations and to put the issue of specially designed footwear at the forefront of their minds. This tactic allowed the entrants the opportunity to communicate, share stories and irritations about uncomfortable footwear, therefore creating an ongoing conversation, rather than one closed tweet.

To create continuity, McOnie utilised Dr. Martens' hashtag #WORKDIFFERENT, as a play on their award winning fashion campaign Worn Different, which championed individuals who wear DMs in their own way. This is the same for industrial, but instead of focusing on style, this campaign focused on encouraging individuals to showcase how they Work Different.

Following the campaign, three women were selected and each received a pair of boots from the new collection. Dr. Martens captured content of the three industrial champions within their specific work environment, which will feature of the Dr. Martens blog and Womanthology website.

Finally, the timing of the campaign was significant because it coincided with the 100-year anniversary of the suffragette's movement that already had the public, especially those in male dominated roles, talking about women's rights and equal opportunities.

### **Implementation of tactics:**

Throughout the campaign, McOnie worked closely with Dr. Martens and Womanthology to develop and deliver an effective timeline of events:

- 7<sup>th</sup> February 2018 – competition to launch on Twitter (to coincide with Womanthology's print deadline)
- 7<sup>th</sup> – 20<sup>th</sup> February 2018 – the competition ran for a two-week period. This would enable enough time for followers to enter, but without campaign and tweets becoming repetitive.
- 21<sup>st</sup> February 2018 – McOnie to work with Dr. Martens and Womanthology to select three winners who met all of the criteria and told the most inspiring story. The criteria and selection process was clearly stated in the Ts&Cs.
- 22<sup>nd</sup> February 2018 – winners contacted, interviews with Womanthology arranged and photoshoots organised
- 7<sup>th</sup> March – winners announced on Twitter and on Womanthology

Together with Womanthology, McOnie also created a selection of tweets that not only summed up the campaign and promoted the new collection but also encouraged women in all industries to enter. McOnie supplied Womanthology with product imagery to enhance the tweets as well as showing off the new collection.

### **Measurement and evaluation:**

The Women's Collection campaign was one of Dr. Martens' most engaging industrial PR campaigns to date.

- Overall, the campaign had over 520 individual engagements including comments, retweets and likes
- It started conversations amongst female industry workers and leaders. Women were discussing the issues they faced with not just their footwear, but **ALL** Personal Protective Equipment from overalls, high-vis and gloves.
- MPs retweeted Womanthology calling out to national companies to recognize the importance of providing appropriate female footwear.
- The chief of communications for United Nations Committee for Trade and Development, praised Dr. Martens for finally addressing the issue of female specific protective clothing.
- The campaign increased traffic to Dr. Martens' website and product landing page, which ultimately drove sell through of the two core styles.

Dr. Martens was delighted with how well the collection was received and how successful and the campaign proved to be. During the competition, McOnie and Womanthology managed the communication on stock levels to potential customers and avoided any negative comment or feedback.

Most importantly, however, the campaign created a union of women sharing photos, talking about their experiences and coming together to help tackle this industry wide issue.

### **Budget and cost effectiveness:**

McOnie was tasked with completing this project with a budget of £3,000 for campaign planning, execution, reporting and 3<sup>rd</sup> party costs.