



Saucony | Kids Running Shoes

Final Project | Social Media Strategy
COM 627 | Lisa Papada





Saucony

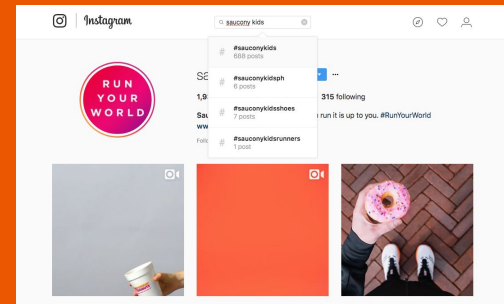
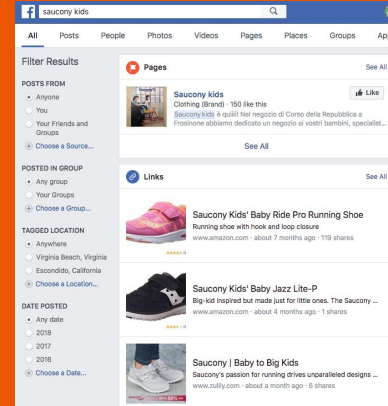
- Founded in 1898 by four men in Kutztown, PA
 - 2-years after the 1st Olympic Marathon, 1-year after the 1st Boston Marathon
- 1968 they moved to Cambridge, MA where they still are
- Athletes partner with Saucony designers to create the shoes
- 2006, Saucony launched “run for good” foundation to battle childhood obesity



“At Saucony, a good day is when we get to run. **A great day is when we inspire someone else to run.**” ~ Saucony Manifesto

The Problem

- Saucony Kids has zero presence.
 - Search results are retail stores and competitors.
 - No social presence
 - Their kids line is a great line with no presence



The Solution

- RAISE AWARENESS
 - Social Launch
 - Influencers
 - Target parents, kids, and coaches





Strategy

Through Snapchat, Instagram, and YouTube, Saucony will be able to use their athletes, new influencers, and cohesively retarget & create social creative geared towards kids and their parents & coaches.

➤ Snapchat

- Social Launch
- Predefined Audiences with Lookalike Expansions
- Geofilters
- Snap Ads
 - Grow Awareness, Drive Traffic, Video Views
- Influencer Partnerships

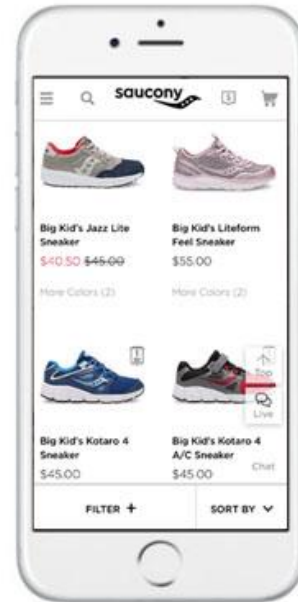
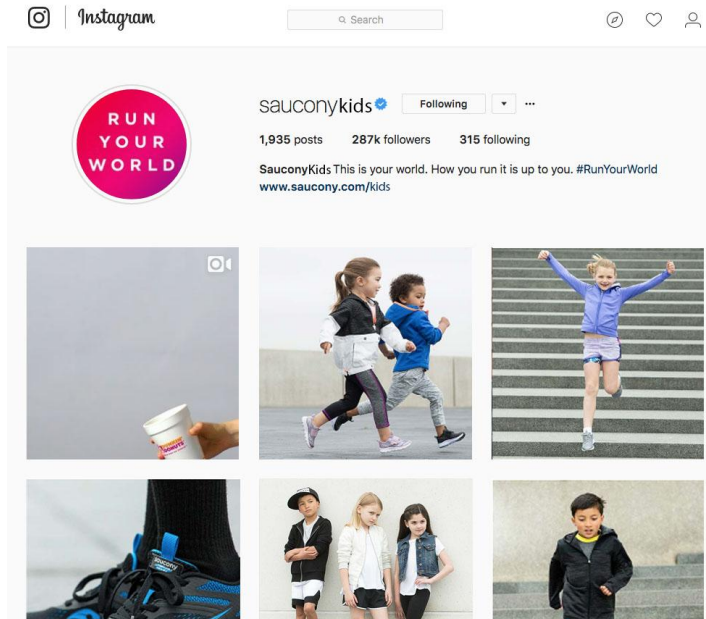
➤ Instagram

- Social Launch
- Paid/Organic
- Videos, Carousels, Stories
- Customized & Automated Targeting with Lookalike Expansions

➤ YouTube

- Homepage Launch
- Unboxing
- Appropriate Tagging
- Influencers
- PR package reach to influencers/media
- Social Promo
- Short & Long-form Videos

Social Examples



Influencer



what's up moms

- **What's Up Moms**
 - Experience working with brands
 - #1 Parenting Channel on YouTube
 - 2M YouTube subscribers
 - 15.5M Twitter followers
 - 121K Instagram followers
 - Multiple touchpoints
 - Short & Long-form Videos

Thank You.

