



MARKETING FOR FOOTLOCKER + SPENCO

CASE STUDY



ABOUT THE CLIENT

Spenco is an innovative healthcare company with the mission to help customers achieve comfortable foot health through insoles, bandages, treatment products and more. Founded in 1967 by Dr. Wayman Spence, Spenco's core business revolves around producing high quality insole and footcare products and to also provide advanced sports medicine and first aid products. Spenco currently manufactures 34 different insole types—including high performance and children's brands—with 40% of their sales coming from Foot Locker, and the remaining 60% from local retailers, high-end running stores, shoe repair shops and medical facilities. Spenco's target demographic is middle-aged to seniors, with elevated incomes. They're moderately active—walkers, joggers or basketball players—and typically experience foot, heel or back pain. In comparison, Foot Locker's target demographic, specifically for Spenco products, is the 35 year old man who plays pick-up basketball.

capabilities: graphic design marketing web development brand identity copywriting custom photography

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THE SCENARIO

Spenco approached SRM for help in developing an educational program for Foot Locker employees. The client's goal was to inform Foot Locker employees on the Spenco culture, help them hone the Spenco sales message to meet the Foot Locker sales time limit and offer a simplified message about sophisticated technology. With seemingly opposite target demographics between Spenco and Foot Locker, the goal was to marry the two into one, all-encompassing sales message.

THE SOLUTION

After an initial discovery call with Spenco, SRM went to the drawing board to determine the best way to incorporate the Spenco culture into a distinctive Foot Locker culture. Because of Proforma's established relationship with Foot Locker, we were able to leverage our knowledge of the brand and sales process to formulate a plan that would serve both clients. Proforma developed the concept of a training program, specifically for Spenco and Foot Locker. Our first task was to develop a name for the training program. We developed and trademarked the Spenco FootHealth Training Program and developed the logo, which would be used throughout print, video and web mediums. The Training Program takes Foot Locker employees through a series of two videos. The first video is a "technical" video, which educates the sales associate on the different types of Spenco insoles, the qualities of each and how they serve individual customer types. The second video is a "sales" video, which educates the Foot Locker employee on the proper Spenco sales pitch. After watching the two videos online, the sales associate completes a brief quiz, and if the associate gets a certain percentage of questions correct, they're awarded a Spenco FootHealth certificate and Foot Locker-specific perks.

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FootHealth Certified

Presented to

John Q. Smith

in recognition of the completion of the Spenco FootHealth Training Program. This certification signifies competency of proper foot care and health.

Date

Date

Date



SPENCO FOOT HEALTH CERTIFICATE

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- 1 SPENCO FOOTHEALTH LOGO
- 2 CERTIFICATION LOGO