

Marketing 309: Reebok Pickleball Shoe

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Introduction

Introducing the latest innovation from Reebok: the Pickleball Shoe Advancement. Tailored for performance in the growing sport of Pickleball, we have created a comfortable, secure shoe. In this new premium release from Reebok, we've drawn largely from the brand's lifting and running shoe designs. Now, we present the latest advancement: pickleball shoes. With the increasing popularity and participation in the sport of pickleball, our aim is to deliver the perfect shoe for the sport. Featuring secure ankle support for planting your foot, along with a cushioned midsole and advanced ventilation to keep your feet cool and comfortable after a long match, these shoes are built to ensure safety and performance. Reebok is only the best for this new shoe due to our affordable prices, great promotion, and our quality items that make our customers more than satisfied.

Socio-Cultural Forces

Over the past 3 years, Pickleball has had an average yearly growth rate of 158.6%. Totalling 36.5 million players in the U.S. in 2023. This sport has formed a professional league with a large following and millions of players trying to reach the pinnacle, while others see it as a leisure activity to keep active at an older age. With little competition in this market and a wide range of consumers, being one of the first major sports companies to branch into this field could reap a huge reward. Introducing a pickleball shoe should be accepted and successful based on the sport of pickleball given a 7.7% forecasted compound annual growth rate through 2028.

Economic Forces

Despite the COVID-19 pandemic and the overall slowing down of the economy due to several years of inflation rising, the athletic shoe industry has been growing, despite the growth being inconsistent. Revenue has continued to increase over the past few years and is projected to keep growing. Projected to grow in revenue by 2% each year. Disposable income declined by 6% in 2022 but is projected to increase in the following years, the consumer confidence index is also projected to increase in the following years. The consumer confidence index and disposable income increase will allow us to introduce the product at a time where people are more willing to spend money. Athletic shoes make up 33.3 percent of the shoe industry. The combination of the athletic shoe market share with the projected economic growth and with a sport like pickleball where the growth has skyrocketed in the past few years, we are sure to see a growth in the equipment used for pickleball.

Competitive Forces

The competition within the Pickleball market is currently rising very quickly within a national scale. Within a survey done by the Sports & Fitness Industry Association, Pickleball grew nearly 40 percent between 2019 and 2021, making it America's fastest-growing sport. Our main competitors within this field would be brands such as Nike, Adidas, and Asics. These are all notable brands who are also looking to grow within the Pickleball shoe market. In contrast to the other Pickleball shoes within the market, we want our shoe to hold a fair amount of value for customers, while also possessing a fair price point. Most shoes retail for a price of around \$80,

whereas our shoe aims to have the same if not better quality than its competitors, for a price of around \$60. The qualities of the shoe would aim to include stability for the user for quick and sudden movement, a soft cushion to ensure that the wearer will be comfortable while playing hard, and a durable shoe to make sure the buyer gets the most value out of their purchase. Changes of the factors within the competitive environment make our product much more likely to be more marketable and popular within America. As stated before, the pickleball market is going exponentially, as more and more consumers will be looking to upgrade their footwear while playing. There are also very low barriers of entry right now, as the market is relatively new and growing, it is easy to enter a market that is growing fast. However, this means the competitiveness of this field will also grow very fast. Our product looks to make itself known as a valuable and high performance shoe fit for all pickleball consumers.

Political Forces

When purchasing from a company like Reebok, you can trust that you'll receive accurate information regarding the claims made about our products. As part of the Reebok settlement, we are required to provide scientific evidence to support any claims about our products strengthening muscles or boosting performance. It is illegal for Reebok to misrepresent itself by making insufficiently supported claims. Buying from Reebok ensures that you will receive detailed and valid information about our products. This commitment remains true even if there were to be changes in the political system. This obligation stems from a previous settlement in 2011, where Reebok was required to refund \$25 million due to false claims made about shoes and apparel. Another political force that raises a concern for the brand Reebok, back in 2017, average hourly wages hit \$3.60 last year in China, spiking 64 percent from 2011. This is a cause for concern because Reebok shoes are primarily produced in China. With the potential of their wages to continuously increase, this could pose an issue in terms of where money gets allocated in terms of production.

Legal and Regulatory Forces

As our up and coming pickleball shoes are preparing to enter the market, it is important to note legal and regulatory forces that could take potential effect and influence the production of our new shoe in the marketplace.

There are a few main legal forces to consider, first being labor laws. Labor laws govern areas such as working conditions, wages, working hours, and child labor. Labor laws need to especially be considered when we produce our shoes in China, as the wages in China increase. These laws are very important to regulate, especially if we will be having our shoes produced in different countries to maintain safe working conditions. We will need to obey these laws in each and every country that we produce our products in to continue to be ethical and precautionous.

Consumer protection laws are also crucial because these laws ensure that accurate product information and safety standards are met to maintain positive relationships between our pickleball shoe products and our customers. In addition, it is illegal for Reebok to misrepresent and make insufficiently supported claims, as stated above. We will ensure consumer protection standards by providing all information about our product and staying true to our identity to completely avoid unfair or fraudulent business practices. In addition, leather production

regulations set standards for the production, processing, and the marketing of any leather products that could be in shoes.

Finally, intellectual property laws consist of copyright, patent, and trademark laws that could impact the design and production of our new shoes. These laws ensure that we do not infringe on any part of existing shoes. All of these laws and regulations have significant importance because if any of these laws are not followed, it could result in legal consequences, reputational damage, and a loss in profit for our company.

Technological Forces

For production, we can use 3D printing to quickly produce prototypes and designs. This will save us time, and allow for creativity in personalized options for customers. We can also implement advanced robotics to speed up manufacturing time and reduce production costs.

For both production and packaging, we can use technology to source and incorporate sustainable materials into our shoes and shipping materials to create eco-friendly products that appeal to customers. In a 2019 Global Consumer Insight Survey, 35% of respondents said that they chose sustainable products to help the environment, and 37% said that they prefer products with eco-friendly packaging. We can use QR codes on the packaging to give consumers more information about both their product, and other Reebok products and promotions. Packages can also have GPS tracking so that the customer is well aware of where their package is, and when it will be delivered. According to Verte, 91% of consumers actively track their packages. Clearly this feature is something that consumers appreciate. Sending the customer automated text messages and emails would help build that trust in shipping as well.

For distribution, we can use predictive analytics to optimize different parts of the distribution process, such as inventory management, security, and making the distribution more streamline. We can use AI technology to enhance our marketing and increase the efficiency of producing tailored messaging to customers, and more unique ad messages. We could create a VR integration that allows customers to see the shoe in an immersive way, and see how the shoe would look on their feet. This would increase the effectiveness of showing the look of the shoe to customers. We can also increase social media influencer branding to draw more attention and popularity to the product. This would increase the efficiency in getting our shoes to be seen by the public, and the effectiveness of our marketing campaign because people are often influenced by what their favorite influencers like and wear. According to a survey of internet users in 2021, 45% of respondents said that influencers were the most effective at promoting clothing and accessories. This category ranked the second highest out of ten options.

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Swot Analysis:

Strengths

- **Strong Advertisement:** Reebok has a strong promotion campaign history and department that allows for the brand name and image to get out there, as well as allows for new products to be advertised efficiently and effectively.
- **Established in Athletic Shoe Market:** Starting out as an athletic shoe brand, Reebok has had a long history of marketing and selling athletic shoes. Have and established market share of 1.1% in the Athletic shoe market with loyal customers

- **Brand Loyalty and Recognition:** According to Statista 90 percent of Americans are aware of Reebok as a brand, as well as 12 percent of Reebok's customers are returning customers. Reebok's brand is recognizable

Weaknesses

- **High Competition:** The athletic shoe market is a highly condensed and competitive market. This could hinder the ability to bring in a new product to an aggressive market.
- **Low Profit vs. Sector Average:** This market provides a lower than gross profit margin, which diminishes the chances of generating an overall net profit.
- **Low & Steady Level of Assistance:** The shoe market has a low/steady level of subsidization of the market, meaning that the market does not receive benefits from other organizations or companies.

Opportunities

- **Expansion in emerging markets:** There is significant potential for growth in emerging markets where demand for sportswear is rising, such as pickleball sportswear. This is due to interest in sports, specifically pickleball, continuing to rise. Reebok can leverage its brand recognition and product offerings into these emerging markets through effective promotion to expand revenue.
- **Collaborations with partnerships:** Promotion partnerships with events, athletes, or influencers can increase brand exposure and attraction towards our new product. This can result in more consumers and profit from our pickleball footwear.
- **Personalization and customization:** Eventually offering customizable products such as our pickleball shoes will strengthen customer loyalty and keep our reputation for brand loyalty, as well as differentiate ourselves from current competitors. Customization options will consist of personalized color and design options, as well as adding wording to the back or sides of the soles on our shoes (first name, last name, team name, etc).

Threats:

- **Competitors:** Although the pickleball market is somewhat recent, there are already competitors in this market such as Nike, Adidas, and Puma that have a head start in production and marketing of pickleball shoes.
- **Brand Recognition:** As previously mentioned, other major sporting goods brands have made pickleball products; companies that have much higher revenue and budget abilities. Some companies have even signed professional pickleball players to showcase their brand. Reebok could be overshadowed by these companies because they are a "smaller scale" brand.
- **Changes in Trends:** Pickleball gained a massive following fast, and it could be just as quick for the sport to fall off. Putting a substantial amount of money into this branch could backfire if the sport flops and players lose interest. Trends are always changing in the world of sports and marketing. Meaning there is always a risk in starting a new line of shoe wear.

Target Market:

- **Target Market 1: College Students**
 - As a company, we want to target the market of College Students heavily. Pickleball is a very popular activity among college students. It gives college

students the opportunity to remain active while also having fun with their friends. It has become a trend to play pickleball among college students as well.

- College students make up a large part of the U.S. Population. They frequently have free time to spend doing what they want. College students are relatively active (58.7% of students meet aerobic requirements. [Nih.gov](#)) and enjoy spending time with other College students, they like to have fun. College students are very diverse in terms of culture and race, however in terms of age the majority are around the ages of 18-22 with some outliers. Most college students due to having to pay for tuition and other costs of going to college do not have a high discretionary income. Averaging a discretionary income of 211 dollars per month [College Spending](#)
- College students often find themselves needing to be accepted by peers, and wanting the newest latest trend, they want to look stylish and look good while playing, they expect quality in comparison to price, with higher expectations for higher prices, and lower expectations for lower prices
- **Target Market 2: Elderly**
 - As a company, we want to target the market of elderly individuals heavily. Pickleball is becoming an increasingly popular sport, as it is not as physically demanding compared to other activities. Therefore, there seems to be a large population of elderly people engaged within the market we are targeting.
 - Normally, elderly people within this demographic are usually retired and have assets to be able to pay for products at their leisure. They also live in relatively warm environments, which allow them to be outside and active. The Reebok Pickleball shoe is designed to be a durable and longtime option, so that the usage rate of the product will last significant playing time. The shoe also provides stability and safety among users. Therefore, elderly players will feel more safe and less injury prone due to the added protection and support that the shoe provides. This shoe will become an integral part of ensuring the elderly safety and support while playing Pickleball.
 - Elderly people want to have a reason to go out and be active, and a need to have the correct equipment to do so safely. Their expectations to have a long lasting and quality product will be met through this purchase.
- **Target Market 3: Racket Sport Enjoyers**
 - As a company, we want to target the market of racket sport athletes moderately. According to research done by Statista in 2021, the share of recreational participants in racquet sports in the United States amounted to 14 percent. This would be that over 47 million people within the United States of America play some sort of racket sport (Ie. Ping Pong, Tennis, Badminton). As Pickleball is a relatively new sport, we want to tap into the enjoyment already experienced by racket sport players, and introduce them into playing a new kind of activity through our product.
 - Racket sport enjoyers are likely to be people of all ages, as they could be learning, current, or retired within the sport that they love playing. The usage rate of our shoe incorporated within their daily lives would be very high, as they likely

still practice racket sports for fun. Racket sports likely bring a high sense of enjoyment and happiness, and our shoe would enable them to be able to play safely while also giving high performance on the court. The lifestyle of this target market is relatively active, therefore they would be getting a durable product suited for their weekly routine of playing and enjoying racket sports.

- This target market would want a shoe that would provide moderate to high level performance, while also being durable and ensuring safety while playing.
- **Target Market 4: Routinely Active Individuals**
 - As a company, we want to target the market of routinely active people sub-moderately. Pickleball can be a way for people who want to remain active to do so, and having the right shoes is key for active people's ability to stay active.
 - Routinely active people make up all age groups as well as all races, we tend to see that the middle aged white population tends to be more moderately active. People who tend to be more moderately active tend to have a higher overall income and thus a high discretionary income allowing them to purchase more wants. Routinely active people value staying active and staying healthy, they also value taking care of themselves. Routinely active people lead very active and healthy lifestyles.
 - They have a need to stay healthy, and a want for gear and equipment that allows for them and helps them reach their goal of staying healthy. They expect gear that is quality and helps their performance.
- **Target Market 5: Competitive People**
 - As a company, we want to target the market of competitive people sub-moderately. We understand that competitive people likely already have a sport that they enjoy competing at the high level at. However, with the market being so large, we believe that there will be some customers who will enjoy our product for a competitive edge.
 - Competitive people make up multiple different demographics, but tend to be in the younger age ranges. Competitive people love to win and will do whatever they can within reason to win and thus would be willing to purchase equipment that gives them a perceived edge. Competitive people tend to be very active.
 - Competitive people tend to want to win and have a need for competitive environments. They expect high quality equipment that can give them the edge over competition

Positioning Statement:

For college students, elderly, racket sport enjoyers, and those who are active and competitive, our new pickleball shoes are made for them. Reebok is the pinnacle of athletic performance wear that delivers quality and comfort to those who want to take their game to the next level. Our new line of pickleball shoes offers a sleek design with an affordable price to support athletes from the ranges of casual to professional with aspirations big and small.

Those who trust in our shoes will view them to be comfortable, durable, stylish, affordable, and performance enhancing. Unlike our competitors, Reebok is committed to giving our consumers exactly what they're looking for and we prove our promises through our

products. Through our strong advertisement, it will be simple for our target market to see the perks of our new shoes and hopefully be returning customers after trying them. We look forward to promoting professional athletes and influencers with our new shoe line through our strong promotion. In addition, we plan on implementing customization options in the future regarding different colors, designs, etc, which will have our consumers seeing our shoes as even more than just one of a kind.

By aligning our positioning statement with our SWOT analysis, our pickleball shoes will empower athletes and make them purchase more, especially when our potential opportunities become reality. We look forward to blowing away our competitors with our promotion and production of our up and coming pickleball footwear.

Marketing Objectives:

- Short-term goal (6 months):

Our primary goal will be on boosting brand awareness through targeted promotion. Tracking this brand awareness can be achieved through quantitative data collection methods such as surveys. Additionally, monitoring social media analytics will provide us with information about engagement with our product. Another critical aspect of our strategy will involve developing partnerships with athletes or influencers to boost our brand presence in the market. Given the rapid growth of the pickleball sport, enhancing awareness is crucial in attracting more consumers to our product.

- Long-term goal (2 years):

Looking ahead at the 2 year mark, our objective is to establish Reebok as a prominent player in the pickleball market, aiming for a 10% increase in brand recognition. By this time, Reebok's pickleball footwear should have collected much more recognition, contributing to a boost in profitability. Achieving our other goal of a 20% increase in profitability will rely on strategic product positioning and pricing strategies.

With both short-term and long-term goals in mind, it's important to monitor key points closely to ensure our product's success. Tracking something like brand awareness levels and overall customer engagement is a must. Continuously assessing these points is critical for advancing our product in the market and ultimately achieving profitability.

Product:

Our Pickle Advanced shoes are exactly what Reebok and the participants of pickleball need. Reebok is all about becoming the best fitness brand in the world (Reebok Brand Strategy, 2019) and it will become the best when our Pickle Advanced shoes reach the market.

We will reach our target market by offering the best benefits and outdoing our competitors. Our up and coming pickleball shoes will offer a sleek design with multiple color options that also provides comfort and is made of durable material to enhance performance. The grip on the soles and the perfect fit on the foot will only result in the best performance. Our product will also be affordable and will consist of the features that we promise to provide, such as being durable, comfortable, stylish, and affordable, unlike our competitors. These features are exactly what our target market is looking for. Reebok already has a line of shoes out for basketball, running, and walking, so it only makes sense to add a line of pickleball shoes to our mix, as it is the highest growing sport in America.

One of our main competitors, Skechers, has had many reviews saying that their pickleball shoes are too expensive and the laces do not hold enough tension (Chervinski, 2023). Our customer service will be top notch, as we put our customers first and we will consider opinions and fix complaints as we see fit. We will be happy to provide full refunds for products as long as the product is in its original state and is returned within 60 days. Our packaging will consist of recyclable materials such as durable cardboard so that we are preserving the environment, but also packaging our shoes in sturdy material. Labeling will be very clear with all the information about our product and we may even gravitate towards providing a QR code that can provide additional information about the product, its materials, where it was made, etc. At Reebok, we find it important to produce our shoes in an environmentally friendly way which is why we will use more recycled materials and implement energy efficient practices into our manufacturing.

We want to meet today's needs without sacrificing the future. Our pickleball athletes will feel empowered when they experience our features and benefits, and will want to tell their family and friends about our helpful, environmentally friendly and informative brand.

Pricing:

Our main pricing objective is to keep our product affordable for the average consumer. We want all ranges of pickleball players to be able to utilize our product. The price of our product will be **\$79.99**. The main factor that contributes to our decision is to stand out from the competition, other sportswear brands such as Nike, New Balance, and Adidas have pickleball shoes priced in the \$90 to \$120 range. Slightly undercutting our competitors who have been in the industry for longer than us will give consumers a reason to purchase our product. According to a 2022 article by Footwear News, almost half of American footwear consumers planned to spend less on shoes due to rising inflation. Inflation has only increased since then, so we can speculate that even more Americans are looking to spend less on shoes, if at all possible. We predict that our system of penetration pricing will attract our target market to our product because of its affordability, and its appeal to price-conscious customers. Additionally, the use of odd-even pricing will lead to consumers thinking they are getting an even better deal on our product. The increasing popularity of pickleball will help with the growing demand for pickleball shoes, leading customers to make this purchase. We will want to maintain low production costs, so we can still manage to make at least a small profit from our sales. Initially, lower profit margins are acceptable if we are able to hit a higher sales volume in return.

We intend for our target market to initially be attracted to the price, having consumers who haven't bought pickleball shoes yet to choose our product and existing owners of competitors products to select ours next. Once we obtain a fair portion of the market share, we are open to re-setting a price to better compare to our competitors to create more profit. Or even releasing a different version of the shoe which aligns with the standard shoe price with higher end materials and perks. Converting from penetrative pricing to a standard competitive price will allow us to further improve our product to justify the price change and keep customers purchasing from our brand. Our target market is a wide range, but specifically amateur athletes who casually play pickleball, they want a comfortable, affordable shoe that also allows for peak performance. This price reflects those values while still permitting profitability for Reebok.

Distribution:

Reebok's distribution strategy will utilize existing channels. The direct channel involves an online platform, enabling consumers to purchase our product directly and have it shipped to them. Additionally, through the indirect channel, our product would be available in retail stores, particularly those focusing on athletic footwear. For example, retail stores like Famous Footwear, Dicks Sporting Goods, along with Reebok outlet stores. Partnering with online marketplaces like Amazon and established sporting goods stores would greatly facilitate the distribution process. By collaborating with these intermediaries, Reebok can efficiently reach a broader audience with its pickleball shoe. This distribution strategy, aligned with our premium positioning and the selection of intermediaries, emphasizes Reebok's commitment to maintaining its high-quality brand reputation. Reebok aims to offer competitive pricing for the pickleball shoe, ensuring affordability without compromising on quality. Designed to meet the needs, wants, and expectations of the target market, our distribution strategy encompasses both online and offline channels, tending to the diverse and growing population of pickleball enthusiasts.

Promotion

- Allocation:

Reebok intends on allocating 70-percent of the promotional budget to promotion. We believe that this should take up the bulk of our allocation because promotion is the most effective strategy for increasing sales and promoting new products. Athlete endorsements, a form of promotion, would be very costly, and we need to allocate money in order to be able to do that. According to an article written by Lawrence Gregory of Panmore Institute, "promotion improve customers' perception about the company and its sporting goods." Reebok also intends to distribute 15-percent of the promotional budget to direct marketing. Our marketing within this section will include both mail received digitally and tangibly. We would hope that most of our customers have an account with us through having an email with Reebok. We want to be able to send out emails to current and incoming customers. We believe that both mail and email encompasses a large part of a person's daily routine, and through this our product will be recognized. We also intend to allocate ten-percent of our promotional budget to personal selling. We only need 10 percent allocated to personal selling due to the fact that Reebok have already established personal selling relationships and strategies, most of the personal selling budget will go towards extra time and effort to promote the pickleball shoe by the personal selling team. We believe that this is an important aspect for our customers' shopping experience within Reebok stores to not only be informed about our product, but also be persuaded to purchase our shoes. According to Esteban Kolsky from Super Office CRM, 72% of customers will share a positive experience with 6 or more people. At Reebok, we want our product selling interactions to be positive, helpful, and informative so that customers will tell their friends and family. Lastly, Reebok will be allocating five-percent of its promotional budget to public relations. This will include a press release to create publicity about our new product.

College Kids

- College kids are the most important target market for Reebok pickleball shoes. Due to the high and wide media exposure for college students, allocations to promotion will be used for social media promotion as well as promotion via television and streaming services. This will allow for high visibility and product recognition towards our product within the College community.
- Due to the need for more in person engagement among college students, allocation towards personal selling will be super important. This is so sales associates at Reebok stores as well as sales associates at sporting goods and athletic outfitters can know what they are talking about with regards to our product and make recommendations based on the customer. This will allow for more positive in person interactions with the shoes and a more positive view towards the product.
- 62% of Gen-Z are influenced by loyalty programs according to the Bond 2019 loyalty report. This includes college aged students. This means that the majority of college age students are a part of a loyalty program, like the one that Reebok currently offers, being a part of this program allows for newsletters to be sent through email and text messages, allowing for higher visibility. Therefore the majority of the direct marketing budget will be spent towards emails towards rewards members and towards newsletters.
- College age students are a highly influenced demographic, looking up to different athletes and influencers. Having an athlete endorse Reeboks shoes, would bring higher brand recognition for the product. Endorsements have high costs, so a large sum of the promotion budget would be spent towards having an athlete, Ben Johns-current number 1 pickleball player in the world-endorse the product.

Elderly

- The elderly are very active in the pickleball community and thus an important target market. Due to the high usage of tangible mail. Part of the direct marketing budget will be put towards tangible mail in the form of newsletters, look books, and catalogs. This will allow for the product to be seen among the elderly that use tangible mail.
- Television is very popular among the elderly and commonly watched. Having television ads will allow for those elderly who watch television to see the product and be motivated to purchase the product.
- The elderly spend a lot of their vast free time with one another talking to each other. Putting money towards public relations would help increase our brand image and publicity in terms of the pickleball shoe. Better publicity would increase brand image among the elderly and through talking to one another will produce promotion to other elderly.

Racket Sport Enjoyers

- Knowing about pickleball and the things that are happening with it
- Within this section of individuals, we believe the importance of many different types of promotion. The first being personal selling. As racket sport enjoyers are likely specific about their equipment, we want to ensure that we have Reebok employees who are both trained and informed to help the consumer know more about our product. Part of this budget would be both training and informing Reebok employees on how to approach

and interact with consumers. We want personal selling to be a large part of how individuals seeking a pickleball shoe are both informed and persuaded to buy our shoe.

- The next type of promotion within this market is direct marketing. As a brand, we want to always be interacting directly with our customers. Racket sport enjoyers are always looking for the next development within the racket world, and we plan on informing them through receiving emails from Reebok. This would include sending them alerts, updates, and coupons all regarding the products being developed. Through direct marketing, we believe that this will further help consumers to be informed and updated about our shoe.
- The last type of promotion that we want for this market is public relations. Racket sport enjoyers are passionate about their sport, and we want to give them the information needed to know everything about pickleball and our shoes. We would pursue this aspect by releasing a press release for this target market. We will also write blogs and articles to get the market talking about our shoes. As a brand, we want to get people talking and thinking positively about our brand.

Routinely Active Individuals

- Within this section of individuals, we want to expose those who are routinely active with high media exposure. As a brand, we understand that this target market is very wide and broad, so our promotion will also be the same. Our promotion for this market will include commercials and billboards, to ensure that routinely active individuals are both aware and informed about our new and upcoming product. We want our shoe to be shown everywhere, so consumers within this market understand that this shoe will help them further reach their goals of pursuing a happy and healthy lifestyle.

Competitive People

- Within this section of individuals, we want specific athletes to represent our shoes to the public. This can have an immense impact on how the shoe is perceived, specifically among competitive people. Athletes are always trying to discover how they can gain a competitive advantage against their opponent. At Reebok, we plan on promoting this characteristic by sponsoring professional pickleball playing athletes, so as to show consumers how they can wear the shoe that their favorite player wears. One athlete in particular that we would like to sponsor is Ben Johns, who is currently the top rated Pickleball athlete in the world. As a brand, we want to be able to use Ben Johns publicity to show the world that they can be just as good as their favorite pickleball player, by wearing the same shoes that they wear.

Plan for Implementation

Introducing our implementation plan for Reebok's pickleball shoes, we have outlined strategic actions across pricing, promotion, product, and distribution channels. With a keen focus on consumer engagement and market responsiveness, our timeline ensures a smooth and efficient rollout.

Timetable Sequencing:

1. June 1 - Launch advertising campaigns targeting college students to create awareness.
2. June 5 - Conduct competitive analysis to inform pricing strategy.
3. June 10 - Finalize product design and features.

4. June 12 - Begin production of pickleball shoes using sustainable materials.
4. June 15 - Initiate direct marketing efforts
5. June 20 - Establish partnerships with online marketplaces for distribution.
7. July 8 - Distribute first batch of shoes to select retail stores.
8. July 15 - Launch Reebok's online platform for direct sales.
9. August 1 - Evaluate market response and consider pricing adjustments.
10. August 1 - begin public relations activities to enhance brand.
11. August 15 - Conduct quality assurance tests before the official product launch.

Pricing:

- May 20 - Set the initial price for Reebok's pickleball shoes at \$79.99, aligning with the penetration pricing strategy.
- June 5 - Do a competitive analysis to make sure pricing remains competitive, can adjust if necessary
- August 1 - Evaluate market response and consider possibly adjusting price, while maintaining affordability

Promotion:

- June 1 - Launch promotion campaigns targeting college students through digital channels with high media exposure.
- June 15 - Initiate direct marketing efforts, sending out emails to Reebok account holders
- August 1 - Begin public relations activities, including press releases and blog posts, to enhance brand and reputation.

Product:

- June 10 - Finalize the design and features of Reebok's pickleball shoes, ensuring they meet the desired specifications.
- June 12 - Begin production using recycled materials and energy-efficient practices to align with sustainability goals.
- August 15 - Conduct quality assurance tests to ensure the shoes meet performance and durability standards before launch.

Distribution:

- June 20 - Establish partnerships with online marketplaces like Amazon to expand the reach of Reebok's pickleball shoes.
- July 8 - Distribute the first batch of shoes to select retail stores specializing in athletic footwear.
- July 15 - Launch Reebok's online platform for direct sales, enabling consumers to purchase shoes from the company website.

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