



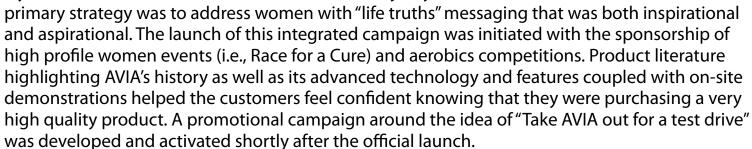
Agent of Change

Case History

Putting Ourselves in Women's Shoes

The Challenge: Re-introduce a previously well-known athletic shoe brand and its new product line to retailers and consumers after many years of marketing inactivity.

The Approach: While AVIA makes both men's and women's styles, the women's line accounted for the vast majority of sales. The



The Change: This promotion proved so successful that 2-month sales at targeted retailers exceeded sales figure forecast for 6 months! This promotion also helped secure highly visible in-store product positioning and provided the foundation for the successful brand sold in athletic shoe retailers today.

