



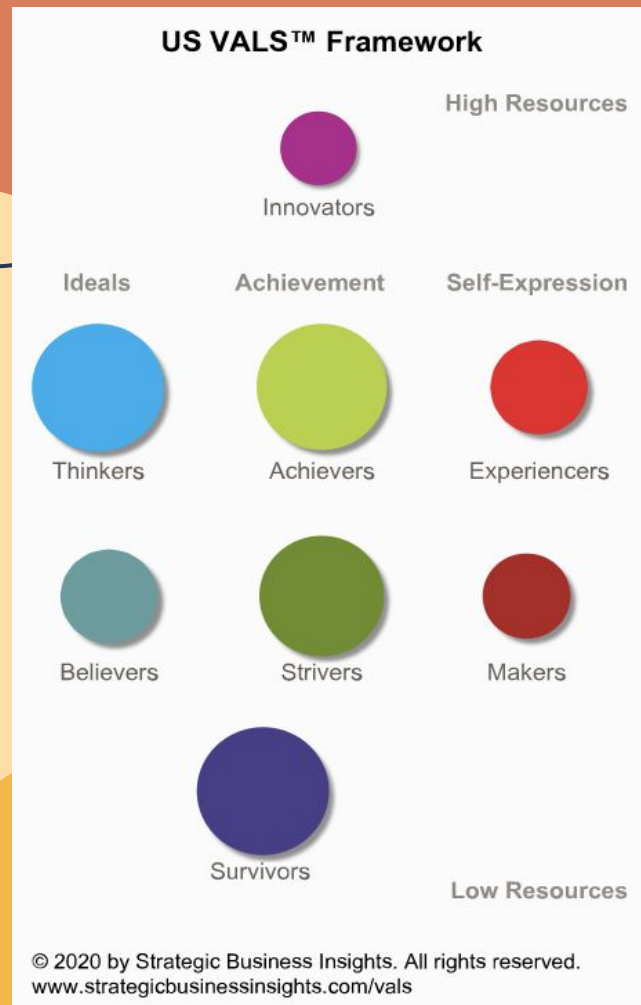
# MKTG 301

## Assignment 2 - VALS

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My Primary VALS:  
**Innovators**

My Secondary VALS:  
**Experiencers**



# My VALS Results Explained:

## Innovators:

- Always take in information
- Confident enough to experiment
- Make the highest number of financial transactions
- Skeptical about advertising
- Have international exposure
  - Future-oriented
  - Self-directed consumers
- Find science and R&D credible
- Most receptive to new ideas/technology
  - Enjoy problem solving
- Widest variety of interests/activities

## Experiencers:

- Want everything
- First in, first out of trend adoption
  - Go against mainstream
  - Up on latest fashion
- Self-identify as extremely sociable
- Believe that friends are very important
- Spontaneous individuals
- Have a heightened sense of visual simulation

# A Brand That Targets Me Best:

## Dr. Martens



### BESTSELLERS



1460 GREASY LEATHER  
LACE UP BOOTS  
\$150.00



1460 BEX SMOOTH LEATHER  
PLATFORM BOOTS  
\$160.00



2976 SMOOTH LEATHER  
CHELSEA BOOTS  
\$150.00



JADON SMOOTH LEATHER  
PLATFORM BOOTS  
\$180.00



LEONA WOMEN'S VINTAGE  
SMOOTH LEATHER HEELED  
BOOTS  
\$170.00



1460 WOMEN'S SMOOTH  
LEATHER LACE UP BOOTS  
\$150.00



# Brand Description

- Doc Martens is a British footwear and clothing brand
  - Primary focus on footwear, also makes a variety of accessories such as handbags/backpacks, shoe care, and socks/laces
- These shoes continuously appear in-style and are relatively high fashion
- Appeals to people with an individual styles but “united spirits”
  - those who have a strong sense of self-expression and are different
- Qualities of Brand and Product include:
- Individual and distinctive style; Durable and comfortable; Symbol of attitude and empowerment
- “Music is the heartbeat of the brand.”
  - Without music, Doc Martens would be solely a workwear boot

# History of Doc Martens

1901

-Griggs family known for making sturdy work boots in English Midlands

1945

-Dr. Maertens & Dr. Funk partnered and used disused military supplies to make shoes with air-cushion sole

-1947 began formal production

1960

-Griggs' company used air-cushion sole in design for boots branded "Airwair"

-Arrival of eight-holed 1460 Dr. Martens boot

1970

-Dr. Martens were worn by glam, punk, early goth, underground British youth

-Became symbol of self-expression in British youth culture

1980

-Girls bought small men's size boots and customized with paint-on designs

-US musicians touring in UK bought Docs back to West Coast to American culture

1990

-The brand was big with festival culture

-Grunge became mainstream, Doc Martens were popularized with the movement

2000

-Sales declined, many UK factories closed to avoid bankruptcy

-2003 revived - high fashion designers globally re-interpreted the classic boot

2010

-Doc Martens unique appeal and authenticity attracts consumers still

-Brand celebrated 50th anniversary - 5 decades of expression

# Brand's Products – Over 800 styles for Men, Women, and Kids

## Boots

Original 1460  
Leather Lace  
Up - Black,  
White, Cherry  
Red, Purple



## Shoes

Original 1461  
Leather Oxfords -  
Black, White,  
Yellow, Green,  
Cherry Red, Blue,  
Satchel Red, Acid  
Pink, Navy, Purple,  
Peppermint Green



## Sandals

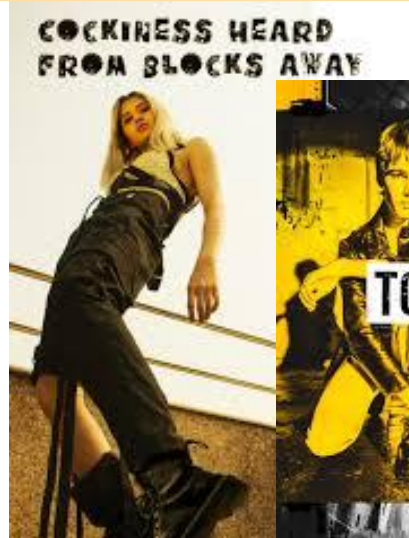
Voss Women's  
Leather Strap  
Sandals- Black



## Accessories

- Handbags/Backpacks
- Shoe Care Products
- Socks/ Shoe Laces

# Target Audience



# Target Audience Continued

## Demographics

- Very large audience
- Ages 7 to 70 (kids, women, men products)
  - Urban individuals
- Typically most popular among young adults & college students (18-24 years)
- Student discount (15% off)

## Psychographics

- Individuals who are confident in being different and take pride in expressing themselves. They're interested in music, the arts, and typically dwell in urban environments. These individuals are often trend-setters who stray from conformity yet are united in their free-spirited nature.

# Geodemographics

## 34. Young & Influential

Upper midscale  
younger mostly  
w/o kids.



## 31. Connected Bohemians

Midscale younger  
mostly w/o kids.



## 21. The Cosmopolitans

Upscale  
younger  
family mix.



## 04. Young Digerati

Wealthy  
younger  
mostly w/  
kids.



# Geodemographics Continued

- Appeals to urban adults with a significant amount of spending \$
- Appeals to those with or without kids - children shoes available



# PRIZM:

High

\$

Low

URBAN	SUBURBAN	SECOND CITY	TOWN & COUNTRY
<b>U1</b> Urban Uptown 04 Young Digerati 07 Money & Brains 16 Bohemian Mix 26 The Cosmopolitans 29 American Dreams	<b>S1</b> Elite Suburbs 01 Upper Crust 02 Blue Blood Estates 03 Movers & Shakers 06 Winner's Circle	<b>C1</b> Second City Society 10 Second City Blues 12 Brite Lites, Li'l City 13 Upward Bound	<b>T1</b> Landed Gentry 05 Country Squires 09 Big Fish, Small Pond 11 God's Country 20 Fast-Truck Families 25 Country Casuals
<b>U2</b> Midtown Mix 31 Urban Achievers 40 Close-In Couples 54 Multi-Culti Mosaic	<b>S2</b> The Affluentials 08 Executive Suites 14 New Empty Nests 15 Pools & Patios 17 Beltway Boomers 18 Kids & Cul-de-Sacs 19 Home Sweet Home	<b>C2</b> City Centers 24 Up-and-Comers 27 Middleburg Managers 34 White Picket Fences 35 Boomtown Singles 41 Sunset City Blues	<b>T2</b> Country Comfort 23 Greenbelt Sports 28 Traditional Times 32 New Homesteaders 33 Big Sky Families 37 Mayberry-ville
<b>U3</b> Urban Cores 59 Urban Elders 61 City Roots 65 Big City Blues 66 Low-Rise Living	<b>S3</b> Middleburbs 21 Gray Power 22 Young Influentials 30 Suburban Sprawl 36 Blue-Chip Blues 39 Domestic Duos	<b>C3</b> Micro-City Blues 47 City Startups 53 Mobility Blues 60 Park Bench Seniors 62 Hometown Retired 63 Family Thrifts	<b>T3</b> Middle America 38 Simple Pleasures 42 Red, White & Blues 43 Heartlands 45 Blue Highways 50 Kid Country USA 51 Shotguns & Pickups
	<b>S4</b> Inner Suburbs 44 New Beginnings 46 Old Glories 49 American Classics 52 Suburban Pioneers		<b>T4</b> Rustic Living 48 Young & Rustic 55 Golden Ponds 56 Crossroads Villagers 57 Old Milltowns 58 Back Country Folks 64 Bedrock America

# Why did I choose these PRIZM segments?

- These PRIZM segments embodied the generic description of a Doc Martens typical consumer: urban, trendy, and advantageous with income.
- These segments have the following in common:
  - Urban or Metro Mix
  - Upscale - Upper Midscale - Midscale
  - 25-44 years old
  - Family mix, with/without kids (option to buy Doc Martens children's shoes too)

# Summary of Findings

- I found that the anticipated Doc Martens consumer is young (typically 18-24 year) despite products available for ages 7 to 70
  - Students receive a 15% discount, making them an audience easily targeted
- Doc Martens consumers are typically wealthier, as the shoes tend to range from \$65-220, depending on the make and model
- Doc Martens appeals to its audience of unique, usually urban, bold consumers by providing a variety of shoes with different styles
  - Consumers can express their uniqueness while still feeling united with other customers loyal to the Doc Martens brand
- Description of Target Audience is important - allows brand to know how to advertise and expand product line to satisfy consumers
- I think I fit these PRIZM demographics as consumer

# Works Cited

- Vals™: Vals™ types: Sbi. (n.d.). Retrieved February 23, 2021, from <http://www.strategicbusinessinsights.com/vals/ustypes.shtml>
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