

**MARKETING PLAN FOR RECREATIONAL ACTIVITY**



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Pannarat Sanyajirasiti

## MARKETING PLAN FOR RECREATIONAL ACTIVITY

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### ABSTRACT

This thematic paper provides an internal and external analysis and marketing plan, we are also provided practices to help out the startup company “Recreational Activity”.

According to the company owner, would like to get into the market especially approach to their target audiences through digital market such as Instagram, Facebook, Podcast etc. His intention is to create brand awareness to get the brand to be recognized and to show the meaning of the word “Recreation” through the market.

From a professional basketball experiences over 10 years of the founder, he has to suffered from the pain from training all these years, it is the pain physically and mentally due to his capability to do what he loves most. Therefore, he was then looking for something to support him moving forward to help him able to do what he loves again, after of these years jumping, running had impacted to his body and he never could find the right pair of socks, he has discovered the materials of the socks which could help him feel better and comfortable to wear so he could push himself forward back to play the basketball (what he loves) again.

Combining the mental and physical factors, he decided to make a pair of socks for himself. As per his request as a marketing planner for his company, we would like to work on the Digital Marketing approach.

In conclusion this thematic paper will analyse and plan to communicate to reach the brand awareness main objective by focus on prioritization.

**KEY WORDS:** R.A./ Socks/ Omni-Channel/ Branding/ Social Media/ Digital Marketing

76 pages

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# CHAPTER I

## INTRODUCTION

### 1.1 Background

Recreational Activity (R.A.) is a French manufacturer and retailer of sport apparel by a professional basketball player from the United States. After his retirement from the professional basketball player he would like to create something productive and helpful for all the basketball players so he came up with the idea about the socks, normally when the basketball players get in the games they will wear two pairs of socks to prevent injury from the activity during the games so he started the business called Recreational Activity which launched the basketball player socks as their first sport wear products

Sport apparel, it is very segmented and fluctuated demand because of nowadays there are many different practiced of sports. At the moment, Recreational Activity has only one product which are socks, however their long-term achievement is to develop their product range to other sports wears such as hoodies, sport pants etc.

Recreational Activity would like to approach to international market, on the one hand their online website which enable to sell worldwide on the other hand from the owner's professional basketball career, he has connection in many countries from his career such as in the U.S., Egypt, and in France. However, the company is settled in France, so our team have to focus on the research of the market through 2 different segments and locations: first, the sports apparel and second the location of socks market which is in France and in the U.S. (according to the company would like to extend the marketing the in U.S. in the future).

This research aims to provide the marketing plan which will focus on online marketing plan according to the client (Recreational Activity) requirement which they would like to create brand awareness first and increases their sell via the online market, their main online selling is their website, Facebook, and Instagram. According to B2C e-commerce rates shows France keeps on growing every year about 14% (Ecommercenews,

2018). Also, during the working process of building the marketing plan our client tried to contact to several retailing stores to place their product to create recognition as well.

### **1.1.1 Brand Story**

After the foot injury from the basketball of the founder, he has to retired from the basketball career he was struggle of the anxiety that he couldn't continue play the basketball which is the sport he loves the most anymore. He also suffered from the pain during his exercise activities such as jogging or even when he walks. One day he came with the idea of the socks which could support his sole and ankle from the impact during his daily activities. So, he asked the orthopedic about the Butterfly innovation that he invented, which has the butterfly layers under the sole to support the feet. (find more info in the website)

### **1.1.2 Vision**

The vision of this brand is "To recreate yourself" which relate to the name of the company "Recreation Activity"

## **1.2 Problem Statement and Research Objectives**

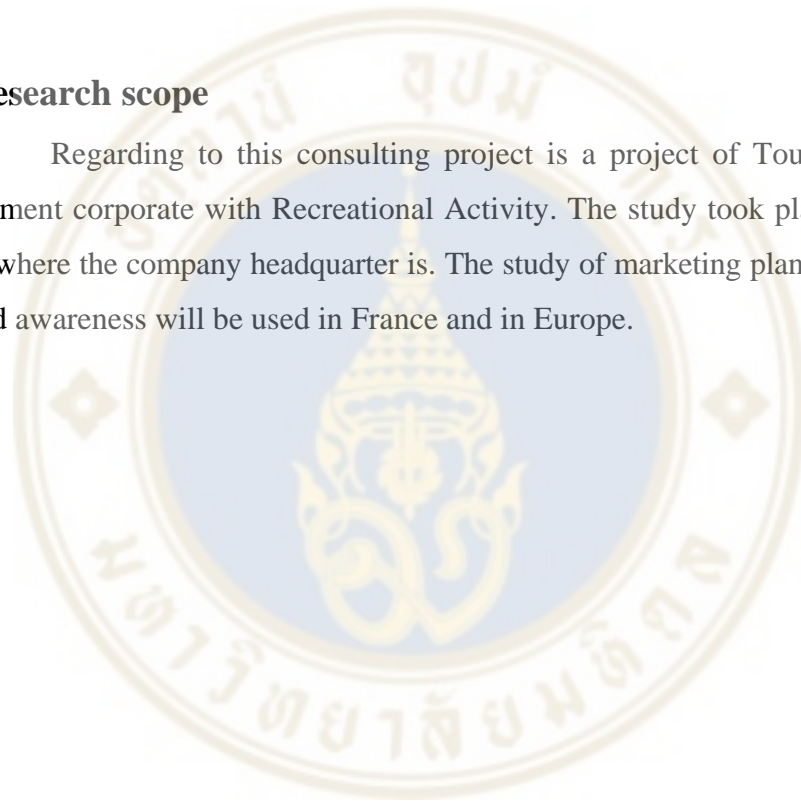
This study will analyze external and internal environment to explore the trends and events in this industry, therefore we could evaluate and adapt our strategy with the marketing plan to Recreation Activity. Concerning their social media activities and their offline action to create their brand awareness. This research will determine the social medias and offline actions, which we will build a marketing strategy start with to know our target customer, research our competitors (we will compare with 3 top competitors), target our channels, and create our marketing goals. At the same time, we will study on the socks and sport gears markets in Europe and in the United States. This research will also provide the recommendation for develop communication to their customers.

### **1.3 Expected Benefits**

This study will benefit to all startup company with limited budget, according to the recommendation which we think it will be useful for all small online stores anywhere in the world. This research may improve the understanding of the online marketing plan with every online business. Therefore, there might be some difference of customer behavior according to the culture context which may affect to the consumer buying behavior as well.

### **1.4 Research scope**

Regarding to this consulting project is a project of Toulouse School of management corporate with Recreational Activity. The study took place in Toulouse, France where the company headquarter is. The study of marketing plan and the creation of brand awareness will be used in France and in Europe.



## **CHAPTER II**

### **LITERATURE REVIEW**

Regarding to the study on the online marketing and to create brand awareness for Recreation Activity, this chapter included 3 sections as followed.

1. Omni Channel Marketing
2. Product Market fit
3. Marketing Strategy
  - Marketing Mix Concept (4 Ps)
  - Branding and social media
  - Digital Marketing
  - Offline Marketing

#### **2.1 Omni-Channel**

“It pays to consistently communicate with customers across retail or business-to-business channels”, Aberdeen Group Inc. mentioned in a new study. (Aberdeen, 2013)

An Omni Channel is one of a retail strategy which focus on providing experiences that meet the needs of customers continuously. Omni-Channel is creating convenience for customers which not make customers feel difficult to buy products or services by providing a variety of sales channels both online and offline, it is also connected to various marketing channels to unite to attract consumers to have a good relationship with the brand which create the good experiences for customers in the era of 4.0.

Regard to the study, it is found that 91% of consumers can maintain relationships with companies that do not use Omni Channel Marketing strategy which can refers that most of the shoppers who engaged on multiple channel made purchases more often (Wahnism, 2017). we can notice that the power of omni-channel experiences can lift sales dramatically.



**Figure 2.1** Research report from BI Intelligence

Source: <https://www.businessinsider.com/omnichannel-marketing-strategy-and-research-e-commerce-and-online-sales-2016-11>

## 2.2 Product Market Fit

Make something people want is the most important thing to build a startup business, Product Marketing fit means being in a good market with a product that can satisfy that market (Andreessen, 2007).

Product Market Fit is a measure of the point that the Startup will continue or must be closed because the products that do not meet the market demand, no one will use it and eventually there is no income.

In this case as well, according to the story behind of the story of making this product (socks) so Recreational Activity knows what is the best for all basketball player so Recreational Activity should be concern of their Product Market Fit as well.

Before reaching to the Product Market Fit, Recreational Activity should measure as fast as possible when they reach the product market fit point, if not yet reached the point of product market fit to try to keep costs as low as possible and focus on various resources to learn which customers are disappointed with our products and how they will improve in order to go to the point product market fit.



## 2.3 Marketing Strategy

Marketing strategy is a business's overall plan for approaching people and turn them into customers of the products. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the profit potential and sustain the business. (Business Dictionary, 2019). However, there are many strategies that we could use for the several businesses, we have to take a deep look on our business first which strategy suit to our business the most. In this study, we have chosen the best strategies which might be useful for Recreation Activity in terms of create brand awareness.

### 2.3.1 Marketing Mix concept (4Ps)

Marketing Mix is a theory that is commonly used in marketing planning, which is divided into 4 main parts as Product, Price, Place and Promotion. We have to plan for each part to be consistent and align with same direction. The main reason for marketing plan is we have to put the right product in the right place, at the right price, at the right time (Martin, 2014).

#### 2.3.1.1 Product

The business has the main component which is the first important factor is the service goods. For the product, it is divided into Tangible products and intangible products, for the service is divided into participatory service and non-participation services. So, the product and the service are therefore considered the heart of the business operation, which is to provide 'good quality' of the service goods.

#### 2.3.1.2 Price

Pricing is another important strategy of business. Usually, it depends on various factors such as the size of the business, types of products expenses, marketing environment, laws and regulations, or even the distribution system.

For the small business, determining selling price of the product is very important. Because of the price is used to measure the value of the products and also determines the direction of limited usages of the resources, how can we sell products or how much the selling price should be. The selling price is an important indicator of the profitability of the business.

Another popular common selling strategy that many business uses are discounts (discounts), credit sales and consignment, and also use pricing policies.

#### 2.3.1.3 Place

Bringing products to the hands of customers by adhering to the efficiency, accuracy, safety and speed. How to sell or distribute products that makes the most profits, which we must distribute the product to the reach to the most targeted audiences. By the strategy of distribution of the products is not to place the products as many places as we could but we have to concerns where the target audiences will be able to reach our products easily the most.

#### 2.3.1.4 Promotion

When we heard the word Promotion, we will feel that it is a price reduction but in fact, Promotion has more than that. It includes other marketing activities, such as public relations, advertising, flyers, posters and discount redemption. In addition, there are many things for us to use such as Advertising, Direct sales, Consumer Promotion, and Services.

### **2.3.2 Branding and Social Media**

#### 2.3.2.1 Branding

Before your start your business the most important list to do is Branding, you have to create your branding strategy to become recognize in the market and to do branding it will create your brand identity and value and it can help you to stand out of your competitive in the market as well. Everything is important in terms of start a small business from logo design, color you choose or even the name of your brand, everything you do could help your brand to become recognize soon after your product launch to the market.

#### 2.3.2.2 Social Media

Many businesses, including global brands have already embraced this age of social networking changing the way they communicate with prospects, clients and supplier. Social media gives the perfect opportunity to reach your target customers and build your brand. However, with so many different platforms and a lot of competitors, it can be difficult to set your brand apart and carve out your place on Instagram, Facebook, and Twitter. (Jackson, 2017)



To build a brand awareness is cited as the top priority for marketers in both B2B and B2C fields. More than 2.77 billion social media users around the globe according to the figures we can see that social network penetration worldwide is ever-increasing. In 2017, 71 percent of internet users were social network users and these figures are expected to grow and over 2.14 billion people worldwide are expected to buy goods and services online in 2021 (Statista, 2019). Therefore, this is the reason that why business and consumer marketers loudly agreed that social media is crucial to building a brand.

### **2.3.3 Digital Marketing**

Content Marketing is to creating a story and sharing some interesting, relevant and useful information to attract the target audience which will make the target group impressed and remember the product or brand, sometimes they could change the status from the readers to the customers. Content Marketing is also considered to be another form of brand publishing that creates connections between brands and customers. (Kotler, 2016). The main goal of Content Marketing is to sell products but not focusing on sales as much as advertising. In the terms of Contents Marketing, it does not only mean articles or publishing but also relate to pictures, videos and other medias to share some story of the brand or product as well.

As the founder of Recreation Activity always wants to tell the stories about the brand and his life which relate to the reason of the creation of the product, Content Marketing is a good way to communicate those stories through storytelling.

Storytelling: Storytelling is one of a form of Content Marketing that focuses on creating inspirational or motivational stories to communicate with target audience and to create emotions for products or services to be recognized.

### **2.3.4 Offline Marketing**

Offline marketing is old style marketing channel that cannot access the internet by using a traditional media such as radio, television. One-sided communication we cannot deny that old style channels are still in our everyday lives. By using Offline Marketing Strategy, we able to reach the target audiences because they could try or touch the product at that time and get more product details. There are many ways to apply an Offline Marketing such as Event, Publications, Televisions, or by Sale.

## CHAPTER III

### AN ANALYSIS OF INTERNAL AND EXTERNAL ENVIRONMENT

#### 3.1 Internal Environment Analysis

##### 3.1.1 Product and Business analysis

###### 3.1.1.1 SWOT

- Strengths

1. Style - socks viewed as a commodity (something boring) bringing a bit of style can generate a sale over a “basic” style/colour
2. Quality - type of material used as well as the different knit types
3. Shock absorption - using a thicker material for the sole as well as strategically placed cushioning to enhance shock absorption in areas of the foot that get the most use during a game.
4. Personal experience as an athlete - having intimate knowledge of the game what is required of a player at every level and how your body reacts provides the product with many attributes’ players will appreciate.
5. Protection/Support - enduring the foot is well maintained at all times with a unique “butterfly” design on the sole and ankle support. The support is adjusted to make sure that the foot is well maintained without being too tight.

- Weakness

1. New brand/ brand awareness
2. New product
3. Varied geographical potential client base due to personal experience with different clubs
4. Capital/Investment
5. Warehousing
6. Customer service team (if many requests initially)

7. Ensuring consistent stock and ordering the right amount on time

8. Goods return process (if any)

- Opportunities

1. Opportunity to penetrate a market that generates billions annually (in the U.S.: \$2.25 billions)

2. A product that is continuously “replenished”. Low investment commodity

3. NBA and American basketball regarded as one of the leaders in the sport

4. Desire to stand out from the crowd whilst playing basketball, looking for unique products

5. Dramatic increase in internet shopping

6. #sockgames is a trending topic among younger players.

- Threats

1. Well established competitors  
2. Supply Chain (working with a third party such as a manufacture factory in China)

3. Shipping (getting the customers their product) including the delay of delivery due to strikes, different postal services and customs in each country

4. Customs (receiving goods and sending them)

5. Different consumer rights

6. Working with various parcel delivery companies/ postal services

### 3.1.1.2 Unique Selling Point

- Designed by an athlete for athletes
- Focused on providing support and protection for most extreme conditions an athlete experience

- Material selection to enhance comfort and moisture absorption
- Universal fashionable look that can carry athlete from the court to any other activity

- Creating a product together, feeling of personal connection with the product “boutique” approach
- Direct liaison with a company that understand their client as they have shared experiences
- “Re-Creation”: motivational angle that targets personal growth as well.

### 3.1.2 Competitor Analysis

**Table 3.1** Competitor Analysis

Product/ Services	Name, Location & Business size	Price	Strengths/ Weakness
High Performance sport socks	Adidas	15 €to 25 €	<i>Strength:</i> Household name, recognised for quality sporting apparel gears. <i>Weakness:</i> Competing for the edge over Nike
High Performance sport socks	Under Armour	15 €to 26 €	<i>Strengths:</i> Household name, recognised for quality, sporting apparel gears. <i>Weakness:</i> Newcomer to the market of basketball (within the last 7 years) historically focused on American Football. For non-US market, Under Armour seen as a new sports apparel brand which is a potential weakness as it may not have proven itself in certain sports and might be viewed as a general sports apparel company.
High Performance sport socks	Reebok	15 €to 25 €	<i>Strength:</i> Household name, recognised for quality sporting apparel gears. <i>Weakness:</i> Not as well as recognised in basketball, big loss of market share over the last fifteen years as they did not manage to sign any major players to create a shoe under their brand.

Store brands sports socks as well as the large sporting apparel companies' regular sports socks can also be used. R.A.'s sock has added value as the sock is more developed than a regular store sock but is closer to that price range.

### **3.1.3 The purpose of making basketball socks**

According to the injury of the founder he has suffered from the pain on the arch when he does an activity with running or walking. He couldn't do some activities like he used to somehow, he feels pain not only physically but also emotionally as well. The purpose to make basketball socks is because basketball is the sport that he loves most and it was his career for almost decade before the injury, after his retirement from the basketball career and started doing the basketball socks business he feels connected to what he loves, he feels like he is back on the game again even though not the actual game but it is related to the sport he loves the most and he also has intention to interpret his good vibe about having hope again to inspire many people through his socks product.

### **3.1.4 Who is Recreational Activity's trying to reach**

- Basketball players age between 12 to 18 years old
- Professional basketball players age between 21 to 30 years old
- Mother of basketball players women 35 years old and above

### **3.1.5 Describe the main target**

Basketball enthusiasts that continuously seek to improve his/her game. Geographically not constricted as they all speak the universal language of basketball.

Recreational Activity focuses on the necessary attributes of high-performance socks that not only enhances performance but also allows the sock to be affordable. RA's designs have a modern and fashionable design that enables customers to be stylish on and off the court.

Recreational Activity socks will be marketed through a grassroots movement, focusing on the owner's knowledge of the game through his international travels. Basically, creating a sock that answers to real life condition needs and enhances player's ability during the game through support and protection.



### **3.1.6 Personas form an internal view:**

Baby Brian (Male & Female): 12 to 18 years old, starting to learn about basketball, walks around all day with a basketball in his hand, would rather be out playing ball than doing chores/homework, dreams of becoming professional, has little to no pocket money or works part time in a restaurant or store, has a lot of friends through basketball (at school and on different courts where he plays/practices), wants to look good at all times, wants the latest fashion trend/product but also with a unique twist on his gear, competing with peers in the #sockgames.

Young Brian (Male & Female): 21 to 30 years old, former college athlete in a semi-professional basketball career, travelling a lot, body is not resilient as when he was younger, understands the importance of self-care to prevent injury, working as an independent due to professional career therefore, they think about different solutions to maintain physical ability, some clubs/jobs/contracts don't provide sufficient medical support, still fashion conscious and wanting to have the latest trend not as "obsessed" with the #sockgames but appreciates being involved.

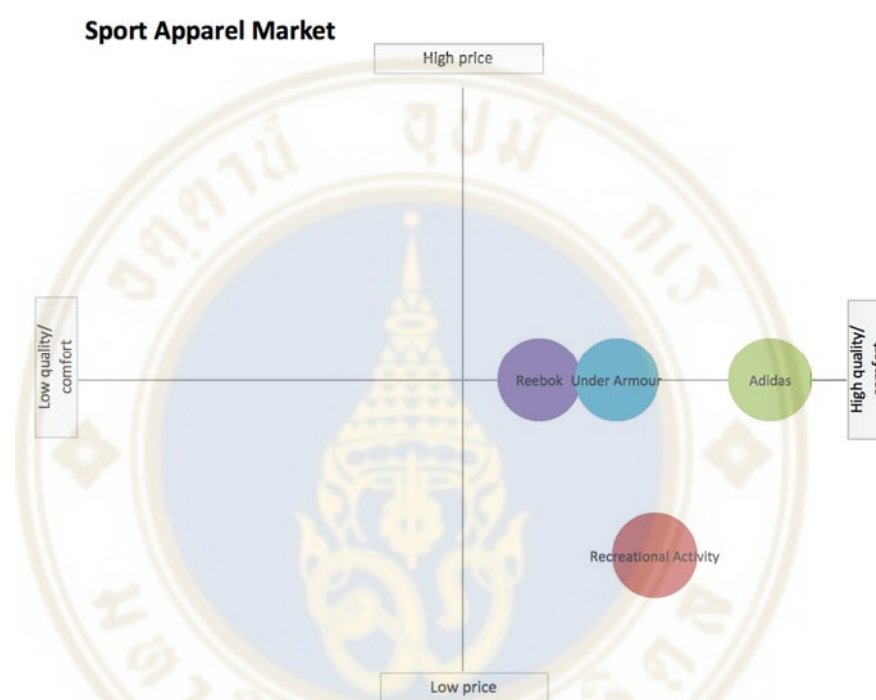
Older Brian (Male & Female): ages 30 and above at the end of their professional career or career has ended for a while but still love and have passion to maintain physical ability, physique and competitive spirit, has other priorities (job, family, etc.), plays basketball loess frequently still wants to maintain his style, requires more support to play even recreationally.

Brian's Mum: ages 35 and above has one or more children at least one young Brian, wants to provide the best for them, has many other financial commitments but still values quality and support to reduce potential injuries.

### **3.1.7 What make Recreational Activity different?**

Nowadays, there are many socks businesses in this world mostly they are the leisure socks business but there are also many big brands such as Nike, Adidas, Reebok or Under Armour who rules the sport market as well. They are also providing the best quality of the socks and their sport gears to their customer according to the innovation and technology nowadays to reduce the injure that might happens during the activity. In terms of Recreational Activity is the new face of this #sockgames market, they have to make something to be different from anybody in the market so

they invented the Butterfly innovation, they use the special fabrics to provide the security from the impact under the arch of your feet during the activity. Plus, the user doesn't need to wear double socks during their basketball activity because of the thickness itself, the price of the socks is also reasonable as well only for 13Euro compare with the others. Let's say that Recreational Activity is providing the best quality of the basketball socks for every basketball player with a pleasant price!



**Figure 3.1** Perceptual map of Recreational Activity

Perceptual map shows that Reebok and Under Armour are practically the same standard meanwhile Adidas is very competitive in this market according to their quality and their popularity of being well-known in the market we can see that Recreational Activity also provides good quality of the product with lower price.

In the other hand, to provide a product with good quality, Recreational Activity could use the cost leadership strategy as well. Recreational Activity could use an advantage from economics of scale to reduce cost as much as they can but anyhow the company must aware of being in the red ocean at the end, by doing this the company should do some research how to reduce the cost to become effective.

### 3.1.8 What do we offer?

- Convenience, Recreational Activity aware of the convenience of the customers we provide convenience offer for our customer by selling the product on the website, Facebook, and Instagram which we will develop our selling channel in the future. Our customers could report and share comments on the website to let us know about the quality of the product or report problems on the website.

- Support after sales, Because of customer satisfaction is important to us so we are appreciated to provide support after sales if there are any problems occur such as delay shipping or claiming for damaged goods. Our customer can report problems via Facebook or other online channels and we will provide the best solution for them.

## 3.2 External Environment Analysis

### 3.2.1 Market Analysis

#### 3.2.1.1 Apparel market in France

The sports apparel market in France is showing in positive figures. Indeed, “Revenue in the Apparel market amounts to 36,347m€ in 2019”. In France, the largest segment is the “Women’s & Girls’ Apparel with a market volume of 14,253m€ in 2019”. This data is significant and needs to be considered when defining your marketing & communication strategy as it represents almost half of the revenue generated by the global market. It seems surprising as generally speaking we tend to think that men do more sport than women. However, more and more women decide to turn to sport to keep fit and the majority of them like to get the right outfit for their sport activity. Purchasing the best outfit is a more important criteria for women than men.

#### 3.2.1.2 Apparel market in the US

“Revenue in the Apparel market amounts to 269,794m€ in 2019”. “The market is expected to grow annually by 2.1% (CAGR 2019-2021)”. We can clearly notice that the US market is generating nearly 240m€ more than France. Targeting the US is, therefore, a strategic choice revenue speaking. However, the shipping costs from France to the US can significantly reduce the potential target in the US who



will be willing to pay more shipping costs than what the sock actually cost. Like in France, the Women's & Girls' Apparel is the largest segment.

#### 3.2.1.3 Socks market in France

According to the research the socks market (which encompass socks for both women and men which styles are the small and up to the knees ones) will be generating an increasing revenue to 759€ in 2019.

#### 3.2.1.4 Socks market in the US

Without any surprises, the socks market in the US is generating more revenues than in France. Indeed, it is generating 6 times more revenues in the US than in France with a forecast of 5,900m€ in 2019.

This market research has highlighted different points, as follows:

The market in the US is very wealthy and full of opportunities according to their sport trends and the revenue of the sport apparel. However, the French market is also very interesting as it is expected to grow. Therefore, it is very wise to set the 2 targets to France and the US and to guide the communication to address these 2 countries. However, we recommend that the core target remains in France as this is where the company is settled and the shipping costs are then much lower. The US is a very wealthy market but the fact that the shipping costs could be higher than the cost of the sock itself can be a buying barrier.

3.2.1.5 Women seem to be very into sport and they are the ones spending the more money on sport apparels. Recreational Activity needs to dedicate a part of their marketing and communication to reach women. It is crucial here that the brand address to women and make them feel like they also have a room in the sport world and that they could be "in" even when doing their sport.

3.2.1.6 As the market is generally growing, the offer grows with it. There are a lot of sport products now available, therefore people become demanding. This is a human mechanism: the more you have the more you want and the better you want it. So, people are looking for both technical and fashion sportswear. They all want to be comfortable, however the design of the clothes remains a critical factor when making the purchase. This is where R.A. had it right because the sock is well-designed and gets all of these different technical materials that make it a very high-end product.

### 3.2.2 Competitor Analysis

Recreational Activity is facing very competitive competition, there are many large actors in the sports apparel industry such as Adidas, Nike, Reebok, Under Armor and many others. These large enterprises have significant experience as they are settled for long time. Therefore, to stand a chance among these big players, marketing strategies, product differentiation and innovation are the key factors.

In terms of marketing part, as we have analyzed in the social media competition benchmark, the biggest brands focus their marketing and communication strategy on the Key opinion leader or as known as “Influencer”. Indeed, they all have contracts with very famous athletes who play the role of ambassador for the brand. This is very good marketing strategy as it inspires people to use the same product as their favorite influencer uses. According to the psychological factors, people tend to look like their favorite celebrities, athletes and achieve what their favorite one achieved.

Under Armour’s marketing and communication positioning is known to be the most innovative sport brand. Their brand image is built around the fact that their products are designed to “Make yourself better”. When Under Armour is trying to communicate to challenge yourself, be the best, which Recreation Activity hits more to “recreate you”, in terms of to be the best version of you. Not especially the best, on top of everybody, just the best version of yourself.

Reebok marketing and communication strategy is focused on the fitness industry. Their communication is built on highlighting the uniqueness of each person to reflect creativity and the desire to constantly challenge the status quotes. Compare to Under Armor, Reebok uses the consumer as ambassador, this strategy is really smart as consumers tend to recognize themselves better into other consumers than into the famous people.

With their very well-known slogan “impossible is nothing” Adidas has based its marketing and communication strategy to demonstrate to people that they need to strive hard for anything in life. Nothing comes without efforts and you need to push yourself hard if Recreation Activity want to be successful. They focus their marketing strategy on communicating energy, motion and acceleration.

So, we can see that all of the big players in the market have adopted different marketing and communication strategy. What is clear that they all focus on the values

of sport, they also emphasize on empowering people, on demonstrating the power that sport can have over someone and over what a person is able to achieve when practicing a sport. This message looks like the message that Recreational Activity always want to communicate towards to their targets. Therefore, Recreational Activity emphasized on the technical features of the socks before they put an afford in terms of communication. I believe that it is important for R.A. to develop a brand image and create brand awareness where both women and men recognize first.

### **3.2.3 Unique selling point position**

Recreational Activity has 2 main competitive advantages, as below:

- Price, Recreational Activity first launched their socks with the price 13 € which is below the industrial price compare to other competitors. As far as the concern, setting an affordable price is an important key in terms of the sock's markets, people can be much more price sensitive for it because they are considered as "small items", accessories. However, the price is low but the shipping costs outside France are significant and can make a big difference in the consumers' mind. The comparison between the two can be an argument to not purchase the product, as they refuse to pay more shipping costs than the actual cost of the sock.
- Second of all, the different materials that they are using give a very high-end image to the sock. The sock has been designed in a user-thoughts way. Materials have been chosen to bring comfort and to avoid injuries during their sport activities. Moreover, the material right under the sole of the foot is thicker than any other socks, that helps to deal with the compound impacts from jumping during the basketball activity. The users won't feel much of a difference if you wear one pair of socks instead of two (according to the research that most of basketball players have to wear two socks during their games so this sock is all-in-one for the basketball player).

The owner's whole story and experience is clearly an advantage as well. Indeed, people can easily recognize themselves from his life experiences. He is a professional athlete but he is more reachable than famous NBA stars, so people would feel closer to him. This is very good for communication and should be used in terms of Marketing and communication for the Recreational Activity.

### 3.2.4 Target(s)

This part already has been pretty much developed by the founder with the different targets are “Baby Brian”, “Young Brian” “Older Brian”, etc. However, regarding the interviews the core target should be to active people, sports fan, between 18 to 40 years old.

Regarding the countries, I would recommend setting the targets to France, as Recreational Activity’s headquarter is in France and its shipping costs would be the lowest ones. The European countries, in which sport is clearly part of the culture, such as Spain for instance, have also to be considered as for them the shipping costs would be much more affordable than for the US. population. U.S. can also be considered in the future, but the expectations of sales should stay realistic because of the shipping costs.

In terms of sports in nowadays, we do think that the target can be broadened to all types of sport. The sock present different types of materials to protect the feet and comfortable, therefore they can adapt to other sports such as hiking, rugby, soccer, etc.

### 3.2.5 Interview/ Personas

We have interviewed on 12 different active people from the sports club in Toulouse and random people on the streets (see more in the Appendix),

- Interviewee segmentation

we selected interviewees from the sport club random people on the street there is no criteria to ask random people on the street but for the interviewees at the sport club we chose people who usually do the extreme activities and we consider their age between 22-25 years old.

- Criteria concerns for the questions

As per the product is new to the market, so we would like to work on the market research mainly by brought the sample of the products to the interviewees and let them feel the product and ask them if there is anything we could develop more on the product which issues should we concern more and how most of people likes the product. We have used the strategy of our buyer persona interview and we have asked them about their personal information, their occupation, their lifestyle, and their opinions about our products.

- Why only 12 interviewees?

According to the limited time during our work on the market research so we separated and did the interviewed by 4 interviewees per each.

Here is some tentative feedback that we got from our interview with 12 persons as below. (see more in the appendix)

1. Very good feedbacks about the thickness of the socks
2. Most of the people appreciated the design
3. You should focus on the technicality and quality of the socks in your communication, more than the “recreate yourself” message
4. You should reassure people about the breathing aspect of your socks, that they are not too hot even if they are really thick
5. You should find specialized sport shops to work with and sell your socks (very important)
6. You should develop fast shorter socks with smaller sizes, especially for women
7. People are regarding more comfort than the style when they buy socks for their sport

From the interview, we can see that most of people are satisfied with the thickness and design but a lot of them also suggest the brand to communicate more about the quality of the socks to become more outstanding in the market. A lot of people also suggest the brand to create more design and style of the socks in the market.



## **CHAPTER IV**

### **MARKETING STRATEGY**

#### **4.1 Branding**

Creating branding strategy will shape your brand to indicate of what your brand wants to become, to show the purpose of the brand and how your brand communicate to your targets. It is a strategy for how the brand connect to people, it is important to build a relationship with your targets and also with your employees, it is also helping your brand to become more healthier when you understand the purpose of your brand.

To create the brand strategy, you need to discover your brand, to understand more on your industry and your target customers by working on market research or audit your existing identity. Second your need to identify yourself, how you communicate about you and the last one is executing your tools and activity to communicate your story.

Once the objectives are clarified, the next steps are to build a branding strategy for each social network. Therefore, the first step to build your branding strategy is to think of the name of the brand. Which type of post would you like to publish on each channel? Does this type of content match your target's expectations? Once you have answered these questions, you categorize the posts into sections. Each section can include different publications, but all have to be linked to the general section. For instance, you can call one section: behind the pitch and in this section.

#### **4.2 Product**

At the moment Recreational Activity is selling sport socks. They have been mainly designed for basketball players, however they can fit for any other sports such as running, soccer, rugby, ski etc. They are addressed to athletes in general.

The socks are highly technical as their main goal is to be very comfortable and help to reduce some of the pain. Different materials are used to protect the foot from being injured:

- A specific material to absorb the impact on the toes
- A specific material to protect and help with blisters
- A specific material (thicker than any other ones) to protect from compound

impact

- A specific material to keep the sock in place. It grips the foot around.
- A specific material to help the feet to breathe, air it out.
- A specific material as extra ankle support.

The first socks collection is called “Double up”. It was named after the fact that if you wear that pair of socks you don’t need to wear a second one underneath.

On the long-term, Recreational Activity should broaden their product range with other sport gears.

### 4.3 Price

To penetrate the market, Recreational Activity has set the price of 13 € for a pair of socks. It is an affordable price that is very attractive to customers.

Regarding the shipping costs, Recreational Activity has broken it down according to the location of shipment:

- France: 8 euro
- Europe: 15 euro
- Rest of the world: 20 euro

The shipping cost is per order. The company offers free shipping on orders over 50 €

One disadvantage of a low price like this one is that if an American wants to purchase the sock and ship them all the way to the USA, the shipping costs (for less than 50 € purchase) will be costlier than the socks itself. This could prevent the consumer from purchasing Recreational Activity’s product.

#### **4.4 Place**

Recreational Activity is headquartered in Relaeer Office in Blagnac, Toulouse (9 rue Lucien Servanty).

The socks are manufactured in China and sold directly on their e-shop website.

The website is: [www.recreational-activity.com](http://www.recreational-activity.com)

The audit of the website is in the Appendixes.

#### **4.5 Promotion**

To promote Recreational Activity brand, we would recommend mixing both offline and online actions.

We would not recommend to do the marketing strategy only based on social media.

Yes, social medias have a lot of advantages, however, they also carry disadvantages. The two main ones are virtuality and mistrust. Indeed, lots of users point out the lack of real human contact in social medias. With everything going on online (fake news and so on) it is hard to trust what is being said. Mixing an online and an offline strategy is a very interesting option as you could benefit from the social medias, and build real and long-term relationships with consumers through offline actions (fairs, sponsorships and so on).

This part would be split into 2 different categories. First, we will introduce the online marketing strategy and then we will jump into the offline strategy.

#### **4.6 Online Marketing Strategy**

Recreational Activity should also develop an emailing strategy, regarding their industry, some internal and external factors, we strongly recommend to keep on being active on Instagram account and Facebook page.

Secondly, we think that to build a LinkedIn page can also be very interesting to share professional information on the company: job offers, company's policy, etc.



#### **4.6.1 Global online marketing strategy for Recreational Activity**

To optimize your social networks pages, you must build a global online marketing strategy. It should reflect your brand image and values you wish to communicate. It is very important to first define a global strategy to be able to deliver the same message on the different channels and only after you can adapt your branding strategy for the different social medias used.

The content you publish on Facebook **MUST** be different from the one you will post on Instagram. Indeed, each social network is completely different in terms of goal, audience, algorithm and should not be addressed in the same way. Therefore, you must define a branding strategy for Facebook and one for Instagram. (Social Medias practices will be in the appendix)

#### **4.6.2 Main objectives of online global marketing strategy**

Before anything, determining the main objectives of your online global marketing strategy is key. As far as we are concerned, from the knowledge we have on Recreational Activity, the main online marketing strategy goal should be to convert social media traffic on actual sales on the website.

Therefore, we have defined, the following 3 objectives:

- Notoriety/visibility: focusing on building a strong reputation on social networks, enter in the mind of users, would help to bring awareness for people to buy the socks.
- Awareness of the products: the global online marketing strategy should also stress on building awareness of the different products sold by Recreational Activity. This objective could be reached by posting, regularly, photos of the products. The product itself, the packaging, etc should be highlighted here so the customer gets a clear image on what the product looks like.
- Traffic: last but not least, the traffic goal is very important. Having an online website with an e-shop, Recreational Activity should use social media to try to redirect users on their website. This could be done by putting the link to the website on the social media posts for instance.

These 3 objectives are the guidelines of the social media strategy. Each post you will publish must be thought to reach one of the three goals mentioned below. Same

for the advertisement strategy, the posts you will decide to sponsor, have to be with a goal matching with one of the 3 main objectives.

Moreover, when building your posts, you need to have in mind the RACE concept. RACE stands for Reach-Act-Convert and Engagement. It consists of these four steps of online marketing activities designed to help brands engage their customers throughout the customer lifecycle.

#### 4.6.3 Performance Analysis for Online Marketing

On social media, you can do some monthly reporting to look at some statistics to see whether or not your global online strategy is successful. This will help you to be much more agile and flexible. You will be able to see what is actually working, what is not. You will highlight which type of posts are more suitable for your target and which ones are less attractive for them, thanks to their reactions (comments, likes, shares etc.).

After analyzing all of your data, you can see whether you need to adapt or stick with the same content strategy.

You have all of the Facebook statistics available on the Statistics tab from your page.

The main indicators to look at are depending on your objectives.

**Table 4.1 Objective on the main indicators**

Objective	KPI to look at
Notoriety/Visibility	Daily and Monthly Organic Reach Number of interaction (likes, comments, shares) on the picture
Awareness of the product	Daily and Monthly Organic Reach Number of shares on the pictures
Traffic	For that objective, it is better to look at the data available on Google Analytics and not on Facebook. You need to look at: <ul style="list-style-type: none"> <li>- How many visitors visit your website per month</li> <li>- Where do they come from? Social media? Internet?</li> <li>- How many time do they spend on your website?</li> <li>- What is the bounce rate?</li> </ul>

## 4.7 Offline Marketing Strategy

As discussed with Recreational Activity, we are expanding our marketing strategy on the offline level as well as the online one. Here we will be listed all the ideas and the opportunities that Recreational Activity could embrace.

- Why starting locally?

The company has no specific budget for its offline marketing communication and has been created one year ago: that is why we will stay realistic on our propositions. The offline marketing strategy will focus only on the city of Toulouse. As the company is very recent and small, we believe it is important to start at a reduced scale before potentially developing it in other cities.

- Analysis of Toulouse and its surrounding

More populated than its southern neighbors Bordeaux or Montpellier, Toulouse is surfing on a regular growth. It is the most powerful city of the South West of France - economically and culturally speaking -.

**Table 4.2 Comparison of population between Toulouse, Bordeaux, and Montpellier**

	Toulouse	Bordeaux	Montpellier
Population	470,000 inhabitants	250,000 inhabitants	277,000 inhabitants
Population by age	<b>15 to 29: 35%</b> <b>30 to 44: 21,5%</b> 45 to 59: 14,9% 60 to 74: 10,2%	<b>15 to 29: 31,2%</b> <b>30 to 44: 20,9%</b> 45 to 59: 15,9% 60 to 74: 11,1%	<b>15 to 29: 31,6%</b> <b>30 to 44: 19,9%</b> 45 to 59: 15,1% 60 to 74: 10,7%
Population by gender	Men: 227,000 <b>Women: 243,000</b>	Men: 117,500 <b>Women: 133,500</b>	Men: 130,000 <b>Women: 147,000</b>
Population by socio-professional categories	Executives: 17,4% <b>Intermediate occupations: 16,4%</b> <b>Employees: 15,2%</b> Workers: 8,4% Pensioners: 16,2% Unemployed: 23,5%	Executives: 16% <b>Intermediate occupations: 16,1%</b> <b>Employees: 14,5%</b> Workers: 7,3% Pensioners: 17,6% Unemployed: 24,8%	Executives: 11,8% <b>Intermediate occupations: 14,9%</b> <b>Employees: 15,5%</b> Workers: 8,2% Pensioners: 18,2% Unemployed: 28,4%

**Table 4.2 Comparison of population between Toulouse, Bordeaux, and Montpellier (cont.)**

	<b>Toulouse</b>	<b>Bordeaux</b>	<b>Montpellier</b>
Composition of households	Men alone: 24,5% Women alone: 27,4% Couple with no child: 19,0% Couple with children: 15,2% Single-parent: 8,1%	Men alone: 23,2% Women alone: 30,8% Couple with no child: 18,0% Couple with children: 15,0% Single-parent: 7,5%	Men alone: 22,3% Women alone: 29,9% Couple with no child: 17,4% Couple with children: 15,4% Single-parent: 9,6%
Population living alone by age	15 to 19: 31,1% 20 to 24: 44,5% 25 to 39: 28,9% 40 to 54: 26,0% 55 to 64: 32,5% 65 to 79: 36,8% 80+: 51,8%	15 to 19: 30,1% 20 to 24: 46,0% 25 to 39: 30,7% 40 to 54: 26,4% 55 to 64: 35,8% 65 to 79: 38,6% 80+: 58,1%	15 to 19: 29,0% 20 to 24: 45,1% 25 to 39: 27,3% 40 to 54: 25,1% 55 to 64: 34,8% 65 to 79: 38,4% 80+: 52,8%
Population growth	+1,3%	+0,9%	+1,5%
Average net salary per hour in total	18 to 25: 10,0e 26 to 50: 14,8e +50: 19,2e	18 to 25: 9,7e 26 to 50: 14,8e +50: 19,6e	18 to 25: 9,8e 26 to 50: 13,5e +50: 17,8e
Median revenue per year	21,651 euros	21,029 euros	19,802 euros

- What are the cities that are the most active in term of sport?

According to a study realized by Info Pharma (considering those criteria: sport gym chains, local gym chains, sport centers, day care centers and swimming pools) Bordeaux is at the 4th position – after Paris Le Mans and Nantes –, Toulouse comes 7th – after Lyon and Marseille – and Montpellier arrives last at its 10th position – after Nice and Strasbourg –. No surprise that Paris comes first according to its population. Bordeaux and Toulouse are competing well against bigger cities with their good rank and lower population.

## 4.8 Summary

Toulouse is the best city to start with: it is in constant growth, whether it is economic or demographic, and its activity in term of sport. Toulouse citizens have one of the biggest purchasing powers from the cities of France (comparison of several cities of France by INSEE). This analysis can also help you in your targeting choices, thanks to the development of the gender and age categories. It is important to notice that Toulouse has more women than men and that more people are living alone than in couple/ with family. Furthermore, according to our previous analysis, women are the ones spending the most money on socks.





## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Goals**

The main marketing goal of Recreational Activity is to bring awareness to sell the socks. Indeed, being a very recent company, they really need to build brand awareness in order to start entering to the customer's mind and need to take it step by step to become a well-known brand. The awareness goes most of the time with the visibility, say that the more visible you are, especially at the beginning, the more people you reach, and the more you increase your chances to build awareness. Therefore, in the beginning communication efforts must be intense and multiplied.

To reach an awareness goals, Recreational Activity should develop 2 partnerships (sponsorships) during the year in Toulouse, attend at least 10 different events, 1 radio, 2 newspaper/ articles and 5 collaborations with bloggers/influencers.

Moreover, another marketing objective is to build customer relationships. Considering the whole experience of the founder of the brand, the brand was really built on a strong willingness to inspire people, to help them to "recreate" to become the best version of themselves. Therefore, building strong customer relationships is essential. The brand needs to be listening to the users, you cannot expect anyone to be the best version of themselves if you don't consider them. Considering them will show that the brand cares and people tend to be more receptive if they see that they are been considered.

Long-term marketing objective is to launch new products to diversify the range. Recreational Activity would like to launch other sport gears such as hoodies, sport pants and so on. In 6-months, develop 1 new sock model (the smaller one) and smaller feet sizes (at least 2 new sizes, more adapted to the French market). In a 2-year time, it would be to develop 2 new products (1 clothe and 1 accessorize for instance).

## **5.2 Where Should Recreational Activity Put Efforts**

In this part, for the small start-up business like Recreation Activity should focus on branding because it is really important to put an effort on branding to define your brand identity first. We should create brand strategy to become recognizable in the market. We have to define what are we trying to communicate to our customers and create the vision and value of the brand, hence we could approach and deliver our communication and service goods to the right target. In terms of branding we maybe also have to re-create the logo, color palette, or the font of the letters to make the logo become more remarkable and easier to remember. After we finish branding strategy we could move forward to the communication to our target part by using social media channel to communicate our product with our customers.

## **5.3 Future plan for Recreational Activity**

After Recreational Activity established the strong brand, consistency is the key of the brand so you have to make sure everyone on your team is understanding in the same page. Recruitment is also important to build up the strong team and help you to evaluate the operation on your brand, as profits increase, Recreational Activity should recruit more employee to assist with social media and online marketing. Recreational Activity should also keep the brand open for the feedback and find the best solution for your customers. They also should keep testing the product to develop them into the better version. In terms of expanding the new scope of product Recreational Activity should work more on the research of the sport gears markets in each country they want to expand in the future and work more on the consumer insight to know more and understand the market more. In case your current products are not doing well in the market Recreational Activity should focus more on the business plan and need to get to know what is doing wrong on their practices step by step.

Nowadays, sport gears market is very popular and the industry is always evolving all the time. In response to this circumstance Recreational Activity would like to offer other apparel such as clothing, or sneakers with some innovation in the future to support the user's performance during their activities, including provide more information about healthy and training knowledges on the website in the future.

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## Appendix A: Online Marketing Practices

### Few tips for a better social network management

- **Monthly planning**

To better organize your communication and to make it less time-consuming, we recommend to build, end of each month, the planning of all the posts to publish next month.

This way, you don't have to think each week of what to post. Moreover, you can schedule your posts on Facebook in advance in "Outils de Publications (Publication tools)". Therefore, you will only have to handle the comments from the visitors.



- **Contests**

Whenever you can, try to propose a contest on social networks. It is clearly nowadays one of the best ways for your social accounts to grow. In 2017, 60% of the brand are doing contests which is 2 times more than in 2015. A study has shown, in 2017, that 52% of consumers discover a brand thanks to a contest. People will recognize you from the contestation that you have managed through your Facebook page from Like & Share activity.

- **Influencers relationship**

Moreover, looking for some visibility exchange with micro-influencers is also very interesting.

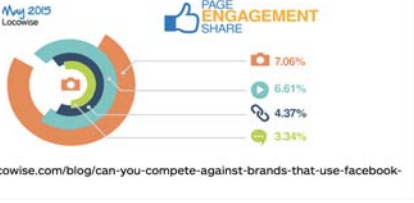
R.A. should send the influencers a sample of the socks and ask for pictures of them with the socks in terms of the exchange create some stories for instance. This will be a content that you can share later on your accounts by leaving the photo credit. Plus, R.A. will gain more recognize from the the followers of the influencers whom R.A. make a deal with.

## 1) Facebook Practices

### • Do and Don't(s) on Facebook

DO	DON'T
<p><b>Vary your content and emphasize on posting videos.</b></p> <p>If it's possible, put a video as a cover for your page.</p> <p>Videos are the most appreciated content from users. Therefore, they will tend to like more your post if it is a video. Moreover, the last version of the Facebook algorithm was designed to favor video content as well.</p> <ul style="list-style-type: none"> <li>- 43% of users wish to see more videos from marketers</li> <li>- 100 million hours of videos are watched every hour on Facebook.</li> <li>- 85 % of users watch videos without the sound.</li> </ul> <p>Therefore, you need to focus more on the topic of the videos as well as the images (<i>Onopia news, stats and tendance</i>)</p>	<p><b>Use Facebook as a place to do only the marketing and promotion of your company</b></p> <p>Do not only post pictures of your products. You need to emphasize the human dimension and show your team for instance. Users appreciate seeing the insights of your company.</p>
<p><b>Bring specific attention to the pictures.</b></p> <ul style="list-style-type: none"> <li>- 90 % of your post success depends on your picture. People tend to only look at the photos and not read the text.</li> <li>- The reactions you can get from a post with a picture is 2, 3 times more than a post without any photo.</li> </ul> <p>Be sure your picture's format is adapted to Facebook Algorithm. The format can either be : 1 200 * 630 px or 1080 * 1080 px.</p>	<p><b>Leave a private message or a comment without any answer</b></p> <p>It is very important to be reactive and answer to the users as fast as you can. Facebook is a channel where people like to express their discontentment. Indeed, 41 % of people are likely to express their dissatisfaction equally on Twitter and Facebook.</p> <p>Negative comments should not be deleted or leave unattended. It is always better to reply to a negative comment and try to understand the core reason behind the discontentment.</p> <p>According to a study conduct by Emarketers.com in 2013:</p>



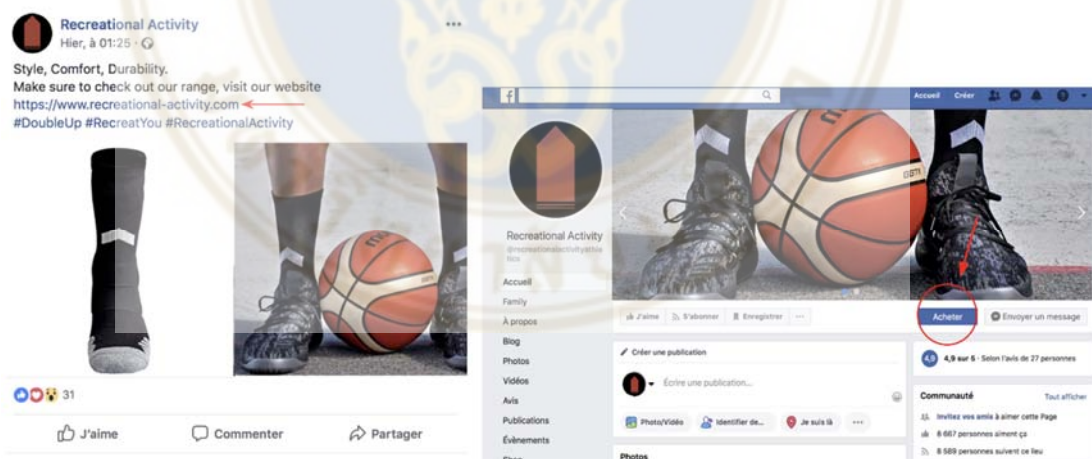
DO	DON'T
 <p>Credit : <a href="http://locowise.com/blog/can-you-compete-against-brands-that-use-facebook-ads">http://locowise.com/blog/can-you-compete-against-brands-that-use-facebook-ads</a></p>	<ul style="list-style-type: none"> <li>- 64% of users trust a brand when it interacts with their friends</li> <li>- 74 % of the users like when a company</li> </ul>
<p><b>Insert URL links of your website in some posts.</b></p> <p>This allows reaching the traffic objective mentioned earlier one.</p> <p>However, be careful to not always put external links in your posts as Facebook algorithm tend to reduce your reach as you encourage users to visit your website and therefore to get out of Facebook.</p>	<p><b>Like your own post</b></p> <p>Never like your own post as it can give a bad and arrogant image.</p>
<p><b>Connect your Facebook to your Instagram</b></p> <p>This could be very helpful especially to directly share your stories from Instagram to Facebook.</p> <p>However, be careful not to share the same post from Instagram to Facebook or vice-versa. Posts have to be adapted to each channel.</p>	<p><b>Write a text that is too long</b></p> <p>The legend of your post should never be too long to read. Users tend to not read the text and only look at the image, so if you write a long text, for sure they won't read it. You need to catch the attention of your reader. Generally, asking them questions, putting some emojis are good practices.</p> <p>Less than 100 characters are good, or 3 sentences.</p> <p>Do not leave any grammar mistakes as well.</p>
<p><b>Create a Boutique or Shopping tab on Facebook</b></p> <p>This will allow you to build a catalog of your products. This tab is also very important as it allows you, later on, to use the Instagram Shopping feature on Instagram.</p>	<p><b>Ignore the data that Facebook gathered</b></p> <p>You must look at the performances using the analytical tools.</p> <p>In the tab "Statistic" Facebook offers all kind of data that are very interesting for optimizing your account.</p> <p>You need to take a look at these data each month to see if, for instance, you are reaching</p>



<b>DO</b>	<b>DON'T</b>
	the right target, if you post at the right hour, and so on.
<p><b>Use stories as much as you can</b> Very trendy and watch nowadays. According to a study led by Facebook IQ and Ipsos last year:</p> <ul style="list-style-type: none"> <li>- 2 persons out of 3 (68%) use stories 1 time per week on 3 or more different platforms</li> <li>- 62% of people said that they are more interested in a brand or a product after seeing it on a story</li> </ul> <p>People are expecting stories to be fast and clear, to present offers and discounts and to show new products.</p>	<p><b>Avoid to over posts</b> In B2B, 2 to 3 posts per week are way enough. In B2C, you can post up to 5 per week. However, 4 posts are enough. Ideally, we would recommend posting 3 times per week. However, in the case of Recreational Activity, considering that is more B2C and that you do not have a proper community manager, 1 to 2 posts per week are enough.</p> <p>For your information, according to Hubspot, the companies that publish more than 16 posts per month (so 4 per week) get 3, 5 more traffic than companies which post less often.</p> <p>Please note that it is important to leave at least 24 hours between each post so it can 100 % enjoy the algorithm and avoid cannibalization.</p>
<p><b>Invite people to like your page from your post &amp; Invite all your friends to like your page</b></p> <p>These two actions will help to grow your Facebook community.</p> <p>For R.A, the owner could invite the friends they have on their personal account to like Recreational Activity page.</p>	<p><b>Be careful about your own Facebook page (personal profile)</b></p> <p>if you have personal Facebook pages or Instagram accounts and so on, you have to be careful about what you share and write on your personal profiles. Users tend to dig deeper into Facebook pages and can find anything to attack you with.</p> <p>Everybody has the right to have their own opinion, however on social medias, you need to be very careful on anything you wish to share or the way you express yourself as it can go very viral and damage your brand image in some cases.</p>

DO	DON'T
	Be careful to share on your company page and not a personal one, really easy to make the mistake and the beginning.
<p><b>Dedicate a Facebook advertisement budget</b></p> <p>To get a chance to exist on social media you must have an advertisement budget.</p> <p>However, you must not sponsor each of your publication. Facebook will not like that and will reduce the reach of your posts. You should try to avoid as much as you can that your post looks like a promotion one.</p> <p>It can be 50 € for Instagram and Facebook for the month but you need to get a small budget.</p> <p>This budget will help you to do promotion campaign with different objectives that can help reach the 3 main objectives defined earlier on.</p>	

• **Example of a Facebook post for Recreational Activity**



**Examples of Facebook post**

## 2) Instagram Practices

- **Do(s) and Don't(s) on Instagram**

### Instagram Practices

DO	DON'T
<p><b>Create a posting schedule</b></p> <p>Sometimes you can post every day, sometimes you can post a couple of times a week. Working on a regular frequency gives you the opportunity to evaluate your Instagram feed. Considering that Recreational Activity does not have someone entirely focused on Community Management, we would <b>recommend posting 2-3 times per week in the beginning.</b></p> <p>If you are trying to grow your community, measuring your <b>new followers per day/shares per day</b> or some form of engagement will be meaningful. If you are trying to measure engagement, perhaps likes or comments may be more relevant for you.</p> <p><b>Note:</b> you can check how to measure your Instagram activity feedback from Instagram analytics tools for business.</p>	<p><b>Post at random times</b></p> <p>According to the Instagrammer's research, to posts pictures/or videos on your IG feed in random times tends to low your engagement rates. You have to <b>generate your Instagram posts when the audience is the most active on Instagram.</b></p> <p>Best hours to post: <b>4h-6h, 8h-10h, 12h-14h and 20h-22h</b></p>
<p><b>Use actual location</b></p> <p>You need to use actual location especially if you are posting, for instance, stories from an event you are attending to or where is the store that has your products, etc. Users will search directly by location and could find you easily.</p>	<p><b>Use unrelated Hashtag #</b></p> <p>Having a solid Hashtag Instagram strategy could help you gain more followers and more visits on your IG feed. You need to put lots of popular HTAG #picoftheday and so on. A good app to check which are the most famous HTAG is hashtagger.</p> <p><b>Tips:</b> According to the research add, give a minimum of 5 hashtags to each Instagram post, and stick to relevant words and phrases. You can find relevant hashtags by doing a little research on Hashtagify.com Simply add a well-known hashtag used by people in your industry and discover suggestions from other users.(Aynsley Michael, 2019)</p>

<b>DO</b>	<b>DON'T</b>
<p><b>Use IG stories as much as you can</b></p> <p>High visibility and Instagram Shopping bring you traffic.</p> <p>Be diverse in your stories: use the poll, the location, the HTAG, the music, the question sticker. All the features you can to attract the attention of your follower.</p> <p>According to the research, the optimal number of IG stories should be between 1-7 stories per day.</p> <p>For Recreational Activity, we would recommend to start by <b>2-3 stories per week</b>.</p> <p>The best would be to share them the days you are not posting pictures or videos on your Instagram feed. (Bradford Alina, 2018)</p>	<p><b>Complex posts</b></p> <p>Using visuals/posts with many unrelated components in the same post could distract the interest of your followers.</p> <p>Keep in mind that users only view your posts for a few seconds. At a glance, they must have understood the message you want to convey and be encouraged to act.</p>
<p><b>Write a nice, clear and inspiring bio</b></p> <p>The most important thing for the first impression of your future followers and customers on Instagram is the fact that you have to put a nice bio to introduce who you are or where are your from, briefly.</p> <p>According to the business Instagram page, you also should put a CTA (Call-to-Action) on your bio for your followers to know more about you and your products.</p> <p><b>Bio example as below:</b></p>	<p><b>Posting low quality photos</b></p> <p>Instagram's business is a lot about making posts outstanding for attracting more followers.</p> <p>Keeping high-standard posts create a positive impact on traffic and sales.</p> <p><b>Tips:</b> don't go overboard with Instagram's native filters! Instead, use a free Instagram marketing tool like VSCO, Snapseed, or Pixlr.(Chacon Benjamin, 2017)</p>

DO	DON'T
 <p style="text-align: center;"><i>Instagram Biography example</i></p>	
<p><b>CTA (Call-To-Action) in your caption</b></p> <p>If you want your followers on Instagram to get on your website you should use CTA* to convert your website's traffic.</p> <p>E.g. Stayhoops socks also use the caption to mention their website. It generates traffic and encourages people to check out their products on their website.</p>  <p style="text-align: center;"><i>Instagram CTA example</i></p> <p><i>*CTA (Call-To-Action) is meant to entice a website visitor to take a specific action that benefits you.</i></p>	<p><b>Having a disorganized feed</b></p> <p>Don't post random photos that don't go with the rest of your feed, you have to make your Instagram feed looks harmonious. Photos should fit together! Having a nice feed will be the reason why you will gain more followers, it is important to take care of it. The goal is to create a balance and depth of field with your Instagram feed as a whole, just like you would with a photo (Carbon Lexie, 2019). If you post a busy photo, you need to balance it out next with a lighter or spacious photo.</p> <p><b>Tips:</b> Avoid posting the same shots close together, so switch up the topDown flat-lay photos with other content or a different angle. (Loren Taylor, 2016)</p> <p>E.g. With stinky socks, we noticed that they are keeping their feed in the same direction. We can see their feed includes videos and pictures of the sports (related to their products), and have videos of their product presented in between. They also often post some extreme activity photos. Thanks</p>



DO	DON'T
	<p>to their actions on Instagram, this made stinky socks gains a lot of followers. Their feed looks coherent, harmonious and organized. They look professional and provide a good Instagram account.</p>  <p><i>Stinky_Socks's instagram account</i> Source : <a href="http://instagram.com/stinky_socks">http://instagram.com/stinky_socks</a></p>
<p><b>User Generated Content</b> This is the re-gram principle. Followers like to see that other people follow your brand and are involved with you. It helps to build trust. So you need to re-gram each photo that followers post about you and re-gram nice photos from influencers. Please remind yourself that every time you want to re-gram a picture from someone else, you need to ask his/her permission. You can re-gram with the app: REGRAM</p>	<p><b>Personal selfies on your Instagram business account</b> Be careful not to confuse professional Instagram account and personal profile. You have to make sure you're adding a relevant story to each users' selfies you post. One of the cases where the publication of a selfie is justified is when you share the publication of a user who values your products, like L'Oréal Professional does. Remember that successful content strategies focus on your audience — not the brand. According to SproutSocial, "65% of top-performing Instagram posts feature products, which outperformed lifestyle content by 43% and celebrity/influencer images and videos by 29%". (Carter Rebekah, 2017)</p>



### **3) Vlog Practices**

- **VLOG strategy**

First of all, if R.A. decide to do some VLOGs, the company must create a YouTube channel.

In a VLOG, the company can either film yourself and share their daily life or film themselves in a particular theme. Also, people tend to like to watch action videos such as challenges, adventures or daily routine.

One of the first things to do when defining the VLOG strategy is to determine a theme or a common thread for future videos. As for all of the other social media, R.A. needs to have consistency in the videos. If R.A. provides too broad and if the videos' topics are too different from one video to another one, the audience will lose track and its interest. To determine that common thread, it needs to put themselves into their target shoes. What they would like to see? Avoid copying another brand theme, create own one. R.A. needs to stand apart from the competition and to build their own identity.

Each of their VLOG must tell a story. Each video must tell one part of the big stories. It is like a puzzle. It determines in advance the whole common thread of the VLOG and each video must be the different pieces linking to the big picture. The target needs to find what they are looking for in the videos.

As we mentioned earlier on, R.A. need to determine a publication frequency and stick to it. A good option to increase the popularity of the VLOG is to get a famous blogger/ or influencer on the VLOGs or to make a collaboration with vloggers so they talk about the company in their own VLOGs. R.A. needs to use the different social medias to relay the information that their VLOG is out and available on YouTube channel.

### **4) Podcast Practices**

- **Podcast strategy**

Planning podcast shows/contents: there are lots of ways to gauge success in podcasting, but you have to define your customer's persona first to understand what your audience wants to listen. You can do some marketing research from gender, age range or location. You also have to delve into the topic or subject that people tend to be interested the most. Advertising your products via podcasts:

## PODCAST ADS LIFT PURCHASE INTENT FOR A VARIETY OF ADVERTISERS

PERCENTAGE INCREASE OF PEOPLE WHO ARE VERY OR SOMEWHAT LIKELY TO PURCHASE THE PRODUCT OR SERVICE AFTER HEARING THE AD IN A PODCAST



Podcast Ads Lift Purchase Intent for a variety of advertisers

Source: Nielsen Podcast Insight Q1:2018

According to above Nielsen's marketer's guide to podcasts' research picture, we can see the effectiveness of advertising on podcasts. More than 68% agreed that podcasts' ads made them aware of new products or services.

Choose Podcast platform: there are many podcast companies, you have to choose the best one for your business according to PodCastHosting.org. They have recommended different podcast platforms:

1. Buzzsprout – Best “Overall” Podcast Host (\$12/mo)
2. Transistor – Best Host for Multiple Podcasts (\$19/mo)
3. Podbean – Best “Cheap” Podcast Host (\$9/mo)
4. Podcast Websites – Best “All-In-One” Podcast Host (\$77/mo)
5. Castos – Best WordPress Podcast Host (\$15/mo)

### 5) Email/ Newsletter Practices

- **Choose a catchy title (email object)**

Nobody is going to open your email if they are not seduced by the title. Therefore, choosing the title is a very crucial step. It needs to impact the internet user. It could even be provocative but it has to be transparent to let the user know what is going to be inside that newsletter.

Moreover, you need to be careful on the title chose as sometimes this will determine whether the email will go on spam or not. A title such as discounts or titles with a lot of emojis tend to go directly on the dustbin.

- **Favour images compared to long text**

People prefer to see pictures/infographics than to read very long paragraphs.

- **Select the best moment to send**

Generally speaking for B2B industries it is better to send newsletter during working hours. Early in the morning, like 8am could be a good option as people can be in transportation or just arriving at their office drinking their morning coffee. During the lunch break, it is also interesting.

For B2C it is also better to send during the day and not in the evening. From 5 pm to 7 pm could be a good option.

- **Mobile responsive**

Nowadays, 61% of the users read their email on their smartphone. R.A needs to be very careful on the format of the images and texts so the newsletters can adapt to both the laptop and the smartphone.

## 6) **Online Content Practices**

### **Creation of online content**

Customer testimonials are particularly important for online retailers. Online shoppers don't get the opportunity to physically hold your products. As a result, they need greater reassurance that your product will meet expectations.

a) Your content must reflect of your brand's goals and your target customers' needs, if you know your target customer needs you can create a nice reflective content of your brand to your target. You must understand you brand and your target audience which may be soon your target customers.

b) Useful contents, by creating purposeful in the content that you have created

c) Always up to date

d) Be consistent, always communicate with your styles either language and design of your contents.

e) Able to be found, make sure that users and everyone able to find your content through search engine. You have to make sure that you provide some keywords on every content so this could help you on Search Engine Optimization (SEO).

## **Offline Marketing Practices**

### **1) Sport shops**

One of the most powerful tools to develop a local brand awareness is to network with other local businesses. It is necessary to collaborate with local sport shops in order to increase sales and get more visibility.

We will recommend you to direct yourself towards the CCI, “Chamber de Commerce et d’Industrie” of Toulouse. CCI will provide you company's files with their contact, to carry out prospecting actions and targeted communication campaigns. CCI Toulouse Haute-Garonne gives you access to their daily database with contacts from 55,000 establishments in Haute-Garonne with commercial, industrial or service activities.

It is a great solution, their accessible prices (106,8 euros to get all the contacts of companies of +50 employees, for instance) and their great acknowledgment of the department’s situation.

You can directly contact them, ask for a personalized request and its cost estimate to:

Service Fichier Consulaire et Études Économiques

Phone number: 05.61.33.65.00

Email: [bde@toulouse.cci.fr](mailto:bde@toulouse.cci.fr)

### **2) Fairs and events**

We can see that it is very important for Recreational Activity to be present in fairs or events. Whether it is visiting them and distributing business cards or attending them with a stand, small businesses are creating most of their revenue thanks to it.

Nevertheless, it is better to attend with a booth in a professional and specialized fair. The return on investment and the contracts signed are bigger in numbers. Fairs are great opportunities to develop brand awareness and create a network.

Is it very important to remember that  $\frac{3}{4}$  of the euros generated thanks to fairs occurs after the event. The effort put after the show is the one which will be the most determining of the success of the fair itself.

### **3) Sponsorship**

Sponsorship is relevant for big brands that want to differentiate themselves from their competitors, or to assure their positioning. For smaller brands, it would better to

focus on accessible clubs, like local ones. It will increase your local networks and will be less expensive.

R.A. should get in contact with associations or sport clubs and try to see what kind of sponsorship you could create. For instance, could you participate to the clubs' tournaments with a stand? Will you provide the socks to the teams, and will you be assured that they will wear them during sport events? How much will be the financial support asked for the year? How could you participate in the club's life?

Diversify yourself! Do not only focus on the basketball but also expand your vision towards other possibilities: hiking, rugby, badminton, trail...

### **Relevant Clubs in Toulouse**

#### *Club Alpin de Toulouse*

The Club Alpin of Toulouse is an association that offers different outdoor trips during all year (hiking, skiing, biking, mountain climbing, etc), run by volunteers. With its diversified portfolio of activities, it is a perfect target for sponsorship. People of all age are participating, from 20 to 65 years old, men and women.

<https://clubalpintoulouse.fr>

#### *TCMS Rugby Féminin, Toulouse*

The feminine rugby club TCMS of Toulouse will be a great club to work with. The girls are competitive, the club is known and accessible and they only have one brand of clothes as a partnership (a rugby one). The club is composed of active women from all ages, between 20 to 55 years, which is a great target for Recreational Activity.

<http://tcmsrugbyfeminin.wixsite.com/tcms>

#### *Association Pyrénées Club, Toulouse*

The Pyrénées Association offers different activities like hiking, skiing, snow hikes... Like the Club Alpin of Toulouse, it is a great opportunity thanks to its wide offer of sports. Furthermore, it is an association and not a club; in consequence, financial participation are less expensive than other private clubs. Here again, the club is composed of people from diverse ages, between 20 and 50 years old.

<http://www.pyrenees-club.asso.fr>



### *Cosatrail, Toulouse*

Cosatrail is an association that organizes trail trips and races. They are really active and sportive and targets mostly people between 25 and 50 years old, men and women. As trailing is a very intense sport, only very active persons are subscribed in this club. Cosatrail has its own brand for clothes (tee-shirts, hats, pants, jackets) but doesn't have any socks. It is a great target to contact.

<http://www.cosatrail.com>

#### **4) TV, Newspapers, and Radio**

Communicates through local TVs, radios and newspapers! They are still important medias that can reach a lot of people. Furthermore, if you contact them with a press pack and give them the desire to tell your story, you can get it for free!

- **Recommendation**

Writing a press release & developing a press pack

You can communicate with the newspapers, the radios and the TV a press release. It gives an example of what can be done to the journalists. We have written a press release that, according to our opinion, will be a good one to communicate. It is clear, simple, factual with a defined structure (titles and paragraphs). Is it important to remember that the press release will be read really fast, so it has to be very understandable from the first glance.

- **Press pack**

In the press pack, you will have to put a clear summary of your story. The press pack is more informative and less narrated. It is a presentation of your company, with all the valuable information provided for the journalist to write an article. Few key information to put in your press pack:

- The owner journey, and why he has decided to create the socks
- Your team and creation of the brand
- Activity: for now, selling socks, but desire to expand the brand and products
- Future: employment and creation of jobs
- Production: China and why there
- Conclusion: The team's been convinced, possibility to wear socks in different

sports



Don't forget key dates, numbers, facts... It has to stay clear, factual, easy to read. You can also send them professional pictures that you find relevant to share.

- **Local TVs**

In Toulouse and its region, you can contact two different local TVs:

*France 3 Sud*

In average, 260,000 people watched the regional of 19/20 each evening, with an audience share of 14.7% in Languedoc-Roussillon and 19.7% in Midi-Pyrénées, placing France 3 at the top of the list of the channels at this time.

*ViàOccitanie*

It is a continuous regional news channel, from 7am to 11pm, with a direct every half hour. ViàOccitanie will be the only audiovisual media at the size of the Occitan region since France 3 distinguishes Midi-Pyrenees and Languedoc-Roussillon. The chain is built on four editorial pillars: it is focusing on territories, economy, sport and culture.

- **Local newspapers**

We have selected 3 newspapers that will match to the target of Recreational Activity (local or regional, audience, type of newspaper):

*La Dépêche du midi*

691 000 people have been reading this La Dépêche in 2017. It is one of the most read newspaper in the south-west of France. Gives all information regarding France and the region of South-West of France.

*Midi libre*

511 000 people have been reading this Midi Libre in 2017. It is a newspaper really focusing on the news of the south-west of France: politic, music, economy, culture...

*A Toulouse*

Magazine run by the city and only focused on the city. It is publishing all the local news, events, festivals etc. It would be really great for Recreational Activity to be published in this journal, now participating in the economic life of the city (focus on the desire of expanding and the creation of new jobs).

- **Local radios**

Starting a local communication campaign on radio will allow you to reach consumers in your targeted area. Toulouse, with its different local radios, offers a lot of possibilities to be heard by potential local customers.

Raise the curiosity of consumers and get them to act. A well-conceived radio communication informs, seduces and especially creates desire. You have to put forward in the message an original, creative idea that sets you apart from your competition. Focus on your history and the technicity of your product; why is it different from the socks we can find on the market?

### **Toulouse Rank Radio Lists**

according to a study from Médiamétrie:

1. France Inter
2. RMC
3. France Info
4. NRJ
5. RTL 2
6. Nostalgie
7. RFM
8. Chérie FM
9. Toulouse FM
10. RTL
11. SkyRock
12. Virgin Radio
13. Europe 1
14. France Culture
15. Fun Radio
16. Rire et Chansons
17. FIP
18. Radio Classique
19. Le Mouv
20. France Bleu Occitanie

## Appendix B: THE WEBSITE AUDIT

### RECREATIONAL ACTIVITY WEBSITE AUDIT

<https://www.recreational-activity.com>

#### GENERAL SUGGESTIONS

**General Data Protection Regulation (GDPR):** every website now must apply all the new actions mandatory due to the GDPR regulation.

You can find on the internet the actions to be done. Mostly the actions to implement on the website are:

- Cookies policy.
- Put an \* for all the mandatory fields for all the forms (subscription forms, newsletter, etc).
- Need to have a legal notice page, a general condition of sales page, a general condition of use page, a page explaining how to collect and deals with confidential datas.
- Have to make the user accept the General Conditions of Sales and Use before paying.
- Before the user subscribe to the newsletter, he/she needs to accept the policy for collecting and dealing with personal data.

## WEBSITE AUDIT

- **Harmonizing the language** by default used of the website.

Either you choose French or English. Sometimes you have content written in French like the one on the header (accueil - catalogue - Facebook) and then you have everything written in English. It is important that you offer a choice between English or French language.

- Need to build a: **contact-us page**. It is crucial to have this page because it allows people to ask questions, to get information. **Moreover, it allows you to gather email addresses which will help you building an email base, very useful to send later newsletters for instance.**

- For the moment, **very good mobile phone function and access\*** but the Facebook or Instagram icons are missing on the header, to access more practically to other medias.

*\*In the future, the website needs to be more careful about mobile function as more than 50% of the users who have trouble accessing to a website are unlikely to return.*

- As soon as you could, **collect customers' testimonials** and publish them on your website.

Contact formulas are usually built with the following fields (mandatory fields being the ones with \*):

- Surname / First name\*
- E-mail address\*
- Telephone number \*
- Address
- Zip code
- Country
- Message

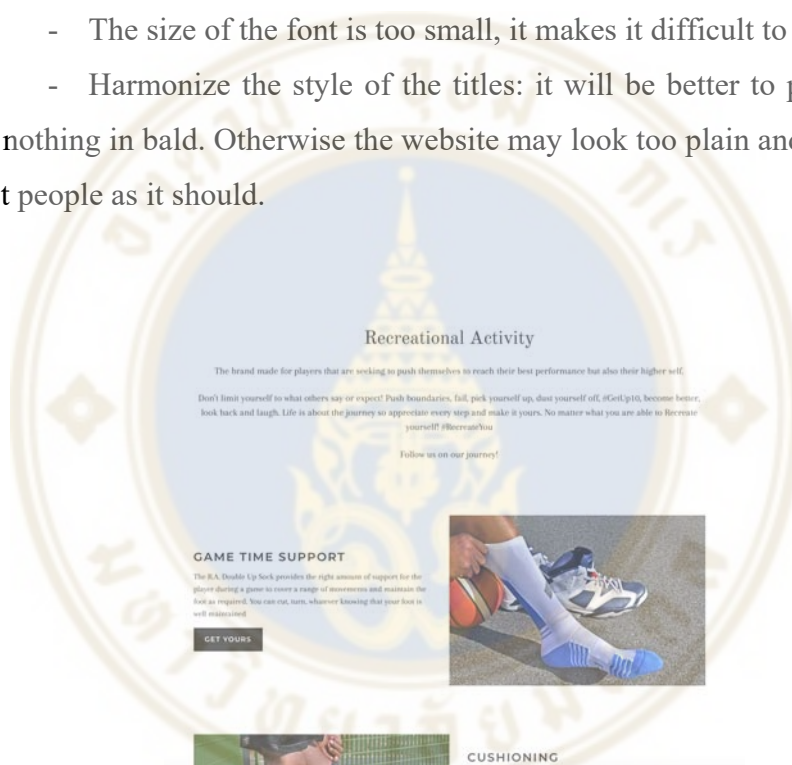
- We would have also add a page called “**about us**” or maybe something more fun like “behind the court” (it reminds us of “behind the scene” but with the court linking to basketball pitch). This page will explain the story behind the socks and present the different features, materials of the socks. Moreover, this page will get a lot of written content which allows you to improve your SEO score.

- Very interesting to have put #recreateyou in the texts sometimes. It helps users to remember it.

- Very nice pictures.

- The size of the font is too small, it makes it difficult to read.

- Harmonize the style of the titles: it will be better to put everything in bold, or nothing in bold. Otherwise the website may look too plain and will not be able to attract people as it should.



*the style of the titles and fonts of the articles*

## HOMEPAGE

- We really recommend you to offer the possibility to be able to **switch languages**: FR or EN.
- If possible, delete the “search on our store” on the search function.
- If possible, we would have put several pictures (at least 3: 1 of the front, 1 profile and 1 of the behind) of the socks.



- In Europe, the sign “€” comes after the number: 13€ and not €13. It should be changed (price under the sock).

R.A Double Up Socks



R.A Double Up Socks - €13

*the € sign*

- Missing a dot at the end of the sentence.

**GAME TIME SUPPORT**

The R.A. Double Up Sock provides the right amount of support for the player during a game to cover a range of movements and maintain the foot as required. You can cut, turn, whatever knowing that your foot is well maintained

**GET YOURS**

- Between “a” and “player” you get a double space.

**CUSHIONING**

If you are a player that requires the protection of two pair of socks during game time action, the R.A. Double Ups are the perfect socks for you. The R.A. Double Ups gives you added cushioning and protection to optimized game time performance. The ergonomics of R.A. Double Ups gives you all the comfort and security of two pair of socks in one. So if you forget that second pair of socks for the game... with the R.A. Double Ups you wont miss a thing.

**PROTECT YOUR GAME**

- Why having put different pictures with “Where does your journey take you?” - “See our collection” - “Are you game?” - “Let’s get it” and the same link (shopping the socks)? It’s confusing for the consumer. Or you have one homepage picture with one

link, or four homepage pictures and four different links. If possible, the ergonomics needs to be changed here.

## CATALOGUE

- If possible, it is better to put different socks' styles directly on the first page of the catalogue (even though they are from the same edition). It will make your catalogue page look like as below:



- See if the shipping policy page can be opened on a new tab

### R.A. Double Up Socks

**€13,00**

Tax included. [Shipping](#) calculated at checkout.

Size

9-13  13-16

Color

WHITE BLUE GREY

BLACK GREY WHITE

BLACK RED WHITE

[ADD TO CART](#)

[BUY IT NOW](#)

## CART

- Must indicate which information are mandatory with an \* and the legend. (\* mandatory fields).

### Recreational Activity

Cart > Customer information > Shipping method > Payment method

Express checkout

OR

### Contact information

Keep me up to date on news and exclusive offers

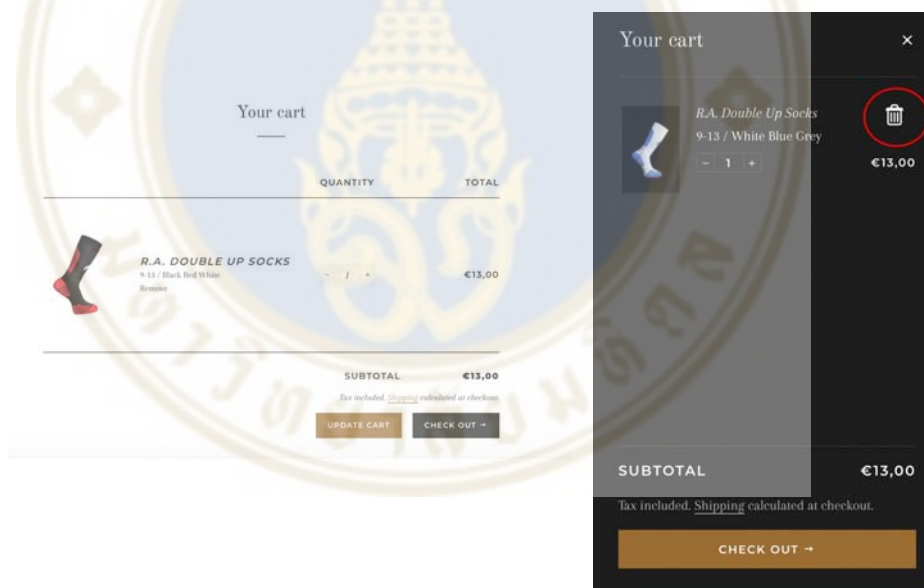
### Shipping address

Save this information for next time

[Return to cart](#)

[Continue to shipping method](#)

- Impossibility to delete items from the cart: a trash icon or a cross for instance should be added.



*trash icon to remove/erase orders in cart*

## WEBSITE DEVELOPMENT

- **Main keywords and Niche Keywords:** Put keywords on each descriptions on the web page plus on the back-office website. It will boost your website rank on search engines and will make your website be on the first page of searching results e.g. of the main keywords and niche keywords *socks, doubleups, basketball, sports etc.*



## Appendix C: INTERVIEW/ SURVEY

The study has been done on 12 different people, here are the details of whom has been interviewed:

1. Woman, Kung-fu, age 22 (size 40)
  2. Woman, bike – bouldering – trail – hiking, age 38 (size feet 43)
  3. Woman, hiking, age 34 (size feet 42)
  4. Woman, squash, age 35 (size feet 41)
  5. Woman, basketball, age 29 years old (size feet 41-42)
  6. Woman, basketball, age 29 years old (size feet 41-42)
  7. Woman, trail, run and basketball, 24 years old (size feet 39)
  8. Male, soccer player, 26 years old (size feet 43)
  9. Male, soccer player, 25 years old (size feet 41-42)
  10. Female , soccer, 24 years old (size feet 39)
  11. Male, soccer and basketball, 28 years old (size feet 42)
  12. Female, run, 24 years old (size feet 40)
-



**Respondent No. 1****26 years old****Male****Soccer Player****1. What types of socks do you use for your sport? Do you know the brands?**

- semi-high soccer socks from Nike and Adidas.

*Normally, where you buy sport socks/performance socks from? Online store (IG, Facebook, Website.etc..) or at the sport store?*

- He bought his socks/performance socks from the sport store.

**2. Does it happen that you wear two pairs at the same time? If yes, why?**

- No.

**3. Did you experience any discomfort with your feet before, while, after sport? If yes, which ones? (blisters, broken nails, heel pain...)**

- Yes. Sometimes it gets blisters, sometimes the socks is getting too loose.

**4. Do you think those discomfort could have been prevented with better/more technical socks?**

- Yes, he thinks the socks should be able to help to avoid from blister or event some materials could help him prevent to get injure from playing soccer.

**5. When you buy socks, what is the first criteria you look to make the purchase? Comfort? Features? Price?***If style, which one?**If comfort, what kind?**If features, which ones?**What is your preferable price?**Do you prefer them small or up to the knee?*

- The usage and the brand. Prefer price would be 18-20 EUR is ok.

**6. Would you be interested in the RA socks? (present the product)**

- He is interested in the RA socks.
- He feels like the socks is really thick and made from good materials and the design also cool as well. He also would love to try on this product.

**7. In general, what do you think about the socks available in the market?**

- He thinks many people would love to have this sock if it gets promoted and doing on some good marketing. As he mentioned this product is a “good stuff”

**8. Any recommendations? What would you like to see?**

- N/A

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**Respondent No. 2**

**25 years old**

**Male**

**Soccer Player**

**1. What types of socks do you use for your sport? Do you know the brands?**

- semi-high socks. (He couldn't remember the brand)

*Normally, where you buy sport socks/performance socks from? Online store (IG, Facebook, Website.etc..) or at the sport store?*

- He bought his socks/performance socks from the sport store

**2. Does it happen that you wear two pairs at the same time? If yes, why?**

- No.

**3. Did you experience any discomfort with your feet before, while, after sport? If yes, which ones? (blisters, broken nails, heel pain...)**

- Mostly blisters and the pain in the sole.

**4. Do you think those discomfort could have been prevented with better/more technical socks?**

- Yes, he believes some materials could help him to prevented from the pain under his feet also to protect from the blisters.

**5. When you buy socks, what is the first criteria you look to make the purchase?**

**Comfort? Features? Price?**

*If style, which one?*

*If comfort, what kind?*

*If features, which ones?*

*What is your preferable price?*

*Do you prefer them small or up to the knee?*

- The usage of the socks. Prefer price would be 15-20 EUR.

**6. Would you be interested in the RA socks? (present the product)**

- He is interested in RA socks, because the thickness and the materials which release the air.

**7. In general, what do you think about the socks available in the market?**

- If this sock available in the market, many people would buy it because of the price is reachable and the style.

**8. Any recommendations? What would you like to see?**

- Should provide more colour.

**Respondent No. 3**

**24 years old**

**Female**

**Soccer Player**

**1. What types of socks do you use for your sport? Do you know the brands?**

- Soccer socks from Nike.

*Normally, where you buy sport socks/performance socks from? Online store (IG, Facebook, Website.etc..) or at the sport store?*

- She bought her socks/performance socks from the sport store and on website.

**2. Does it happen that you wear two pairs at the same time? If yes, why?**

- No.

**3. Did you experience any discomfort with your feet before, while, after sport? If yes, which ones? (blisters, broken nails, heel pain...)**

- Yes. Mostly blisters.

**4. Do you think those discomfort could have been prevented with better/more technical socks?**

- Yes, maybe by using new technology to help inside the materials.

**5. When you buy socks, what is the first criteria you look to make the purchase? Comfort? Features? Price?**

*If style, which one?*

*If comfort, what kind?*

*If features, which ones?*

*What is your preferable price?*

*Do you prefer them small or up to the knee?*

- The usage, comfort and style. Prefer price would be around 20EUR is ok.

**6. Would you be interested in the RA socks? (present the product)**

- She likes the socks, but RA socks doesn't have her feet size (size 39) also she thinks this socks could use for ski unless this one is too short.

**7. In general, what do you think about the socks available in the market?**

- She thinks it is great if this socks available in the market.

**8. Any recommendations? What would you like to see?**

- She thinks RA should have more styles, color to attract women and other sport types.

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**Respondent No. 4****28 years old****Male****Soccer Player and basketball****1. What types of socks do you use for your sport? Do you know the brands?**

- Socks from Adidas, Nike, unknown brand.

*Normally, where you buy sport socks/performance socks from? Online store (IG, Facebook, Website.etc..) or at the sport store?*

- He bought his socks/performance socks from the sport store and on website.

**2. Does it happen that you wear two pairs at the same time? If yes, why?**

- No.

**3. Did you experience any discomfort with your feet before, while, after sport? If yes, which ones? (blisters, broken nails, heel pain...)**

- Yes. Mostly blisters and pain in the sole.

**4. Do you think those discomfort could have been prevented with better/more technical socks?**

- Yes, some technology to help the materials to be more flexible and more preventable from the pain.

**5. When you buy socks, what is the first criteria you look to make the purchase?****Comfort? Features? Price?***If style, which one?**If comfort, what kind?**If features, which ones?**What is your preferable price?**Do you prefer them small or up to the knee?*

- The usage of the socks, and comfort e.g. when you walk a lot you don't feel pain under your sole. Preferable price is around 20 EUR.



**6. Would you be interested in the RA socks? (present the product)**

- He is interested in the RA socks, the socks is thick he thinks it could prevent this feet during the games.

**7. In general, what do you think about the socks available in the market?**

- He thinks it's good and he thinks many people would love to buy this.

**8. Any recommendations? What would you like to see?**

- Should have more color, and more type of sport socks.

**Respondent No. 5**

**24 years old**

**Female**

**Running**

**1. What types of socks do you use for your sport? Do you know the brands?**

- Soccer socks from Nike.

*Normally, where you buy sport socks/performance socks from? Online store (IG, Facebook, Website.etc..) or at the sport store?*

- She bought her socks/performance socks mostly from online shop.

**2. Does it happen that you wear two pairs at the same time? If yes, why?**

- No.

**3. Did you experience any discomfort with your feet before, while, after sport? If yes, which ones? (blisters, broken nails, heel pain...)**

- Yes. Mostly blisters.

**4. Do you think those discomfort could have been prevented with better/more technical socks?**

- Yes, some technology might help it.

**5. When you buy socks, what is the first criteria you look to make the purchase?**

**Comfort? Features? Price?**

*If style, which one?*

*If comfort, what kind?*

*If features, which ones?*

*What is your preferable price?*

*Do you prefer them small or up to the knee?*

- The usage, comfort and the styles. Preferable price would be around 10-15 EUR. (for running)

**6. Would you be interested in the RA socks? (present the product)**

- She is interested in the RA socks but she said this socks could be used on Ski activity and other stuff.

**7. In general, what do you think about the socks available in the market?**

- She thinks it is great if this sock available in the market.

**8. Any recommendations? What would you like to see?**

- She thinks RA should have more styles, color and more types of sports socks.

**Respondent No. 6**

**29 years old**

**Female**

**Practice basketball and run.**

**1. What types of socks do you use for your sport? Do you know the brands?**

- For Basketball, Melanie uses thick semi-high Hummel socks.

*Normally, where you buy sport socks/performance socks from? Online store (IG, Facebook, Website.etc..) or at the sport store?*

- She is buying either online or directly at the sport store.

- When she buys online she is purchasing from the brand website directly or on basketball store such as <https://www.nbastore.eu/stores/nba/fr/>

**2. Does it happen that you wear two pairs at the same time? If yes, why?**

- Yes it does happen when she is wearing her support stocking.

**3. Did you experience any discomfort with your feet before, while, after sport? If yes, which ones? (blisters, broken nails, heel pain...)**

- Yes. Usually she feels pain, friction on her sole due to the fact that she has a hollow foot.

**4. Do you think those discomfort could have been prevented with better/more technical socks?**

- She does not know if a more technical socks can prevent her pain.

**5. When you buy socks, what is the first criteria you look to make the purchase?**

**Comfort? Features? Price?**

*If style, which one?*

*If comfort, what kind?*

*If features, which ones?*

*What is your preferable price?*

*Do you prefer them small or up to the knee?*

- What is more important for her is first of all the comfort, then the design and after the price.
- She does not care so much about the price as long as it is affordable.
- She clearly prefers the socks that are semi-high but not too high as she has rather big calf.

**6. Would you be interested in the RA socks? (present the product)**

- She is interested in the RA socks. She thinks that it can be comfortable to play basketball.

**7. In general, what do you think about the socks available on the market?**

- She thinks that there is not a lot of choice in the market. Therefore, she is not against testing another brand, model to compare with the other ones.

**8. Any recommendations? What would you like to see?**

- N/A
-

**Respondent No. 7**

**24 years old**

**Female**

**Practice basketball, trail and run everyday.**

**1. What types of socks do you use for your sport? Do you know the brands?**

- For Basketball, Manon uses semi-high Nike socks.
- To run, she uses more the short Kalenji socks.

***Normally, where you buy sport socks/performance socks from? Online store (IG, Facebook, Website.etc..) or at the sport store?***

- She is not a fan of online shopping. She prefers to buy directly in shops. She is buying her socks in the classic sport shops such as Decathlon and Intersport.

**2. Does it happen that you wear two pairs at the same time? If yes, why?**

- She never wore 2 pairs of sock at the same time.

**3. Did you experience any discomfort with your feet before, while, after sport? If yes, which ones? (blisters, broken nails, heel pain...)**

- Yes, she already had feet injuries. Most of the time its blisters, burning foot and callus.
- These are discomfort are much stronger when she starts doing some sport again after a long break

**4. Do you think those discomfort could have been prevented with better/more technical socks?**

- She clearly thinks that socks are very important when you do sport regularly.

**5. When you buy socks, what is the first criteria you look to make the purchase?**

**Comfort? Features? Price?**

***If style, which one?***

***If comfort, what kind?***

***If features, which ones?***

***What is your preferable price?***

***Do you prefer them small or up to the knee?***

- What is more important for her is first of all the comfort and then the price.
- She does not care so much about the design. She likes the most classic, plain ones.

**6. Would you be interested in the RA socks? (present the product)**

- She is interesting in the RA socks. She is pretty amazed by how thick the socks are and she think that this is a good point. However, Manon tends to sweat a lot, therefore she has concern that due to the thickness of the material, she would be too hot in the RA socks.

- She mentioned that she would be willing to try them of course and to see if it is breathing enough material in spite of the thickness side of the sock.

**7. In general, what do you think about the socks available on the market?**

- So to speak, she is satisfied with the socks available on the market. However, she is definitely not loyal to any of the brand in particular. She won't mind switching to another brand if she feels comfortable in another pair of socks.

**8. Any recommendations? What would you like to see?**

- N/A

**Respondent No. 8**

**29 years old**

**Female**

**Practice basketball and marathon.**

**1. What types of socks do you use for your sport? Do you know the brands?**

- For Basketball, Cécile uses semi-high Hummel or Nike socks.

***Normally, where you buy sport socks/performance socks from? Online store (IG, Facebook, Website.etc..) or at the sport store?***

- She tends to buy more at the store than online. Ah the beginning she was going a lot to Intersport and other classic sport store, however, now she prefers to go to specialized store. Last time she went to GameTime and she was thrilled by the service she received. She thinks that these specialized stores are better to advices customers.



**2. Does it happen that you wear two pairs at the same time? If yes, why?**

- No.

**3. Did you experience any discomfort with your feet before, while, after sport? If yes, which ones? (blisters, broken nails, heel pain...)**

- Yes. Usually she has her thumb nail that fall. She also has her feet that burn. There are usually pretty hot and her sole is burning.

**4. Do you think those discomfort could have been prevented with better/more technical socks?**

- Yes she thinks that the sock has an important role. Now she is using Nike socks and she feels that her feet are more supported.

**5. When you buy socks, what is the first criteria you look to make the purchase?**

**Comfort? Features? Price?**

*If style, which one?*

*If comfort, what kind?*

*If features, which ones?*

*What is your preferable price?*

*Do you prefer them small or up to the knee?*

- For Cécile, before the price what the only criteria that matters. Now, because she is aging and she feels more the pain, the comfort is the most important criteria when choosing a pair of socks.

- She is also pretty sensitive to the design. She likes when it match her shoes or club jersey

**6. Would you be interested in the RA socks? (present the product)**

- She is clearly interested to try RA socks.

- Her first impressions when she saw and touched the RA socks was to say that they seem very thick and robust.

- She also expresses her concerns for the heat in summer. But she can feel that the sock has a specific breathing material.

**7. In general, what do you think about the socks available on the market?**

- She thinks it's not too bad, we can find something that suit us. However, she is not loyal to any brand or model in particular.

-

**8. Any recommendations? What would you like to see?**

- N/A

**Respondent No. 9**

**22 years old**

**Woman**

**Practice Kung-fu.**

**1. What types of socks do you use for your sport? Do you know the brands?**

- She uses any kind of socks and buy them from the supermarket.

**2. Does it happen that you wear two pairs at the same time? If yes, why?**

- She didn't try, but she thinks it would have been a good idea to avoid frictions with the carpet.

**3. Did you experience any discomfort with your feet before, while, after sport? If yes, which ones? (blisters, broken nails, heel pain...)**

- She experienced pain on both sides of the feet (exterior and interior), and on the heel (she burns her feet with the kung-fu carpet).

**4. Do you think those discomfort could have been prevented with better/more technical socks?**

- She thinks it could indeed have been prevented with better socks. She never thought about it before.

**5. When you buy socks, what is the first criteria you look to make the purchase? Comfort? Features? Price?**

- She is looking for the style. She looks for dark colors because she doesn't like to be seen on the carpet. After that, her second criteria is a little bit the price.

**6. Would you be interested in the RA socks? (present the product)**

- She says yes.

**7. In general, what do you think about the socks available on the market?**

- She thinks that socks are used super fast, they are bad quality and you have to buy some often.

**8. Any recommendations? What would you like to see?**

- N/A

**Respondent No. 10****38 years old****Woman****Practice bike, bouldering, trail, and hiking****1. What types of socks do you use for your sport? Do you know the brands?**

- She doesn't wear socks for bouldering, but for hiking and trail. She buys the brand XSocks at Chullanka (sport shop).

**2. Does it happen that you wear two pairs at the same time? If yes, why?**

- No, she never needed to.

**3. Did you experience any discomfort with your feet before, while, after sport? If yes, which ones? (blisters, broken nails, heel pain...)**

- She did experienced discomfort but only when she is hiking for 10-12h per day during 5 days. Otherwise no, it is really rare.

**4. Do you think those discomfort could have been prevented with better/more technical socks?**

- She doesn't think so because in general i is linked with humid feet when she will cross path a field that would be too watery. But maybe, if the socks were really different with performance, she will last 6 or 7 days instead of 5. She did experienced pain from walking that long time, but no blister.

**5. When you buy socks, what is the first criteria you look to make the purchase? Comfort? Features? Price?**

- She looks for comfort and technicality.

**6. Would you be interested in the RA socks? (present the product)**

- She would be if she could find the socks in the sorter version.

**7. In general, what do you think about the socks available on the market?**

- She thinks that a lot of socks are available, but you can only figure out after trying. She prefers to go to shops to touch it and to have a better idea than buying it on the internet for the first time. Now, she is really faithful to her brand that she has since many years. And if she had to change it one day, it would be because her feet changed or because she won't be satisfied anymore.

**8. Any recommendations? What would you like to see?**

- N/A

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**Respondent No. 11**

**34 years old**

**Woman**

**Practice hiking.**

**1. What types of socks do you use for your sport? Do you know the brands?**

- She buys reinforced socks specialized for hiking from Decathlon, at the sport store.

**2. Does it happen that you wear two pairs at the same time? If yes, why?**

- She never needed to.

**3. Did you experience any discomfort with your feet before, while, after sport? If yes, which ones? (blisters, broken nails, heel pain...)**

- Yes, she experienced blisters and pain under the feet and at the toes.

**4. Do you think those discomfort could have been prevented with better/more technical socks?**

- She thinks maybe, if the socks were really different, better and was staying stick to the feet.

**5. When you buy socks, what is the first criteria you look to make the purchase? Comfort? Features? Price?**

- She looks for features, technicality: it needs to be very thick and protecting her feet, breathing too and not slipping away, creation frictions.

**6. Would you be interested in the RA socks? (present the product)**

- Yes, she would be very interested to see the difference.

**7. In general, what do you think about the socks available on the market?**

- She thinks that they are not quite adapted, even if the marketing communication says the opposite.

**8. Any recommendations? What would you like to see?**

- She would like to see stylish and really comfort socks, and really different in term of technicality. She would like to see something really efficient.

**Respondent No. 12**

**35 years old**

**Woman**

**Practice squash.**

**1. What types of socks do you use for your sport? Do you know the brands?**

- She buys reinforced socks from Decathlon, in coton, at the sport store

**2. Does it happen that you wear two pairs at the same time? If yes, why?**

- She never did, but saying it, maybe she should have.

**3. Did you experience any discomfort with your feet before, while, after sport? If yes, which ones? (blisters, broken nails, heel pain...)**

- Yes, she experienced frictions and red feet (pain).

**4. Do you think those discomfort could have been prevented with better/more technical socks?**

- She never thought about the socks, she always focused on the shoes. She thinks maybe it could have made a change, yes.

**5. When you buy socks, what is the first criteria you look to make the purchase?**

**Comfort? Features? Price?**

- She always looks for the price, she think socks are very expensive for what is it.

**6. Would you be interested in the RA socks? (present the product)**

- No, because the price is too expensive for her. If it would have been under 10 euros, maybe she would have. But she was also reluctant because the socks look “way to hot”.



**7. In general, what do you think about the socks available on the market?**

- She thinks you can find everything (low quality or high one) but she never saw « squash socks », unfortunately.

**8. Any recommendations? What would you like to see?**

- She thinks Recreational Activity should communicate about the features, comfort and technicality of the socks in a really efficient way. RA should put in the consumer's mind that feet pain is not only related to shoes but socks are very important too!

