

## VITAL FINDINGS

Great Insights  
+ Co-Creation

=

**BRAND  
MAGIC**

**DECKERS**  
— BRANDS —

ENTER TO WIN

# Hoka Shoes!



- 1 Bring your business card up
- 2 We'll do a drawing in the coming weeks to select one winner for a pair of HOKA shoes!

*Cards & pen available to write your name and email if needed*

Great Insights  
+ Co-Creation

=

BRAND  
MAGIC

VITAL FINDINGS



DECKERS  
— BRANDS —

## Ivey Crespo

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Leads the qualitative practice at

**VITAL FINDINGS**

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**DECKERS**  
— BRANDS —

**UGG**

**TeVa**

**HOKA**



**THE CHALLENGE:**

**Unlock the  
ideal shoe for  
elite runners**

# Combining Great Insights + Co-Creation to create BRAND MAGIC

**Layered, experiential qual** to uncover great insights and inspire creativity

1

*Get elite runners buzzing with new ideas that fulfill their needs*

**Preparing designers** to empathize and engage

2

*Coach designers through co-creation and give them meaningful ownership*

**Bringing designers and runners together** to unlock clear, advantage-building ideas

3

*Develop ideal shoe designs based on elite runner needs*



**1**

## **LAYERED, EXPERIENTIAL QUAL**

**to uncover great  
insights and  
inspire creativity**



## Don't go in cold!

Shopped for running shoes to stimulate and inspire



*The On Cloud soles [seem innovative]. They're striking. I'm skeptical as to how well they would actually work. I'm very skeptical of trends that just kind of pop out of nowhere. And to me On Cloud has kind of come out of nowhere. - Rob*



*I don't see any here that I could say, like it's pretty unique. Everything looks pretty similar. I don't see any that like stands out. And they're all mostly for the same kind of run, right? I don't see any shoe here that I'm really curious to try and people are saying like, "Whoa!" About this shoe. - Joana*



# Make it experiential

Delved into runners' emotions and psyche, and engaged the senses with shoes in the room and physically mapping them to different running occasions







**2**

## **PREPARING DESIGNERS**

**to empathize  
and engage**



# Work with what they know

Mimicked Deckers' creative tools and process to inspire our stimuli and questions

PROJECT: Click to add text	SEASON: THE FUTURE	TYPE: Click to add text	MSRP: Click to add text		
<b>TAGLINE</b> Click to add text	<b>CONSUMER TARGET</b> Click to add text	<b>TECH SPECS:</b>			
<b>POSITIONING</b> Click to add text	<b>CONSUMER MOTIVATION/NEED</b> Click to add text	<b>TARGET WEIGHT</b> Click to add text			
<b>MUST HAVES</b> Click to add text	<b>COMPETITOR INFO</b>	<b>UPPER</b>			
	Click to add text	MATERIAL/MESH Click to add text			
	Click to add text	TONGUE Click to add text			
	Click to add text	HEEL Click to add text			
	Click to add text	CONSTRUCTION Click to add text			
	Click to add text	DETAILING Click to add text			
	Click to add text	BRANDING Click to add text			
	Click to add text	<b>TOOLING PLATFORM</b>			
	Click to add text	STACK Click to add text			
	Click to add text	COMPOUND(S) Click to add text			
	Click to add text	FOOTBED Click to add text			
	Click to add text	GEOMETRY Click to add text			
	Click to add text	SIDEWALL VISUAL Click to add text			
	Click to add text	GC /OUTSOLE Click to add text			
<b>PRODUCT BRIEF S'23</b>					



# Give them clear roles

Assigned back room & front room roles to give ownership and structure

GOAL: This worksheet will help you capture who the pinnacle runner is

## THE PINNACLE RUNNER

	KEY INSIGHTS <i>In your own words, what did you take away about the Pinnacle Runner? What stood out most to you?</i>
<b>WHO</b> <i>What are some of their personality traits? What do they value? Who are they as a runner? What is their running approach?</i>	
<b>WHY</b> <i>What are their goals? What inspires them? What motivates them to run? What barriers do they face?</i>	
<b>WHAT</b> <i>What features do they prioritize for each occasion? What brands do they currently gravitate towards?</i>	

HOKA

Let's put it all together now. Craft a creative brief for a shoe to meet the needs of the consumers you outlined previously.

SHOE NAME:

Price:

\$

Snappy one liner about the positioning of the shoe:

HOKA





**3**

## **BRINGING DESIGNERS AND RUNNERS TOGETHER**

**to unlock clear,  
advantage-building  
ideas**



# Example Insights



An everyday training shoe is meant to be forgotten - meaning it delivers on comfort and support so seamlessly that you can focus entirely on your run

”

But feeling that high when you're moving, that is **freedom**. And I know that I have to run back to my life, to the complexities of that, whether good or bad, but to be honest with you, it kind of doesn't matter if you can have that moment or that spot in your day, that you can just be. - Sedale

# Example Insights



When it comes to style, the speedwork/race shoe is the ultimate expression of who the Elite Runner is and should evoke thoughts of speed and confidence

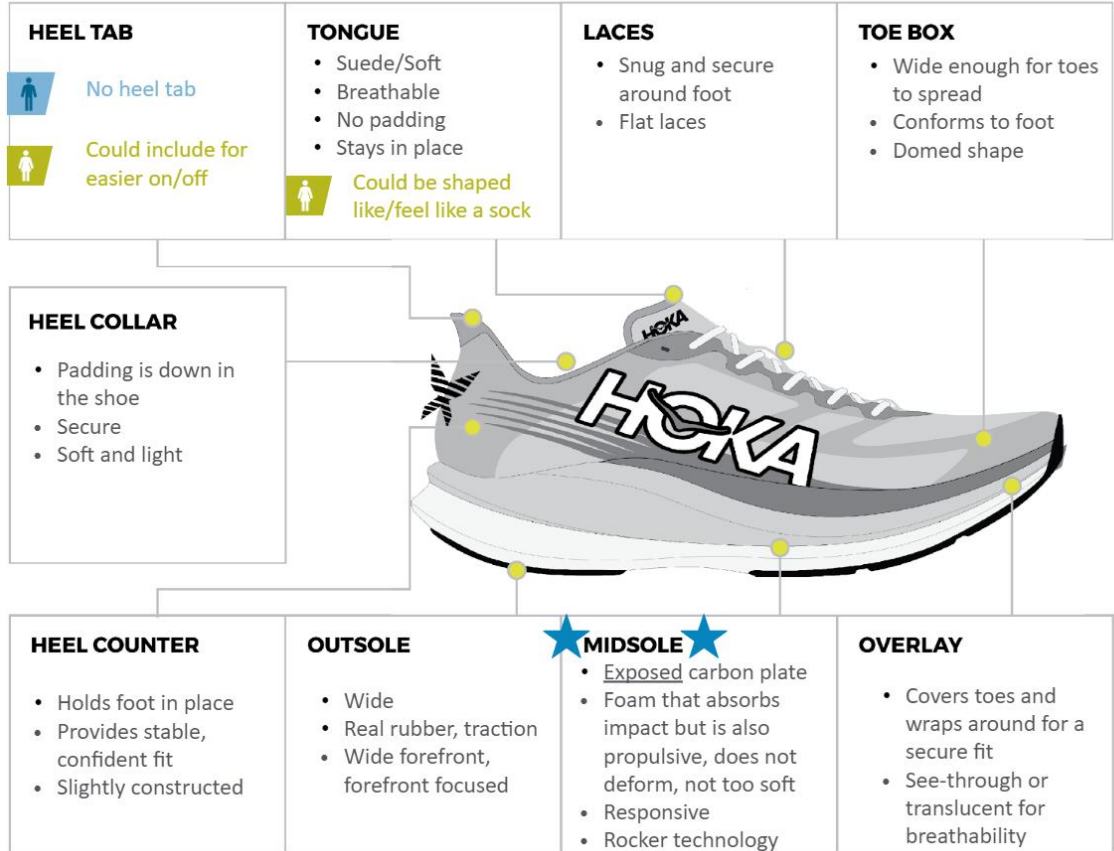


”

The **brighter the shoe, the faster the runner.** I've got these bright purple, fast shoes. When I throw on a pair of bright shoes, they're usually going to be fast. - Rob

# The Outcome:

A inspirational roadmap for the product design team as they build HOKA's next generation running shoe, and an in-depth understanding of the emotional core that drives elite runners





# Other Co-Creation Tips & Tricks

For more details, check out our tip sheet in your VF totes!

## >> **CAST CAREFULLY**

Success depends on getting the right people in the room



## >> **SET THE STAGE FOR INSTANT RAPPORT**

The creative process is a vulnerable one – establish trust quickly

## >> **KNOW WHO YOU'RE CREATING FOR**

What you build will only succeed when you fulfill unmet needs

## >> **CO-CREATE EXPERIENTIALLY**

Engage the senses to inspire thinking and creativity



## >> **STIMULATE IMAGINATIONS**

Never go in cold to a co-creation



## >> **MIMIC THE BRAND'S CREATIVE PROCESS**

Don't force an unfamiliar creative process

QUESTIONS?

LET'S CHAT  
OUTSIDE THE ROOM