

JIM DAVEY
VICE PRESIDENT, GLOBAL MARKETING



AGENDA

THE TIMBERLAND BRAND - 2011 / 2012

REBOOTING THE BRAND - 2013

LOOKING FORWARD - 2014 / 2015



**THE
TIMBERLAND
BRAND
2011 - 2012**



TIMBERLAND IN 2011

A rich history and heritage

Tremendous brand awareness around the world

**Owner of one of the most iconic products ever -
The Yellow Boot**



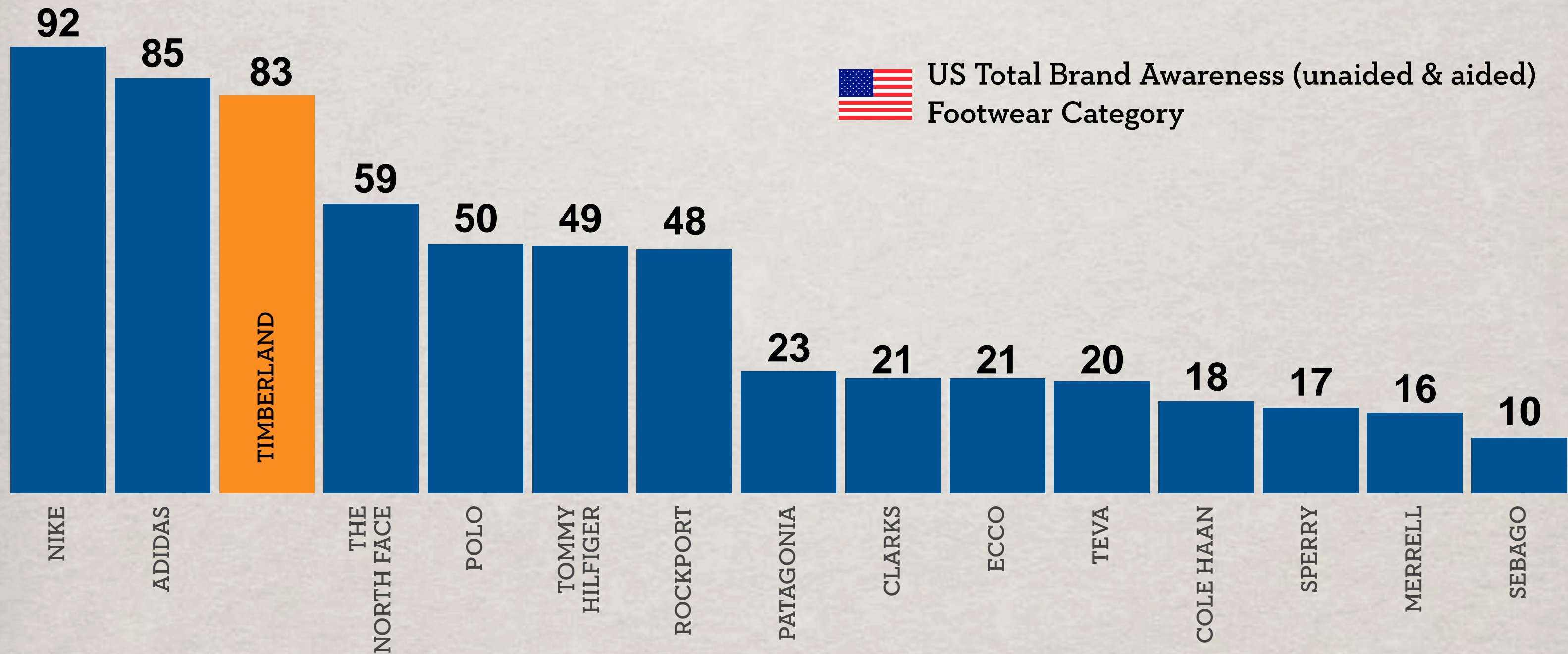
BUT A CONFUSING BRAND IMAGE FOR CONSUMERS



CONSUMER INSIGHTS TO DRIVE BRAND STRATEGY IN 2012



TREMENDOUS BRAND AWARENESS



Source: IPSOS 2012 Brand Tracking

THE OUTDOOR ENTHUSIAST CONSUMER IS A STRETCH FOR TIMBERLAND

BUYS THESE
TYPES OF
BRANDS

The North Face

ArcTeryx

Columbia

Marmot

Patagonia

Sorel



THE OUTDOOR CASUAL CONSUMER IS OPEN TO NEW NEWS FROM TIMBERLAND

BUYS THESE TYPES OF BRANDS

Banana Republic
Barbour
Camper
Clarks
Cole Haan
Eddie Bauer
Gant

J. Crew
Levi's
LL Bean
Polo/RL
Sperry
Stussy
UGG



THE CHALLENGE:

PEOPLE STILL KNEW THE “TRADITIONAL TIMBERLAND” VS. “NEW TIMBERLAND”



QUALITY
HERITAGE
DURABILITY
PROTECTION
INDUSTRIAL / WORK



TOE TO HEAD
STYLE
FUN / YOUTHFUL
MEN + WOMEN
FOR MY LIFESTYLE
VALUES-DRIVEN

REBOOTING THE BRAND 2013



BRAND PROMISE

THE QUALITY, AUTHENTICITY AND RUGGED
OUTDOOR HERITAGE YOU TRUST
WITH NEW **STYLE, PERFORMANCE AND GREEN**
ELEMENTS THAT MAY SURPRISE YOU.

BEST THEN. BETTER NOW.



S + P + G

STYLE

PERFORMANCE

GREEN



A NEW LOOK AND FEEL FOR THE BRAND





**ADVERTISING THAT FUSED
THE TRADITIONAL AND
THE “NEW” TIMBERLAND**





Timberland®



est. 1973
BEST THEN. BETTER NOW.
TIMBERLAND.COM



Tockhead Jacket Earthkeeper® Original Heritage LTD Boot

Timberland®



est. 1973

BEST THEN. BETTER NOW.

TIMBERLAND.COM



Leather Jacket Earthkeepers® Rugged Heritage LTD Boot

GLOBAL CONSISTENCY



Top: Yellow boot 10061
Left: Men's Earthkeepers® Rugged LT Plain Toe Boot
Right: Men's Earthkeepers® Heritage Rugged LTD Chukka Moc Toe
Bottom: Men's Earthkeepers® Heritage Plain Toe 6" Rugged LTD Boot



BEST THEN. BETTER NOW.

TIMBERLAND.COM

DRIVING COMMUNICATION THROUGH DIGITAL MESSAGING



THE NEW MODEL

RIGHT CONTENT/RIGHT TIME/RIGHT PLACE

**MANY PIECES
OF CONTENT**



**DISTRIBUTED TO
OUR CONSUMERS
ONLINE**

ADS	SHORT VIDEOS	EDITORIAL	PR HITS
IMAGERY	SOCIAL POSTS	USER-GENERATED CONTENT	



PAID MEDIA



OWNED MEDIA



EARNED MEDIA



AN EXAMPLE: TIMBERLAND “MARK MAKERS” PROGRAM



SHARMADEAN REID
LONDON, UK

London-based stylist



CHRISTINA CARADONA
NEW YORK CITY

Model and creator of
fashion blog, Trop Rouge



RICHIE CULVER
LONDON, UK

Rising British improvisational
artist and style icon on GQ's
Hot 100 list.

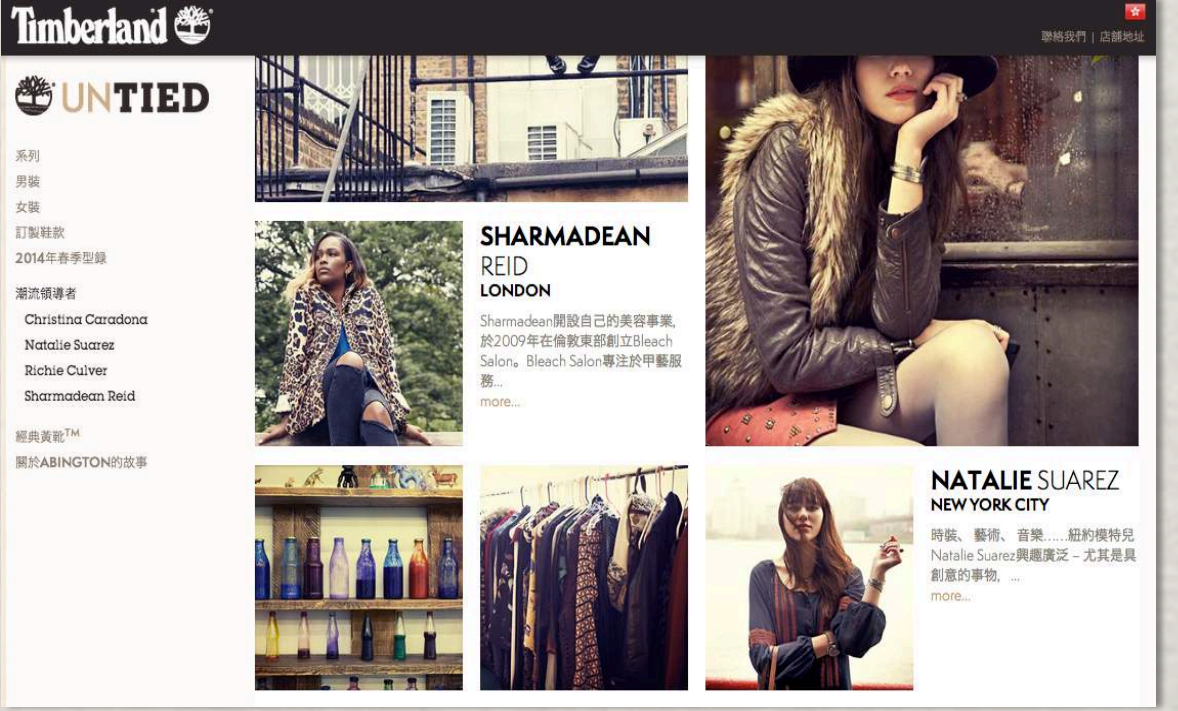
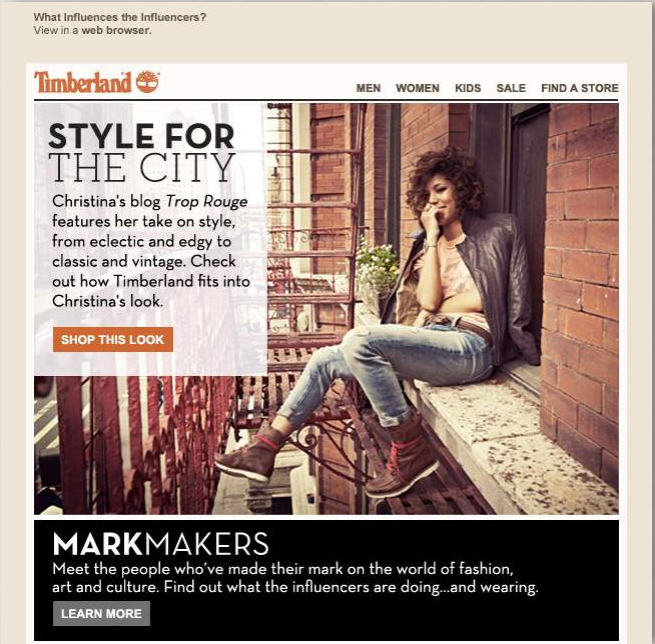
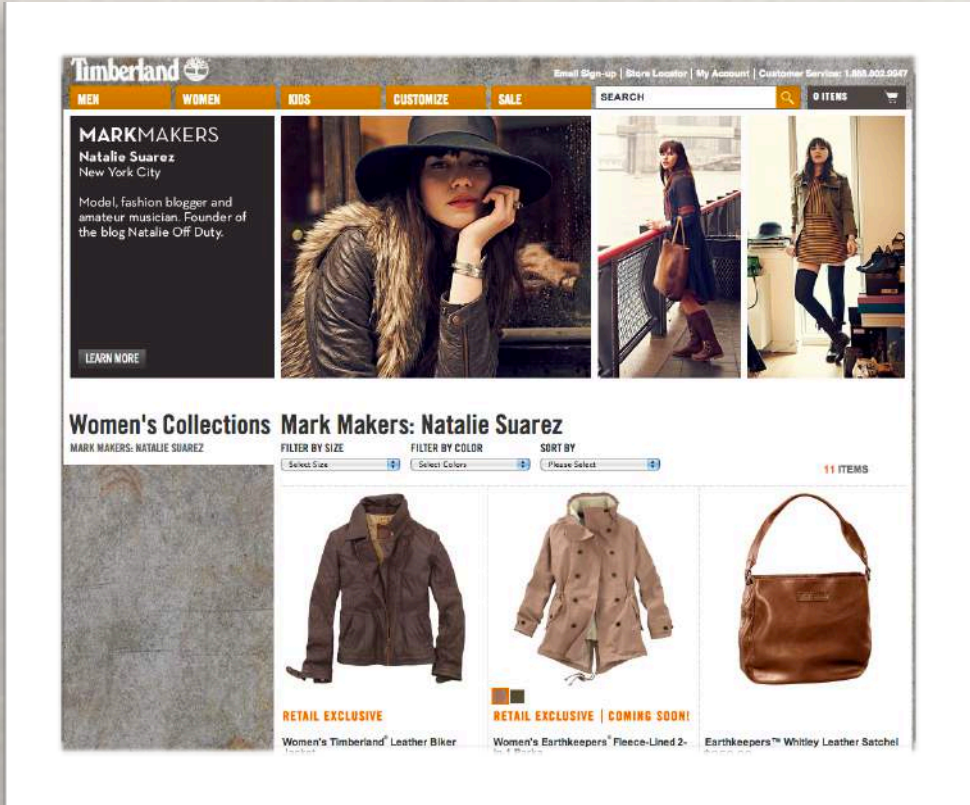


NATALIE SUAREZ
NEW YORK CITY

Model and fashion blogger



CONTENT TO FEED ALL OUTLETS



AN UPDATED STORE DESIGN





NEW YORK CITY

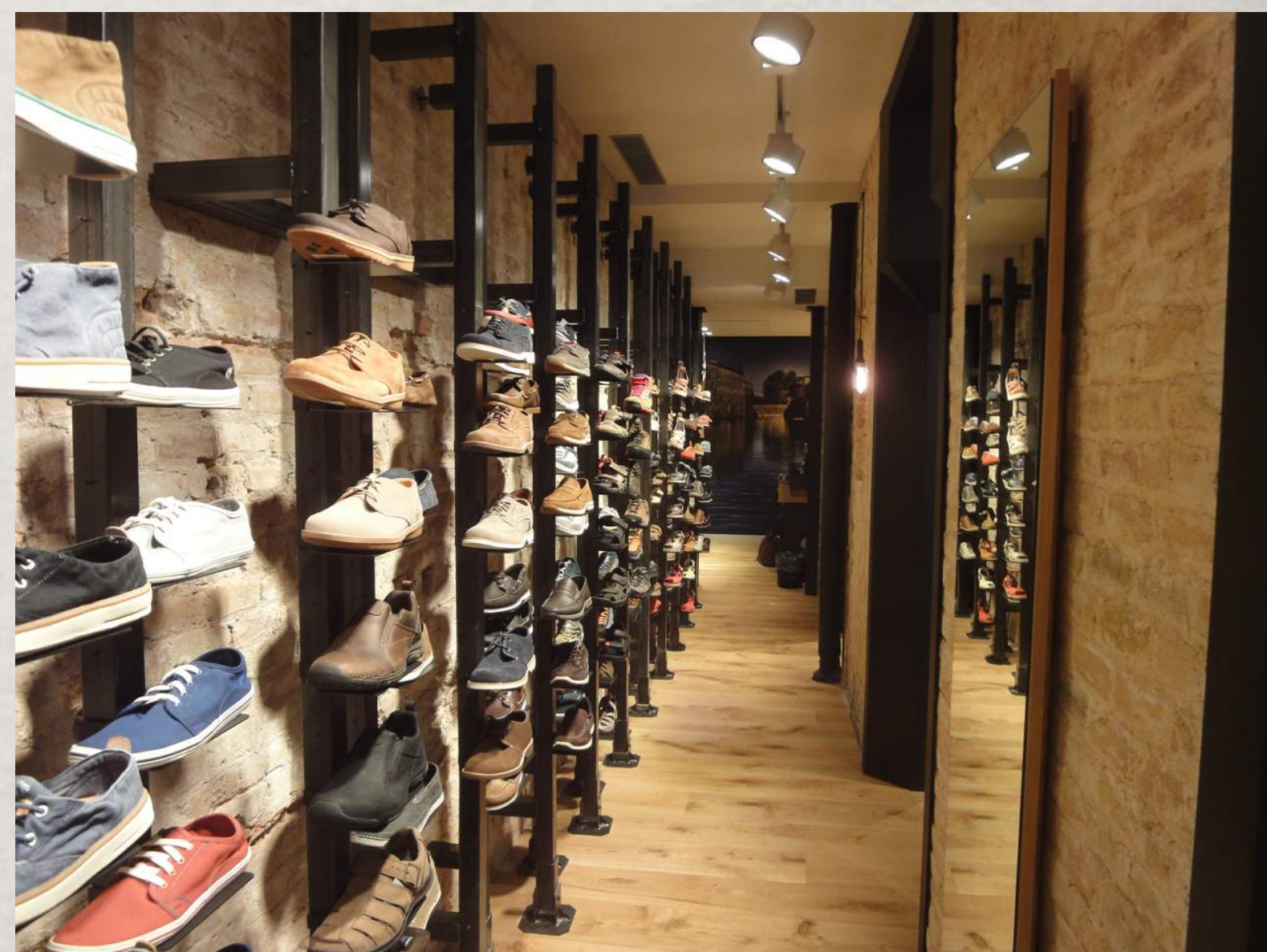


TAIWAN





BARCELONA



BARCELONA



CONSUMERS RESPONDED IN 2013

Sales

Web traffic and engagement

PR value

Brand strength tracking



**LOOKING
FORWARD
2014 - 2015**



**AGAIN, WE START WITH
CONSUMER INSIGHTS**



IDENTIFYING A GLOBAL TARGET CONSUMER



8 Countries

18,000 Consumers



A COMMON SEGMENT - THE OUTDOOR LIFE STYLER



KEY ATTRIBUTES

- Over-index in Footwear + Apparel purchases (136) vs. overall market
- Already represent 28% Timberland sales globally
- Open and interested in hearing more from Timberland

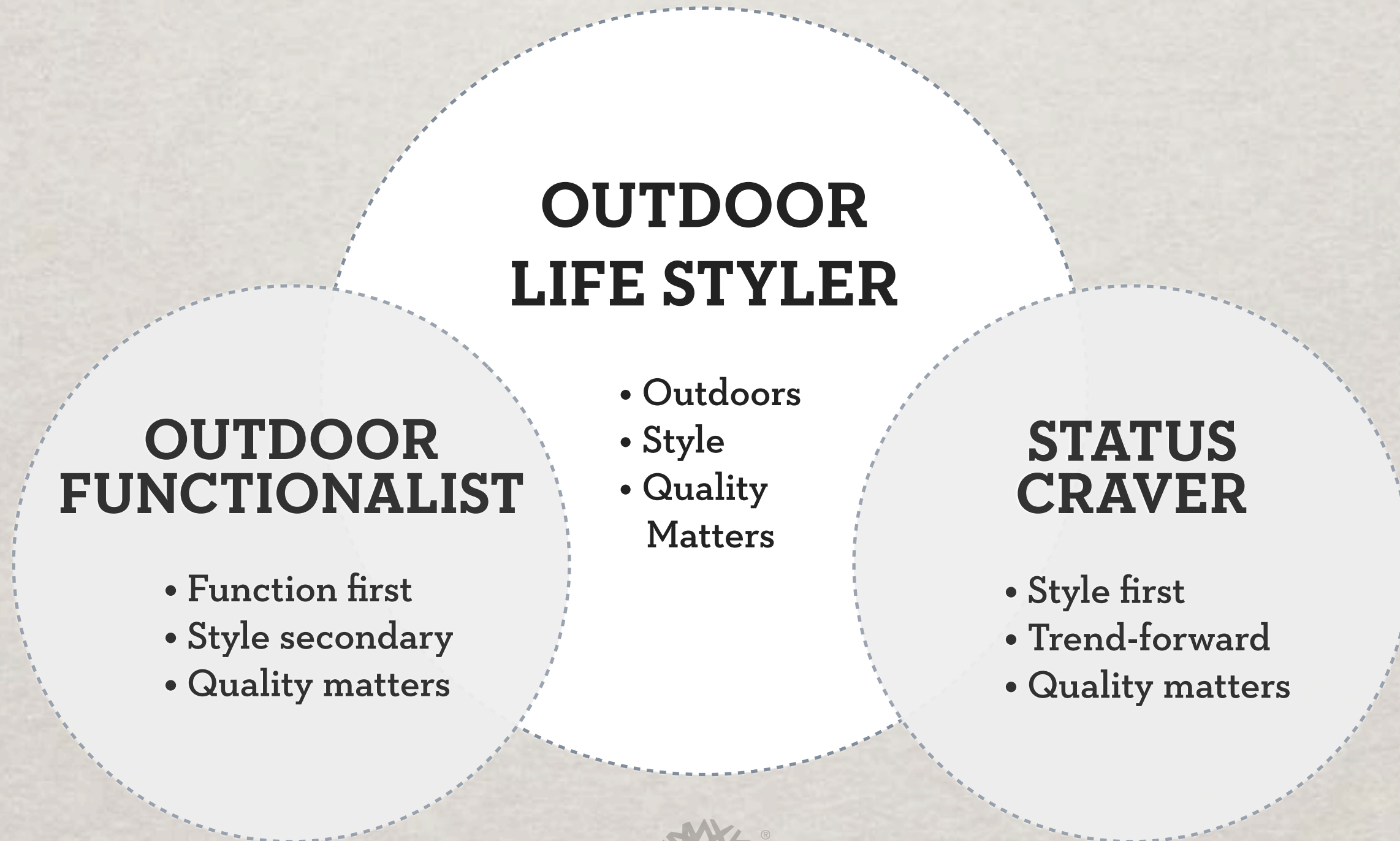
**OUTDOORS IS MORE
CASUAL AND “EVERYDAY”
VS. TECHNICAL**

OFTEN AN URBAN OUTDOORS

**STYLE MATTERS
VERSATILITY IS KEY**

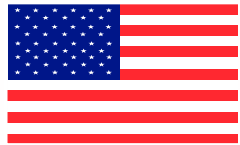




A STRONG “HALO” EFFECT TO OTHER KEY SEGMENTS



STRONG RESULTS ALREADY WITH THE OLS

MEN'S FOOTWEAR

Brand Equity Components (Top 3 box scores)							
Most Influential		Full	OLS	Full	OLS	Full	OLS
Contribution to Brand Equity	Familiarity	40	66	28	59	52	70
	Relevance	36	66	24	58	36	60
	Quality	53	73	37	69	57	73
	Uniqueness	36	62	22	59	45	64
	Popularity	49	70	43	69	60	73
Least Influential							
2013 Equity Index		122	279	103	257	192	290



SOURCE: IPSOS 2013 BRAND TRACKING

TIMBERLAND

SPRING 2014





PRINT

TOE TO HEAD FOR SPRING

BEST THEN. BETTER NOW.

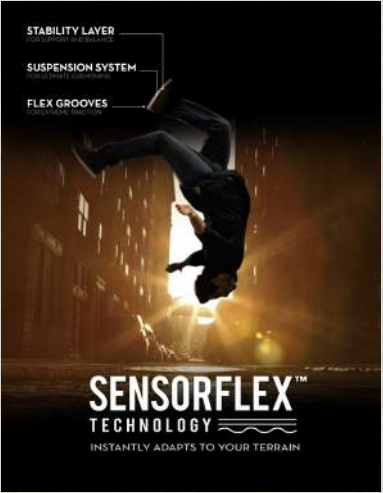
MEDIA PARTNERSHIPS

DIGITAL/SOCIAL/ PR



IN-STORE

WINDOWS
F/F TABLES
POS/POP



DIGITAL FILMS



Earthkeepers® Abington Field Coat
Earthkeepers® Tapered Fit Denim
Earthkeepers® Bradstreet Chukka featuring SensorFlex™ technology

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Timberland 

Earthkeepers® Lightweight Travel Jacket
Tapered Fit Pant
Earthkeepers® Bradstreet Chukka featuring SensorFlex™ technology

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SHOWING UP AS A BIG BRAND



TIMBERLAND
FALL 2014



GQ

OCTOBER 2014



See the entire new collection at timberland.com



THE NEW FALL COLLECTION

#myelement | timberland.com

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THE NEW APPAREL COLLECTION

#inmyelement | timberland.com

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EST. 1973
Timberland 
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THE WOMEN'S BOOT COLLECTION

#inmyelement | timberland.com

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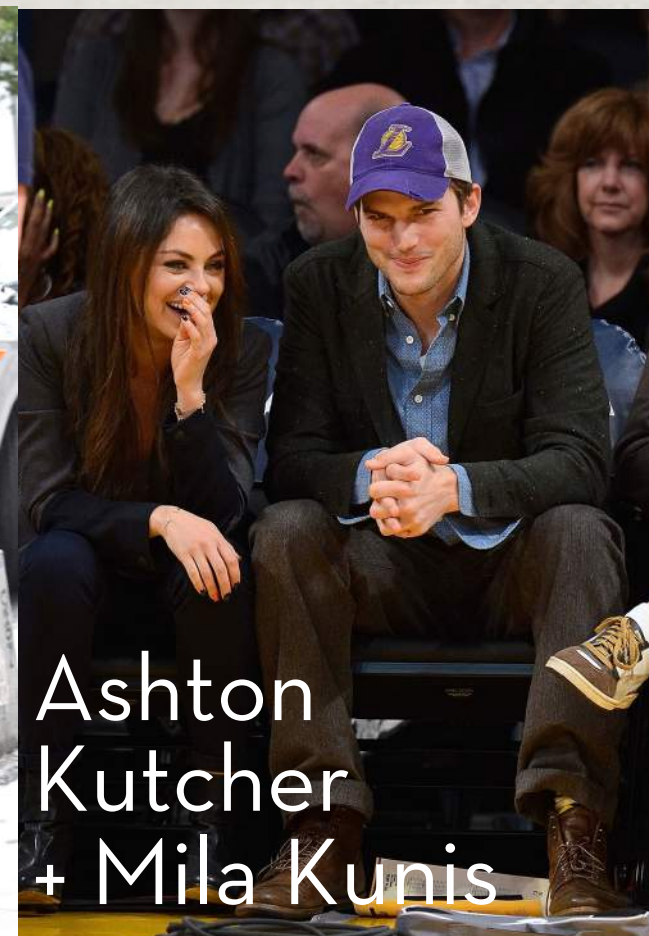
[SPRING '14 CATALOG](#)[FALL '14 LOOKBOOK](#)[Ready for Anything](#)[Summer's End](#)[No Holding You Back](#)[Adventure Ready](#)[Take on Winter](#)[Product Guide](#)[MARK MAKERS](#)[THE ORIGINAL YELLOW BOOT™](#)[TIMBERLAND BOOT COMPANY®](#)[ABINGTON](#)[TIMBERLAND PRO®](#)[#TIMBERLAND](#)[RESPONSIBILITY](#)[ABOUT US](#)[SHOP](#)

NO HOLDING YOU BACK

In an instant, the leaves change and the days get crisp. In the mornings, you can see your breath. By afternoon, you shed your favorite sweater. There's no telling what the day has in store for you—but with a few smart, transitional layers, there's no stopping you.



PR AND SEEDING TO DRIVE EXCITEMENT



THE CHALLENGE:

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QUALITY
HERITAGE
DURABILITY
PROTECTION
INDUSTRIAL / WORK



TOE TO HEAD
STYLE
FUN / YOUTHFUL
MEN + WOMEN
FOR MY LIFESTYLE
VALUES-DRIVEN



SO FAR, CONSUMERS HAVE ONLY SEEN THE “NEW TIMBERLAND” FOR TWO SEASONS...

FA13



SP14



FA14



SP15



FA15



REASONS TO BELIEVE

- 1 CONSUMER INSIGHTS-DRIVEN STRATEGY**
- 2 RELENTLESS STORYTELLING**
- 3 GLOBAL CONSISTENCY/LOCALLY ADAPTED**

