

## Sweden



### “Business is a performance sport”

#### Unexpectedly the shoe manufacture Ecco gain a position within the ten most effective ad campaigns in Dagens Industri.

Ecco did chose to conclude an advertising campaign of full pages in DI Weekend during spring 2008.

According to advertising tests 42% of the readers did notice the ad from Ecco in DI Weekend Friday May 16<sup>th</sup>, and even 51% found it easy to identify the ad.

“We did market a male business shoe and a golf shoe. Our aim was to prove that Ecco do have the shoes in order to perform the best. The target group was business men from 30 years of age an up”, says Fredrik ôhgren, Scandinavian Area Manager for Ecco.



Besides DI Weekend the media plan consisted of three additional magazines and two websites.

”We did chose DI Weekend due to it’s position as the best business media in Sweden. The supplement lives several days, in principle for a whole week. The glossy paper justify our products!”. The creative conclusion shows a black business shoe, which reflects into a white golf shoe. The communication aim was to tell one need shoes which allow your feet to feel good all day long, in order to perform well at your job, and to point out that your choice of business shoe should be with same care as your choice of running shoes.

”The campaign combine the sport and business segment, and put the shoe in focus. Previously our campaigns were more lifestyle visual. This campaign resulted in an increased demand for our business and golf shoes, and an increased awareness.

Using DI Weekend, we reached a strong target group of high importance”, says Fredrik ôhgren. The campaign and the gained results make him proud, and he especially value the quality and distribution of Dagens Industri.

