

Shoe Branding

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Abstract: *In a world where time is of the essence and progress knows no bounds, there exists a realm where innovation meets athleticism, where design converges with performance, and where passion intertwines with purpose. Welcome to Scōh, a revivalist shoe company that breathes new life into an Old English term meaning "shoes." With a reverence for heritage and an unwavering dedication to the art of shoemaking, Scōh stands as a beacon of timeless elegance and quality in the modern world. A visionary shoe company that doesn't just create footwear; it delivers the very essence of speed. With an unwavering commitment to redefining limits and transforming movement, Scōh stands as a symbol of unbridled velocity.*

Keywords: Shoe branding

I. INTRODUCTION

In a world where time is of the essence and progress knows no bounds, there exists a realm where innovation meets athleticism, where design converges with performance, and where passion intertwines with purpose. Welcome to Scōh, a revivalist shoe company that breathes new life into an Old English term meaning "shoes." With a reverence for heritage and an unwavering dedication to the art of shoemaking, Scōh stands as a beacon of timeless elegance and quality in the modern world. A visionary shoe company that doesn't just create footwear; it delivers the very essence of speed. With an unwavering commitment to redefining limits and transforming movement, Scōh stands as a symbol of unbridled velocity. From its inception, Scōh has forged a path of relentless dedication to the art and science of speed. The company's name itself, an acronym for "Speed, Craftsmanship, Overcoming, Height," encapsulates its ethos - one centered on harnessing the power of motion to ascend to new heights of achievement. Scōh journey is more than a tale of technological advancements; it's a narrative of determination, innovation, and a deep-rooted passion for perfecting the stride.

Scōh identity is firmly anchored in its fusion of cutting-edge technology and timeless craftsmanship. The company's research and development teams work in harmony to dissect the anatomy of speed, creating footwear that is a harmonious blend of form, function, and aesthetics. With each shoe meticulously designed and rigorously tested, Scōh products embody the ideal balance between art and engineering.

But Scōh isn't just about the final product; it's about the stories it catalyzes. Athletes, adventurers, and enthusiasts from all walks of life find themselves united under the banner of Scōh, bonded by a shared pursuit of speed. Scōh shoes aren't mere accessories; they're tools that empower individuals to shatter their own limitations, to surge forward with unrelenting momentum, and to leave their mark on the world through the power of motion.

Beyond the tangible, Scōh encapsulates a philosophy of relentless progress. It's about the unending quest to break through boundaries, to conquer challenges, and to continuously evolve. Scōh's dedication to sustainability and responsible innovation reflects its commitment to not just delivering speed, but doing so with a conscience - leaving behind a legacy that not only impacts lives but also the planet.

During the cacophony of modern life, Scōh brings a symphony of motion. It's the embodiment of wind rushing through hair, the rhythmic thud of each footfall, and the exhilarating feeling of time suspended. Scōh doesn't just sell shoes; it sells an experience. It beckons individuals to lace up, step out, and discover the incredible potential that resides within their own stride.

In conclusion, Scōh isn't just a shoe company; it's a movement, an ideology, and a testament to human determination. It's a story that's written with each swift step, a story that resonates with individuals who refuse to be confined by limitations. Scōh delivers more than shoes; it delivers the thrill of velocity, the joy of conquering, and the satisfaction of pushing beyond one's boundaries. So, step into the world of Scōh and experience the rush of a lifetime

II. 10 COMPETITORS WITH THEIR USP

- Nike USP: Innovative Performance Technology
- Adidas USP: Iconic Style and Versatility
- Under Armour USP: High-Quality Athletic Gear
- New Balance USP: Customized Fit and Comfort
- Puma USP: Innovative Lifestyle and Performance
- Reebok USP: CrossFit and Functional Fitness
- ASICS USP: Running Performance Expertise
- Skechers USP: Comfort and Casual Style
- Salomon USP: Trail and Outdoor Performance
- Brooks USP: Running Shoe Innovations

Each of these shoe brands brings something unique to the table, catering to a diverse range of preferences, activities, and lifestyles.

USP for Scōh

Our environmentally friendly shoes is made for outdoor use and combines sustainability with fashion to ensure long-lasting quality and affordability so adventurers may explore with assurance.

Parent Company:

A parent firm, such as the well-known footwear brand Bata, controls a collection of subsidiary businesses under one common roof. When it comes to allocating resources, managing finances, and making strategic decisions, Bata takes on a tremendous amount of ownership, control, and responsibility. This organizational design promotes development, teamwork, and places its subsidiaries in a competitive environment for sustained performance, showcasing the strength of a parent firm.

III. RESEARCH

The global shoe market is highly competitive and fragmented with a few major players and a seemingly endless array of smaller players, including designers, marketers, manufacturers and retailers, all vying for share. The shoe market can be divided into two categories: athletic shoe and non-athletic shoe. Globally, several companies crack the Rs 100 crores barrier in footwear sales but only Scōh bring in more than Rs 500 crores. Athletic shoes includes athletic, sport, and active lifestyle shoes. Athletic shoes also includes shoes that is not designed for a specific individual or team sport but may be performance inspired or intended for other activities. Products such as ski and snowboard boots may also be included in the overall scope of the athletic shoe market.

IV. METHODOLOGY

Research Design:

In researching the interplay of comfort, durability, and affordability in shoes, I've opted for a mixed methods approach. This approach blends both qualitative and quantitative methodologies to comprehensively explore the complex relationships between these three essential factors. The nature of shoes, which serve as functional necessities, fashion statements, and cultural artifacts, demands an approach that delves into both objective data and subjective experiences.

Data Collection:

- **Data Type:** Quantitative data on trends, preferences, and behaviours related to shoes.
- **Collection Method:** Distributing online surveys to a wide range of participants, asking questions about shoe preferences, usage patterns, and factors influencing purchase decisions.
- **Tools/Instruments:** Online survey platforms, questionnaire design tools, and data analysis software.

Sampling:

- **Target Population:** I'll target individuals who have experience wearing shoes, covering a spectrum of age groups, genders, professions, and cultural backgrounds. This will include both shoe enthusiasts and those who consider shoes a functional necessity.
- **Sample Size:** The sample size will be determined based on the research objectives, resources available, and the desired level of data saturation. A sample size of around 200-300 participants could provide a comprehensive understanding of footwear preferences and trends.

Data Sources:

- **Source Types:** Information provided by footwear brands and manufacturers on their official websites, press releases, and marketing materials.
- **Credibility and Reliability:** While official company information can provide valuable insights, I'll cross-reference this information with independent sources to ensure accuracy and avoid potential bias.

Data Collection Procedures:

- **Data Collection Process:** Gather information from footwear brand websites, press releases, and marketing materials. Extract data related to product features, technology, and company values.
- **Ethical Considerations:** Cross-reference company information with independent sources to ensure accuracy and avoid potential bias.

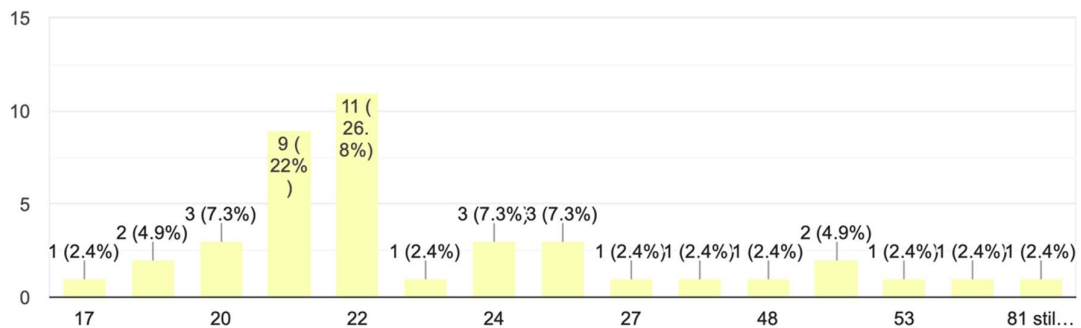
V. CONCLUSION

The chosen mixed methods approach resonates with the research goal of delving deep into the complexities of shoes. By combining both qualitative and quantitative data, I aim to provide a comprehensive exploration of footwear, transcending numerical data to uncover the emotional, cultural, and functional dimensions that shape individuals' interactions with shoes. This methodology ensures a well-rounded analysis and enriches the research findings with insights that go beyond surface-level trends, offering a more nuanced and accurate understanding of the topic.

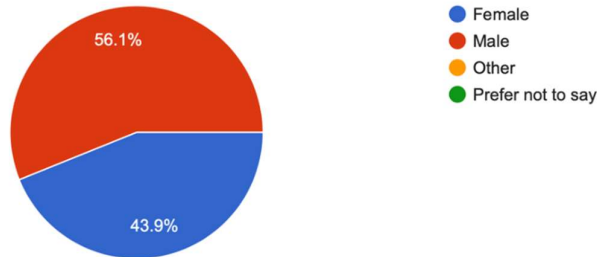
VI. RESULTS AND ANALYSIS

Age

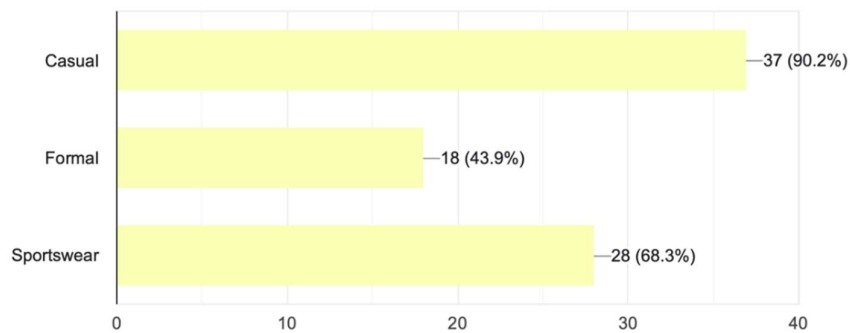
41 responses



Gender
41 responses



1) What are the different types of shoes you wear?
41 responses



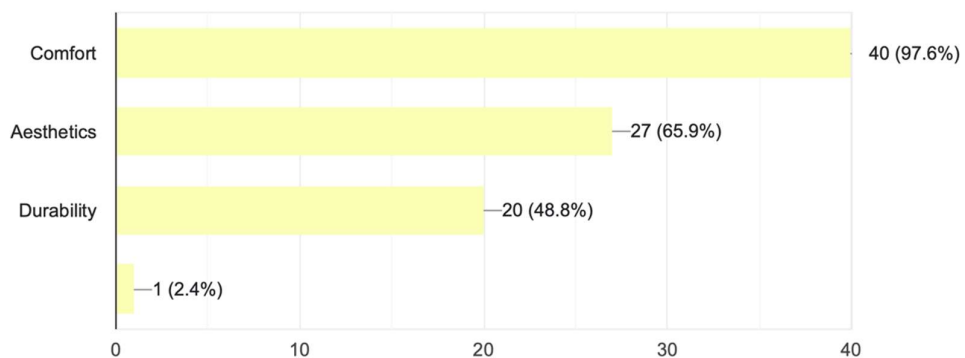
Analysis- In my survey that included responses from 41 participants, I sought to understand the various types of shoes people commonly wear. The results reveal intriguing patterns and preferences in footwear choices:

Casual Footwear: Out of the 41 respondents, an overwhelming majority of 37 individuals (approximately 90%) reported wearing casual shoes. This suggests that casual footwear holds a prominent position in their daily lives, potentially reflecting comfort, versatility, and a preference for relaxed style.

Formal Footwear: Interestingly, 18 participants (about 44%) mentioned wearing formal shoes. While this is a smaller percentage compared to casual footwear, it's still a substantial portion of the respondents. This suggests that formal occasions, professional settings, or cultural norms may play a role in influencing their footwear choices.

Sportswear: The survey also highlighted that 28 respondents (around 68%) opt for sportswear shoes. This significant proportion signifies a strong inclination towards athletic or active lifestyles among the participants. It's worth noting that sportswear shoes could be used not only for sports activities but also for casual and comfort-driven purposes.

2) What factors influence you to buy shoes?
41 responses



Analysis- My survey, which gathered responses from 41 participants, aimed to uncover the key factors that drive individuals to buy shoes. The results offer a glimpse into the considerations that hold significance in their decision-making process:

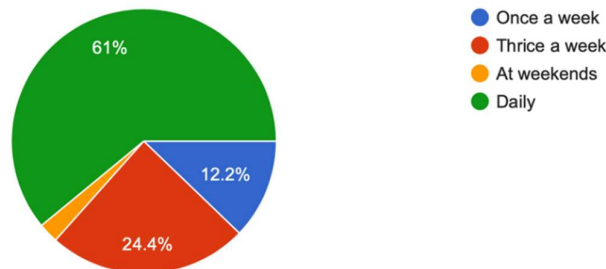
Comfort: A substantial majority of 40 participants (approximately 97.5%) highlighted comfort as a pivotal factor influencing their shoe purchases. This overwhelming response underscores the paramount importance of a comfortable fit in the minds of the respondents.

Aesthetics: Aesthetic appeal emerged as another notable influencer, with 27 respondents (around 65.9%) indicating that visual appeal plays a significant role in their decision to buy shoes. This finding indicates that style and aesthetics are crucial considerations for a significant portion of participants.

Durability: The survey also revealed that 20 individuals (about 48.8%) factor durability into their shoe-buying decisions. This suggests that respondents value shoes that can withstand wear and tear, providing long-term value.

3) How frequently do you wear shoes?

41 responses



Analysis- My survey gathered responses from 41 participants to understand how often individuals wear shoes. The outcomes provide valuable insights into the various frequencies of footwear use:

Daily Wear: The most prominent response was that of 25 individuals (about 61%) who reported wearing shoes on a daily basis. This majority suggests that shoes are a consistent and essential part of their daily routines.

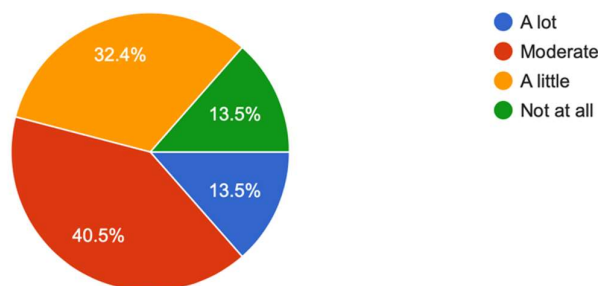
Thrice a Week: Approximately 10 respondents (about 24.4%) indicated wearing shoes three times a week. This frequency suggests that these individuals wear shoes primarily during specific activities or occasions.

Once a Week: Five participants (about 12.2%) mentioned wearing shoes once a week. This group likely includes individuals who prefer more minimal footwear use or have specific preferences for certain days.

Weekends Only: Interestingly, one person (approximately 2.4%) reported wearing shoes only during weekends. This unique response highlights a distinct approach to footwear use.

4) Do you feel that sportswear companies compromise on comfort to meet the requirements of the sport?

37 responses



Analysis- My survey collected responses from 41 participants regarding whether sportswear companies sacrifice comfort to fulfil the demands of sports. The findings reveal varying perceptions of this compromise:

A Lot of Compromise (5 people, approx. 13.5%): A minority of respondents strongly believe that sportswear companies significantly sacrifice comfort to fulfil the requirements of various sports. This sentiment could be rooted in experiences of discomfort while wearing such apparel.

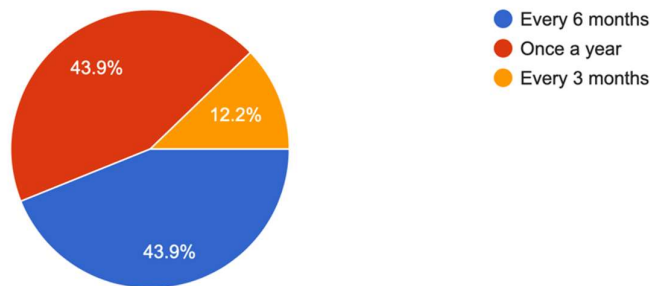
Moderate Compromise (15 people, approx. 40.5%): The majority of participants perceive a moderate level of compromise between comfort and the necessities of sports. This suggests that many individuals acknowledge the trade-off that exists between functionality and comfort in sportswear.

A Little Compromise (12 people, approx. 32.4%): A significant proportion of respondents believe that sportswear companies make minor concessions on comfort to align with sports-specific needs. This viewpoint recognizes some compromise while emphasizing the importance of maintaining a certain level of comfort.

No Compromise at all (5 people, approx. 13.5%): A notable subset of participants think that sportswear companies do not compromise comfort for the sake of meeting sports requirements. This perspective likely stems from positive experiences with sportswear that effectively balances both aspects.

5) How frequently do you buy shoes?

41 responses



Analysis: My survey gathered responses from 41 participants regarding how often they buy shoes. The outcomes reflect varying patterns of shoe purchasing habits:

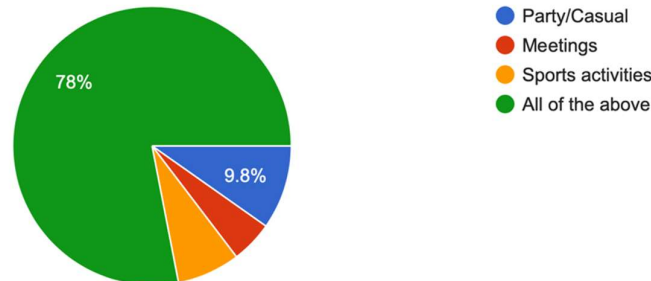
Once a Year (18 people, approximately 43.9%): A significant portion of respondents indicated that they buy shoes approximately once a year. This pattern suggests a deliberate and infrequent approach to shoe shopping, possibly influenced by factors such as budgeting and long-term planning.

Every Six Months (18 people, approximately 43.9%): An equal number of participants reported purchasing shoes every six months. This pattern indicates a more regular buying behaviour, often aligned with seasonal changes or personal preferences.

Every Three Months (5 people, approximately 12.2%): A smaller percentage of respondents mentioned buying shoes every three months. This frequent buying behaviour might be linked to fashion trends, active lifestyles, or personal preferences.

6) For what purpose do you wear shoes?

41 responses



Analysis: My survey gathered responses from 41 participants regarding the reasons they wear shoes. The findings illustrate the diverse range of functions that shoes serve:

Party/Casual (4 people, approximately 9.8%): A small group of respondents mentioned wearing shoes for parties or casual occasions. This suggests that some individuals associate footwear with style and social events.

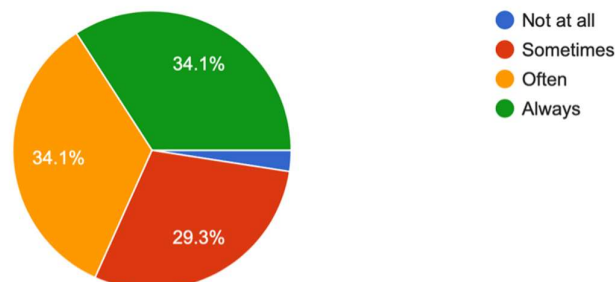
Meetings (2 people, approximately 4.9%): A minority indicated wearing shoes specifically for meetings. This might reflect a professional context where footwear contributes to a polished appearance.

Sports Activity (3 people, approximately 7.3%): A few participants mentioned wearing shoes during sports activities. This highlights the importance of specialized footwear for athletic performance and safety.

All of the Above (32 people, approximately 78%): The majority of respondents emphasized wearing shoes for a wide range of purposes. This significant portion underscores the versatility of footwear in catering to various needs and occasions.

7) How much do you care about brands while buying shoes?

41 responses



Analysis: My survey collected responses from 41 participants regarding the role of brands in their shoe buying choices. The findings shed light on the spectrum of attitudes toward brand consideration:

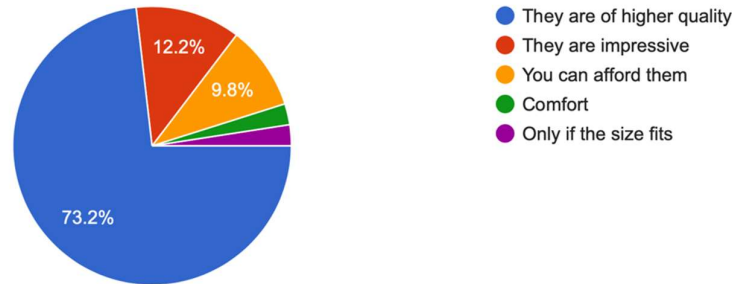
Not at All (1 person, approximately 2.4%): A minority of participants expressed that brands do not influence their shoe-buying decisions. This perspective suggests a focus on other factors, such as functionality or personal preference.

Sometimes (12 people, approximately 29.3%): Several respondents indicated that brand consideration varies based on the situation. This indicates that while brands might not be the primary factor, they still play a role in certain scenarios.

Often (14 people, approximately 34.1%): A significant portion of participants revealed that they often consider brands when purchasing shoes. This suggests that brand reputation and recognition influence their decisions to a notable extent.

Always (14 people, approximately 34.1%): An equal number of respondents emphasized that brand is a consistent and influential factor in their shoe-buying choices. This indicates a strong brand affinity or belief in brand quality.

8) You choose branded shoes because-
41 responses



Analysis: My survey gathered responses from 41 participants regarding their motivations for selecting branded shoes. The findings offer a glimpse into the range of considerations:

Higher Quality (30 people, approximately 73.2%): The majority of participants prioritize quality as the primary reason for choosing branded shoes. This highlights a strong belief in the superior craftsmanship, materials, and durability associated with reputable brands.

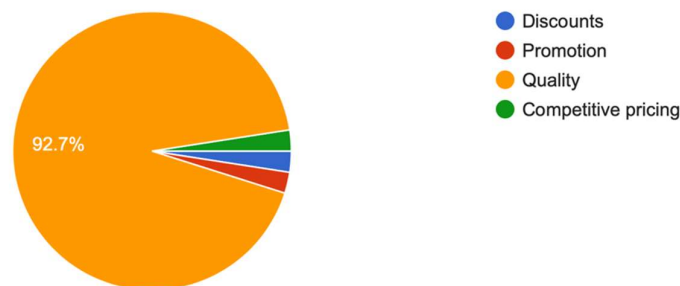
Impressiveness (5 people, approximately 12.2%): A smaller subset of respondents mentioned the desire to make an impression as a key factor. This suggests that some individuals value the status and prestige associated with well-known brands.

Affordability (4 people, approximately 9.8%): A few participants indicated that affordability is a factor in their choice of branded shoes. This perspective suggests that while quality matters, budget constraints influence their decisions.

Comfort (1 person, approximately 2.4%): A single respondent mentioned comfort as the driving factor. This highlights the importance of functionality and personal comfort in footwear choices.

Size Fit (1 person, approximately 2.4%): Similarly, one participant emphasized the importance of size fit as the deciding factor. This underlines the significance of practicality and proper fit.

9) Which of the following according to you makes a good brand?
41 responses



Analysis: My survey collected responses from 41 participants regarding their opinions on what makes a good brand. The findings shed light on the key attributes that participants associate with brand excellence:

Quality (38 people, approximately 92.7%): An overwhelming majority of respondents highlighted quality as the primary characteristic of a good brand. This underscores the paramount importance consumers place on high-quality products and services.

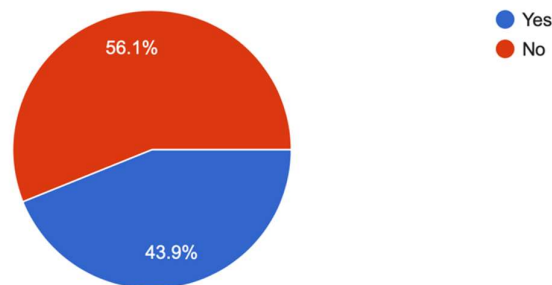
Promotion (1 person, approximately 2.4%): A small fraction of participants mentioned promotion as a factor. This indicates that while promotion might contribute to brand recognition, it's not as dominant as other attributes.

Discounts (1 person, approximately 2.4%): Similarly, only one participant associated discounts with a good brand. This suggests that while discounts might attract attention, they are not a leading factor in brand perception.

Competitive Pricing (1 person, approximately 2.4%): Another participant mentioned competitive pricing. This highlights the importance of fair pricing, although it's a relatively less common perspective.

10) Do you believe in brands that are endorsed by your favourite celebrities/influencers?

41 responses



Analysis: My survey garnered responses from 41 participants regarding their beliefs in brands endorsed by their favourite celebrities or influencers. The findings offer a glimpse into participants' attitudes toward endorsement:

No (23 people, approximately 56.1%): The majority of respondents expressed scepticism toward brands endorsed by celebrities or influencers. This suggests that a substantial portion of participants do not find such endorsements convincing or credible.

Yes (18 people, approximately 43.9%): A significant subset of participants indicated that they believe in brands endorsed by their favourite celebrities or influencers. This implies that endorsements have an impact on their brand perceptions and purchasing decisions.

Final cumulative Analysis

My series of surveys delved into diverse aspects of consumer behaviour, preferences, and perceptions related to shoes, branding, and endorsements. Across the surveys, several common themes and insights emerged:

1. Frequency of Shoe Purchases:

Responses were evenly distributed among those who buy shoes once a year, every six months, and every three months. This indicates a balanced mix of infrequent, moderate, and frequent shoe shoppers.

2. Purposes of Wearing Shoes:

The majority of participants mentioned wearing shoes for a variety of purposes, including casual wear, formal occasions, sports activities, and more.

The "all of the above" response indicated the versatile nature of footwear and the roles it plays in different aspects of life.

3. Importance of Brands:

A significant portion of respondents showed a strong inclination toward considering branded shoes, emphasizing higher quality and superior craftsmanship.

Some participants also mentioned the influence of impressiveness and affordability, reflecting the multifaceted factors that influence brand choices.

4. Celebrity/Influencer Endorsements:

Participants exhibited diverse beliefs about brands endorsed by celebrities and influencers.

While a considerable percentage expressed scepticism, another segment believed in the impact of endorsements on brand credibility and purchasing decisions.

5. Consumer Beliefs in Endorsed Brands:

The majority of participants leaned toward scepticism when it came to brands endorsed by celebrities or influencers. The key takeaway was the importance of authenticity, alignment, and transparency in these endorsements.

Conclusion: My survey collectively provide a comprehensive view of consumer behaviours, perceptions, and attitudes related to shoes, branding, and endorsements. The insights gained can guide brands and marketers in crafting effective strategies that resonate with consumers' preferences for quality, authenticity, and versatility. Further research could delve deeper into the underlying motivations and reasons driving participants' choices and beliefs

VII. LOGO



Tagline: Sprint Beyond!

VIII. DESCRIPTION

Presenting our striking black and white shoe logo, a minimalist yet powerful representation of speed and motion. The logo features a clean, abstract depiction of a shoe in mid-stride, rendered with bold and confident lines that capture the essence of swift movement.

The stark contrast between black and white emphasizes the sharp edges and sleek angles of the shoe's design, creating a visual impact that resonates with the notion of speed and velocity. The absence of colour focuses attention on the dynamic lines and shapes, giving the logo a timeless and versatile appeal.

The logo's simplicity carries a sense of elegance and sophistication, suggesting that speed can be harnessed with grace and precision. The shoe's form is meticulously crafted to convey not just rapid motion, but also the determination and dedication required to achieve such swiftness.

Accompanying typography is carefully selected to complement the logo's aesthetic, with bold lettering that mirrors the logo's boldness while maintaining clarity and readability. This logo serves as a powerful emblem for those who seek to break barriers and surge forward with unwavering resolve, encapsulating the spirit of speed in its purest form