

### Start-rite shoes



Start-rite are one of the UK's leading designers, manufacturers, wholesalers and retailers of children's shoes. Start-rite's history dates back to 1792 in Norwich, where the Start-rite head office is still based today. In recent years, Start-rite has evolved considerably to ensure that it is using two hundred years of expertise to produce 21st century footwear that meets the needs and desires of today's children.

A wholesaler whose brand retails through a network of over 400 independent and multiple retailers across the UK and internationally.

One of the key focuses of their brand is the importance of fit for young children's feet, they've spent a long time researching how to offer parents a full range of footwear, and are the only manufacturer to offer childrens shoes in up to six individual width fittings.

The ETT Group work closely with Start-rite on any aspects of their marketing and brand requirements including brand and sub-brand design and implementation, POS design, digital strategy, website design and production, ecrm campaigns and long-term projects. Affinity i-marketing handle Start-rite's digital marketing account on a retained basis.



Sub-brand development ideas as part of the design process.



POS sales promotions are used to stand out in a crowded market at key sales periods such as Back to School for Start-rite.



Point of Sale designs for Back to School campaigns.



Tough school footwear sub-brand developed for boys.



Commissioned studio photography to support sales promotion featuring a Wii prize.



Short-listed sub-brand design for consideration.

# case study Start-rite shoes



As an answer to a complex brief to communicate to parents of young children of pre-toddler age, the Campaign for Healthy Little Feet was devised and implemented.



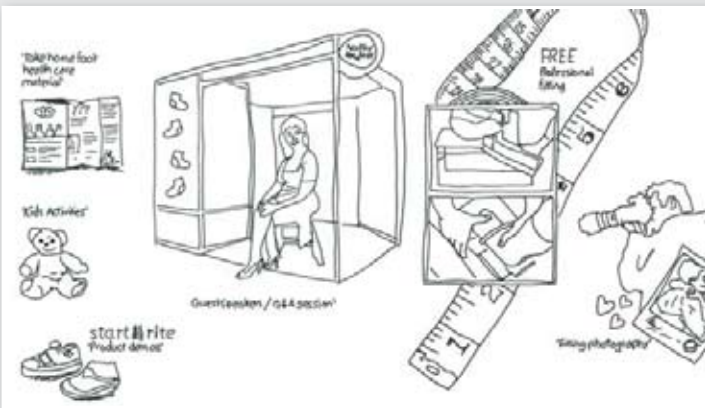
Personalised eCRM uses data to determine child's age, gender and foot development.



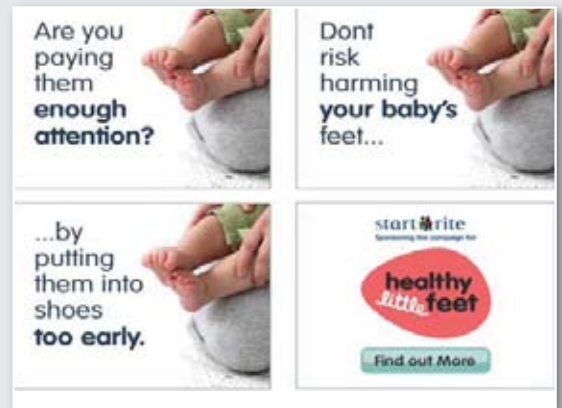
Taking the campaign on the road around the UK.



Printed material available on request produced to provide parents with invaluable advice and information.



The campaign goes into shopping malls and other targeted areas in key UK cities.



Banner adverts used to promote the campaign on various key websites.



The website for the Campaign for Healthy Little Feet is the central hub for the promotion.



Multiple banner campaigns were used to drive data capture traffic targeted at specific market segments.

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