



# Nursing & Medical Work Line: Advertising Plansbook



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*Momentum* X HOKA

# Market, Brand and Cultural Contexts



# Cultural and Consumer Context

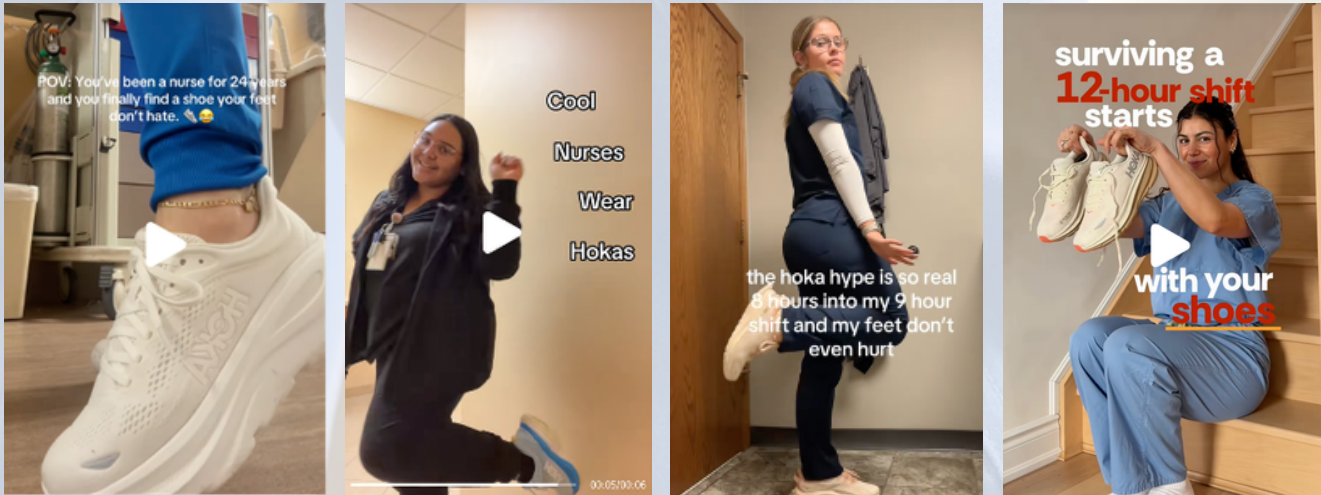
Nursing culture is shaped by endurance, both physical and emotional, and that reality informs how nurses talk about footwear. Across Reddit threads, nursing forums, and social platforms like TikTok, **long shifts, chronic foot pain, and the constant demand to stay mobile** create a shared narrative where comfort isn't a luxury but a survival tool. In the r/NursingStudents thread (2025), users repeatedly describe Hoka shoes as "walking on clouds" and emphasize relief from plantar fasciitis, flat feet, and the burning pain that typically sets in midshift. One commenter notes, "The HOKA Bondi SR8 got me through 3 years of clinicals," while another says, "12 hr shifts and my feet don't know it," highlighting how the brand has become synonymous with cushioning and stability. Conducting research in spaces like Reddit can provide insights into the vocabulary consumers use when discussing Hoka or similar products, as well as what factors are most important in the purchasing decision (Ogilvy, 1983).

At the same time, nurses acknowledge tradeoffs: Hokas are expensive, bulky, and not particularly fashionable, and some users report discomfort or a long breaking period. This tension reflects a broader truth present across platforms, the brand matters less than finding the right fit, gait, and support for each individual foot. Still, the emotional throughline is clear: **nurses trust other nurses, and peer-to-peer recommendations carry more weight than brand messaging.** Blogs and forums reinforce this, with full-time nurses describing Hokas as "game changing" for pain relief and durability, even if they wish the shoes were easier to clean or came in darker colors for hospital wear (2020, Jones, RN). TikTok amplifies this social proof through shift test videos and "Hoka hype" posts, while also surfacing dissenting voices who find the shoes unattractive or only comfortable for the first few hours.

Taken together, these conversations reveal a category shaped by functional necessity, peer expertise, and the desire to feel supported during demanding work. For an advertising campaign, an opportunity lies in honoring that lived experience, speaking to the realities of 12-hour shifts, the cultural value of peer validation, and the deep relief nurses feel when their footwear finally keeps up with them.

# Cultural and Consumer Context, cont.

Top-performing TikTok videos referencing both Hoka and nursing (Apr. 2026):



Most frequently used phrases/sentiments, Hokas as nursing shoes on Reddit (Apr. 2026):

## "Walking on clouds"

Yup! I have these and omg they're amazing for someone with flat feet like me. Once you break them in they're like walking on clouds

I love them sm, and I have plantar fasciitis. Worth every penny, I always feel like I'm walking on clouds when I step into them after wearing my Walmart shoes to work lol

As a man 300+ lbs , IMMEDIATELY yes. It feels like I'm walking on clouds. For 10 hours of clinical

I wear Clifton LS and they are like walking on clouds. Very good for my bad knee!

Bondi 9s, and get yourself an anti-fatigue mat if you don't use one already. The combination is like standing on clouds.

## Stability and comfort through long shifts, alleviation of prior pain

The bondis are amazing! 12 hr shifts and my feet don't know it

Always have a fresh pair of Bondis. Ive got plantar fasciitis and these make the long days so much better than any other shoes I've gotten for work.

I second this. The HOKA Bondi SR8 got me through 3 years of clinicals! They aren't exactly the cutest in my opinion, but they are waterproof, durable, stable, and so COMFORTABLE! I am going to treat myself to a new pair now that I've passed the nclex because I can't imagine a 12 hour shift in any other shoe now.

I have wide feet and my personal gait is overpronated, so I wear the Bondi in wides. They are ridiculously comfortable for me and I don't wear anything else.

I consistently work 12hr to 16hr ED shifts and my feet are still very happy after a busy shift.

Hoka Clifton 10s for me, I had horrid hip and foot pain for being on my feet for hours at a time. What a difference this shoe makes! Thinking about Bondi SR for winter but heard they fit differently than the Cliftons.

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# Audience Insight & Strategic Opportunity



# Strategic Opportunities

Our research into contexts and consumer insights revealed three key strategic opportunities our advertisements and campaign plan to leverage:



Healthcare workers are at a higher risk for physical pain, injury and musculoskeletal disorders due to the long hours spent standing and moving at work and frequently report such injuries and ailments.

This presents an opportunity to address the ongoing needs of healthcare workers while reinforcing that their concerns are acknowledged and acted upon.



Healthcare workers, particularly nurses, are more influenced by peer recommendations than by brand-driven messaging, often relying on online communities and shared experiences to inform decisions.

This presents an opportunity to design messaging that leverages peer credibility and amplifies authentic, peer-to-peer endorsements.



The medical work footwear market lacks a defined category leader, with no single brand owning the space.

This creates an opportunity for Hoka to claim and shape the category as the go-to brand for nursing and medical professionals.

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# Creative Brief



# Creative Brief



Client

HOKA

Campaign

#FootNotes, Nursing & Medical Work Line

## ADVERTISING PROBLEM

Healthcare workers work long shifts where they are constantly standing and moving. When they wear unsupportive shoes, healthcare workers are prone to instant discomfort and long-term injury or pain in their feet, back, and other parts of the body.

## CAMPAIGN OBJECTIVE

To convince healthcare workers that Hoka is their best choice for footwear that allows them to feel their best when supporting patients and supports their long-term wellbeing.

## KEY MESSAGE

Hoka offers reliable comfort and support for all healthcare workers during long, physically demanding shifts.

## BIG IDEA

You're there for them. Hoka is here for you.

## STRATEGIES

- **Benefit Strategy:** The campaign uses the benefit strategy to highlight how the product specifically helps the target consumer. By emphasizing support and a lightweight feel in the midst of a long shift of frequent movement, the campaign shows healthcare workers that Hoka can significantly contribute to their comfort and health.
- **Testimonial Strategy:** The campaign uses the testimonial strategy, using quotes about Hoka from real healthcare workers. These professionals value peer-to-peer messaging and community, so they are likely to trust testimonials from fellow colleagues more than direct brand messaging.

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# Creative Concept & Execution



# Concept Explanation

The advertisement takes the form of a traditional print ad: a three-part poster series, each featuring a close-up of a shoe from the medical work line worn by a healthcare professional in scrubs. The visual identity is clean and minimal, using a blue-and-white color palette that aligns with both Hoka's branding and the clinical aesthetic associated with hospital environments.

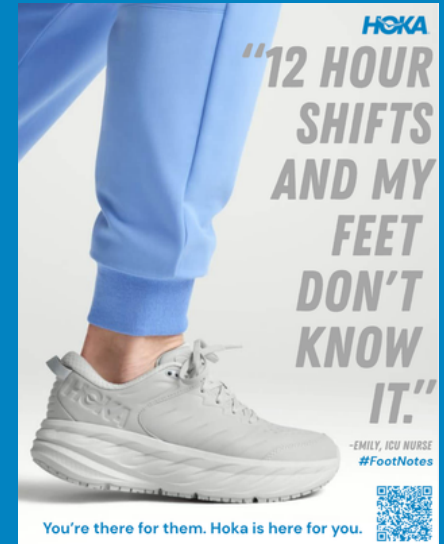
Rather than relying on traditional branded copy, each poster highlights real testimonials from healthcare professionals who wear Hoka shoes on the job. These quotes speak directly to the core needs of the audience: enduring 12-hour shifts, walking 4-5 miles per day at work, and minimizing foot pain. Instead of highlighting technical features, such as slip-resistant outsoles, durable materials, or H-Frame™ support technology, the campaign centers on lived experience and tangible outcomes, using peer voices to create more engaging and impactful messaging. The featured testimonials were sourced through desk research across platforms such as Reddit, TikTok, and Instagram, and would be used with explicit permission from the individuals quoted. For authenticity, each testimonial retains its original wording and punctuation in full.

For an audience that prioritizes peer recommendations and actively seeks insight from others in the field, this approach allows the benefit strategy and testimonial strategy to work together. The result is messaging that feels credible, relatable, and organically endorsed by fellow medical professionals.

The campaign tagline, "You're there for them. Hoka is here for you," reflects a defining characteristic of healthcare workers: their commitment to showing up for others. Hoka positions itself as a supportive partner in that mission, providing the comfort and reliability professionals need to perform at their best. The selected testimonials also reflect a range of medical roles, reinforcing the product's versatility across disciplines. For example, "12-hour shifts and my feet don't know it!" (Emily, ICU nurse) highlights endurance, while "I forget I have them on!!!" (Liz, neurologist) emphasizes comfort. Including voices from multiple areas of practice broadens the campaign's relevance and fosters a sense of shared community among healthcare workers.

The core message, "Hoka offers reliable comfort and support for healthcare workers during long, physically demanding shifts," is reinforced through testimonials that highlight endurance, physical demand, and all-day comfort.

The campaign is unified by the hashtag #FootNotes, featured on each poster. The concept invites healthcare workers to share short reflections on how Hoka supports them throughout their shifts. A QR code in the lower corner of each ad directs viewers to a dedicated campaign hub, where they can explore additional testimonials and contribute their own experiences.



\*Full page ads to follow

# #FootNotes Campaign Hub

To extend engagement beyond a brief glance and increase the advertisement's longevity, each print ad features a custom QR code in the bottom right corner. When scanned, it directs users to the #FootNotes campaign hub.

Upon arrival, users are re-introduced to the campaign tagline, "You're there for them. Hoka is here for you," followed by the prompt: "Read why medical workers trust us with their feet." The page then showcases clickable profiles, featuring photos, names, and titles of healthcare professionals, which lead to individual #FootNotes, personal testimonials about wearing Hoka shoes on the job. Each testimonial is paired with a direct link to the specific shoe referenced, creating a seamless path from storytelling to product exploration.

This digital extension expands the campaign nationally, allowing healthcare workers across the U.S. to share their experiences, not just those featured in the print ads, fostering a broader, more inclusive community of voices.

To incentivize participation and demonstrate brand commitment, the hub introduces the "Returning Care to Those Who Care for Others" giveaway. Healthcare workers are invited to submit their own #FootNote for a chance to win a personalized fitting with a Hoka podiatry specialist, along with a free pair of shoes for every member of the winner's unit. This initiative not only rewards individuals but also introduces entire hospital teams to the experience of wearing Hoka footwear, encouraging both immediate trial and long-term adoption. Importantly, research highlights the value of proper fit based on individual arch shape and gait, needs addressed through the inclusion of a podiatry specialist, reinforcing both credibility and care.

The hub concludes with a brief statement on Hoka's ongoing commitment to healthcare workers and its specialized footwear offerings, followed by the prompt: "What do your feet have to say?", a continuation of the #FootNotes wordplay. A reminder of available discounts for healthcare workers and first responders is also included, providing a clear next step for those ready to purchase.

With the campaign hub in place, users can return to explore new testimonials, engage with #FootNotes across social media, and maintain a lasting connection to the campaign. As new stories are continuously added, the platform remains dynamic, ensuring there is always another experience to discover.



QR code is actively set to a private, mock-up website



\*Full website mock-up to follow



**HOKA**

**"12 HOUR  
SHIFTS  
AND MY  
FEET  
DON'T  
KNOW  
IT."**

**-EMILY, ICU NURSE  
#FootNotes**

**You're there for them. Hoka is here for you.**



**HOKA**

**"10,000+  
STEPS AND  
I STILL FEEL  
LIKE I'M  
TAKING MY  
FIRST"**

**-MIKE, OR NURSE  
#FootNotes**

You're there for them. Hoka is here for you.



**HOKA**

**"I  
FORGET  
I HAVE  
THEM  
ON!!!"**

**-LIZ, NEUROLOGIST**  
**#FootNotes**

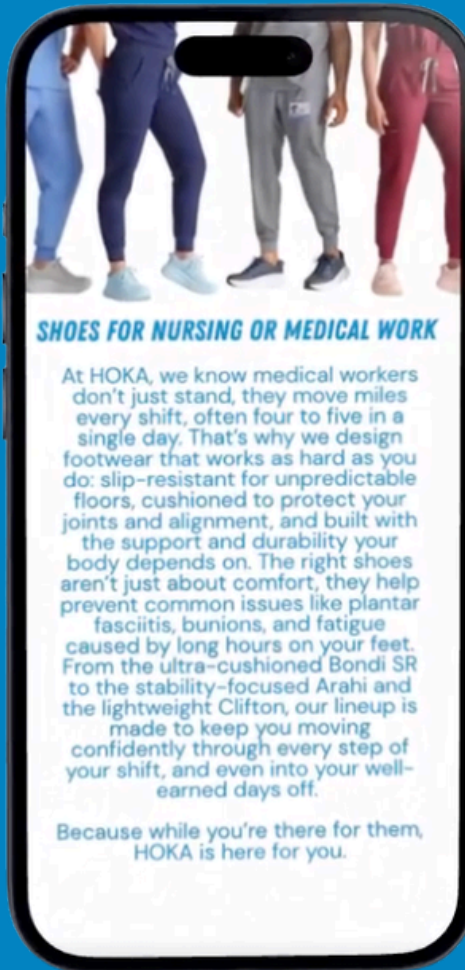
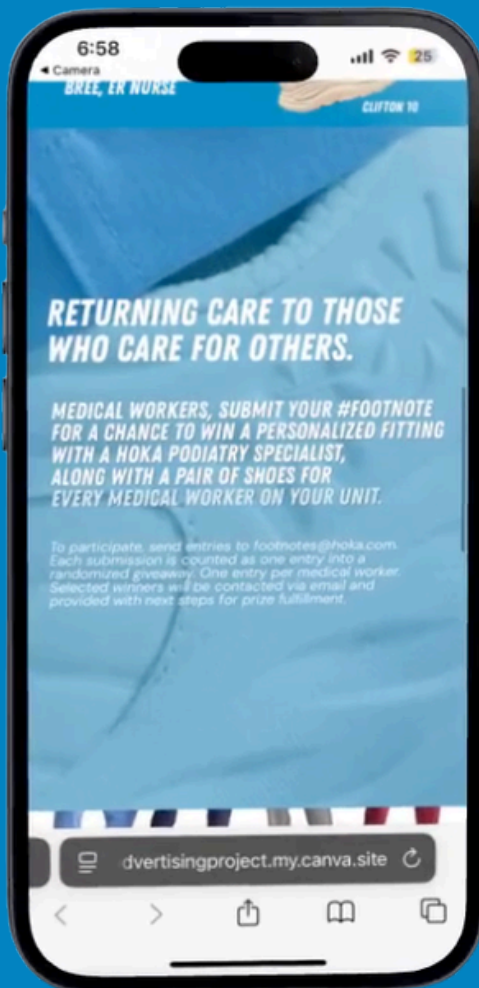
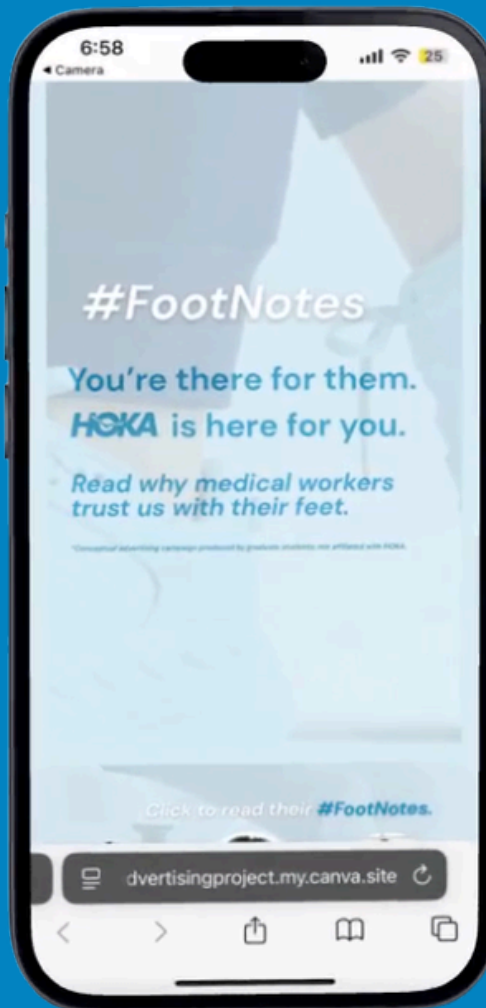


**You're there for them. Hoka is here for you.**



# #FootNotes Campaign Website Mockups

After scanning the QR code, the consumer is guided through the mobile site in the following sequence of screens:



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# Media Strategy & Communication

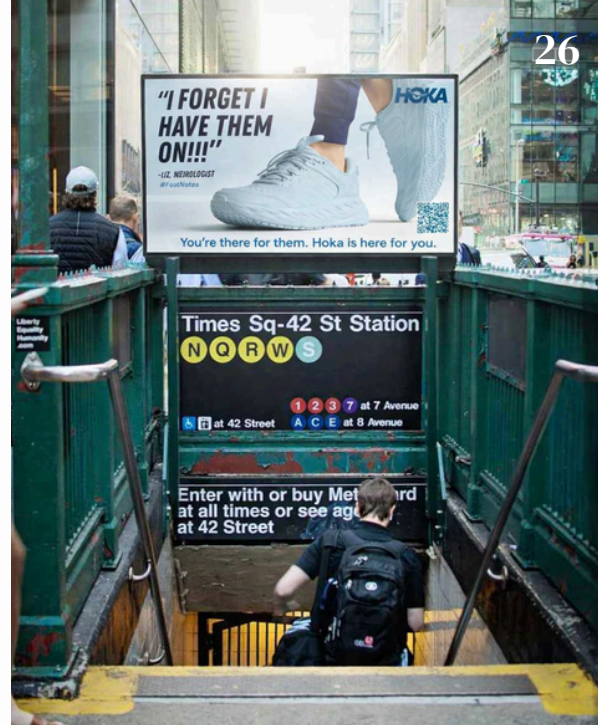


# Media Placement

The campaign will be placed on public transit and at public transit stations in large cities, such as New York, Boston, and Chicago. Individual ads will be placed inside of subway cars and buses to catch the attention of daily commuters. They will also be placed on entrances to subway stops and at bus stops to catch the attention of commuters who might be walking to work.

This placement works because the campaign will catch the attention of not only a large amount of healthcare workers, but a highly engaged group of healthcare workers. First, healthcare workers are highly concentrated in urban areas compared to rural areas due to stronger career opportunities, reputable hospitals and academic institutions, and high patient numbers (Drexel University, n.d.), justifying why advertising in urban areas reaches more healthcare workers than rural areas. Nationwide, more than 600,000 transit commuters are healthcare workers (Fried, 2020). In New York alone, for example, about 50% of healthcare workers take public transit (Fried, 2020; Lisiecki & Virgin, 2025). Second, healthcare workers that commute to work using public transit experience extra time on their feet during their commute and do not have the opportunity to sit on their drive home like rural healthcare workers might. Therefore, to make the most impact, it makes sense to target urban healthcare workers who might be experiencing increased pain and discomfort through this placement.

Finally, transit advertisements in general have a wide range of advantages (Caticchio, 2024). Consumers dwell on them, resulting in high levels of brand recall. They are also consistent and repetitive as consumers tend to follow the same routes in their daily commutes. They reach not only transit commuters but also cyclists, pedestrians, and drivers, and transit ads are very cost effective, usually receiving high attention and engagement for the price.



# Audience Media Behavior & Strategic Fit

Media in this category (i.e. public transit advertisements) have highly attentive audiences and reach large, diverse audiences. The healthcare workers that take public transit are a part of this engaged and attentive audience and are likely to see the ad campaign often, especially those who take the same routes to work for each shift.

Healthcare workers are highly concentrated in urban areas and are often riding on public transit to get to and from work. This campaign will especially catch the eye of healthcare workers who might be returning from a long shift and standing on a crowded subway, waiting for a bus, or taking a long walk home. As they stand and continue to move beyond their shift, they might become intensely aware of how much their feet hurt while wearing a competing shoe and could easily be convinced to make the switch to Hoka. In this way, the campaign meets the audience at a time where they are actively experiencing an unmet need of a comfortable shoe, and at a time where they have their job on their mind during their commute. The campaign is essentially able to catch our target audience at a time where they are in dire need of support, signaling to them that making the switch to Hoka can support their feet and overall health.



## OUR PHILOSOPHY:

At Momentum, we are built on the belief that meaningful brand impact begins with a story, and stories have the most power when they're rooted in people.

Founded in 2000, we are an advertising agency that specializes in healthcare, fashion, and lifestyle brands, where trust, identity, and daily experiences intersect. We listen carefully, think deeply and craft narratives that connect brands to the communities they serve.

Our team brings decades of success, research, and industry expertise to every partnership, combining thoughtful insight with creative execution that creates impact and engagement.

At Momentum, we don't just launch campaigns, we build cultural moments that move brands forward.



# Momentum



### JACOB ARTZ, *PRESIDENT:*

Jacob brings his experience of writing and research with donors and prospects in Villanova University Advancement along with his Bachelor's and Master's degrees in Communication from Villanova to Momentum. Jacob prides himself on attention to detail and thorough storytelling in his writing, research and notetaking. He is loyal to his family and girlfriend and her family along with being a massive Philadelphia sports fan. Jacob loves going to the beach, Phillies games, eating a burger or seafood, supporting his dog and playing golf.



### GABBY PICCIRILLI, *VICE PRESIDENT OF CREATIVE:*

Gabby joined Momentum after earning both her bachelor's and master's in Public Relations & Advertising from Villanova University. A creative at heart, she thrives on campaign ideation and graphic design. Outside of work, you'll find her at Starbucks with a Strawberry Acai, writing her thriller-romance novel, or spending time with her family, friends, boyfriend, and bunny, Frederick. Her dream day? Reading on the beach, collecting seashells, and finishing with a delicious Indian dish for dinner.



### ELISE TUGANDER, *VICE PRESIDENT OF STRATEGY:*

Elise is a seasoned communications professional with 10+ years of experience. She holds bachelor and master's degrees in Communication from Villanova University, and has used her skillset at Momentum to drive brand awareness and engagement through advertising campaigns rooted in research, strategy, and teamwork. Outside of the office, you can find Elise in a SoulCycle class, listening to a new podcast, or baking a new dessert recipe for her family and friends!

PEOPLE FIRST. *Momentum* FOLLOWS.



+123-456-7890



[inquires@momentumad.com](mailto:inquires@momentumad.com)