



HOKA

Nursing & Medical Work Line: Advertisement Pitch





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PEOPLE FIRST. *Momentum* **FOLLOWS.**

Target Audience & Insights



Pain

72%
report
chronic
pain in the
lower back



Discomfort

74%
that
experience
chronic foot
pain change
shoes to
alleviate



Long, grueling shifts (12 hours)



Strong community & trust in peers



Concentrated in urban areas

I had horrid hip and foot pain for being on my feet for hours at a time.

My feet are absolutely killing me from long shifts;

my feet hurt all the time after shift.

My RN wife says her calves and feet feel swollen like they're about to explode after every shift.

If I work for more than 2 days in a row, I'm almost crippled from the pain in my feet.

My legs feel heavy and ache trying to go to sleep.

I'm an Intern and my feet are hurting so horrible after my shifts. Any extra tips? I can't do tasks so efficiently because of the pain and I come home crying in pain :(

Suffer. That's how i get through it.

had me in tears and any time I started walking after sitting at work, I had to walk on my tip toes

Pain Is the Norm.

I hurt all over after a shift,

Throbbing on the whole foot and a sharp stabbing pain in my heel

Like they are tied to cinder blocks...

it's my calves and ankles that are killing me after a shift.

They feel like throbbing tv static and menthol after a few shifts in a row.

12 hours shift yesterday, my calves are is on fire 😭

in. You know that tight burning feeling only relieved by sitting for a long period of time with your feet elevated, which is of course, *totally* doable mid shift!

Throbbing and numb after walking for 8 hours lol

I work in registration. Can't count the number of times ive walked through nurses stations and nurses where laying on the floor. Some docs too 😂

HOKA can be the norm of support
for medical workers.



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Strategic Opportunities



Long hours on their feet put healthcare workers at increased risk for pain, injury, and long-term strain on the body, and they frequently report these ailments.



Opportunity to address the ongoing needs of healthcare workers while reinforcing that their concerns are acknowledged and acted upon.



Peer voices and shared experiences influence healthcare workers more than traditional brand messaging.



Opportunity to design messaging that leverages peer credibility and amplifies authentic, peer-to-peer endorsements.



The medical work footwear market lacks a single defined category leader.



Opportunity for Hoka to claim and shape the category as the go-to brand for nursing and medical professionals.

Creative Brief

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.

STRATEGIES

- **Benefit Strategy:** Highlights 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:** 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.

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.



HOKA


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

—EMILY, 400 HOURS
#FootNotes

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




Momentum



HOKA

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

-EMILY, ICU NURSE
#FootNotes



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HOKA

"10,000+ STEPS AND I STILL FEEL LIKE IM 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.



NO
STANDING
BLUE
STOP
→

29

W 29th St



catchestergov.com

the **bee-line** system

**"10,000+
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HOKA

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Times Sq-42 St Station

N Q R W S

Liberty
Equality
Humanity
.com

Momentum

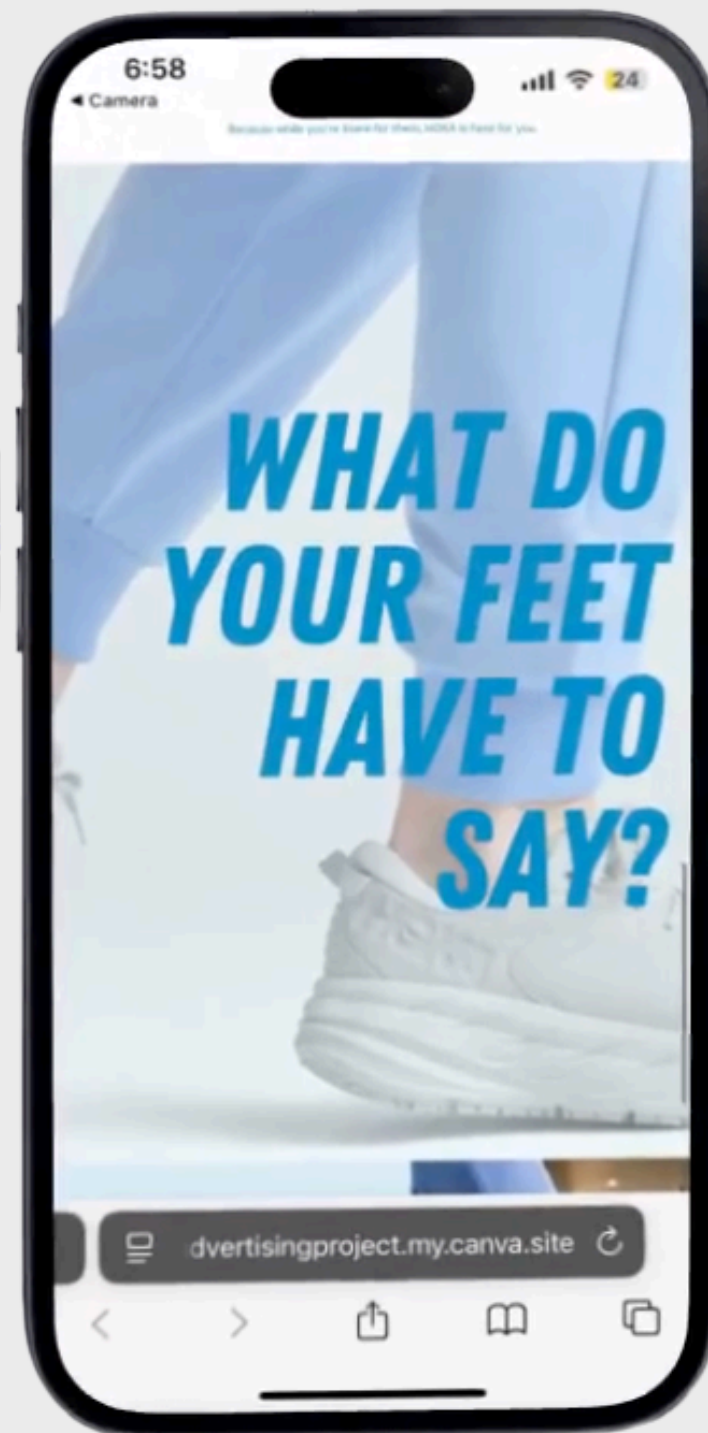
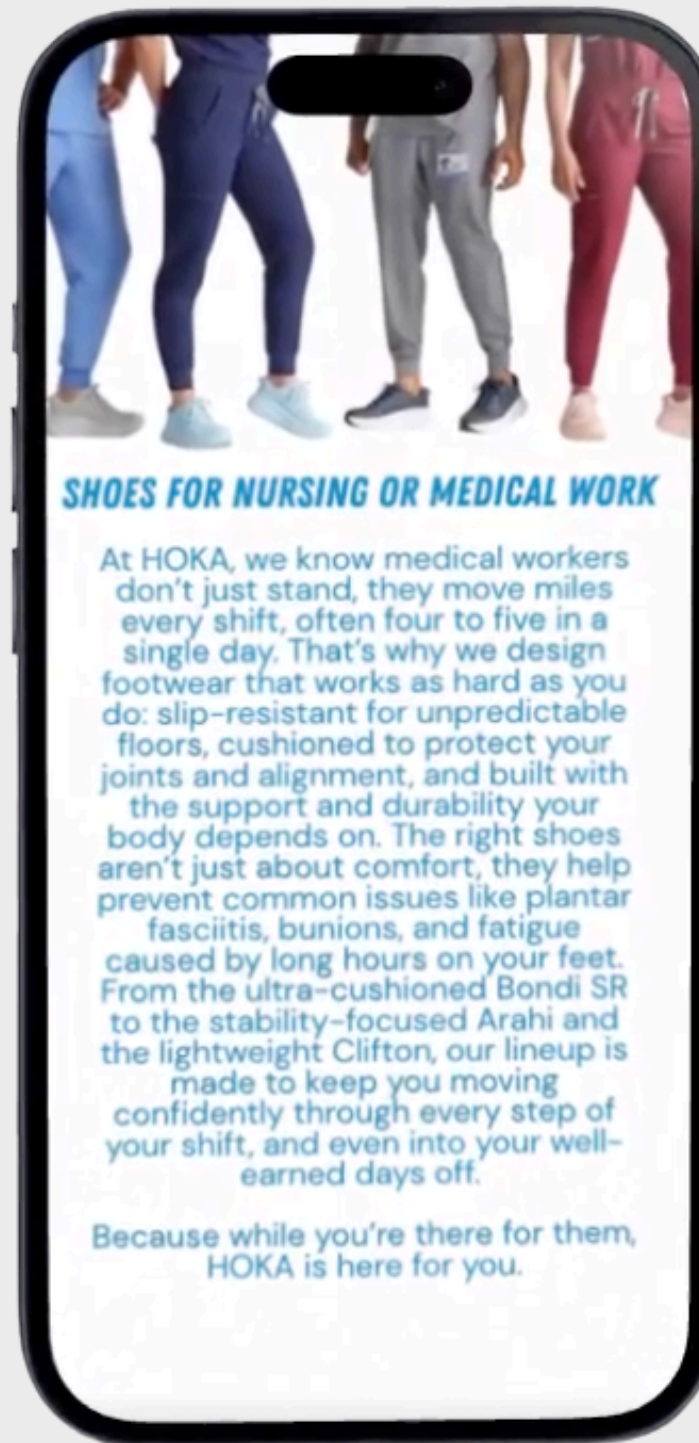
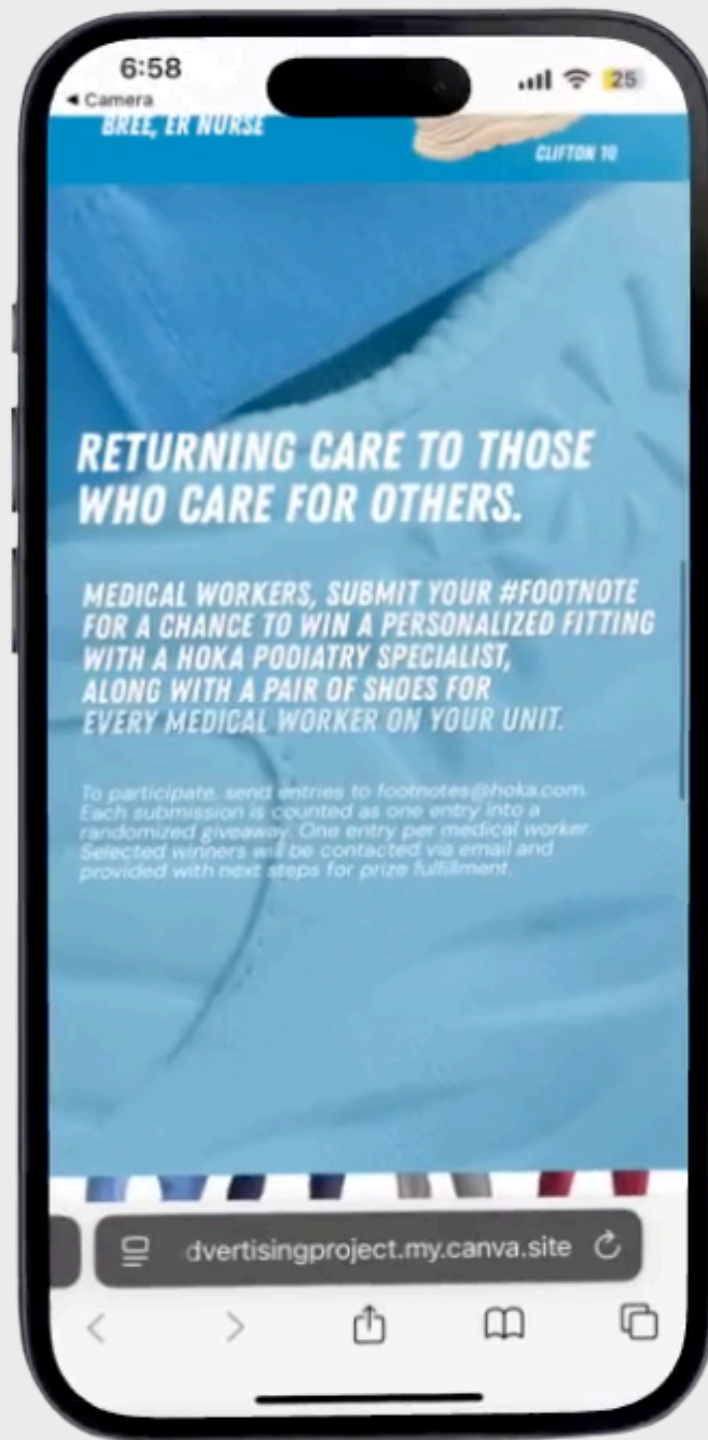
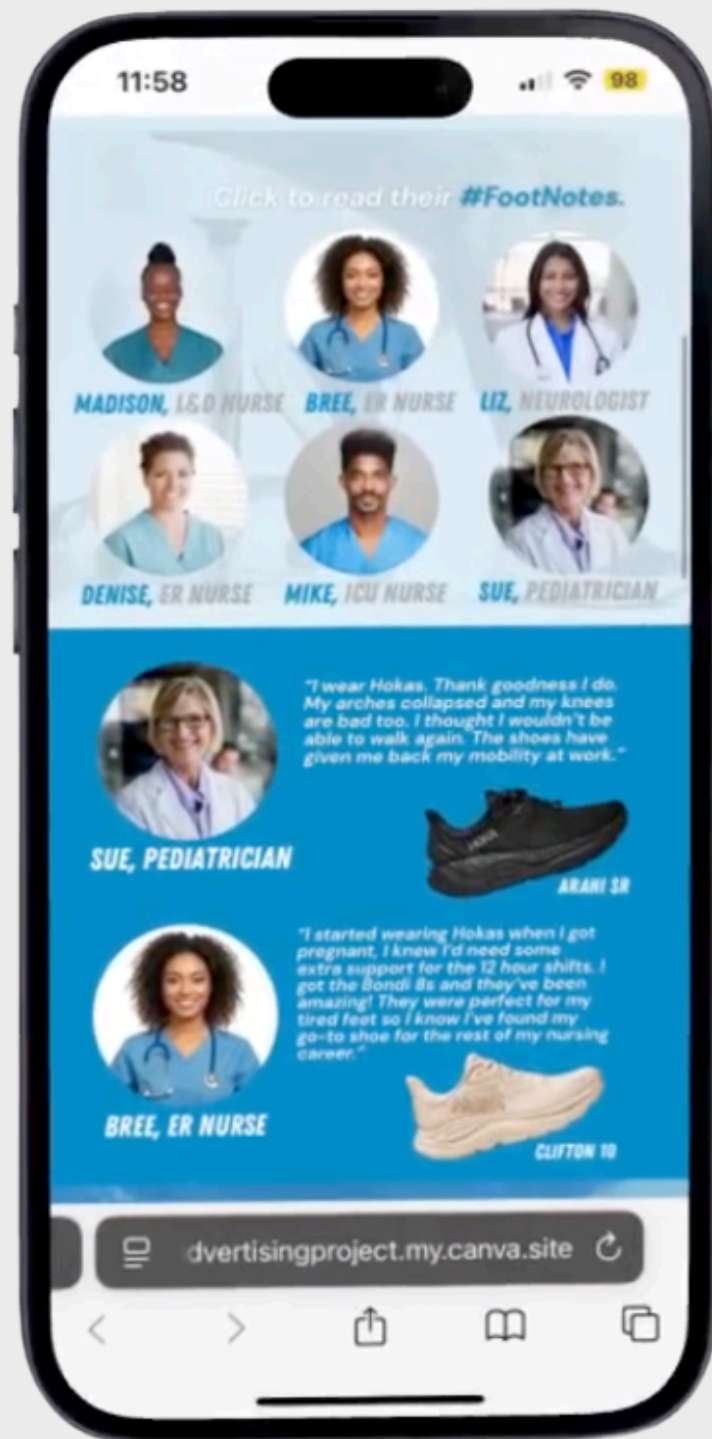
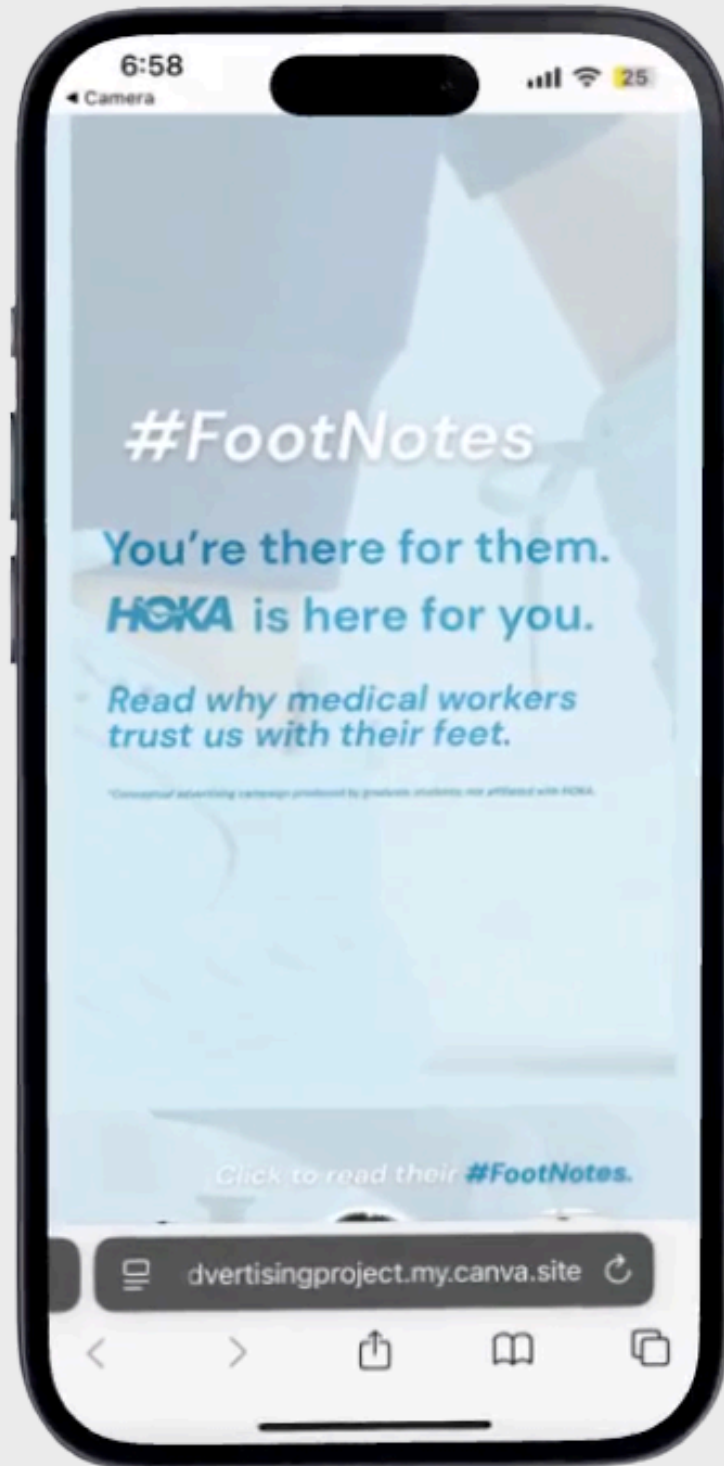
↑ ENGAGEMENT

↑ LONGEVITY

↑ REACH



Momentum



Momentum



Momentum

**Thank you!
Questions?**

