

Midterm Project:

Brand Story Analysis and Repositioning Strategy

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On-Running is a Swiss brand that has gained immense popularity over the years for its high-quality running shoes. The brand was founded by Oliver Bernhard, a former professional athlete with a vision to create shoes to revolutionize the running industry. Bernhard aimed to design shoes that would give runners the feeling of running on clouds, and he achieved this by using Swiss engineering to construct the shoes (Kyger, 2023). Bernhard's journey to creating the perfect running shoe began with experimentation in his garden. He used a garden hose to create inserts and outsoles for existing shoes, trying to find the perfect cloud-like feel.

After numerous iterations, he finally succeeded in creating a shoe that would make the wearer feel like they were walking on clouds. Bernhard then teamed up with two of his friends, David Allemann and Caspar Coppetti, to launch the On-Running brand in 2010. Since then, On-Running has been dedicated to creating shoes that provide the best running experience possible (Kyger, 2023). The brand's shoes are designed with a patented CloudTec sole that provides excellent cushioning. They are lightweight, durable, and breathable. On-Running also uses sustainable materials in its shoes, making them eco-friendly. The brand's shoes are worn by professional athletes and running enthusiasts.

On Running has been able to achieve success by implementing key marketing strategies. The company has worked extensively to create a strong brand identity that compromises with its target audience. This has been achieved through a range of initiatives that include partnerships with professional athletes and teams, as well as collaborations with fashion designers and well-known artists.

On has been strategic about partnering with athletes who not only exceed in their sports but also align with the brand's vision, mission, and values. On Running has also invested in digital marketing, using social media platforms and targeted advertising to reach its audience (The rise of a global running brand,2024). The brand has established a strong presence on Instagram, sharing photos and videos of athletes wearing its products in action. This has helped to create a community of loyal followers who engage with the brand and its products regularly.

On Running is a company that is not only focused on creating innovative footwear but also apparel that complements the shoes' aesthetic. The apparel is made using moisture-wicking material, which helps to keep the wearer dry and comfortable during intense workouts or long runs. The company is mindful of the environment and hence uses recycled materials in the construction of the garments, making them an eco-friendly choice for fitness enthusiasts. The shoes are priced higher than many other brands, but the quality and attention to detail make them worth the investment. The company's focus on creating a complete running experience for its customers is commendable. The apparel is designed to match the shoes' style and color, creating a cohesive look that is both practical and stylish.

On faces competition from several other brands in the market. Some of On Running's competitors include Hoka, New Balance, and Nike. Hoka is well-known for its maximalist shoes, designed to provide foam-like cushioning. New Balance is an American company known for its high-quality running shoes. Nike, the world's largest athletic shoe brand, offers a wide range of shoes, including running shoes, designed to suit the needs of different athletes. Despite the

competition, On Running has provided unique and innovative shoe designs that cater to the needs of runners who value comfort and performance.

Main Strategy approach:

On Running is a company that primarily targets millennial runners and tennis enthusiasts who are drawn to the Roger Federer collection. However, the company believes that expanding the target audience could potentially help it grow even further. Currently, the company also sells casual everyday lifestyle wear that was previously promoted by artist Omar Apollo, which brought in a vast crowd of younger consumers wanting the same garments he was wearing. This is a market that On Running wants to focus on and bring in potential Gen Z consumers.

By expanding the target audience, On Running aims to cater to a broader range of customers, which could increase its sales and revenue. The company is aware that Gen Z consumers have unique preferences and expectations that differ from those of previous generations. One way the company should attract Gen Z consumers is by emphasizing more sustainability in its products. The younger generation is more environmentally conscious and expects companies to take responsibility for their impact on the environment. Gen Z also holds a lot of accountability in ensuring the company supports political factors in its favor.

This now leads to social media adaptation to reach out to Gen Z consumers. The company realizes that this younger generation spends a significant amount of time on social media platforms and is influenced by the latest trends appearing on such platforms. Gen Z also pays attention to who influences the latest trends, so it is essential to figure out who the new face of On is and how it would attract the crowd. Sticking with the trend of casual athleisure wear

with Omar Apollo, a further artist should be featured every season to keep consumers involved. With the inclusion of more influencers on social media, there should be less email marketing and more interaction on social media like TikTok and Instagram.

To effectively target Gen Z consumers, the company has realized the importance of adapting to social media platforms. This younger generation spends a considerable amount of time on social media, and as a result, it is essential to leverage the power of social media to engage with them. The latest trends on social media influence the purchasing decisions of Gen Z consumers, and they pay close attention to the individuals who are setting these trends as well. Therefore, in order to attract the Gen Z crowd, the company needs to figure out who the new face of On is.

This involves identifying influential individuals who are setting the latest trends on social media platforms and partnering with them to promote the brand. The company should also consider featuring a new artist every season to keep consumers engaged and interested. The company has already established a trend of casual athleisure wear with Omar Apollo, which has been well-received by consumers. Continuing with this trend and incorporating a new artist every season would not only cater to the preferences of Gen Z consumers but also keep the brand fresh and exciting.

The company should also focus on increasing its presence on social media platforms like TikTok and Instagram to interact more with consumers. This would reduce its reliance on email marketing, which has become less effective in reaching out to Gen . Being said, On-Running's goal of expanding its target audience to include Gen Z consumers is a strategic move that could

help the company grow even further. The company aims to increase its sales and revenue while staying relevant to consumers' changing preferences by tailoring its marketing strategies and product offerings to appeal to this new market.

References

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