

Timberland Carnaby Street, a purpose-led place

Melissa Rotta Loria – Brand Marketing & Creative Director

David Dalziel – Dalziel & Pow Creative Director

Event: Retail Marketing Conference

Date: 13th February 2020

An exploration of the retail landscape today and the development of Timberland's eco concept store.

- A closer look at Timberland's sustainability credentials and new brand campaign.
- What is a 'purpose led place' and how should this be reflected in a flagship store.
- Zoning and segmenting the store to translate and implement the project objectives.
- How the project came to life, planning stages and development.
- Outcome: what Timberland have achieved with their new purpose-led flagship.



Carnaby Street

A purpose-led place



Dalziel
& Pow

Hello

Melissa Rotta Loria

Brand Marketing & Creative Director, EMEA
Timberland

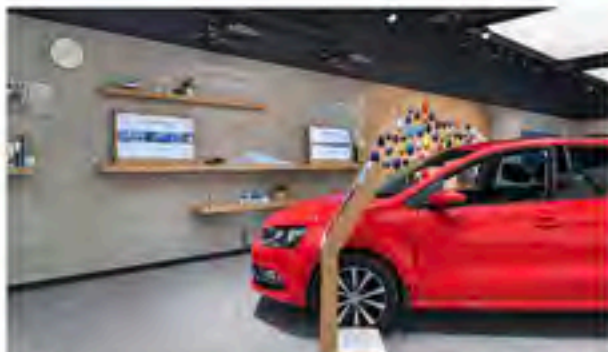
David Dalziel

Creative Director
Dalziel & Pow

ABOUT DALZIEL & POW

We're an independent creative agency based in London. We help our clients create the most engaging and successful brands in the world.





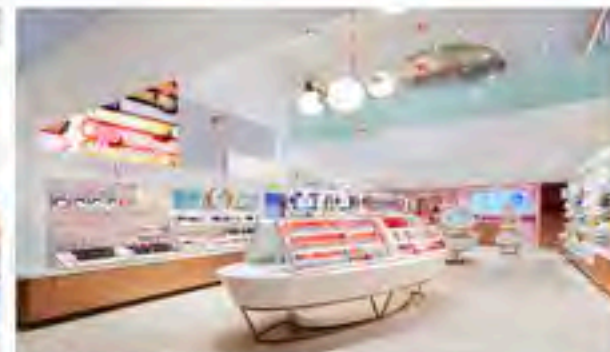
Volkswagen
The joy of ownership



Molton Brown
Putting fragrance first



Lululemon
Winning London



Etude
Beauty for the changing consumer



Knight Frank
Next-gen property partner



Marie's Baby Circle
A parent focussed brand



Samsung
Tech storytelling



Boots
A beauty & wellness destination



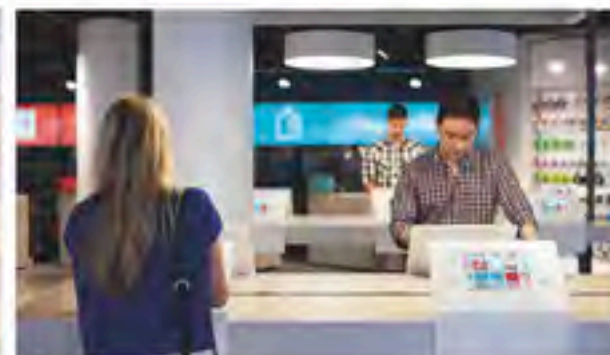
Timberland
Purpose led concept



O2 Telefonica
The most-loved network



Nationwide
Thriving, connected communities



Argos
Digital transformation

OUR APPROACH

We help our clients understand and thrive in this new era with our approach to brand experience.





Purpose

The reason the brand exists today, and tomorrow



Personality

Brand image, tone of voice and content



People

Staff/ambassador roles, training and service style



Place

The environments where staff and customers connect



Process

Processes & tools that help deliver the experience vision



Product

What the customer buys, subscribes to, or benefits from

Carnaby Street

A purpose-led place



Dalziel
& Pow

The retail landscape today

“From Boomers to Millennials to Generation i, never have expectations of retail been higher. Transactions must be instant. Services must be intuitive and personalised. Time is a commodity – quicker is better.

And yet, when we enter physical stores, we’re expecting magic, experience and immersion.”

JWT INTELLIGENCE



Brands are exploiting the power of
experience to change perception,
motivate sales and build loyalty...



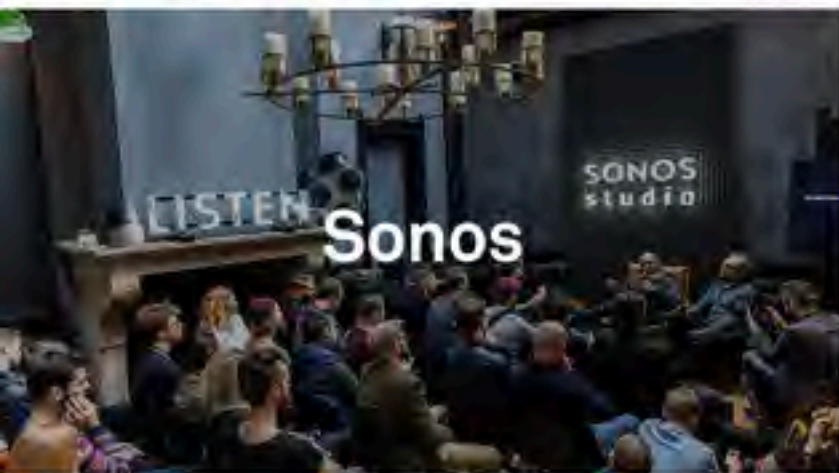
Apple



Nike



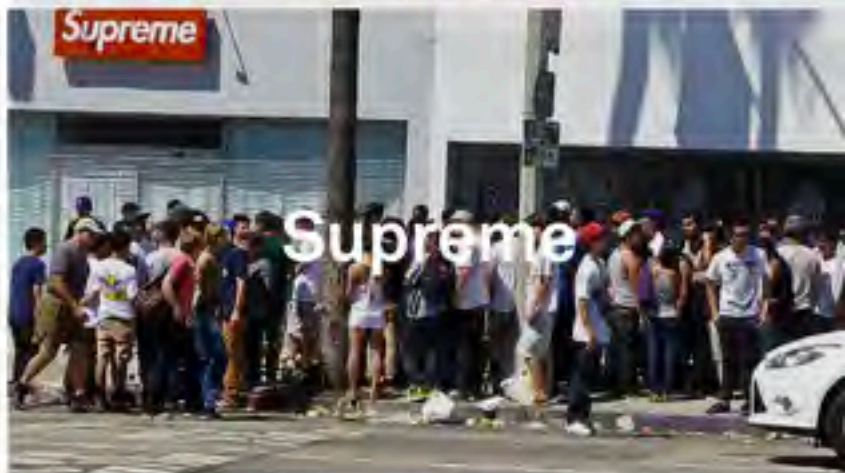
Amazon



Sonos



Starbucks



Supreme



Warby Parker



Adidas



IKEA

Nature Needs Heroes



OUR HERITAGE: STEPPING OUTSIDE

CRAFTED QUALITY
PROBLEM SOLVING

1952

Nathan Swartz buys a half interest in the **Abington Shoe Company**.



1973

Debut of the first **waterproof boot** called the Timberland.



1968

Injection-moulding technology introduced to the footwear industry.



1999

Timberland **PRO®** series is introduced, featuring 24-7 Comfort Suspension™.

OUR HERITAGE: ECO LEADERSHIP

HUMANITY
INTEGRITY
BETTERMENT

1992

Introduced the **Path of Service** program, giving employees 16 hours of paid time to serve their communities and increased to 40 paid hours 1995.



2007

Timberland introduces the original **Earthkeepers®** boot made of recycled, organic and renewable materials



2019

Timberland launched **ReBOTL** fabric made from the same stuff as plastic bottles. Timberland also makes record commitment to plant **millions trees** across the world helping to fight climate change.



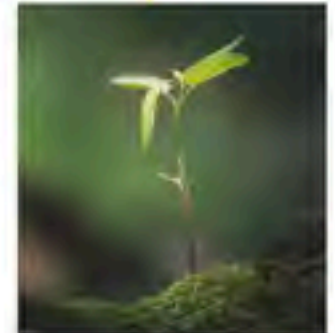
1998

Timberland holds the 1st Annual **Serv-a-palooza**, the largest companywide day of community service.



2014

Timberland celebrates **one million hours** of global community service.





WHO WE ARE

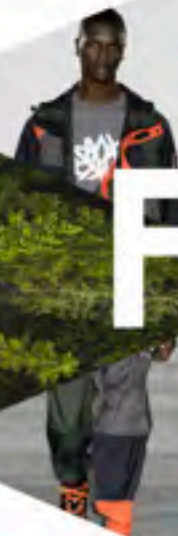
Timberland leverages its iconic outdoor heritage to build purposeful and responsible products that give you the confidence to step outside and make it better.



CREATIVE VISION

OUR NORTH STAR

NATURE X FASHION



WE WILL USE
THE ENERGY OF
FASHION TO
CREATE A
DESIRE TO STEP
OUTSIDE AND
MAKE IT BETTER.





HOW YOU CAN LIVE OUR BRAND PURPOSE



RESPONSIBLE PRODUCTS

WE MAKE RESPONSIBLE PRODUCTS

- Recycled, renewable, or organic materials
- Durability is a great form of sustainability
- Relentless pursuit of responsible innovation



GREENER FUTURE

WE ARE COMMITTED TO A GREENER FUTURE

- Tree planting
- Urban greening
- Take back program



STRONGER COMMUNITIES

WE ARE DEDICATED TO OUR COMMUNITIES

- Path of Service program, 40 hours per year
- Earth Day, Serv-a-palooza, your own passions

What is that
‘purpose-led place’
for Timberland?



**WE INSPIRE
AND EQUIP THE
WORLD TO STEP
OUTSIDE, WORK
TOGETHER AND
MAKE IT BETTER.**

A **purpose-led** place draws people back for more – a physical space that works with online, not competing against it.

It's about creating destinations that offer more than just transaction – creating spaces that elevate brands.

Spaces that facilitate meaningful interaction between like-minded people...
Creating community.

Objectives

Align our retail experience with our purpose
and creative vision

Create a culture of transformation by
elevating the brand as the enabler

Design a framework that commands
global recognition

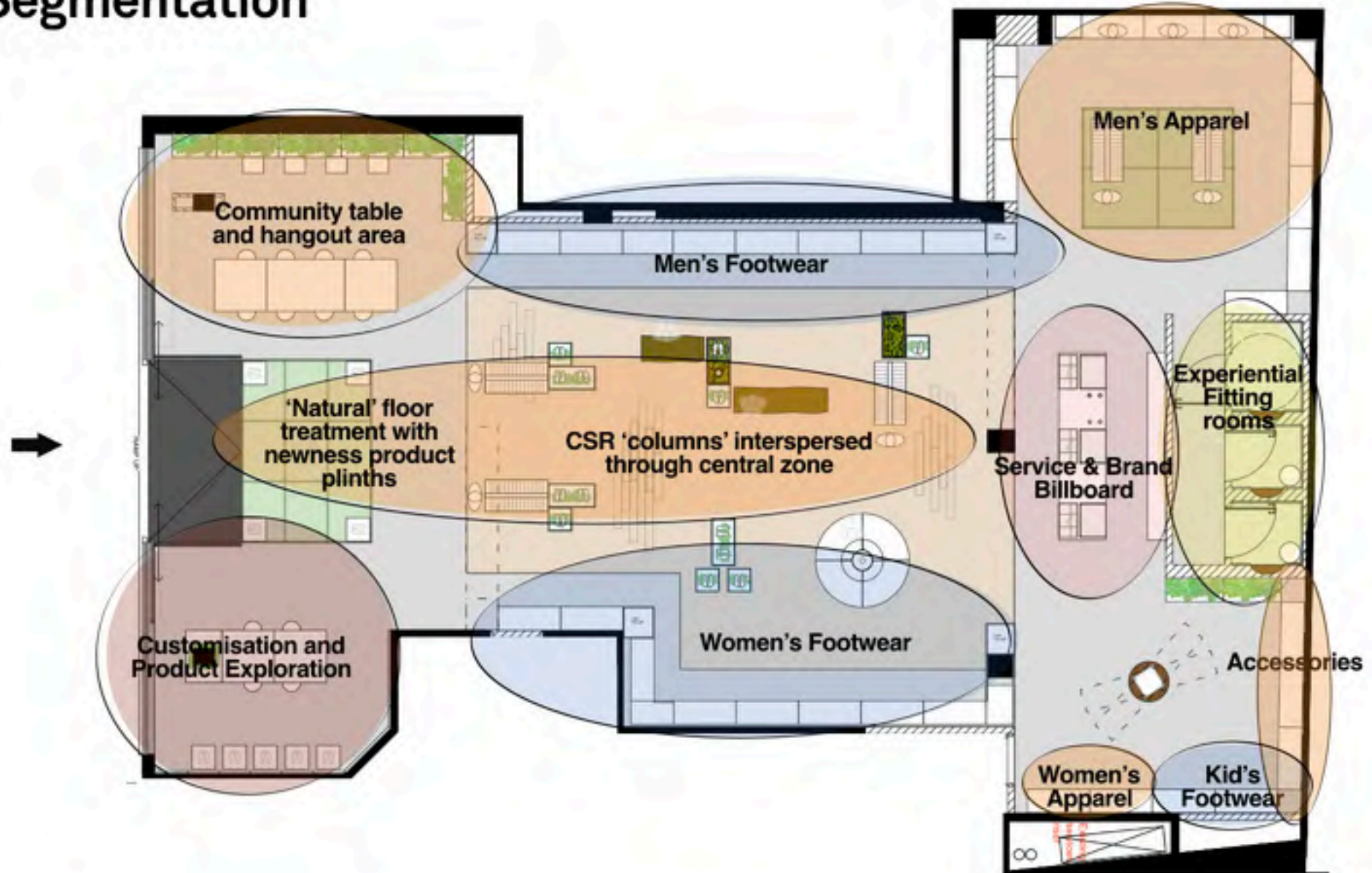
Change brand perception

“We inspire and equip the world to step outside,
work together and make it better.

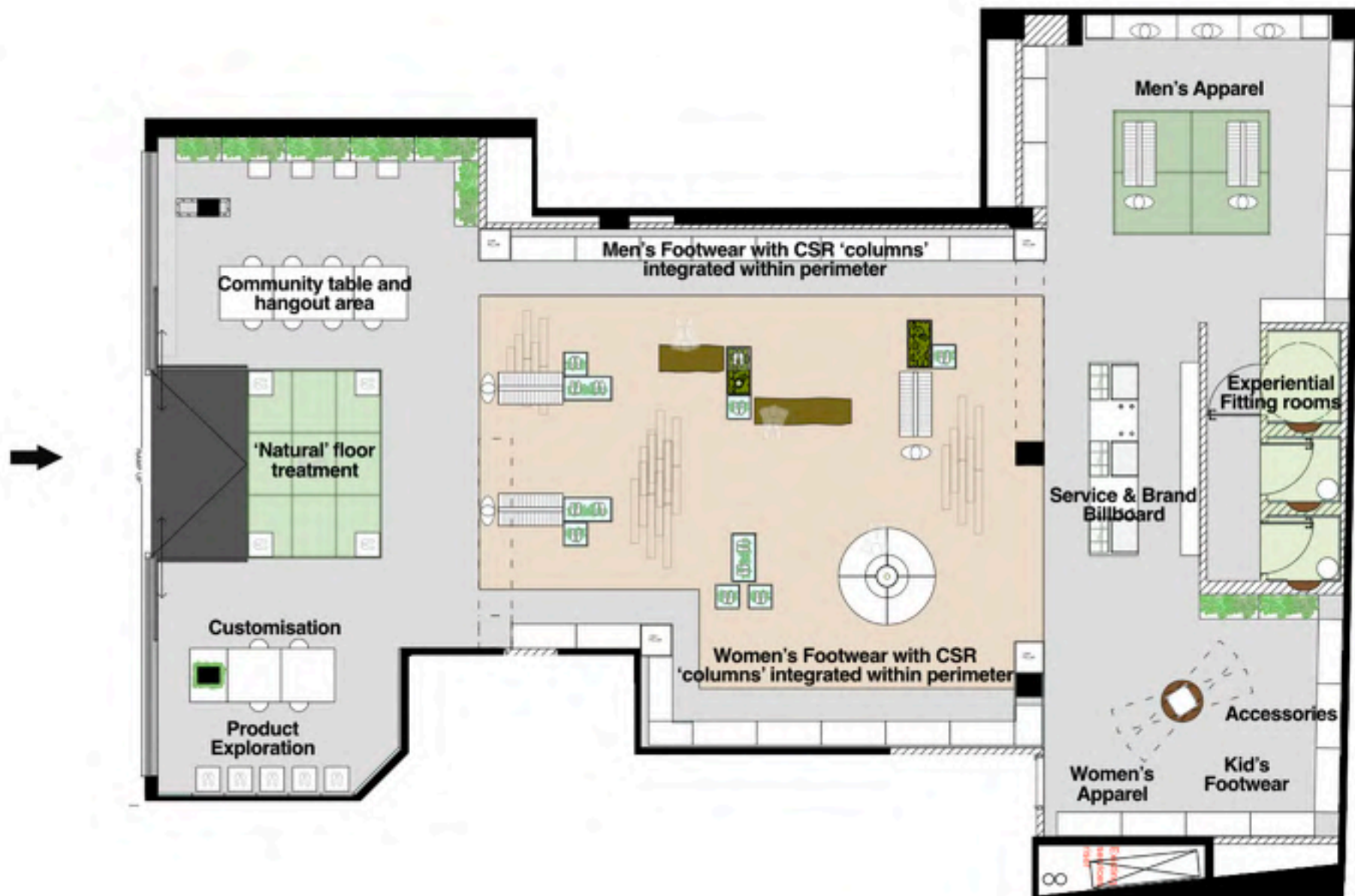
To focus our energy on creating a
purpose-led place that invites our community to
be part of a culture of transformation in a
Timberland ownable and unique space.”

Planning

Zoning & Segmentation



Planning



Concept

5
CARNABY

Timberland



Facade - With digital screen









MATERIALS 2020 GOALS

- 40%** **RECYCLE**
Use recycled materials in our products and packaging.
- 100%** **SUSTAINABLE SOURCING**
Source all materials from sustainable sources.
- 34%** **SUSTAINABLE PACKAGING**
Use sustainable packaging for all our products.
- ★★** **SUSTAINABLE DESIGN**
Design products that are sustainable and durable.



NATURE NEEDS HEROES







CONSTRUCT:10061

Timberland CONSTRUCT:10061 is a one-of-a-kind collaboration with Casapunk Inc. Every six months a team of the best footwear designers and creators from around the world rethink every step of our bootmaking process. We spend the day in our Dominican Republic factory and learned the lessons with our skilled craftspeople. Together they're shaping our products and processes for the future.

This is Chapter One.
This is Boot Heaven's Domain.

Welcome to CONSTRUCT:10061







Live store



Timberland



PLAN
THE
CHANGE

Lee



Lee

Lee









Timberland

REAL HER

Thank you!

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