

# UGG'S MISSION & VALUE

## **Mission Statement:**

“UGG believes in the empowerment of all people, the preservation of the planet, and crafting products that are made to last.”

## **Value Statement:**

“We exist to make self-expression comfortable for all.”



# UGG PRODUCTS



Tazz Slipper  
\$110



Classic Ultra Mini  
\$150



Tazz  
\$130



Classic Ultra Mini  
Platform  
\$160



Bailey Bow II  
\$200

# COMPETITOR ANALYSIS



# BEARPAW HISTORY

Tom Romeo created  
BEARPAW shoes in 2001.

BEARPAW shoes are  
curated to fit all walks of  
life.



# BEARPAWS' MISSION

**“Live, Life Comfortably.”**



# BEARPAW PRODUCTS



Tabitha  
\$64.99



Alyssa Wide  
\$74.99



Loki II  
\$54.99

# BEARPAW LOCATION



**CONQUER THE COLD**

Embrace the winter chill in style!

**SHOP WOMEN'S**

**SHOP MEN'S**

**SHOP KIDS'**

**Zero Physical Bearpaw Brand Stores** [with the exception of 17 outlet stores] products are only sold online or through e-commerce

# BEARPAW LOCATION

**BEARPAW** is sold throughout the US and in over 45 countries.

Bearpaw shoes are primarily made in China.



BEARPAW PACKAGE



# INDUSTRY ANALYSIS

29% of people  
purchased boots  
within the past  
12 months





Percent	Willing to Pay
10%	\$30-\$59
9%	\$60-\$79
14%	\$80-\$99
21%	\$100-\$119
12%	\$120-\$139
11%	\$140-\$159
4%	\$160-\$179
16%	\$180+++

56% to replace  
27% impulse  
purchase  
12% saw on someone  
famous

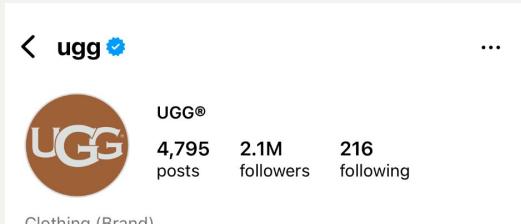


# COMMUNICATIONS AUDIT

# QUANTITATIVE ASSESSMENT

## Instagram

- 2.1 Million followers

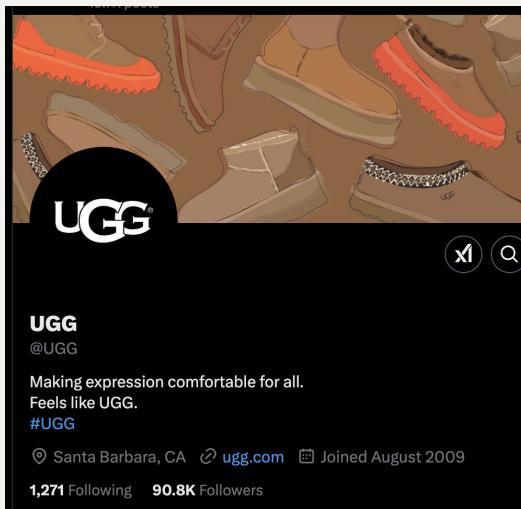


## Twitter (X)

- 90.8K followers

## Facebook

- 3.3 Million followers



# QUALITATIVE ASSESSMENT

- **Neutrals**
- **Calmer energy**
- Targeted towards people who may seem to follow an **aesthetic**.
- **Models Products**
- **Promotes Products**
- Is **not** the most personable.

