

# 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   
*live life comfortably*

# 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



**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

10%

9%

14%

21%

12%

11%

4%

16%

Willing to Pay

\$30-\$59

\$60-\$79

\$80-\$99

**\$100-\$119**

\$120-\$139

\$140-\$159

\$160-\$179

\$180+++

**56% to replace**

**27% impulse**

**purchase**

**12% saw on someone**

**famous**





# COMMUNICATIONS AUDIT



# QUANTITATIVE ASSESSMENT

## Instagram

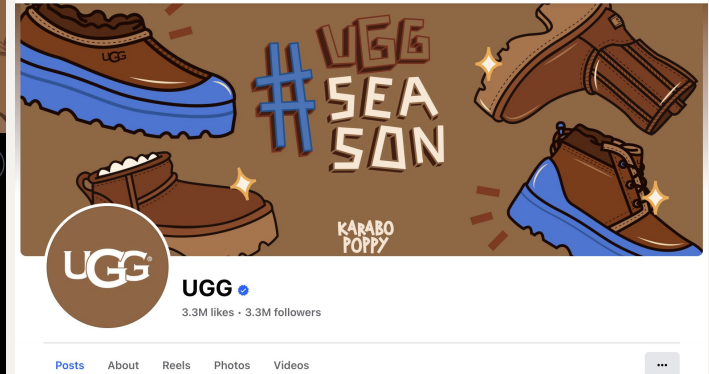
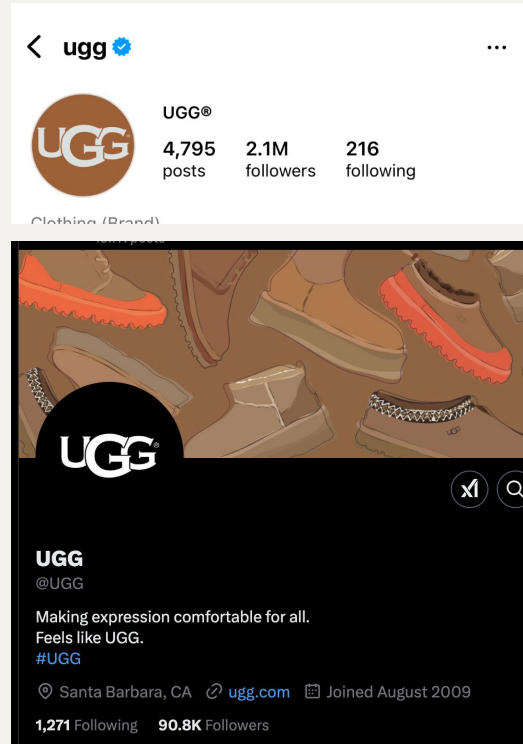
- 2.1 Million followers

## 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.

