

CASE [EQUITY]: GEOX

In 2010 Geox asked baba for support to update Geox's breathing promise, looking for a positioning review (especially about the lack of emotional connotation that was the "price" of techno-functional USP)

Research problem

- Little characterized brand personality, only based on USP
- Brand distance from prestige, self promotion and trends areas

Methodology

Semiotic desk analysis to validate:

- Trends dynamics
- Current equity in relationship with juncture, new communication tgts vs user lifestyle and prospect, evolution positioning
- Mix analysis

Recommendation

- "Inspiration system" as a promise of freedom
- New qualification of technicality vs. entrance in the less presided design/lifestyle area

New image set-up
Partnership Geox - Redbull Racing
Launch of Amphibiox