

A Standing 'O' from Dr. Scholl's

## CONCEPT ONE

A Standing 'O' from Dr. Scholl's

## WHAT WE KNOW

- Americans view their feet as “least important body part in terms of overall health and well-being; our feet are literally and figuratively the furthest things from our minds.” – *APMA president Frank Spinoso*
- Nevertheless, 70% of Americans have experienced foot pain. – *APMA*

## INSIGHTS

- Connect with consumers who neglect their foot pain and focus on our unheralded feet by celebrating the people in all walks of life who stand for us.
- Your feet care for you, Dr. Scholl's cares for your feet...

## Consideration

## Active Evaluation

## Moment of Purchase

### “I feel...”

- *Dr. Scholl's cares about the health and comfort of people who work on their feet*  
**Donation campaign / Paid & Social Media**
- *Dr. Scholl's is committed to my community*  
**Red Cross Partnership / Earned Media**

### “I think...”

- *It never occurred to me how a simple thing like foot care improves daily life for people who stand for a living*  
**Standing 'O' Heroes / Paid Media**
- *Better foot care products can benefit people who make my life a little better*  
**Standing 'O' Heroes / Paid Media**

### “I need...”

- *To give a shout-out to that “stand-up” person who makes my life a little better*  
**Standing 'O' Heroes Kiosk / P.O.P.**
- *To give my own feet a little TLC*  
**Standing 'O' Heroes Kiosk / P.O.P. & Online**

## MANIFESTO

# A Standing 'O' from Dr. Scholl's

They stand-up for us wherever we go, whatever we do, every waking hour, each and every day. But who stands up for them? Let's face it, our feet get no respect. Nobody knows that more than the people whose jobs require them to stand upright hour on end. From postal carriers, cashiers, to wait staff, to doctors and nurses, to hairdressers. And no one understands you better than Dr. Scholl's, the world's best-loved foot care brand.

We created the Footbook@Facebook campaign as a place to celebrate the very people who stand on their feet for us for hours on end. We invite you to nominate your "stand-up hero and share their stories. Every week, we will pick ten people to receive a Standing 'O' from Dr. Scholl's"

And for every story you share, we will make a donation to the Red Cross, whose very purpose is to help families and entire communities get back on their feet. Join us at [www.footbook@facebook.com](http://www.footbook@facebook.com)

**STANDING [O]**

**FROM DR. SCHOLL'S**

# STANDING [O]

CÉCILIA HERNÁNDEZ  
[NAME]

PRODUCE VENDOR  
[OCCUPATION]

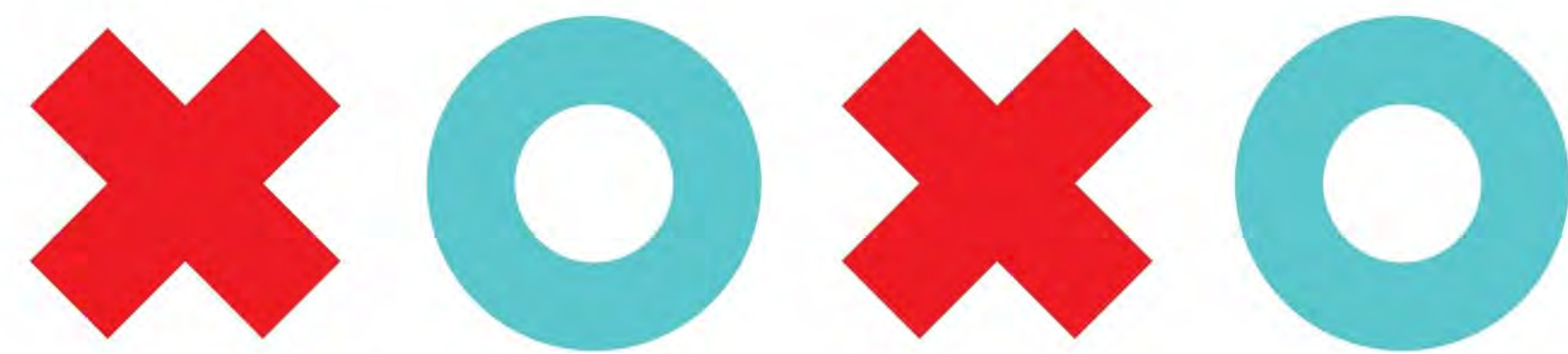
BROOKLYN, NY  
[LOCATION]

CÉCILIA IS THE HIGHLIGHT OF MY MORNING, AND THE MAIN REASON WHY I STILL WALK TO WORK INSTEAD OF TAKING A CAB. LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCINA ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO.

DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. AND THAT IS WHY SHE DEFINITELY DESERVES A **STANDING 'O' FROM DR. SCHOLL'S!** - JOYCE MILLER

Know someone you think deserves a Standing 'O' from Dr. Scholl's? Visit [www.StandingO.com](http://www.StandingO.com) to see what we think it takes to earn a Standing O, and to nominate the people in your life who deserve that recognition. We'll select stories and people to feature on the website as well as upcoming publications.





**American Red Cross**

**Proud to lend a hand (and hugs) to those who help others get back on their feet.**

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**STANDING [O]**



Get More Page Likes

Ad Preview

Desktop News Feed

Mobile News Feed

Right Column

Kristi Hines likes this.

**[O]** Standing 'O' From Dr. Scholl's  
Sponsored

Dr. Scholl's is giving Google employees a Standing 'O' for their commitment to a healthy work environment...

**STANDING [O]**

STANDING [O] FROM DR. SCHOLL'S

Standing 'O' From Dr. Scholl's  
4,954 likes

Like Page

Terms & Conditions



Finally...  
a stand  
that *stands*  
for something.

Fit Feet for Fitness

## WHAT WE KNOW

- From digitized wrist bands that track our daily steps to standing desks designed to get us off our posteriors, in an effort to become fitter and healthier, we're asking more of our feet than ever before.

## INSIGHTS

- In contrast to “Standing ‘O’ from Dr. Scholl’s,” which focuses on relieving pain, this concept is intended to reposition the brand as the “original wearable technology” that charges your feet – so you can take better charge of your health and wellness.

## Consideration

## Active Evaluation

## Moment of Purchase

### “I feel...”

- *I’m asking more of my feet than ever before and Dr. Scholl’s has my feet top of mind*  
**Soul in Your Insoles / Paid & Earned Media Campaign**
- *Dr. Scholl’s let’s me earmark my steps to the cause(s) I care about*  
**Charity Miles Partnership / Earned Media**

### “I think...”

- *Dr. Scholl’s gives me the “lift” I need to take better control of my health and fitness.*  
**The Charge that Needs No Charging / Social & Paid Media**
- *When I think about it, Dr. Scholl’s insoles are the original wearable technology.*  
**Original Wearable Campaign / Paid Media**

### “I need...”

- *The original wearable – a perfect fit for my focus on fitness*  
**Original Wearable Campaign / Paid Media & P.O.P.**
- *To support autism by joining with Dr. Scholl’s Charity Miles initiative*  
**Charity Miles Partnership / Earned Media**

## MANIFESTO

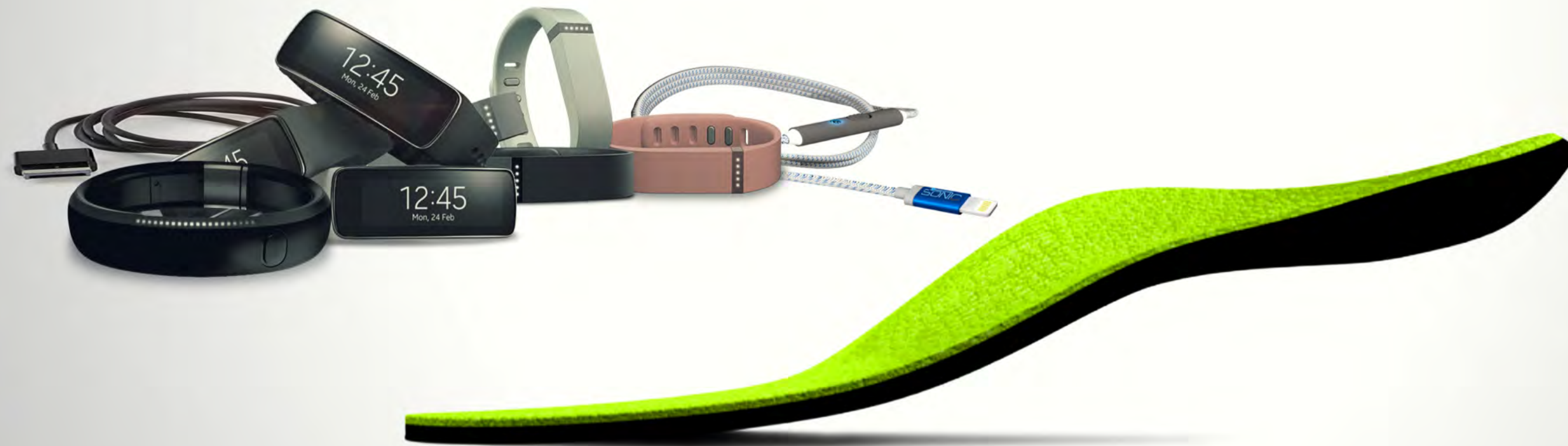
# Fit Feet for Fitness

We have something to tell you. Are you sitting down? Then, please get up. Because, according to studies, five or more hours of sedentary sitting is the health equivalent of smoking a pack and a quarter of cigarettes! Fortunately, science demonstrates that standing up about every 20 minutes, even for only a minute or two, reduces your risks of developing diabetes and heart disease.

So, get up and move a little while you're at work – and step it up even more when you're out of the office. Because the evidence is clear: Whether you walk or run, 10,000 or more steps a day can reduce your risk for disease and help you lead a longer, healthier life.

And when you do step out, make sure you never get caught flat-footed. Slip Dr. Scholl's insoles into your shoe to provide extra cushioning and support. A portion of every product we sell goes toward the worthy causes supported by Charity Miles, including Autism Speaks, Feeding America and Habitat for Humanity. Find our more at Dr. School's [FitFeetForFitnessChallenge.com](https://www.FitFeetForFitnessChallenge.com)

You don't  
recharge it...  
it recharges you.



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# The original wearable technology.



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# We put the **soul** in your **insole.**



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The first step in fitness wearables.  
*(It's still a big feat.)*



Your Wheels Matter

## MANIFESTO

# Your Wheels Matter

Every day, they get you up and get you moving. Steering you in the right direction. Keeping you ahead of the pack. Through thousands of stops and starts, they have you stuck firmly to the road. We're not talking about your tires, we're talking about your feet.

As they wear down, Dr. Scholl's pumps them up.  
So you can keep revving full speed ahead without losing a single step.

At Dr. Scholl's, protecting your wheels is our life. Please join us in giving actual wheels for those who need them most. When you purchase a Dr. Scholl's product, a portion will go to Wheels4Life, a non-profit charity that provides free bicycles for people in need of transportation in Third World countries where closest school, doctor or work-place might be 10 or 20 miles away.

Consideration

Active Evaluation

Moment of Purchase

*“I feel...”*

- *My feet (wheels) keep me mobile – and Dr. Scholl’s has my “wheels” top of mind.*  
**Wheels Matter / Paid & Earned Media Campaign**
- *Dr. Scholl’s cares about giving mobility to people who need it most.*  
**Wheels4Life Partnership / Earned Media**

*“I think...”*

- *Dr. Scholl’s insoles give new life to my wheels, so I can keep moving in the right direction.*  
**Wheels Matter Campaign / Paid Media**

*“I need...”*

- *I need to stop neglecting my “wheels” and give them the support they need from Dr. Scholl’s.*  
**Wheels Matter awareness campaign / Social & Earned Media**
- *I need to help provide reliable transportation for impoverished people in 3rd world countries.*  
**Wheels4Life Partnership / Earned Media**

**YOUR WHEELS MATTER**

A dark blue silhouette of a person in a wheelchair is positioned behind the word 'WHEELS' in the text 'YOUR WHEELS MATTER'. The silhouette is rendered in a solid dark blue color and is centered behind the word 'WHEELS'. The person is shown from the side, sitting in a wheelchair with their hands on the wheels. The background is a light blue gradient.


Your feet are racking up mileage too.

Upgrade to Dr. Scholl's.

YOUR WHEELS MATTER




YOUR WHEELS MATTER


 All Stops In Between

 Greenpoint Av to 308 Eckford St, Apt 3G

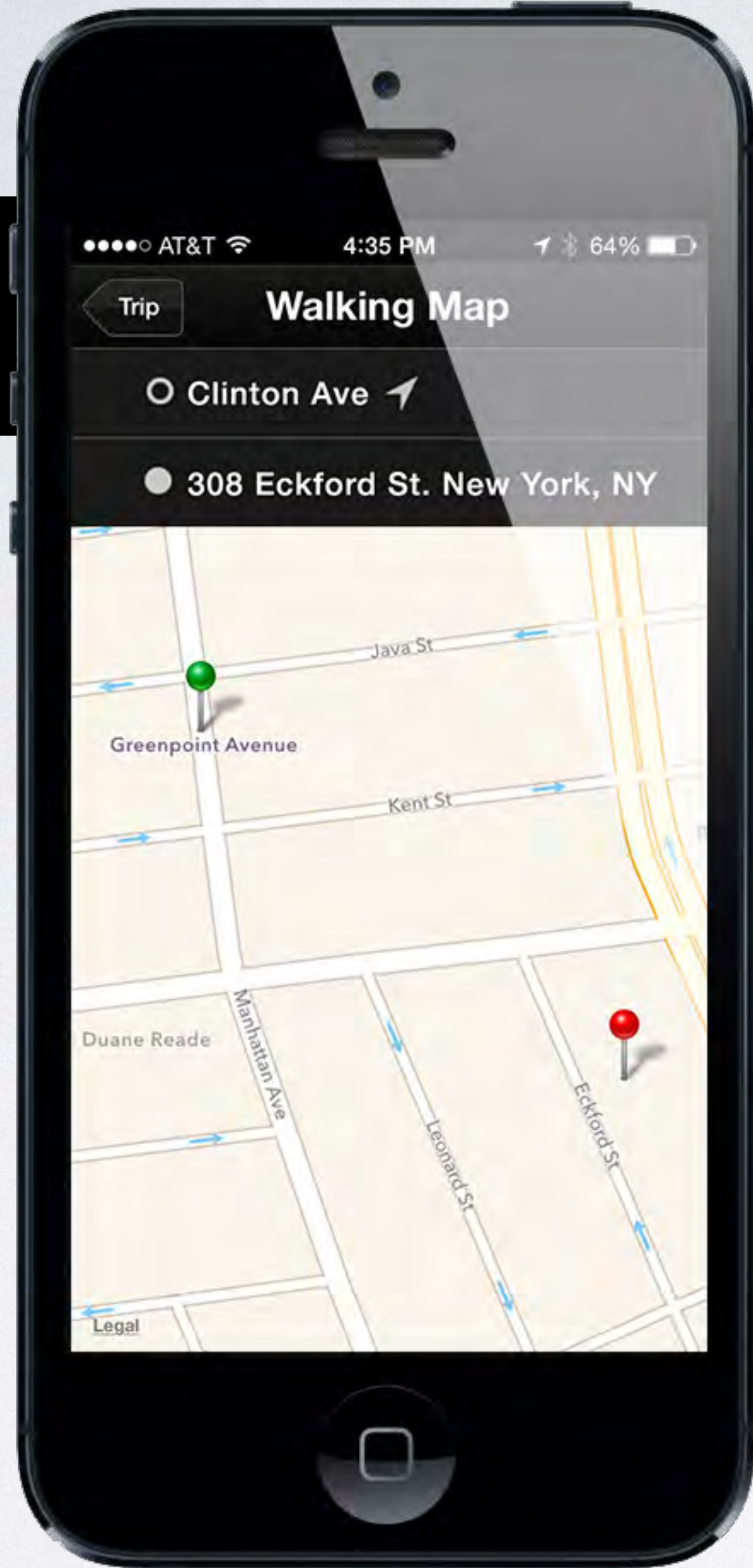
 Metropolitan Ave to Greenpoint Ave

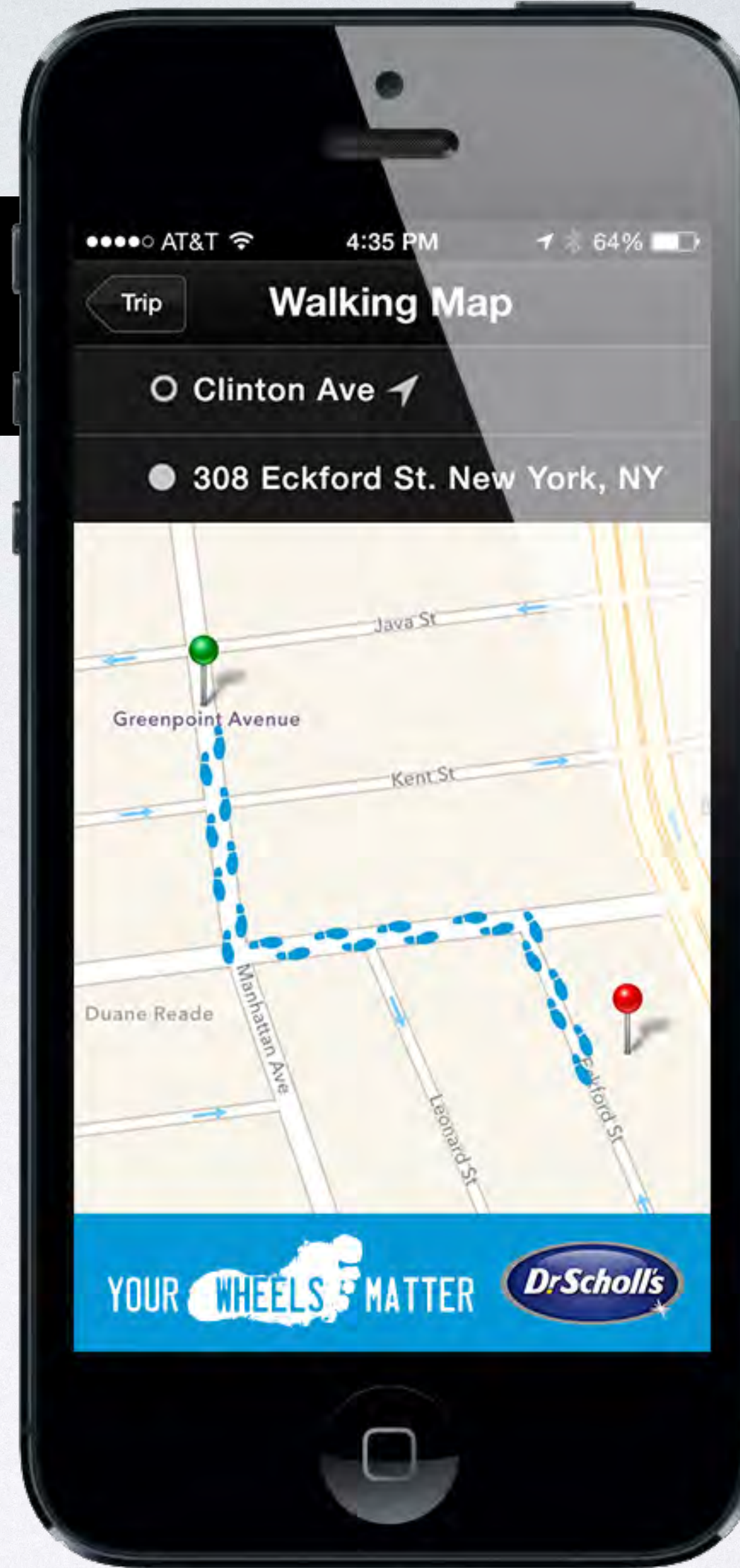
 Penn Station to Metropolitan Ave

 Clinton Ave to Newark Penn Station



Standard Map



Sponsored Map