

# SOME ASSUMPTIONS

- 1) Thorlo's has a great product. Amazing consumer reviews.
- 2) Thorlo product -- whatever the consumer benefits might be -- exists in the low interest universe of socks and feet. That won't change.
- 3) The average Thorlo-unaware consumer, or aware non-triers, or lapsed user couldn't care less about these "endorsements.

In today's media environment, instant works and everything else that is thoughtful or serious, fails. Alas.

# SOME ASSUMPTIONS

- 4) You have near zero \$\$\$ to create "noise" or generate awareness, and, thus make the impact that could gain you the ROI you seek. In this environment, conventional and logical approaches, fail (unless well, and repeatedly funded)
- 5) Older Thorlo users are dying off, newer users are not being attracted to brand, smaller mom & pop specialty foot stores have been Big Box destroyed, competitors are larger, better funded, more on trend with design, and more technology savvy (in terms of product R&D, retailer clout, \$\$\$ ability to exploit social media etc.) **In military and warfare terms, you are outnumbered.**

# SOME ASSUMPTIONS

- 6) Sales are soft, brand is not growing. Distribution at retail is going/ or has gone away. Sales are not as robust as you want them, and you have individually and collectively tried mightily with great effort and intelligence -- to communicate important functional benefits (e. g. padding, clinical testing, foot health, etc.) and this has essentially failed to reverse downtrend, or overcome obstacles mentioned above.
- 7) **What we are here to suggest is that an out of the box "big idea" is needed.** Something that shatters for a microsecond consumer resistance to paying attention to your "endorsements" messaging.
- 8) We think we have such an intrusive idea, a "battering ram" if you will designed to enter the consumer psyche with a bit of staying power.

# THE “ PROBLEM”

- 9) What we have done and will do with your consent, is create a "disease".

A mysterious and baffling condition that afflicts millions, that destroys happiness and ruins the quality of life for all those who suffer from this horrible malady. This only recently identified scourge of our society discourages mobility, encourages pain and discomfort, limits freedom and brings millions to tears and despair.

Into this bizarre epidemic steps Thorlo to help open the eyes of those afflicted and in pain. Like a messiah bringing religion and hope to a despairing civilization, Thorlo opens the eyes of the suffering to a land of hope, leading all step-by-step out of darkness and ignorance towards a promised land of freedom, and a level of comfort and health previously inexperienced.

# THE REASON WHY?

- Because feet can't read all your great endorsements.
- Because feet are blind to the glowing words of legions of happy Thorlo users.
- Because feet lack vision and are thus handicapped to realize and act in their own best interest.
- The disease is...



# *FOOT BLINDNESS*

An absurdly ridiculous idea

# CONTINUED

- The disease is Foot Blindness.
- The cure is knowledge.
- 14) The knowledge is delivered by an intrusive public service awareness program to eradicate FOOT BLINDNESS from this land.
- 14a) Read on Dear reader:
- 14b) Insert snippets from Thorlo marketing reviews, etc.
- 14c) Foot Blindness. You no longer have to suffer in silence. There is a solution. Visit [Thorlo.com](http://Thorlo.com) today, or go to: [EndFootBlindness.com](http://EndFootBlindness.com).

# HAVING FOOT BLINDNESS WAS ONE THING, BEING IGNORANT ABOUT IT WAS ANOTHER!



April 2015, Joe Thomas won the “Over 60” trophy at his club!”

- CAUSES MISSED SHOTS.
- DISCOMFORT & PAIN.
- AFFECTS YOUR AIM.
- CAN BE CURED!

WWW.LANDINGPAGE.COM



Download from  
**Dreamstime.com**

This watermarked comp image is for previewing purposes only.



ID 50485058

© Wavebreakmedia Ltd | Dreamstime.com

# FOOT BLINDNESS.

IT EFFECTS EVERYONE.

IT CAUSES HEARTACHE &  
PAIN.

FIND OUT HOW IT  
AFFECTS YOUR GAME.

IT CAN BE CURED!

[WWW.LANDINGPAGE.COM](http://WWW.LANDINGPAGE.COM)

www.shutterstock.com - 77737327

# FOOT BLINDNESS.

IT EFFECTS EVERYONE.

IT CAUSES HEARTACHE &  
PAIN.

FIND OUT HOW IT  
AFFECTS YOUR GAME.

IT CAN BE CURED!

[WWW.LANDINGPAGE.COM](http://WWW.LANDINGPAGE.COM)

DON'T FEEL ASHAMED!  
THE BEST HUNTERS  
SUFFER FROM IT:

# FOOT BLINDNESS

- CAUSES MISSED SHOTS.
- DISCOMFORT & PAIN.
- AFFECTS YOUR AIM.
- CAN BE CURED!

# THE BEST HUNTERS SUFFER FROM FOOT BLINDNESS

- CAUSES MISSED SHOTS.
- DISCOMFORT & PAIN.
- AFFECTS YOUR AIM.
- CAN BE CURED!

[WWW.LANDINGPAGE.COM](http://WWW.LANDINGPAGE.COM)





**86% of American Hunters  
suffer from FOOT BLINDNESS.  
Only 10% know what to do about it.**

- CAUSES MISSED SHOTS.
- DISCOMFORT & PAIN.
- AFFECTS YOUR AIM.
- CAN BE CURED!

[WWW.LANDINGPAGE.COM](http://WWW.LANDINGPAGE.COM)

***IS YOUR AIM  
AFFECTED  
BY***  
**FOOT BLINDNESS**  
**There is a cure!**

[www.LANDINGPAGE.com](http://www.LANDINGPAGE.com)





***DON'T FEEL ASHAMED!***  
**THE BEST GOLFERS SUFFER FROM**  
**FOOT BLINDNESS**

- CAUSES MISSED SHOTS.
- DISCOMFORT & PAIN.
- AFFECTS YOUR AIM.
- CAN BE CURED!

[WWW.LANDINGPAGE.COM](http://WWW.LANDINGPAGE.COM)

## THE BEST HUNTERS SUFFER FROM FOOT BLINDNESS

- CAUSES MISSED SHOTS.
- DISCOMFORT & PAIN.
- AFFECTS YOUR AIM.
- CAN BE CURED!

[WWW.LANDINGPAGE.COM](http://WWW.LANDINGPAGE.COM)

**86% of American Hunters suffer from FOOT BLINDNESS.**  
Only 10% know what to do about it.

- CAUSES MISSED SHOTS.
- DISCOMFORT & PAIN.
- AFFECTS YOUR AIM.
- CAN BE CURED!

[WWW.LANDINGPAGE.COM](http://WWW.LANDINGPAGE.COM)

## IS YOUR AIM AFFECTED BY

### FOOT BLINDNESS There is a cure!

[www.LANDINGPAGE.com](http://WWW.LANDINGPAGE.COM)

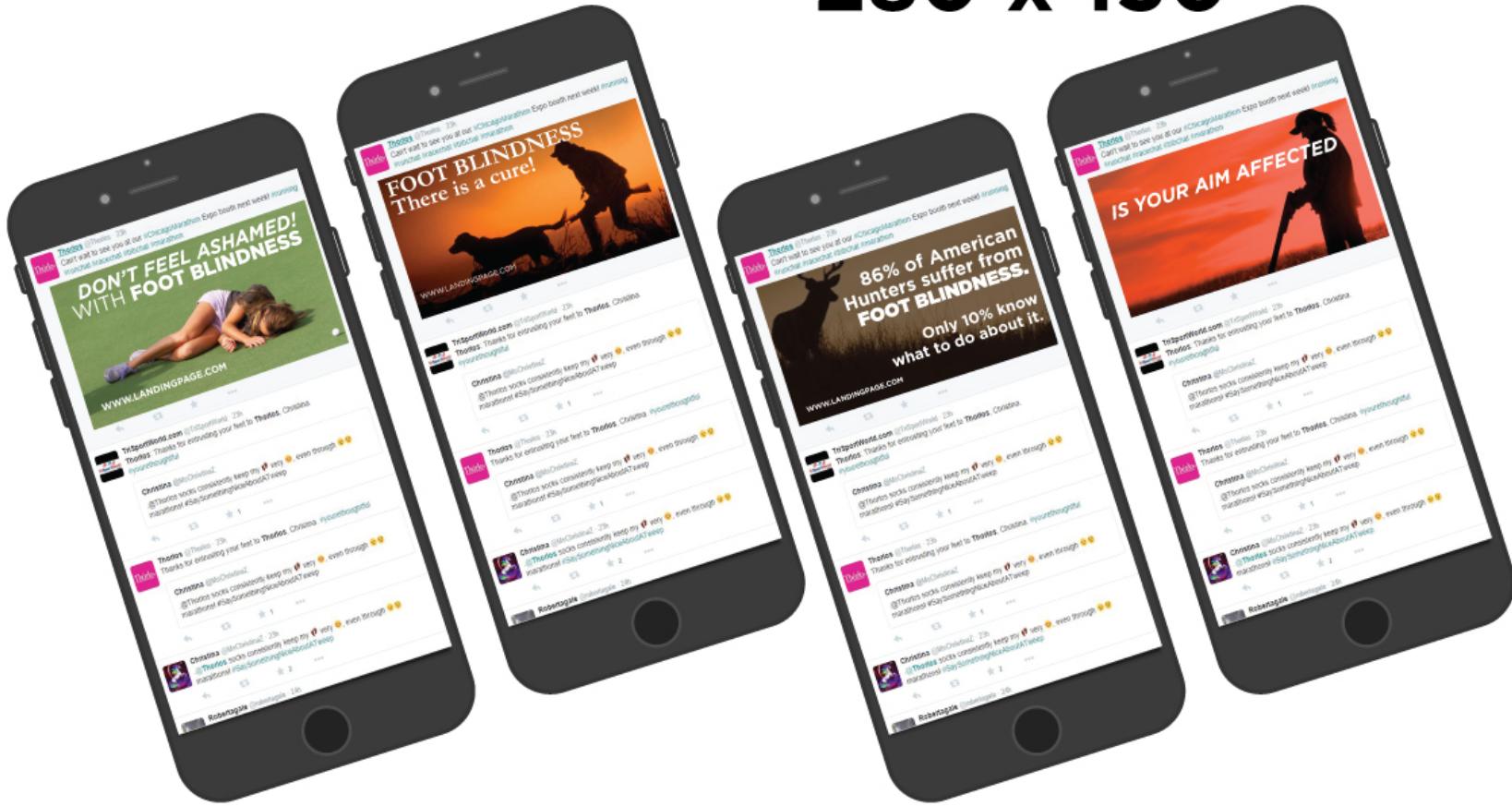
**DON'T FEEL ASHAMED!**  
**THE BEST GOLFERS SUFFER FROM FOOT BLINDNESS**



- CAUSES MISSED SHOTS.
- DISCOMFORT & PAIN.
- AFFECTS YOUR AIM.
- CAN BE CURED!

[WWW.LANDINGPAGE.COM](http://WWW.LANDINGPAGE.COM)

# Twitter Photo Card 280 x 150





# ***FOOT BLINDNESS (?)***

**(A Foot Blindness icon may or may not be needed)**

# SOME ASSUMPTIONS

- 15) Discussion of the creative/marketing challenges to effectively deploy the FOOT BLINDNESS idea (and the hope it brings) within the confines of a Twitter space size message and budget.
- 16) Next Steps

- Additional Creative Notes:
- HEADLINES:
  - FOOT BLINDNESS. IS IT REAL?
  - FOOT BLINDNESS. HOW TO DIAGNOSE THE CONDITION BEFORE ITS TOO LATE.
  - FOOT BLINDNESS. DO YOU SUFFER IN SILENCE.
  - FOOT BLINDNESS EPIDEMIC OUT OF CONTROL!
  - DO YOU HAVE FOOT BLINDNESS?
  - MILLIONS OF PEOPLE SUFFER FROM FOOT BLINDNESS AND DON'T EVEN KNOW THEY HAVE IT.
  - ARE YOU ONE OF THE 3 in 10 AMERICANS WHO SUFFERS FROM FOOT BLINDNESS?
- **ANNCR VOICE OVER:** "Foot Blindness was first discovered in 1948 in Provost Utah by Dr. Bennet Forgendsork, a medical researcher, widely regarded as a quack in medical and neuroscience circles. But now, thanks to modern science and the ability to study people's social behavior on FaceBook and Pinterest, Forgendsork's theories have finally been validated. FOOT BLINDNESS is real and sadly, effects millions and millions of once active and happy individuals."
- **CUT TO INTERVIEW WITH DISTINGUISHED PROFESSOR TYPE STANDING IN FRONT A BLACKBOARD WITH VARIOUS EQATIONS ETC:** "Foot Blindness may be real. It's pretty hard to argue with the facts at this point, but that guy Forgendsork was a total nut case!"
- **CUT TO MAN ON GOLF COURSE SAYING:** "*I suffered in agony for years, missing the easiest of putts, never even knowing I had Foot Blindness"*
- **CUT TO PROFESSOR TYPE:** *The good news is there is now a solution to Foot Blindness, but its hidden in plain sight, so reaching the solution requires changing a foot's behavior at a neuroscience and molecular level. And changing every foot owner's behavior. Simply stated, feet can't read and humans are just too inconsiderate or too lazy or too flat out dumb to do the simple research that can rid civilization of this pleasure-destroying FOOT BLINDNESS epidemic.*
- **CUT TO BIBLICAL SIGN SAYING:** "***None is so blind as he who WILL not see***"
- **CUT TO DEMONSTRATORS OUTSIDE OF CONGRESS HOLDING UP "END FOOT BLINDNESS NOW: SIGNS**
- **CUT TO CONSUMER:** (CRYING, HOLDING UP PAPERS WITH THORLO ENDORSEMENTS ON THEM) I didn't realize that the answer was right in front of me.
- **CUT TO GENTLE SINCERE PROFESSOR TYPE:** *You see, feet can't read. That's just a fact as clear as the nose on my face. They are totally without vision to see, to realize, and to read the good news about how to vanquish the pain they endure. That requires YOUR help.*
- **CONSUMER:** (SOBBING, HOLDING UP PAPERS WITH THORLO ENDORSEMENTS ON THEM) But my doctors forced me to read the actual words of people just like me, men and women who had suffered for years but finally found a solution at Thorlos.
- **DOCTOR IN WHITE LAB COAT:** It required a full scale FOOT BLINDNESS intervention. People just don't care about socks, its a low interest category, and for the most part people just ignore their feet. Chasing after whatever pleasure in their younger years. Humans are so selfish. Once this goes on generation after generation, Foot Blindness sets in, and bit by bit, consumers find themselves feeling hopeless...and in pain, and they don't know why. Or what to do.
- **CUT TO TEXT AND VOICE OVER OF ACTUAL THORLO CONSUMER READING THEIR "BEST EVER SOCK IN THE WORLD - I CAN FINALLY LIVE AGAIN" ENDORSEMENT QUOTE FROM THORLO CONSUMER.** "It took a little reading but when I took the first step and actually started reading to my feet, life improved. Bit by bit, we saw the light. I had to work a little harder with my little toe, but eventually his foot blindness stopped.
- **CONSUMER: (SOBBING, BUT STARTING TO FEEL BETTER)** I urge you, please please from the bottom of my heart, don't suffer in silence, read these endorsements and free your feet from the scourge of Foot Blindness. Show some compassion (STARTS SOBBING AGAIN) for your poor suffering feet. Go to END FOOT BLINDNESS and together with your feet teach them to read the good news.
- **DOCTOR IN WHITE LAB COAT:** (SPEAKS TO CAMERA) It only takes a few minutes, for this FOOT BLINDNESS intervention therapy to work -- but only when consumers like you are willing to sit down and have a heart-to-heart conversation with your feet and apologize to your feet for the misery and pain you have caused them, leaving them unable to see and read for all these years.