

Capturing New Customers With Style



iSKY Solutions

RIM Study
Brand Health Study

A Quiet Leader Needs to Make a Splash

Without breaking marketing budgets or creating unnecessary publicity, the Payless brand had quietly established itself as a pillar in the footwear industry. Through excellent store management and strategic merchandising the company had built a durable reputation for affordability and convenience.

With over 4,500 retail outlets and an international presence, Payless was looking to create a positive stir without disturbing the fundamentals that had made the brand ubiquitous in the first place. They were not looking for standard market research but rather, wanted to capture what their Director of Insights aptly described as “lightening in the bottle.”

The Lightening in the Bottle

To find the “spark” that Payless was seeking, iSKY designed a brand study around the company’s most loyal customers. iSKY’s brand research demonstrated the financial imperative for focusing on invested customers and shared insights on how to strengthen these relationships.

Invested customers are those that have share both a functional and personal connection with a brand. iSKY used its Relationship Investment Model to identify the drivers of relationship investment amongst Payless customers and found that those who were invested with the brand were 61% more likely to shop at the retailer in the next 12 months and demonstrated greater share-of-wallet.

But how did customers become invested in the first place?

Payless had a large constituent of shoppers that were perfectly content with the retailer when it came to buying practical and reliable footwear at a good value. These functional considerations are what had created Payless’ mass following

Having become functionally attached to the brand, iSKY discovered that styling and selection became increasingly important to customers' shopping decisions. Invested customers indicated that keeping up with the latest styles was important for them, and knowing that Payless was maintaining a diverse selection of the latest styles had a strong personal appeal to them.



Appealing to Shoe Lovers Everywhere

All brands have to cover off on their core competencies and demonstrate their reliability before they can attempt to develop a strong personal and emotional connection with their customers. iSKY's brand study concluded that Payless had already crossed this first mile and the path to having more invested customers – the second mile – was contingent on promoting their styling and selection. These two features were established as the fixture of their seasonal advertising campaign during that Fall season and resulted in a measurable pick-up in same store sales.

The sentiment from their Director of Insights punctuated the significance of our brand study: "This is the best piece of research to cross my desk in seven years."

