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Asking Customers Where to Advertise

Shoemaker Fluevog's User-Generated Media Buy

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Brand: Fluevog
Brand Owner: Fluevog Shoes
Category: Accessories, clothing, footwear
Region: Canada
Date: August 2007
Media Channels: Mobile, internet



Fluevog Shoes, a Vancouver, B.C.-based fashion footwear company noted for its progressive Art Deco-inspired styles, discovered a problem with its "Unique Soles for Unique Souls" tagline. Catchy, yes, but the "unique souls" bit was a little too vague with regards to pinpointing its target audience.



On its website, Fluevog asked visitors which of three magazines -- Alarm, Beautiful Decay or Juxtapoz -- it should start advertising in, and agreed to go ahead with whatever publication topped the polls.

With its main customer base encompassing a wide range of consumers, from middle-aged lawyers to

cash-strapped students, Fluevog began an online campaign inviting them all to help out with its latest media buy. In the "Vog Populi" section of its website, it asked visitors which of three magazines -- Alarm, Beautiful Decay or Juxtapoz -- should Fluevog start advertising in, and agreed to go ahead with whatever publication topped the polls. Customers were given the chance to win a year's subscription to one of the magazines for their participation.

This simple yet effective idea has given Fluevog a much clearer picture of who its target audience was and what they were reading, and consequently a clearer picture of where they should devote their advertising spend. Almost 2,000 votes have been cast so far, many of which have contained valuable comments pertaining to other aspects of the business.

Though there wasn't necessarily a sales push with the campaign, Fluevog's recent sales have nonetheless seen a steady rise. For the record, the poll-leading publication at the time of going to press is Juxtapoz -- a low-brow art and culture magazine -- with 40% of the vote. Several more user-generated ideas are now in the pipeline.

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