



# Hunter campaign

“ Get set for adventures



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# Story of the brand

Hunter is a British brand that was founded over 160 years ago. It all started in 1856, when Henry Lee Norris, and his partner Spencer Thomas Parmelee landed in Scotland to plan the idea they had in mind: making rubber boots at a time when people made leather shoes. The idea was patented by the designer Charles Godmann. Hunter Boots were first manufactured in 1955.

## \*Important moments that have made a hit in the Brand

### I World War

Hunter company was asked by the War Office in England to provide their boots. Hunter made thousand of boots for the floods to the British troops. It was highly demanded and a hit in history. Also, It contributed them to win the war.

### II World War

Hunter was again called to offer their products in the II World War. Hunter provided life belts, gas masks and rubber ground sheets.

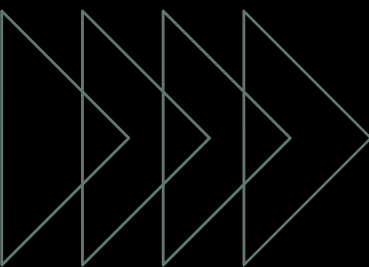
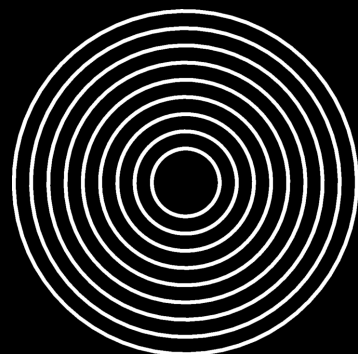
### Post- war

Afer the wars, Hunter became more famous for its value, quality and effectivity in water proof.



# More interesting facts about the story of Hunter

- Hunter was awarded by a Royal Warrant from the Duke of Edinburgh and by the Queen Elizabeth.
- After the two wars, Hunter was so demanding that it moved finally to United States due to financial problems.
- Hunter changed its ownership many times (Gates Rubber Company, Tomkings Pc, Interfloor, Hunter Rubber Company).
- Hunter Boot Ltd was finally renamed after being sold by some partners of Hunter Rubber Company.
- The company has a commercial creative director from 2014: Alasdhair Willis.
- Now there is a wide range of styles of Hunter boots, both for men and women and more items in Hunter's market such as bags or accesories.



# Insight

Many people trusted on Hunter brand because its value, water proof and all the years of experience they have, but is not the only reason. The fact that made the brand more relevant is that it made a great hit for the royalty, which helped Hunter brand being more famous and get more and more recognition. Diana of Gales, was photographed with Hunter boots in 1981 before getting married with the prince, Charles. After that, Hunter has become the most famous boots brand for celebrities.



# Brand identity

- Practical: Hunter boots are waterproof but also they are very comfortable, practical and resilient.
- Innovative: Hunter adapts to all the conditions, but also to all the consumers they have had since more than 160 years ago.
- British: Hunter is a British brand and its personality can be clear reflected.
- Sustainable: Hunter has made a strategy making a commitment with the environment "Hunter Protect" (from 2021).

# Brand archetype

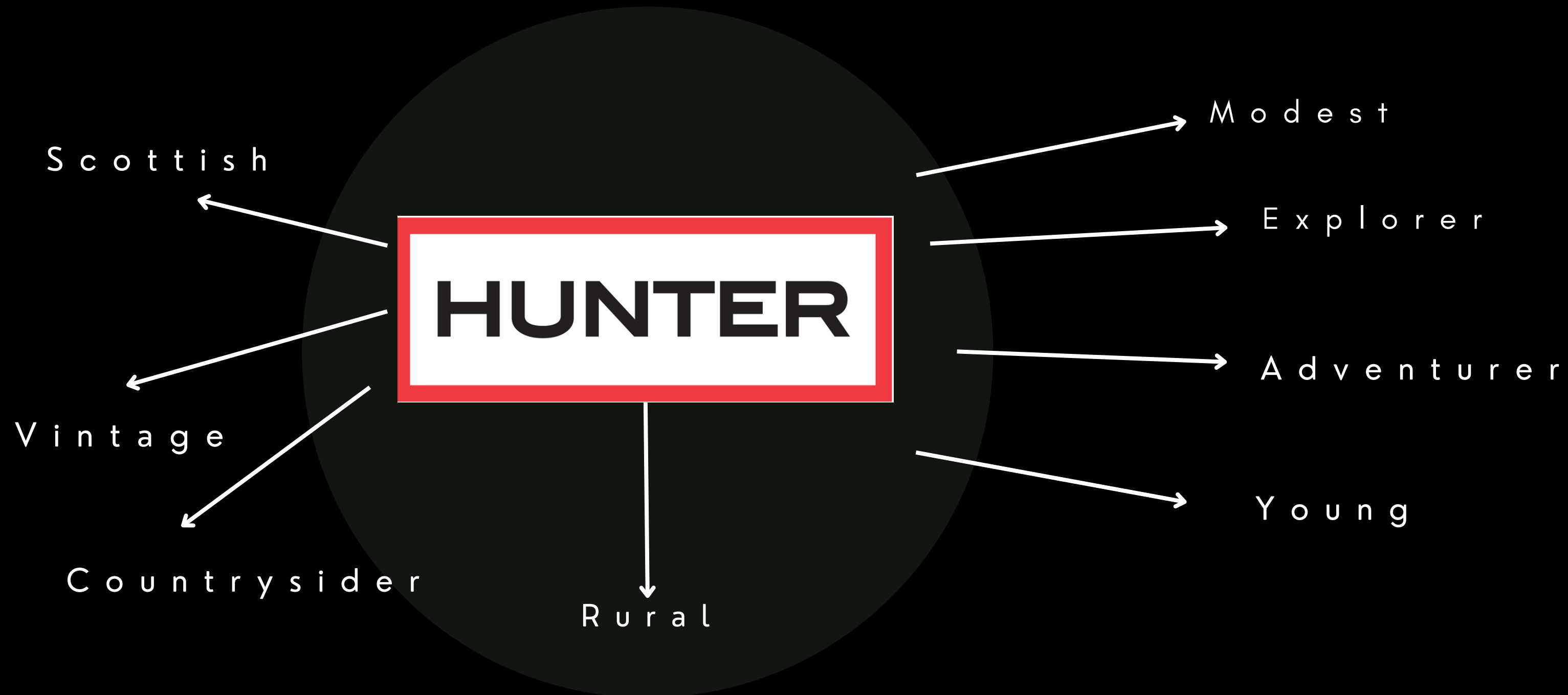
The archetype of Hunter is EXPLORER:

- Adventures
- Freedom
- Self discovery
- Sustainability

Hunter is characterized of being an explorer brand. They try to break the limits by self discovery, and also adapting to the consumer needs and tendencies. They make products for occasions such as go and explore the natural world.

# Brand personality

Hunter brand is a modest but at the same time posh brand, rural, adventurer...



# Brand personality traits

As it can be appreciated the brand has a "farmer-countrysider- adventurer" personality. One thing I can appreciate is that, even the brand has some main elements that conforms its personality, they try to spin around what the brand is, after many years of history, and keep up with new trends "by giving a cool point of view of what is an adventurer.



# Past campaigns



## ***"Together Through Any Weather conditions" - 2012***

←

"In this campaign, the next elements can be seen: the feeling of being outdoors, freedom, countryside and that Hunter boots can be getting adapted to all weather conditions.

The idea of just being boots for rain or floods by its waterproof, make a great controversy and It can be appreciated that this boots are flexible and can be adapted to any condition.

# Past campaigns

*"Another wet summer", 2014*



- Alasdhair Willis was, as the new creative director, the one who promoted this campaign.
- It can be appreciated the main idea of the campaign: three women fighting for not getting wet while they wear the waterproof Hunter boots.

# Past campaigns

ANA DE PAZ POVES

*"Hunter Highland Fling", 2015*



With this campaign, it can be seen a group of adventurers that are enjoying the lands and a cloudy weather.

# Past campaigns

"For the world outside", 2021



It can be seen a young woman in a nature landscape that is relaxed and there is a nice weather.



## Insight past campaigns

Hunter is a boots brand that can be adapted to any weather condition.

They do campaigns focusing directly to the consumer they are looking for.

By choosing famous models and different backgrounds, they engage with their typical ideal persona: british adventurers, good looking and people who love spending time in the nature.

# Dynamic value change

-From a utility to fashion-



# Competitors

## Aigle

- French footwear which was founded in 1853.
- The founder, Hutchinson, claimed that rubber was an essential for making Wellington boots.
- He made rubber more resilient to changes in temperature.
- He insisted on making rubber more waterproof, elastic and resistant.
- Quality, flexibility, resistance and protection are the main values of the products.
- The boots are made with recycled rubber: Sustainability.
- Their most famous product is the boots for hunting.



# Campaigns Aigle

ANA DE PAZ POVES

"It is wild out there", 2014



In this campaign it can be appreciated that the brand is urban, posh and makes a good point in combining the green of the clothes with the plants.

# Campaigns Aigle

A N A D E P A Z P O V E S



Here it can be seen the adventurous spirit of the brand, the wild and the sense of breaking the logic.

# Competitors

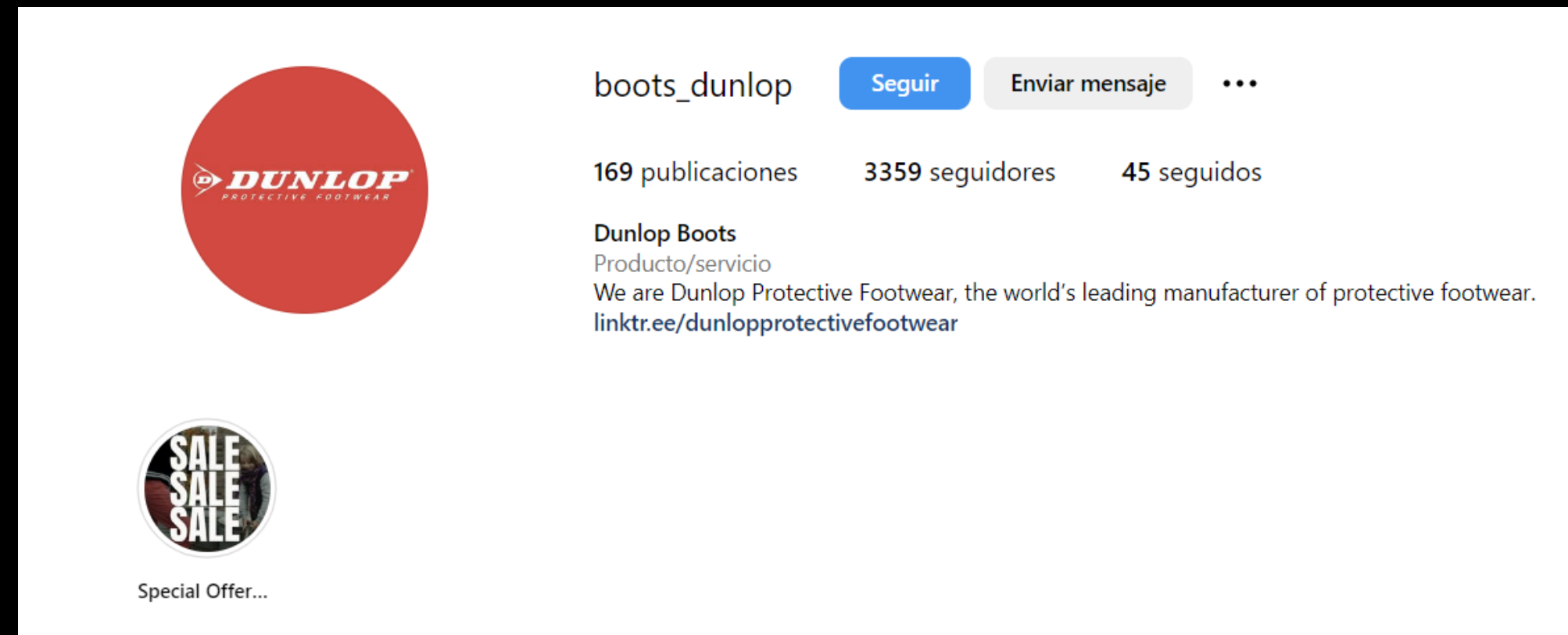
## Dunlop

- Dunlop Protective Footwear is a brand specialized in making protective boots and shoes for different professional jobs such as architecture, fishing, farming, construction or sportists.
- It is a British brand that was founded in 1889.
- Their products are made of rubber.
- They consider they make quality boots adaptable for the needs of the consumers.
- They provide security and good conditions for all the workers of the company in all the process.



# Advertising campaigns of Dunlop

They haven't made any recent campaign, they haven't made themselves more attractive or innovative and they have not adapted to the actual nowadays. Very little power in social media.



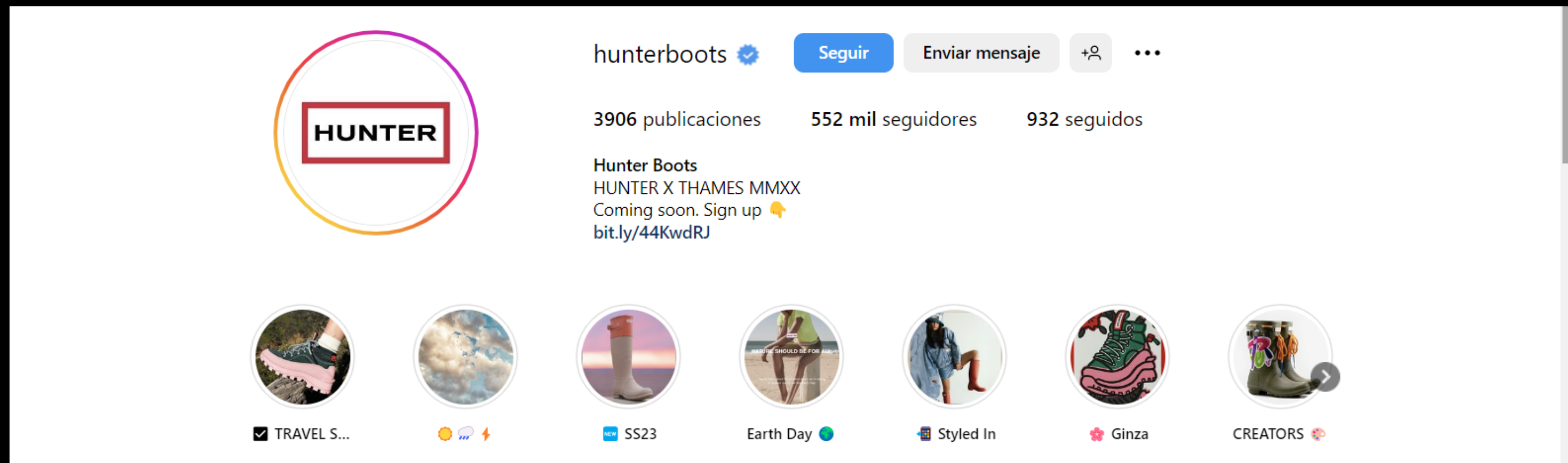
# Insight of competitors

Hunter brand's competitors aren't as powerful as Hunter is.




Hunter has thousands of followers on Social Media and also, it is more innovative and makes catchy content. They promote themselves in a better way than their competitors.

In Hunter they make clean, green and adventurous content regularly.


Hunter's campaigns are more engaging by picking cool ideas and activities done by the models more adapted to nowadays.
















The image shows the Instagram profile page for 'hunterboots'. The profile picture is a circular logo with the word 'HUNTER' in a red-bordered box. The bio includes 'Hunter Boots', 'HUNTER X THAMES MMXX', 'Coming soon. Sign up', and a link 'bit.ly/44KwdRJ'. The page shows 3906 publications, 552 mil seguidores, and 932 seguidos. Below the bio are seven featured posts: 'TRAVEL S...', a post with weather icons, 'SS23', 'Earth Day', 'Styled In', 'Ginza', and 'CREATORS'.

hunterboots  [Seguir](#) [Enviar mensaje](#)  

3906 publicaciones   552 mil seguidores   932 seguidos

**Hunter Boots**  
HUNTER X THAMES MMXX  
Coming soon. Sign up   
[bit.ly/44KwdRJ](https://bit.ly/44KwdRJ)

✓ TRAVEL S...       SS23   Earth Day     Styled In    Ginza    **CREATORS**

# Hunter summary

- Hunter is a British brand
- Adventurous spirit
- Rubber is the main element of the handmade boots.
- It was a hit thanks to the two world wars.
- They make boots that have quality, comfortable and adaptable to rain or other weather conditions
- Sustainable with the environment
- The brand archetype is an explorer: try to scape and get into new adventures
- Powerful social media

# MOODBOARD

1 Idea: Create a portrait of someone that is in the countryside and is wearing vintage clothes and has an English style and it seems to be as if she was in Scotland.

Execution plan:

- Day time
- Soft light
- Medium shot
- Watching at the front



# MOODBOARD

A N A D E P A Z P O V E S

2 idea: Take a picture of a model that is enjoying the rain with nothing to cover her.

Execution plan:

- An American shot (until the knees)
- Night
- Flash
- Cold light



# MOODBOARD

3 idea: a picture of someone getting wet and enjoying the rain. It will be more clear that the brand is about waterproof boots.

Execution plan:

- Night
- Flash
- American shot



# Production plan

I chose the 3rd idea: a model getting wet and enjoying the rain.

I took a model and shot at night as these days it doesn't rain in Madrid and will be easier to edit the rain in Photoshop.

## Execution:

- Night life
- Flash
- Take my model wet

## Postproduction:

- Change the background light to make it darker because it was appreciated very much light from the flashlight
- Add the rain dots with a brush
- Put Hunter's logo and slogan

# Final result

ANA DE PAZ POVES

Dry feet

Ready for adventures



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