

Tough enough shoe company

Business



Advertising Piece Feet Protection with Tough Enough Galaxy Shoes The New Tough Enough Galaxy footwear With a steel toe and lightweight, it offers enough industrial work protection. It is waterproof and weighs 30% less compared to the previous generation of Tough Enough shoes.

The shoe is cheap and affordable at low cost and available at all leading stores across the states.

Save up to 20% of your cash on the new Tough Enough Galaxy footwear Hurry while the offer lasts!

Analysis

The Galaxy shoes are not only a value for money but provide comfort in the workplace or at school. It has soft leather that protects your feet from the adversity and hardness experienced on other brands. Its lightness facilitates walking, and its sole is designed for short and long distance work to cater for the working class individuals who cherish a healthy lifestyle and simple exercises (Hill 15). The company has provided a price cut to for the same leather-made shoe and enhanced its supply by placing the product at the leading retail stores countrywide. The promotion aims at establishing the product brand through advertisement and promotion campaigns that inform the consumers on the new changes and the price reduction. The new line of the Galaxy show has a substantial change compared to the previous products. Specifically, the shoe is waterproof and weighs 30 percent lighter than the previous brands, to encourage a healthy lifestyle such as walking. In addition, it has a price reduction worth 20 percent to enable low-income earners to purchase the product.

Work Cited

<https://assignbuster.com/tough-enough-shoe-company/>

Hill, Daniel Delis, as seen in Vogue a century of American fashion in advertising, Lubbock: Texas Tech University Press, 2004.