

Louis of Boston: Brand Position/Tag Line

Objective Justify Louis' high prices; convince customers it was worth the cost.

Data Source Male customer in-store interviews

Question *“What is there about Louis that justifies the price?”*

ThoughtSCAN[®]

VERBATIMS

ThoughtScan Frequency

styles

37

last

36

classic/s

28

ThoughtTalk

“Classic fabric and styles last longer in terms of functionality.”

“Classics wear better making the investment valid.”

“At that cost, I want styles that will last over time.”

Results

Louis new advertising theme, “Nothing Wears As Well As The Classics” stoped a sales decline. A new emphasis was placed on merchandise with classic styles and fabrics which still holds true today.

www.wallacewashburn.com