

Rockport Shoes: New Products

Objective	Determine best opportunity for new products following the success of the RockSport comfort shoes.
Data Source	Mail-in surveys in shoe boxes; salesforce telephone interviews.
Question	<i>“What’s the first new Rockport shoe you’d develop?”</i>

	<u>VERBATIMS</u>	<u>ThoughtScan Frequency</u>
	dress/dressier	35
	shoe/s	34
	lightweight	32

ThoughtTalk	<i>“Dress up the RockSports with cordovans, wing tips.”</i> <i>“Make the lightweight RockSport running shoe into a wing tip.”</i> <i>“A comfortable shoe I can wear in the boardroom.”</i>
-------------	---

Results	Rockport “DressSports” were successfully introduced in cordovans and wing tips, with hidden lightweight Vibram sole and running shoe comfort. www.wallacewashburn.com
---------	---