

# SofSole

When executives of Implus Footcare recognized that one of their key brands, SofSole®, had lost its edge, they turned to Proteus for help. We obliged by engineering a broad product and branding makeover that put new spring in their step.

Within months, sales through existing retail customers increased 15-20%.



## The Situation

Implus executives were convinced that SofSole, their oldest and largest brand, was beginning to lose its edge in the increasingly competitive performance insoles category. There were several areas in particular where they felt they had dropped the ball. They thought, for example, that the look of the SofSole brand had become tired and dated, and they were convinced their packaging had ceased to work well in channels that were largely self-serve.

## The Solution

We began by conducting extensive consumer research whose purpose was to provide a better understanding of the value consumers associated with insoles. The answer was clear. In the words of Implus President Todd Vore, "It was performance. Period. We had been marketing 50% performance and 50% comfort. Proteus' work demonstrated to us that we had gotten it 50% right."

The research also showed a clear distinction between the needs of men and women relative to performance insoles. We convinced Implus to introduce insoles for men and separate ones for women. We created a new, more modern corporate identity for the brand. And we convinced SofSole management to streamline the messaging on the packaging so that key points registered with end users.

The results were dramatic. Within months of the conclusion of the rebranding initiative, sales through existing retail customers had increased 15-20%.

"Proteus helped us determine who and what our brand meant to consumers. They helped us define what our messaging should be. They took us from 10 to 100 real quick. Trust me, they know what they're doing."

– Todd Vore | President | Implus



SOF  
SOLE



SOF SOLE®



215 First Street, Suite 100  
Cambridge, MA 02142-1236

P 617 263 2211  
F 617 263 2210

www.proteusdesign.com  
contact@proteusdesign.com