



WHICH ADVENTURE FOOTWEAR BRAND WILL WIN?

# TEVA vs CHACO

*Digital Marketing Strategy Brand Comparison*

*Danielle Shepard*

# TABLE OF CONTENTS

<b>Brief Overview.....</b>	<b>3</b>
<b>Goals and Strategies .....</b>	<b>3</b>
<b>Audience .....</b>	<b>4</b>
<b>Social Mention Analysis.....</b>	<b>5</b>
<b>Platform by Platform Analysis .....</b>	<b>6</b>
Website .....	7
Blog .....	8
Facebook.....	9
Twitter .....	10
Instagram.....	11
Pinterest.....	12
Youtube .....	13
Snapchat.....	14
Vine .....	15
Google+ .....	16
<b>Final Stats.....</b>	<b>17</b>
Follower Breakdown .....	17
My Likes.....	17
<b>Winner .....</b>	<b>18</b>



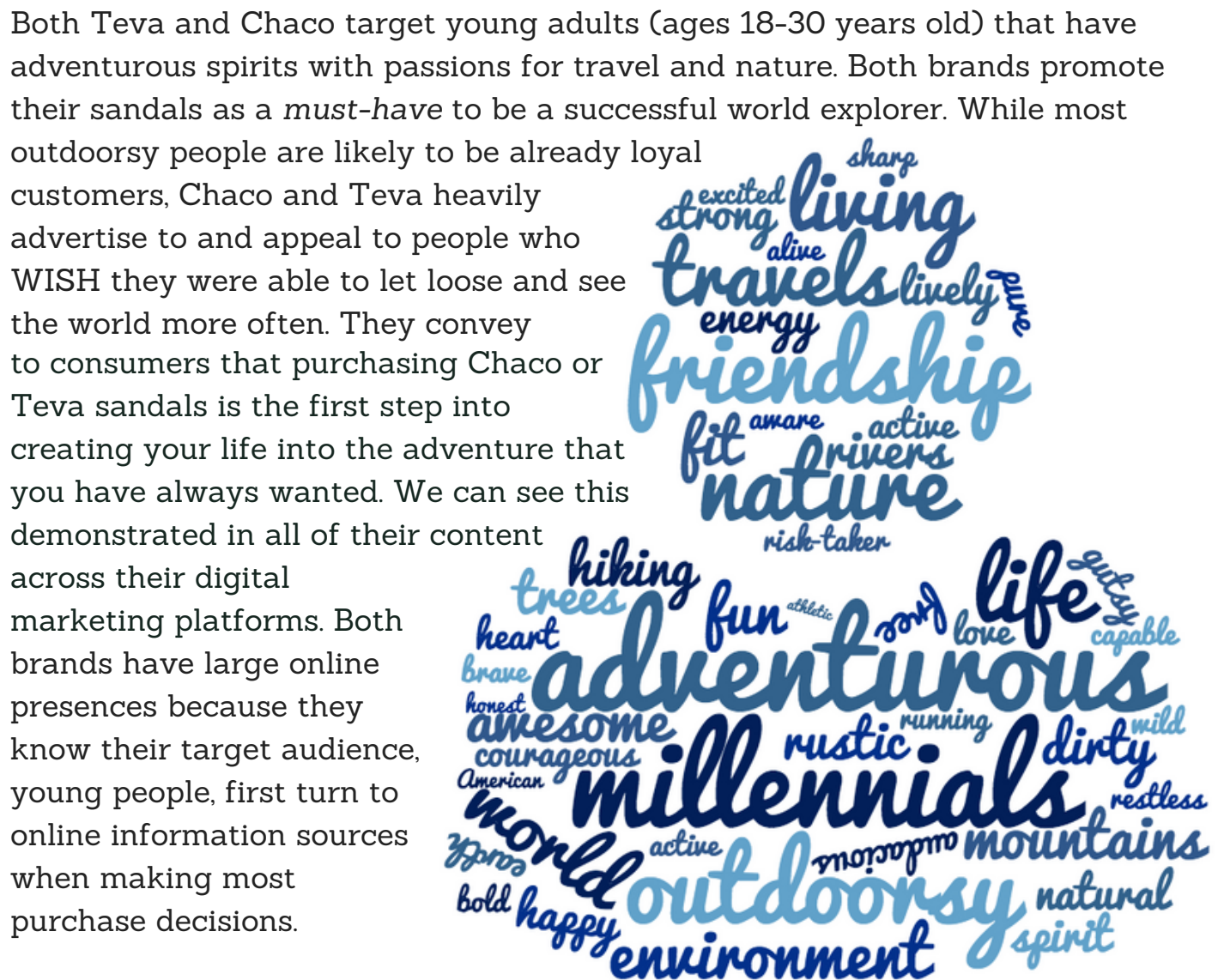
# BRIEF OVERVIEW

Both founded in the 1980s, Teva and Chaco created the adventure footwear industry and have dominated it ever since. Both companies were actually founded by river rafting guides that saw the lack of proper footwear in their profession and decided to fix the problem. Teva and Chaco began by creating strappy, yet durable outdoor sandals that are ideal for hiking, water activities, and daily wear. Today, the companies have expanded to offer a variety of other products, such as clothing, shoes, and accessories, but sandals are still the core of their product mix. With such similar business platforms, their digital marketing strategies have also become very similar over the years, as they are each other's main competitor. To the untrained eye, Teva's and Chaco's marketing materials could seem identical, if their logos were removed. Here, I will look deeper into these two very similar brands, highlight their differences and determine which brand is the most successful in engaging consumers across all of their digital marketing channels.



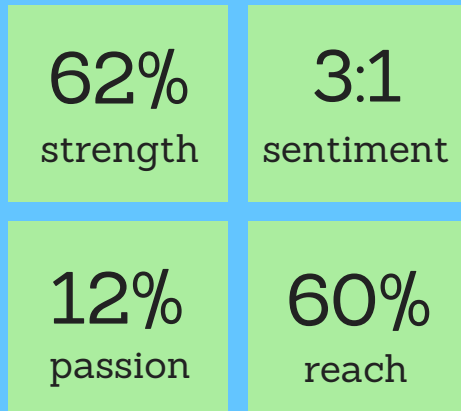
## GOALS & STRATEGIES

Both Chaco and Teva have a large interest in selling the lifestyle in which one needs durable, outdoor sandals. If people are not going outside and exploring the wilderness, there is no need for an outdoor sandal industry and both companies are out of business. Almost all marketing materials focus on the importance of travel and experiencing nature. Both companies use brand ambassadors to create the majority of their digital marketing materials, through both photography and written content. The ambassadors travel the world and tell their experiences online through the brand. This educates the consumer on how "regular people, like themselves" were able to see such amazing things and go to such exotic places. Both brands give their consumers step by step instructions on how they can be just like the brand ambassadors and live awesome lives like them. The first step is *always* to go buy a pair of Chaco or Teva sandals. Both companies' first and foremost goal is to build eCommerce. Their second goal is branding, so that consumers only think of their brand when they think about adventure.



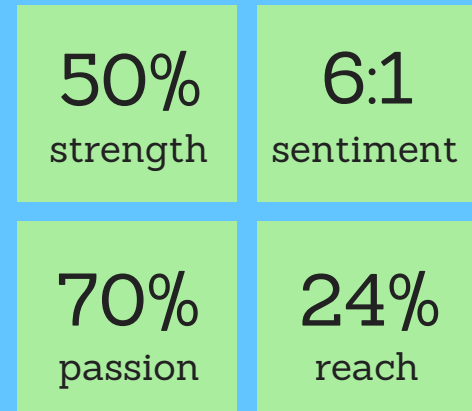
# ANALYSIS BY SOCIAL MENTION

## CHACO



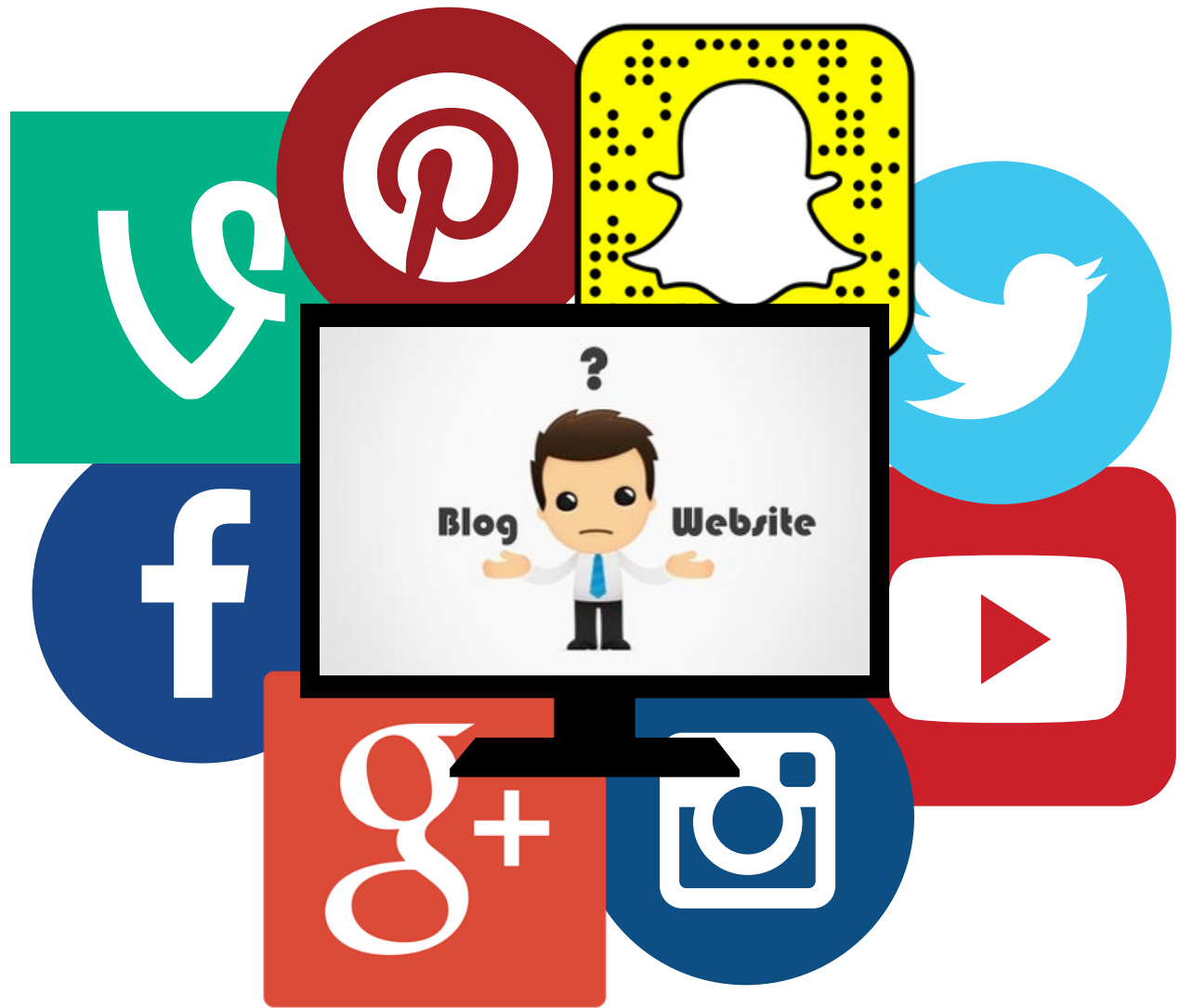
It is 62% likely that Chaco is being referenced on social media. Of these mentions about the brand, there are about three positive comments for every negative one. 12% of these consumers that are posting about Chaco are passionate enough to mention the brand repeatedly. The range of influence is 60%; this reach statistic can be calculated by dividing the number of unique authors by the total number of mentions.

## TEVA



It is 50% likely that Teva is being referenced on social media. Of these mentions about the brand, there are about six positive comments for every negative one. 70% of these consumers that are posting about Teva are passionate enough to mention the brand repeatedly. The range of influence is 24%; this reach statistic can be calculated by dividing the number of unique authors by the total number of mentions.

# PLATFORM BY PLATFORM ANALYSIS

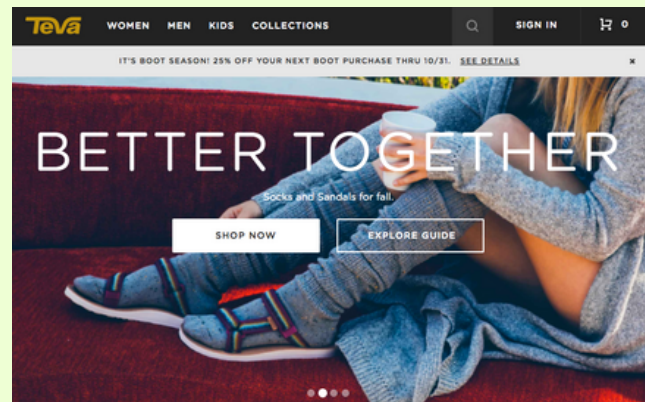
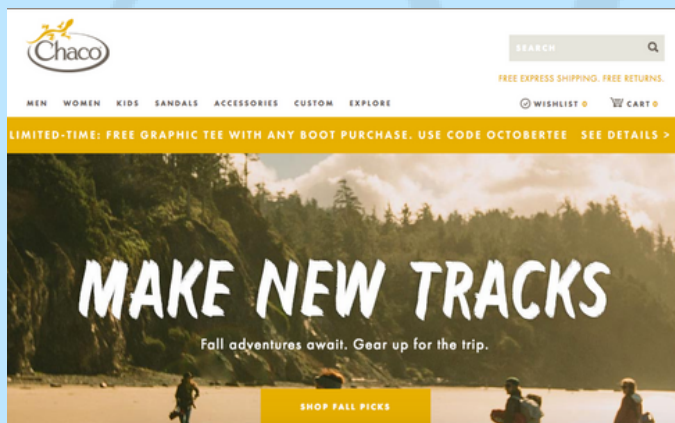


Which brand will get my  
♥ "like" ♥  
for each platform?



# WEBSITE

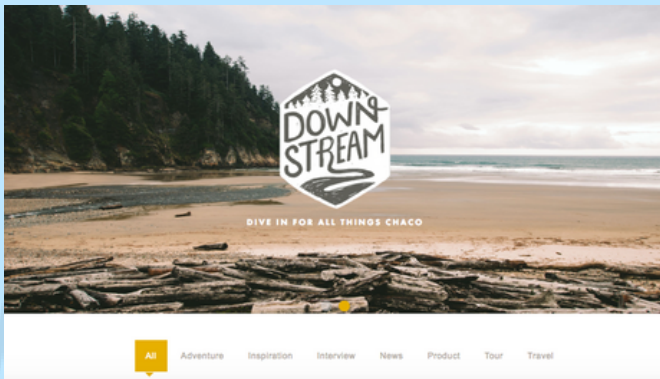
Chaco's website is very clean and easy to navigate. All of the photos and content throughout the site enhance the brand's overall image by focusing on travel and exploration. The photography used is often more artistic than showcasing any specific product. While the main purpose of the site is eCommerce, the Explore tab really drives consumer engagement by containing the blog itself and by providing links to company background, lookbooks, and their social media campaign information. The entire website promotes their #ChacoNation hashtag campaign, where customers have created an online community by sharing their photos and engaging with others.



Teva's website is very clean and easy to navigate, as well. It is very obvious that the main purpose of this site is eCommerce. Photos within the website are very artistic, while also heavily promoting the product. The shoes are the focal point of the photos and everything in the background endorses the brand's overall image of travel and exploration. Teva's blog link and social media links are featured at the bottom of the home page. Also at the bottom of the page, there is a brief history of the company. Other than these links at the bottom, there is no real integration of any marketing campaigns on the website itself.

Chaco's website is hands down the winner here and receives the first "like"! Chaco's content marketing is key in the success of the overall website. The Explore tab is located in a very prominent location on the site, right next to the products themselves. Under the Explore tab, there are three columns: Brand, Product and Community. Within the content of these columns, Chaco is successfully selling the lifestyle that requires you to purchase Chaco sandals and they do this through their blog, history, current marketing campaigns, etc. They are educating the consumer about travel, outdoor activities and style. While Teva also has a blog located on their website, its link doesn't have a prominent location and is hard to find.

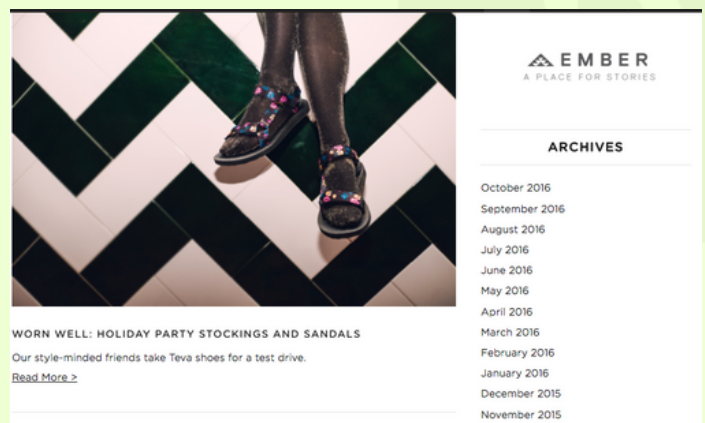
# BLOG



Chaco's blog, Downstream, was started in January 2016 and it is already packed with information to keep consumers entertained for days. The blog is located within the website itself, located under the Explore tab on the home page. Downstream is updated very regularly with, on average, 6-10 posts a week. Blog posts are sorted by subject category and these posts can vary from behind the scenes looks into Chaco factories to brand ambassadors' travel experiences around the world.

Every post contains beautiful, high quality photos that complement the website's visual themes. Downstream stays true to the brand's image and promotion of outdoor adventure. Most posts seem to be photo heavy with little written content. At the bottom of each post, readers can leave a comment, but not many comments have been left.

Teva's blog, Ember, was started in November 2015 and its content is largely about brand ambassadors' travels around the world. The blog is located within the main website itself, but the only way you can access it from the Homepage is the small icon link at the bottom. Blog posts are more photo heavy and contain little written content. Recent posts have varied from things to do in Sri Lanka to #TevaDIY tips on how to bedazzle your new sandals. The posts are not sorted by any categories, but are logged chronologically by month. Ember is updated with, on average, 5-10 posts a month. Readers are not able to leave a comment on posts, but there are links to share the post on every social media platform and email. It appears that not many people have shared any posts.

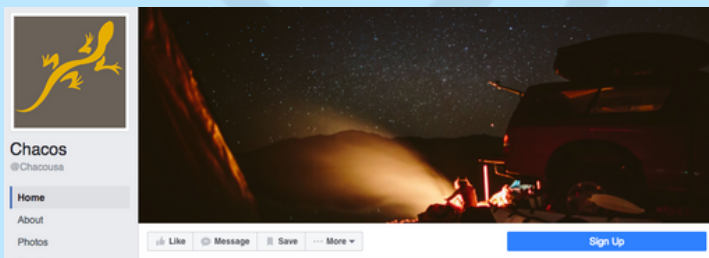


Although both blogs contain almost identical content and both appear to be unused by customers/fans., Chaco's blog, Downstream, gets the "like" on this one! Ember allows readers to share a post through every social media platform, but does not have a way for readers to comment and engage with other readers. Downstream allows readers to leave a comment, which encourages conversation among consumers within the brand. Downstream has a link that is very easily found within the website and is updated much more frequently than Ember. It is easily accessible for customers and it offers more fresh content to keep readers interested.



# FACEBOOK

The Chaco Facebook Page is not verified and somewhat hard to find within the Facebook Graph search. It has 237,501 Page likes. The name of the Page is "Chacos," which isn't completely consistent with the brand. Unless they have done research that most Facebook users recognize the brand as "Chacos" only, I'm not sure why they have changed names. The profile picture is not Chaco's most common logo and does not feature the brand's name, which could confuse potential consumers. The cover photo is artistic and complements the website's photography and brand image well. The page is also listed as a product/service, so it has the option to "Sign Up" for Chacos, which does not make sense. The purpose of their Facebook page seems to be solely for product promotion. Almost all posts contain a photo of a product and a link to its eCommerce product page. On average, most posts have about 50 likes, but there is little conversation in the comment sections. Chaco has connected their Instagram feed to the Page and they regularly post photos. They also often post videos, but they are short and more like GIFs, likely to cater to mobile users scrolling down their Timeline.



Teva's Facebook Page is a successful extension of the brand's online image. The Page is verified and is found easily through the Facebook Graph search. It has 403,380 Page likes. The profile picture uses the brand's most common logo and it is easy to read. The cover photo is artistic, while still promoting a product. The purpose of the Facebook page seems to be both product promotion and blog post promotion. Likes on Teva's posts seem inconsistent, possibly due to randomly paid promotion by the company. One Teva post can have over 1,000 likes, and the very next post could have 10 likes. Within the comment sections under multiple posts, Teva has responded to users, whether it may be answering questions or helping upset customers. The About section contains relevant company information and links. It also says that they usually respond within an hour to direct messages, which is a great response time that both happy and unhappy customers will appreciate.

Teva is so clearly the winner of this "like." Teva's Page is completed in a professional way that complements the brand's image as a whole. The page is verified and easy to locate. The cover photo is consistent to the brand and the cover photo reflects the types of photos used on the website. Looking at the numbers, Teva has 70% more likes than Chaco. Quantity does not always mean automatic success, but Teva also has better quality engagement with customers and fans by frequently responding to customers in the comments and direct messages. Chaco responds to customers, but Teva seems to go above and beyond to help their customers by providing links and follow up emails.

# TWITTER

Chaco's Twitter Page is verified and easily found in the search bar. Chaco joined Twitter in May 2009 and they currently have about



27,000 tweets. Chaco has 59.6K followers and 62.6K likes. The profile picture does not contain the company's name, but it is consistent with the rest of their social media platforms. The header photo is artistic and is also consistent with the overall brand image of adventure and exploration. Chaco very frequently engages with customers by responding to both positive and negative tweets. They also frequently retweet customers and their partnering organizations. Chaco tweets daily with a mix of messages from product promotion to inspirational quotes. Their two major hashtags, #ChacoNation and #ChacoLife, are crucial to their online community building within the brand. #ChacoNation implies that all of their customers are united and connected. #ChacoLife reinforces the company's interests in selling the lifestyle that comes with the sandals. Chaco is also utilizing Twitter's new "Moments" feature, which is adding to the brand's already impressive customer engagement, by highlighting Chaco fans' best tweets.

Teva's Twitter Page is not verified and does not come up within the first few results in the search. Teva joined Twitter in April 2009 and they currently have about 4,000 tweets. Teva has 19.8K followers and 2.6K likes. The profile picture and header photo are very consistent with the overall brand and the exact same as their Facebook Page. They also occasionally offer sweepstakes, using Bit.ly links that redirect to the website. Teva's tweets are very photo heavy, meaning the photos are within the tweet itself (not a URL link to Instagram or Facebook). Teva tweets daily and seems to mostly tweet to respond to customers and to promote products. Teva uses several hashtags frequently within their tweets. #StrapIntoFreedom, #TevaTuesday and #WanderlustWednesday seem to be their favorites. The bio references their separate Twitter account for customer service, @TevaHelp. Teva has recognized that most people take to Twitter when they are



either very mad or very happy about a product and TevaHelp works to calm their most vocal, passionate tweeters!

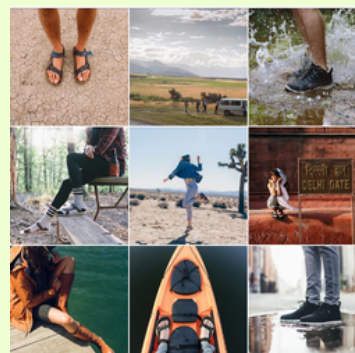
Chaco wins this "like"! Although they are very similar in content, it cannot be ignored that Chaco has three times the amount of followers and twice as many tweets as Teva. I love that Chaco is keeping up with the times and is using the Moments feature to further engage with fans, but also to literally collect all of their positive tweets and put them in one place. Chaco is drastically more engaged with their followers in terms of likes, 24 times the amount of likes by Teva!!! Chaco likes almost every tweet they are mentioned in, which enhances overall brand image because customers know Chaco cares about their opinion. TevaHelp is a great step in the right direction for Teva; however, it's execution hasn't been very successful. TevaHelp has tweeted 245 times in 5 years and hasn't tweeted at all since this past January.

# INSTAGRAM

Chaco's Instagram account is not verified and listed as a Product/Service, but has written official Instagram in its bio. The profile picture again does not have the name of the brand in it, but it is still consistent with its other social platforms. Chaco posts fairly regularly, with about 8-10 posts a week. Chaco has 191K followers and it is following 1,453 people. They follow various sporting good stores, other outdoor gear brands, and Chaco fan pages. Photos seem to be heavily product promotion heavy, compared to Chaco's other platforms. Photos posted are still very artistic, but largely feature just the shoe and the caption tells followers to go to the website. They sometimes feature reposts of artistic photos taken by either fans or brand ambassadors on their travels around the world. The average photo gets about 5,000 likes, but they can vary from 2,000 to 12,000. In its bio, Chaco promotes one of its major hashtags, #ChacoNation, to encourage building a community on the platform and to highlight the adventurous lifestyles of their fans.



Teva's Instagram account is verified and listed as Clothing. The profile picture is its main logo and it is very consistent with the rest of the brand's image. Teva posts regularly, with about 10-12 posts a week. They have 119K followers and are following 497 people. They follow other clothing/shoe stores and celebrities in the outdoor sports industry. In my opinion, Teva's photos are more artistic than Chaco's, while still accomplishing its goal of product promotion. Teva's photos tell somewhat of a story and their captions are different each time. In addition to their original content, they often repost from fans and their brand ambassadors. The average photo gets about 2,000 likes, but they range from 1,000 to 4,000. In its bio, Teva advertises #StrapIntoFreedom, which is one of their most popular hashtags used on Twitter, as well. In my opinion, #StrapIntoFreedom does promote the company's image of living a fun, carefree life; however, the words do



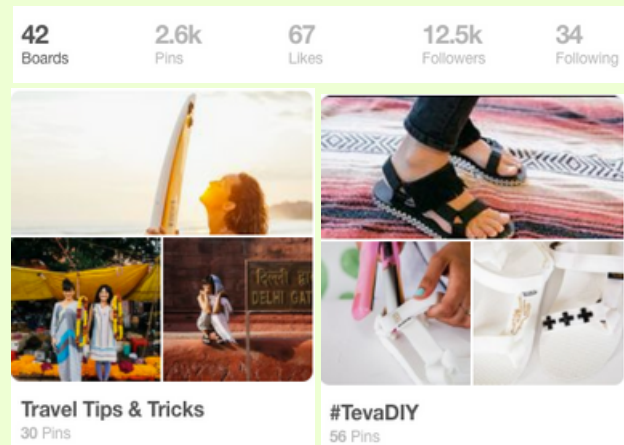
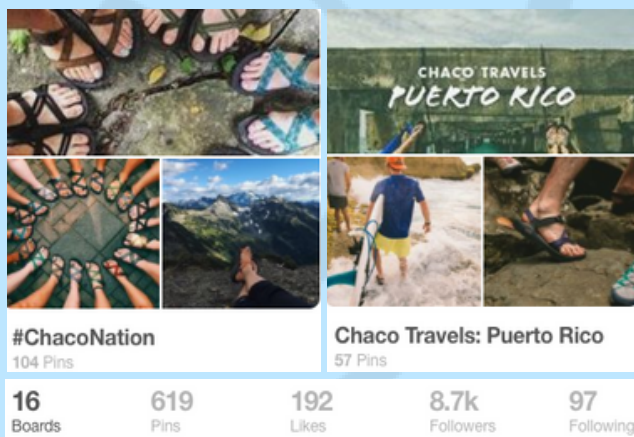
not create a sense of community or that the customer is a part of something special.

Chaco wins the "like" once again! Although Chaco's account is not verified, they still have 60% more followers than Teva, a brand with a verified account. Quantity of followers does not always mean an automatic win, but Chaco also averages 3,000 more likes on photos, as well. About 3,000 more people consistently like Chaco's photos compared to Teva. While both accounts visually post very similar photos, Chaco's promotion of #ChacoNation really allows customers and fans to feel a part of something special rather than just "strapping into freedom."



# PINTEREST

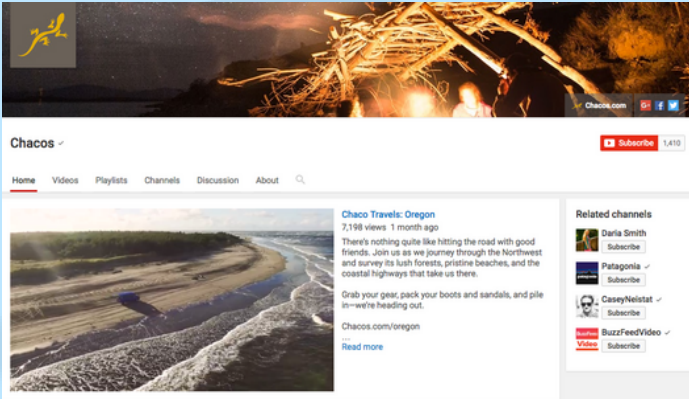
Chaco's Pinterest bio says "Pin for adventure!" and that's exactly what followers get. Most of Chaco's boards begin with "Chaco Travels:" with an exotic country. Their ambassadors travel all over the world and take photos of the landscapes and themselves wearing Chacos. Pins within each board are a collection of photos from a trip and each photo highlights a specific shoe with a click-through link to its corresponding eCommerce product page. Chaco's very first Pinterest board is called #ChacoNation, in which they have pinned various photos from customers and have created a collection of fan photos. This conveys to customers that the sense of community built with the hashtag means something and that they acknowledge them as loyal customers. Chaco has 16 different boards, 619 total pins and 8.7K followers.



Teva's Pinterest boards vary greatly, but all uniquely relate to the products. Some of these boards include Travel Tips & Tricks, #TevaDIY, Music Festival Hacks, Stories of Adventure, The Platform, and The Slide. The board Adventure Inspiration consists of very artistic, landscape photos and the click-through link takes the user to the corresponding blog post on Ember. Teva also has boards, like The Platform, that consist of different ways to wear the same style of shoe and also highlights the different colors and versions their shoes come in. These photos all have a click-through links that take the user to the corresponding eCommerce product page. Teva's most creative use of Pinterest as a platform, in my opinion, is #TevaDIY. Pinterest is known to be as a place with crafting tips and ideas, so they creatively created relevant content with these Pinterest users in mind. Teva has 42 boards, 2.6K pins and 12.5K followers.

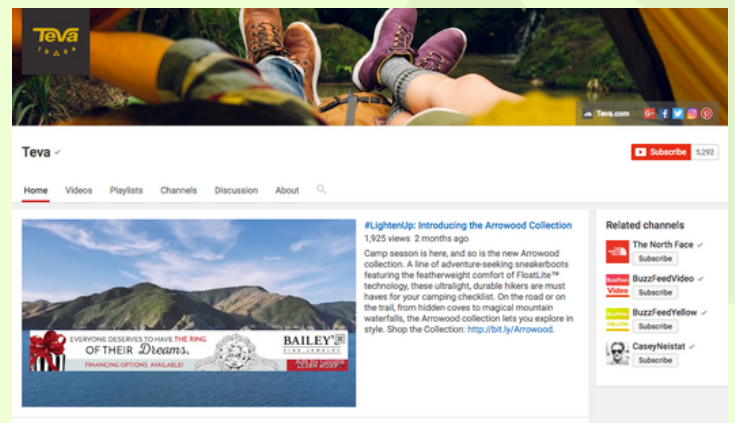
Teva is the winner for this "like"! They've successfully used the platform in a way that users can appreciate and engage with! Boards, like #TevaDIY, show us that they clearly understand the platform and its users. In my opinion, #TevaDIY is a very relevant, successful content marketing strategy. The board that directs users to the blog is a clever way to promote the blog, as well as the brand. As far as numbers go, Teva still wins. They have 26 more boards, 1,981 more pins and 3,800 more followers than Chaco.

# YOUTUBE



Chaco is fairly active on Youtube and on average, posts about twice a month. Views on the videos themselves vary from 500 to 25,000. Chaco created their account in January 2010. Early videos from Chaco were largely product promotion and behind the scenes looks into the Chaco factories. Newer videos are utilizing new Youtube features, such as the 360 degree camera. They created "360 Adventure," a video series in which viewers feel as though they are really with them on the adventure. They've created multiple playlists that organize their videos by subject. One playlist highlights videos they liked by other Youtube users, which often they gave reviews of their Chaco sandals. There are currently no posts on the Discussion page. Chaco has 1,410 subscribers and 635, 257 total views. Chaco's profile is very consistent to their other platforms visually, but is titled "Chacos", similar to their Facebook and Google+ page.

Teva is also fairly active on Youtube and on average, posts about once a month. Views on each of the videos vary from 800 to 250,000. Teva created their account in October 2008. Most of their older videos are product promotion of a spokesperson standing and highlighting key points about the shoe. Recent videos include lookbooks and style tips from the professionals. Multiple videos highlight the hashtag, #LightenUp, and this series features people enjoying their Tevas while exploring places like Australia and Lake Tahoe. They were much more active on Youtube early on, as almost all of the videos are over three years old. There are a few comments on the Discussion Page, but there is no real conversation about the brand. Teva has 5,292 followers and 3,489,222 total views. Teva's profile is very consistent with the overall brand image and is the same as their other platforms.



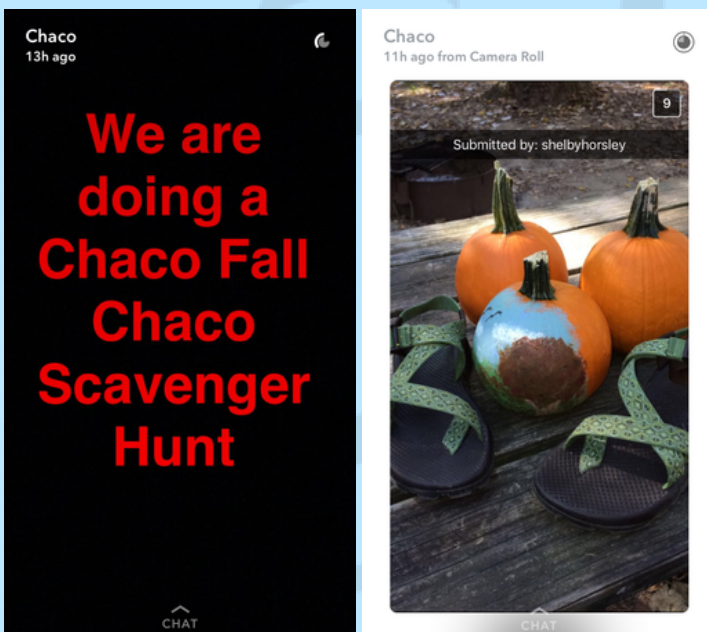
Yet again, Chaco wins this "like"! Both brands have the same level of consistency in their posting schedule and both receive similar average views per video. Although Teva has more subscribers and views, Chaco's quality of videos wins this like for them! They are utilizing new features in an innovative way that works well with their brand and promoting their product. The 360 degree view videos are a new way to plant the wanderlust seed into the heads of their customers that makes them want to buy some sandals and head to the airport.

# SNAPCHAT

In my opinion, Chaco creatively engages their fans and customers through Snapchat more than any other platform. They post Stories pretty regularly, with a new Story every few days. When they do post a Story, it almost always asks people to send in photos and they repost them. For example, they recently did a virtual scavenger hunt and fans sent in photos of their Chacos in fall fashion. The main purpose of Chaco on Snapchat is to supplement the relationships they already have with customers and strengthen their relationship with the brand.



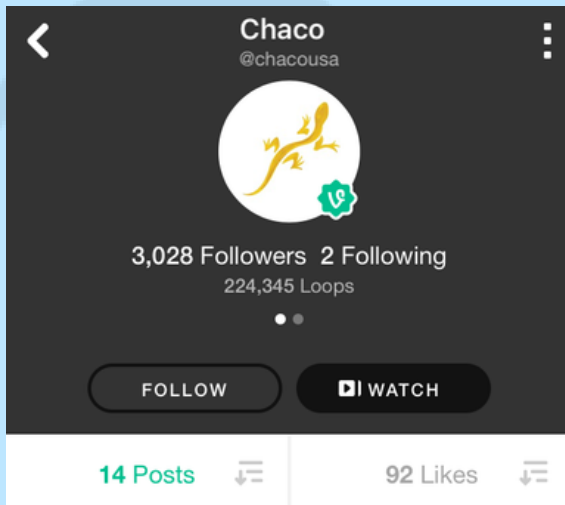
Teva has a Snapchat account, but is not active on the platform. After following the account for over a month, I still have not seen a Story posted.



This "like" is obviously Chaco's! Chaco effectively uses Snapchat to focus on interacting with customers and fans rather than just solely product promotion. Consumers love strong, direct engagement with their favorite brands because it lets them know that their favorite company is paying attention to them and knows who they are. Teva is missing out on a chance to build stronger relationships with its customers and should think about learning from Chaco's Snapchat strategy.



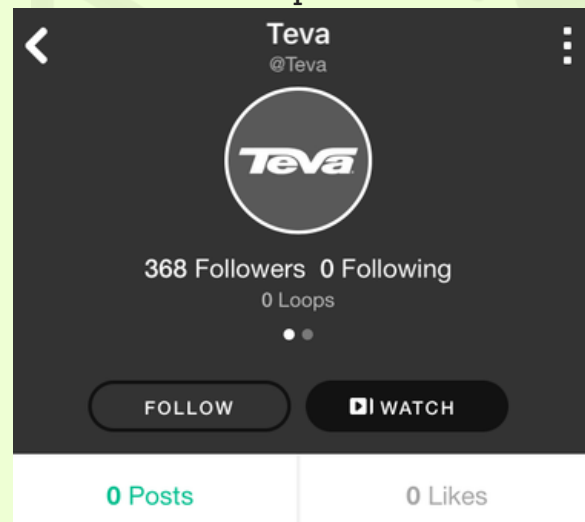
# VINE



Chaco is not very active on Vine, but they do have a complete, verified profile with a good following. The logo does not feature the brand's name, but it is consistent with the rest of their social media platforms.

Chaco currently has 14 posts, 92 likes and 224,367 Loops. Chaco's likes are almost all Vines by fans that used the hashtag #Chacos. Chaco has 3,028 followers and follow 2 accounts. Their first post was from June 2013, so Chaco has had a Vine account for at least three years now. Posts have ranged from inside looks into Chaco factories to #Socks promotion. Most posts on average have about 1,000 Loops, but only get about 15 likes.

Teva has a Vine account, but is not active on the platform at all. They have 0 posts, 0 likes, and 0 Loops. Somehow, they have 368 followers. It's possible that Teva created the account when Vine first became a relevant platform, but later decided that Vine would not be a great fit for their overall digital marketing goals. The profile picture is inconsistent with the rest of Teva's social media platforms, so it is possible Teva has abandoned this platform.

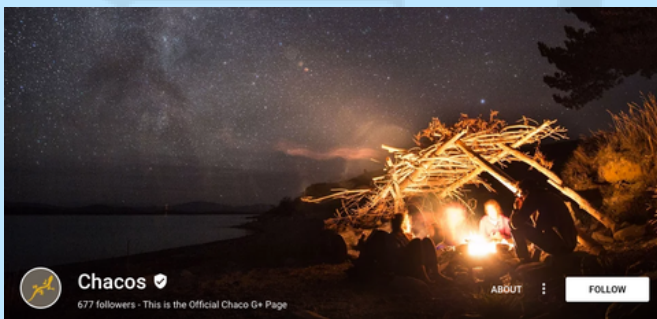


Once again, this "like" is Chaco's! Chaco, for sure, has a better presence on Vine than Teva, since it's non-existent. Chaco is mainly using it's profile to monitor and 'Like' fans' posts about Chacos. There are quite a few posts with #Chacos and Chacos has liked them. Teva is missing out on this opportunity to engage with their fans and customers.

With that being said, I think Chaco could potentially improve their Vine presence. Multiple brands have realized the power of influencers on Vine and pay them to promote their products on their own profiles. Chaco could easily integrate this into their strategy at a low cost.

# GOOGLE+

Chaco's Google+ profile is visually consistent with the brand, but similar to their Youtube and Facebook pages, this profile is listed as Chacos, which differs from the official brand name. It is a verified account, so we know that Chaco is aware of the name change. Chaco has 677 followers on Google+ and they have 5 total posts, with the first from January 2012 and the most recent from August 2015. Posts have included blog promotion and the advertisement of their 25th anniversary in 2014. Four out of the five posts have been engaged with by users, by either comments or +1'd.



Teva's first post in Google+ was in November 2011 and they have remained relatively active for the past five years. Recently, Teva will post about 10 posts all at the same time, every few months. These posts are largely product promotion advertisements with links to eCommerce pages or blog promotion posts. In 2013-2014, use of this platform was at its highest, when they posted every couple days. Teva has 622 followers and hundreds of posts. Almost all of posts have been engaged in some way, either by a comment or +1'd. Visually, Teva's Google+ profile is verified and consistent with its other profiles, as well as enhances overall brand image.

This last "like" goes to Teva because they've demonstrated how quality really beats quantity, in terms of followers. Although Chaco has more followers, they only have a total of 5 posts. Teva has hundreds of posts over the years and they still update it every few months. I wouldn't say either brand is necessarily excelling in marketing through Google+; however, Teva's presence is significantly better than Chaco's.

# FINAL STATS

## FOLLOWER BREAKDOWN

Platform	Chaco	Teva
Website	N/A	N/A
Blog	N/A	N/A
Facebook	237,501	403,380
Twitter	59,000	19,800
Instagram	191,000	119,000
Pinterest	8,700	12,500
Youtube	1,410	5,292
Snapchat	N/A	N/A
Vine	3,028	368
Google+	677	622

## MY LIKES

Platform	Winner
Website	Chaco
Blog	Chaco
Facebook	Teva
Twitter	Chaco
Instagram	Chaco
Pinterest	Teva
Youtube	Chaco
Snapchat	Chaco
Vine	Chaco
Google+	Teva



# AND THE WINNER IS...



Chaco won 7 out of the 10 platform comparisons.

Here's why.

For a consumer goods company, Chaco's website offers a nice balance of eCommerce pages and content. Its layout is easy to navigate and visually appealing to the visitor. The Explore tab really offers Chaco fans the chance to engage with the brand in various ways, through the blog and social media. By using more artistic photos with less of an emphasis on the product, Chaco successfully sells the lifestyle, as well as the sandals. Teva's website is only eCommerce focused and does not easily offer visitors a way to engage with the brand other than just purchasing the product. Chaco's blog, Downstream, is updated significantly more often than Ember and Chaco's commenting feature encourages conversation within the brand. Ember is only updated a few times a month and the link is not easily located on the website, to where the average visitor will find it. If no one is reading it or even has a good chance of reading it, it does not positively contribute to the brand's image or consumer engagement. Chaco's Instagram presence further extends the brand's artistic image and fosters engagement through hashtags. #ChacoNation implies a sense of online community that Teva's most used hashtags do not. Chaco's Twitter presence is significantly larger than Teva's. Chaco "likes" almost every single tweet that they are mentioned in. Through this, we can see that the company is monitoring their reputation online and that they care about what consumers think. Chaco also actively uses Twitter as a customer relationship management program, where they will respond to and help dissatisfied customers. It is important to note how they have adapted platform updates to fit their goals and strategies. For example on Twitter, Chaco has created 2 Moments so far, which have highlighted and collected tweets from fans. Another example of how Chaco uses platform updates and technological advances to improve their online presence is through Youtube's 360 degree video feature. Teva's videos are largely just reviews and product promotion. Chaco takes viewers on interactive adventures throughout the world through just one video. Chaco's presence on Youtube successfully sells the adventurous lifestyle to viewers because they want to see things for themselves after watching an impressive video about it. Chaco wins the best presence on Vine and Snapchat since they are simply active on the platform at all. Chaco has creatively used My Storys on Snapchat to foster engagement with consumers by having them virtually participate in activities like scavenger hunts or contests. Chaco's Vine presence is admittedly minimal, but they have a good following and have used the platform to their advantage by providing behind the scenes looks, which fans really enjoy. By not participating in Vine and Snapchat, Teva loses two opportunities to reach consumers and foster relationships. Chaco successfully accomplishes its goals of eCommerce and branding. They have successfully associated exploration and adventure with the Chaco name and have asserted their sandals as an outdoor wear necessity.

