



## Hanes Case Study

### Situation Analysis / Background

After experiencing declining sales from the mass market, Hanes Hosiery began seeking revenue streams from new consumer segments. Since research had revealed that Hispanic women dramatically over-index on hosiery purchases, Hanes enlisted The San Jose Group (SJG) to pave the way for leadership in this completely underdeveloped category.

### Objectives

The Latina hosiery shopper finds the process of selecting pantyhose confusing. Educate her on the value and difference of the many features and benefits with which she must contend, e.g. control top, opaque, sheer, sandal foot, reinforced toe, Lycra®, etc. Get her to buy out of loyalty and not simply out of habit.

### Strategy

Given the greater incidence of Hispanic women purchasing hosiery, SJG designed interactive promotional programs supported by a public relation campaign capturing several television placement sponsorships and key national fashion magazines.

SJG created a culturally relevant connection between Hanes and the consumer in an environment where no hosiery brands had ever taken the lead.

Our campaign slogan celebrated the Hispanic female shopper's strong self-identity and reinforced her selection of the Hanes brand above all others:

***Para La Mujer Que Sabe Lo Que Quiere / For the Woman Who Knows What She Wants.***

### Measurable Effectiveness / Results

- Helped generate double-digit sales increases in major markets. (Hanes reported direct account numbers.)
- Set the marketing standard for the Hispanic hosiery category.

