

# TOMS Shoes



## Prelude

The global One for One movement gets local. In 2012, The Mkt. team began the task of introducing TOMS to the Australian & New Zealand markets, establishing its presence as an innovator and thought leader in the space of business with purpose and fashion, generating brand awareness as well as authentic brand engagement.

## Stories told

Kicking off with a successful Melbourne launch party, Mkt. also sought to make like-minded friends of TOMS – launching a circle of influence program that has evolved in to something so much more; a group of highly engaged self-declared ambassadors who Mkt. regularly collaborates with on behalf of TOMS.

With regular new collection launches, seasonal releases and product placement focuses, retail launches, community events, global recognised days such as One Day Without Shoes and World Sight Day as well as publicity tours – Mkt. collaborates with media to tell the whole story behind TOMS, from fashion, to business, to social change and beyond.

## Happily Ever After

- The stories we've told: **1308**
- Those who have heard and seen: **250,159,044+**
- The good people we've gifted: **500+**
- The events we've hosted: **11**



## Business can be a force for good – but beware phonies

**ETHICS**  
**Patrick Hatch**

People are growing sceptical of companies that present themselves as charitable or socially conscious, and can see straight through "phony" brands claiming to be a force for good, according to the boss of one of the world's best-known social enterprises.

But Jim Alling, CEO of American shoe brand TOMS, says businesses legitimately pursuing a social purpose can deliver enormous tailwinds to their profitability.

"It really matters, especially to younger consumers," Mr Alling said during a visit to Melbourne this week, where TOMS has opened its first stand-alone store amid a broader push into Australia.

"They'll be more likely to purchase things from companies they believe in than they will if they think a company is kind of a phoney."

TOMS, which sells casual shoes and sunglasses, was founded in 2006 with a "one for one" model: for each pair of shoes it sold, a pair would be given to a child in a developing nation in need.

Mr Alling said there was growing scepticism from consumers towards companies that trumpeted their charitable works or social programs, and said the B Corp certification – which includes thorough auditing – was a tick of legitimacy.

While TOMS has given away more than 86 million pairs of shoes, some critics have pointed out that many communities had greater needs than footwear.

So TOMS is putting its charitable funds behind other initiatives, including eye surgery and clean water programs. In November, on the weekend of Black Friday sales, it pledged \$100 million (\$7 million) towards campaigns calling for tighter gun control in the US. There was a corresponding jump in sales on the website, he said.



**Mkt.**