



Study on the Historical Changes of Dr. Martens Martin Boots Advertisement

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Abstract. In this paper, Dr. Martens, an American brand of Martin boots, is studied under different historical backgrounds. Based on the previous viewpoints and research of some scholars, the new research results and objectives of this paper are generated. This paper studies Dr. Martens' advertisements in different historical stages through observation, explores the law of advertising development, and puts forward suggestions for the development of Dr. Martens' advertisements. The significance of this article is to analyse the advertising development of Dr. Martens from a historical perspective and provide a unique analysis perspective.

Keywords: Martin boots · advertisement · Dr. Martens

1 Introduction

The Martin boots are a fashion item with a long history. Martin Boots was created in a time of war. Just after World War II in 1945, the first Martin boots were created by 25-year-old Doctor Klaus Martens to help himself to fix his broken ankle. Then, Dr. Martens saw business opportunities in this shoe, and he teamed up with his engineer friend Dr. Herbert Funk to make the Martin boots and advertise them in foreign magazines. In 1960, the Brand Dr. Martens was established in the UK. Bill, a member of Griggs, a family business, saw the Martin boots in a magazine and was intrigued by them. Bill bought Martin Boots' patent and manufacturing license, named it Dr. Martens, and started selling it. Dr. Martens are now accepted by many people, we can see people wearing them in many places. This should thank the advertising campaign of Dr. Martens.

With the advent of the Internet era, Dr. Martens switched to a new online advertising model and increased sales. It continues to grow, with sales up to £672.2 million from 2019 to March 2020, up by half from 2018. In the 21st century, Dr. Martens opened its flagship store on the Internet and sought out celebrities and famous websites to use their fame to advertise the shoes. Dr. Martens said in their brand strategy that they wanted to focus on providing sustainable growth, working with a number of partners to build the brand and advertise in the global market. They wanted to use the brand's diversity, youth culture, and originality to attract more customers. Martens is aware of the rapid change of The Times, they pay attention to the communication and contact with consumers, ready to develop more effective advertising and marketing strategies. Dr. Martens' advertising strategy is playing a part in their continued growth in sales from their sales data.

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In order to better clarify this article, some simple background of Dr. Martens' advertisements in different periods will be introduced. With the development of history, Dr. Martens also uses different characters to advertise in the context of society and times. When Dr. Martens first invented the martin boots, he wrote in the magazine about the rubber cushioning soles that housewives and older people bought for comfort and safety. Eighty percent of sales are to women over 40. Dr. Martens was later taken over by Grigg company as durable and inexpensive work shoes. Many postal workers, factory workers, and police officers wear Dr. Martens, which cost only 2 dollars. With the rise of skinheads in the UK, Dr. Martins took a huge turn and was brought into fashion. Skinheads parade the streets in Dr. Martens. Over time, Dr. Martens became a must for some sub-cultures. These shoes have also changed their advertising strategy, instead of promoting their functionality in magazines, they have posed for models to promote their aesthetics. Later, some hippies and bands wore Dr. Martens to reflect their rebellious spirit. Dr. Martens has seized this opportunity, and the brand has created spin-off stores called the Boot Room. Dr. Martens invited bands to perform in the Boot Room while customers and fans could buy martens from the store. Dr. Martens is very good at capturing the hot issues of current events to create heat for themselves and attract customers. They shoot short films and promote them online for black people in Dr. Martens, LGBTQ people, and filmmakers. Because rock bands like to wear Dr. Martens, the company has enlisted rock stars as spokespeople to attract fans and other customer groups. Their advertising history is worth discussing.

2 Literature Review

Advertising has always occupied a very important position in business and our life. So far, many scholars have done a lot of research on advertising or Dr. Martens. According to Jose Angelo Gallegos, the Internet has changed the traditional forms of advertising and consumers' attitudes towards advertising. Some famous people will appear in the advertisements. In the current Internet era, consumers' attitude towards advertising has changed from passive to active. Consumers have the right to reject some advertisements. Nowadays consumers don't trust advertisements so much, they trust other consumers' comments more often [1]. James Smith mentions that Dr. Martens became synonymous with the rebellion and British youth culture, and in the late 1970s many youth groups such as neo-Romanticism, goth and rock would wear them to make their mark. Dr. Martens was therefore highly profitable in the 1990s, producing more than 10 million pairs a year, and has continued to perform well into the 21st century [2]. Salem Weresh research offers a lot of information about development of Dr. Martens Marketing has a lot to do with brand sustainability. Dr. Martens focuses on sustainability. First shoes have traditional craftsmanship and are very durable. Such durable products have great potential in fast times. Secondly, Dr. Martens has registered as a member of some leather environmental protection organizations, so as to keep the environmental protection in the production process as much as possible and realize the sustainable development of resources. Dr. Martens is very good at advertising by connecting with consumers. Dr. Martens, for example, launched 'Worn Different' in 2017 and has since posted the hashtag on YouTube and Twitter, increasing its UK revenues by 25%. To maintain brand

awareness, Dr. Martens regularly posts new styles and designs on social networks like Instagram, Twitter and YouTube [3].

The anonymous author suggests advertising is very important. First, advertising can increase profits. Second, advertising can create new fashion trends. Third, a good advertisement is a good work of art in itself [4]. Dr. Martens also realized the importance of advertising. Media reader offers some information about how much Dr. Martens is spending on advertising. Dr. Martens spends a lot of money on advertising. It spent nearly \$100 million on digital advertising last year, placing ads in more than 100 media outlets [5].

Anna Prendergast says Dr. Martens is a part of the music world and a part of many performers. Dr. Martens can also bring some ideology, and the British people, especially the working class, will be proud to wear Dr. Martens. Dr. Martens was worn by different people at different times [6]. The guest post who wrote the history of Dr. Martens in youth culture reinforces this opinion. In the 70s and 90s, some subculture groups such as mods, hippies, punks, skinheads and grunge by wearing Dr. Martens to express their ideology [7]. Many celebrities have worn Dr. Martens, Lavigne and Suede. Aham69 have all been worn at events. Some celebrities have also driven the advertising and popularity of Dr. Martens [8].

Alison Wurth believes that some advertisements use political positions and events. In 1987, Nike used some social topics in their advertisements. They used revolutionary songs, which caused a lot of negative comments [9]. This paper argues that Dr. Martens' advertisements are often associated with hot social events too, but they often have a good effect. Because Dr. Martens had a lot of communication with consumers, he had a deep understanding of their ideas and made adjustments and improvements to the advertising to increase the popularity of his brand [9]. Ellen Hammett discusses how Dr. Martens engages and stays connected with consumers. She says Dr. Martens now connects with consumers digitally. Dr. Martens wants to give back to his customers by bringing barbers into shoe stores to give free haircuts and inviting bands to play in the stores for free [10]. Some of her findings may be missing. The feedback of Dr. Martens to consumers is also a kind of brand promotion and advertising. This is a very good and contemporary way to attract consumers, to pay some cost and to get more profit from consumers.

The knowledgeable discoveries and theories of these scholars provide the basis and background for the research of this paper. But there are still some research gaps. Firstly, very few studies have looked at Dr. Martens' advertising alone. Secondly, few studies have looked at the Dr. Martens advertising from a historical perspective. This article hopes to provide favorable opinions for Dr. Martens' advertising development and further explain the importance of advertising to enterprises. This article also hopes to explore the law of the development of advertising from the historical perspective. This research will discover historical changes of Dr. Martens' Martin boots advertisement by survey and Analysis.

3 Results and Discussion

This article studies the changes in Dr. Martens' advertising history through observation. It can be seen from the observation that with the progress of the times and technology,

Dr. Martens advertising methods have been changing and have different effects and influences in each era. Dr. Martens will adapt its advertising strategy to different periods of society and consumers and maximize its sales. Dr. Martens' advertisement changing will be discussed here. This article summarizes the advertising history of Dr. Martens into five stages, each of which has different characteristics and advertising strategies.

The first advertising phase was in the 1940s when Dr. Martens was first created. After World War II, a man named Klaus Martens created a shoe with an air cushion for himself after breaking his ankle. Such shoes provide more stability and help injured bones recover. Soon Martens discovered that the shoes made walking much easier and began advertising in German footwear magazines aimed at elderly people, especially housewives. The ads feature elderly people wearing Dr. Martens, highlighting their comfort. Later, as sales increased, Dr. Martens began to advertise in magazines in other countries. At that time, Dr. Martens advertisements in magazines were very successful and brought in a lot of sales for Dr. Martens. I think the success of this advertising is mainly due to 1) in the 1840s, most of them are a traditional way of advertisement, magazines in that era can be widely spread. 2) after the second world war, due to a large number of the disabled, has increased the demand for healthy people, with characteristics of medical functional shoes will be favored by the elderly. 3) the unique ideas and work of Dr. Martens in the 1840s, other shoes didn't have air cushions to absorb shock. This advertisement has had some unexpected effects. Dr. Martens has successfully spread to other countries and become well known. Some of the other shoes were modeled after Dr. Martens' design concept, creating shoes with air cushions. Second, the magazine campaign helped Dr. Martens increase sales and production. A very important point was that the publicity for Dr. Martens in the magazine attracted the subsequent investor, Griggs company.

The second advertising period was in the 1850s, when a well-known British company, Griggs, noticed Dr. Martens in a magazine and bought the patent and production rights from Klaus Martens. Griggs officially launched the Dr. Martens brand. Griggs first improved the appearance of the shoes and then created the slogan "With Bouncing soles" for the shoes. It has captured the local market in the UK with its durable functionality and cheap price. Griggs sells Dr. Martens in British shops for 2 lb. Aimed at low-paid workers and postmen, it sold so well that almost all British workers wore Dr. Martens. At this time, the success of local advertising benefited from the advantage of price. A large number of British workers needed such cheap and durable shoes, and Dr. Martens became the demand of low-income people. On the other hand, it benefits from brand effect. At that time, Griggs was already a famous shoe brand in the UK. It had a large user group before the production of Dr. Martens, and it was easier to attract new customers. The advertising had some effect. The low prices opened the market for Dr. Martens, attracting a large number of customers and increasing sales for Griggs. It also paved the way for Dr. Martens to enter music, fashion, and other circles, and enhanced the feeling of the British people for Dr. Martens. The author thinks that such a low-price advertisement may also have some potential negative effects, for Griggs sets such a low price at the beginning, which makes it difficult for Griggs to raise the price in the later stage and gain more profits. Griggs also limits its target customers to low-income groups, and this essay thinks such class restriction will reduce the sales volume of Dr. Martens.

The '60s to '90s was an essential stage in the development of Dr. Martens, which brought Dr. Martens to the world stage and showed it to more people. This is Dr. Martens' revolution. At that time, Dr. Martens became the symbol of the subculture, and Dr. Martens seized the opportunity to promote Dr. Martens and the subculture together. At that time, Dr. Martens appeared in some shows and fashion magazines as the image of the subculture, such as rock dressing. The rise of Dr. Martens was partly due to political factors, as the British working class grew, with the emergence of mods and skinhead culture. At first, skinheads wore Dr. Martens and marched in the streets. Then the subculture gradually reached its peak, in the form of goods in other countries. Such rebellious subcultures as hippies, punk, and grunge were closely associated with Dr. Martens and attracted a large number of fans. Dr. Martens cooperated with some of these bands and sponsored them. A large number of viewers were influenced to buy Dr. Martens. Dr. Martens also led the women's rights movement in the UK in the 80s and 90s. Dr. Martens' masculine appearance encouraged some feminists to try out and express that they too could dress bravely and have the same rights as men. Dr. Martens sales peaked in the 1990s, with total production exceeding 10 million. The sales had a lot to do with Dr. Martens advertising. Celebrity endorsements, rock-themed catwalks, and subculture boot Martins in glossy magazines are all good advertising strategies. In this essay's opinion, the reasons for the success of these advertisements are as follows: 1) When the economy and materials are scarce, people can only express their ideas through clothes, so Dr. Martens can penetrate the bottom market with high-cost performance and attract a large number of fans by focusing on social hot spots and advertising; 2) Dr. Martens has positioned its brand and design style more clearly. Dr. Martens made a big influence during this period. It let more people try this shoe, let some social subcultures and small groups can express their views and have fashion and symbol. At the same time, the sales and popularity of Dr. Martens increased greatly. But it also has some negative effects. Such advertising positioning and publicity limit the style and customer groups of Dr. Martens, which is not conducive to further development in the future.

In 2000, Dr. Martens faced challenges and nearly went bankrupt. To survive, Dr. Martens laid-off workers and moved factories to Thailand and Asia, where costs were lower. At this time, Dr. Martens adopted the same advertising strategy as in the 1960s and 1990s, still promoting around the subculture, but it had little effect. This paper argues that, mainly due to the weakening of subcultures in the early 20th century, Dr. Martin can no longer profit solely from culture. Secondly, other new shoe brands appeared and made Dr. Martens lose its competitive edge by using some TV advertising strategies of the new era. The author of this paper believes that only failure can expose shortcomings for correction and innovation. The experience of Dr. Martens' near-failure has not only brought some negative effects but also many positive ones. The negative impact was very obvious, which severely hit the economic and follow-up development opportunities of Dr. Martens and made some people forget About Dr. Martens. But the crackdown has had many benefits. It has forced Dr. Martens to cut costs, make sweeping changes and upgrades, and make bold moves such as the collaboration with a well know designer, Raf Simons. Dr. Martens also decided to restructure his advertising strategy and give the company a new lease of life.

Dr. Martens is very good in the 21st century. They have some brand new advertising models. Dr. And Martens work with well-known brands such as Supreme, Yohji, and Yamamoto. Dr. Martens uses the influence of both brands to attract customers. Dr. Martens also uses celebrity power to get celebrities to endorse its brand. Dr. Martens has always maintained smooth communication with consumers in various forms. It has released a large number of videos and articles on new media to attract online customers. For example, Dr. Martens has used the Internet to promote their Lite series (a transformation of traditional Martin boots to be lighter and more convenient), which has received good sales. Moreover, Dr. Martens continues to follow social hot spots such as LGBTQ and racial issues, for example, by interviewing and photographing LGBTQ people wearing Dr. Martens to gain more heat for the company. These advertising strategies have made a big impact on Dr. Martens, who has become accepted and familiar by almost everyone in the 21st century, increasing consumer numbers and stickiness. It also brings attention to some social issues worth thinking about. But this passage thinks there are still some loopholes in these ads. They are similar to other companies' ads and not as eye-catching.

This article thinks that there are still some areas that can be improved in the advertisement of Dr. Martens, and hopes that these suggestions can be helpful. First of all, the author thinks that in the current epidemic era, people are under a lot of pressure and cannot go out to travel at will. Dr. Martens can carry out advertisements based on consumers' psychology under the epidemic situation. Many people are eager to go out freely after the epidemic. Dr. Martens can emphasize the durability and outdoor quality of shoes in advertisements, and Dr. Martens can make some outdoor Martins and promote them. Let the consumers associate Dr. Martens and outdoor tourism in everything, and increase the target group of consumers. Second, Dr. Martens can emphasize the concept of environmental protection by holding some trade-in activities to advertise. Because a lot of the material in the Martens can be recycled, for example, people who donate two old Dr. Martens can get a \$10 coupon or some Dr. Martens souvenirs to attract more customers. Thirdly, Dr. Martens can launch customized Dr. Martens as a new advertising model to attract customers. Customers can become designers themselves and customize Dr. Martens on the official website. Dr. Martens allows customers to publish their design drawings and cooperate with customers to produce the most popular pairs of shoes.

4 Conclusion

This article explores Dr. Martens' advertisements chronologically by the observational method. This article sorted out the advertising strategies and influences of Dr. Martens at various stages. This paper classifies Dr. Martens' advertising development into five stages and narrates and analyzes these five stages. This article can give a good overview of Dr. Martens' advertising history and the law of advertising development. This paper also puts forward effective suggestions for the future development of Dr. Martens, hoping to solve the current vacancy in advertising.

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