



BIRKENSTOCK

BRAND STORY

The story of Birkenstock begins in 1774 with a young shoemaker named Johann Adam Birkenstock in the small German village of Langen-Bergheim. Initially, Birkenstock was an ordinary shoemaker crafting leather shoes. The brand's significant innovation began in 1896 when Johann's grandson, Konrad Birkenstock, developed the first flexible cork footbed, a milestone that revolutionized footwear comfort by supporting the anatomical shape of the foot.

By 1925, Birkenstock expanded production in Friedberg, Germany, manufacturing its famous "blue footbed" orthopedic insoles. The company focused on foot health, promoting its products especially in medical circles. In 1963, Karl Birkenstock introduced the "Madrid" sandal, the first model to feature a standardized, anatomically shaped cork footbed fully integrated into a sandal.

Initially, the sandals faced market resistance, but they gained traction as hospital footwear and among consumers valuing comfort over fashion trends. The brand eventually grew beyond orthopedic circles, becoming famous worldwide for durable, comfortable, and sustainable footwear built on over two centuries of craftsmanship.

Oliver Reichert became CEO of Birkenstock in 2013, becoming the first outsider (i.e. non-family member) to lead the company. Before that, he started out as a consultant to the Birkenstock family around 2009

MISSION AND VISION

MISSION

Birkenstock aims to be a global lifestyle brand that mixes comfort and style turning health focused designs into fashion trends, while keeping its 250-year tradition of quality and new ideas alive.



VISION

Birkenstock aims to be a global lifestyle leader, blending comfort with fashion by turning orthopedic design into a stylish trend, while preserving its 250-year legacy of craftsmanship and continuous innovation.

PRODUCTS



Arizona



Gizeh



Gizeh



Mayari

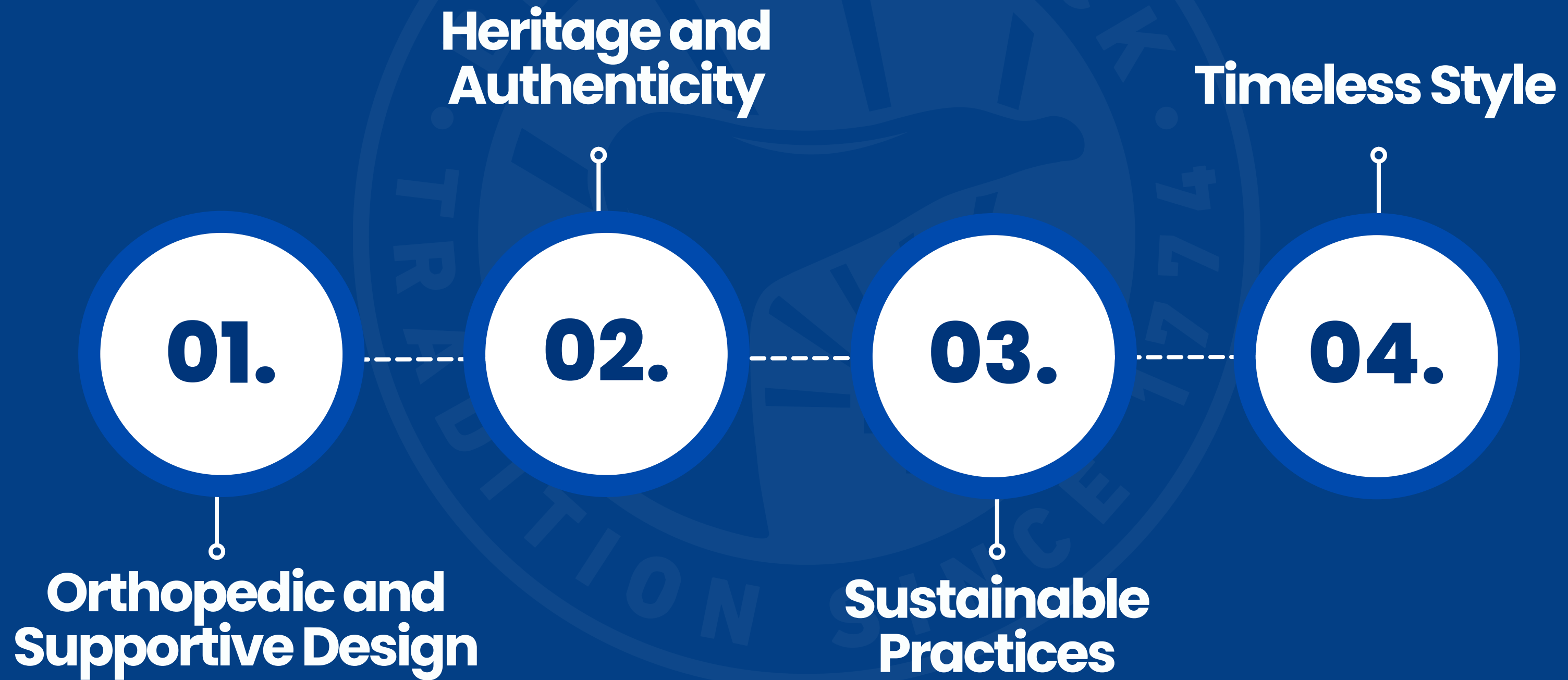


Boston

TARGET AUDIENCE

- **Eco-conscious Professionals**
Urban millennials who value sustainability and comfort in their daily lives.
- **Fashion-forward Youth**
Gen Z who blend comfort with trendy aesthetics.
- **Health & Wellness Enthusiasts**
Consumers focused on orthopedic support and long-term comfort.
- **Luxury Minimalists**
Consumers who prefer quiet luxury and timeless design.

UNIQUE SELLING POINT



COMPETITORS



OOFOS®

allbirds



crocs™

STRENGTHS

Unique anatomical cork footbed design that provides superior comfort and foot support.

A large, white, hollow outline of the letter 'S' is positioned in the center of the top-left quadrant of the SWOT matrix.A large, white, hollow outline of the letter 'W' is positioned in the center of the top-right quadrant of the SWOT matrix.

WEAKNESSES

Narrow product portfolio with heavy reliance on sandals; relatively less diversified compared to competitors.

OPPORTUNITIES

Product diversification into closed-toe footwear and new silhouettes to reduce seasonality.

A large, white, hollow outline of the letter 'O' is positioned in the center of the bottom-left quadrant of the SWOT matrix.A large, white, hollow outline of the letter 'T' is positioned in the center of the bottom-right quadrant of the SWOT matrix.

THREATS

Intense competition from established lifestyle and comfort footwear brands expanding their portfolios.

MARKETING STRATEGIES

1. Heritage and Storytelling

- Birkenstock leverages its long history—dating back to 1774—in campaigns that establish trust and emotional connections, highlighting German craftsmanship and enduring quality.
- The brand uses storytelling to foster loyalty, positioning its products as more than footwear, but as emblems of wellness and freedom.

2. Sustainability Focus

- Sustainability is central to Birkenstock's identity, with emphasis on environmentally sound materials and ethical manufacturing in both marketing content and product development.
- Social media campaigns often spotlight eco-friendly values to connect with environmentally conscious consumers.

3. Collaborations and Brand Positioning

- High-profile collaborations with designers (e.g., Jil Sander, Manolo Blahnik) and limited-edition releases generate excitement and appeal to fashion-forward demographics.
- Birkenstock's pricing and positioning strategy bridges affordable and premium segments, cultivating a broad and diverse customer base.

MARKETING STRATEGIES

4. Word-of-Mouth and Community

- Birkenstock fosters community engagement through social media campaigns and word-of-mouth marketing, encouraging loyal customers to share experiences and promote the brand organically.
- “Ugly for a reason” and “Beyond the Critics” campaigns embrace critiques, highlighting the brand’s authentic confidence and comfort-first philosophy.

5. Personalization and Marketing Automation

- Personalized recommendations and marketing automation (such as tailored email marketing) optimize customer engagement and retention, supporting the brand’s strong repeat purchase rate.

6. Digital and Direct-to-Consumer Push

- Investments in e-commerce and a Direct-to-Consumer (DTC) sales model have fueled growth and given the brand direct control over customer relationships.
- Strategic social media use includes Instagram for lifestyle content, Pinterest for inspiration, and Facebook for community-building.
- Influencer partnerships expand the brand’s appeal, especially among younger and wellness-oriented audiences.

Social Media Presence



Instagram

Birkenstock

Followers : 1.6M

Posts : 2.4 K

Following : 9



Twitter

BirkenstockUSA

Followers : 64.1 K

Following : 1,140



Facebook

Birkenstock

Followers : 5.2 M

Posts : 13 K +

Likes : 5.1 M



Youtube

Birkenstock

Subscribers : 174 K

Videos : 1.4 K

Views : 64 M+

COMPETITORS SOCIAL MEDIA PRESENCE



Instagram
drmartensofficial
Followers : 3.1 M
Posts : 231 K
Following : 526



Twitter
Dr. Martens
Followers : 170.4 K
Following : 2,295



Facebook
Dr. Martens
Followers : 3.2 M
Following : 297



Youtube
DrMartensOfficial
Subscribers : 48.4 K
Videos : 653



Instagram
oofos
Followers : 171 k
Posts : 1,488
Following : 1968



Twitter
OOFOS
Followers : 19.5 K
Following : 2,111



Facebook
OFOOS
Followers : 204 K
Following : 155



Youtube
OOFOS Footwear
Subscribers : 4.15 K
Videos : 263



Instagram
Allbirds
Followers : 517 k
Posts : 252
Following : 316



Twitter
Allbirds
Followers : 30.2 K
Following : 304



Facebook
Allbirds
Followers : 268 K
Following : 20



Youtube
ALLbirds
Subscribers : 8.38 K
Videos : 209



Instagram
aetrexworldwide
Followers : 32 k
Posts : 1,352
Following : 100



Twitter
Aetrex
Followers : 6,839
Following : 3507



Facebook
aetrex
Followers : 3.8 k
Following : 6



Youtube
Aetrex Worldwide
Subscribers : 2.85 K
Videos : 179



Instagram
neemansofficial
Followers : 432 k
Posts : 1,983
Following : 2



Linkedin
Neeman's
Followers : 46 k
Employees : 51-200



Facebook
Neemans
Followers : 137 k
Following : 6



Youtube
Neeman's Official
Subscribers : 13.4 K
Videos : 480



Instagram
Crocs
Followers : 2.7 M
Posts : 2,477
Following : 267



Twitter
Crocs
Followers : 173.1 K
Following : 1,215



Facebook
Crocs
Followers : 7.8 M
Likes : 7.7 M



Youtube
Crocs
Subscribers : 28.3 K
Videos : 168

ONE MONTH INSTAGRAM CONTENT AUDIT

Date	Types	Buyers Journey	Likes
SEP 2	Post	Awareness	2558
SEP 4	Post	Promotion	1747
SEP 6	Post	Awareness	4524
SEP 8	Post	Promotion	2602
SEP 10	Reel	Awareness	4104
SEP 10	Post	Awareness	4104
SEP 11	Reel	Promotion	1431

ONE MONTH INSTAGRAM CONTENT AUDIT

Date	Types	Buyers Journey	Likes
SEP 11	Reel	Promotion	1431
SEP 13	Post	Promotion	1471
SEP 15	Post	Promotion	1913
SEP 17	Post	Promotion	2463
SEP 17	Reel	Promotion	2463
SEP 19	Post	Awareness	2541
SEP 21	Post	Promotion	1362

ONE MONTH INSTAGRAM CONTENT AUDIT

Date	Types	Buyers Journey	Likes
SEP 23	Reel	Awareness	772
SEP 25	Post	Product Introduction	1172
SEP 27	Reel	Promotion	3039
SEP 29	Post	Promotion	883
OCT 1	Post	Awareness	635
OCT 4	Reel	Awareness	1868
OCT 6	Reel	Awareness	1361
OCT6	Post	Awareness	1361

A large, faint, circular watermark of the Birkenstock logo is centered in the background. It features the brand name 'BIRKENSTOCK' at the top, a central cross symbol, and the text 'ADDITION SINCE 1774' at the bottom.

THANK YOU