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## UGG GROWING ON MEN EVEN BEFORE BRADY'S BACKING (DECK, TBL)

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Susan Jennings Kantari, [sjk@blueshiftideas.com](mailto:sjk@blueshiftideas.com), and Ryan Duck, [rd@blueshiftideas.com](mailto:rd@blueshiftideas.com)  
With additional research by Belinda Robinson, Jacqueline Fox and Lindsay Gadsby

### BACKGROUND/DESCRIPTION

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- ▶ Late November, Deckers Outdoor Corp. (DECK) CEO Angel Martinez [announced](#) that Tom Brady would be endorsing [UGG Australia](#) shoes. With Brady's support, the company hopes to increase brand awareness among men and "give" them permission to wear UGGs.

### RESEARCH QUESTION

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- ▶ Will Tom Brady's endorsement of Deckers' UGG increase the shoes' sales among male customers?

### FINDINGS

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- ▶ UGG's popularity among men was starting to grow even before Tom Brady's endorsement. Both UGG competitors, both apparel experts, two of four UGG retailers, and three of five customers have seen men wearing UGGs. In fact, a competitor said UGG's men's line was "selling extremely well."
- ▶ Tom Brady's endorsement could increase UGG's sales as much as 35%, according to both experts, an UGG competitor and both sheepskin suppliers.
- ▶ Both suppliers said UGG orders for the next six months are up, rising 20% year to year for one source.
- ▶ Although Tom Brady was a good endorsement choice in terms of his marketability, some sources said a stronger backing would come from an urban celebrity such as Kanye West, who wore UGGs last year and boosted the brand's popularity in urban areas.
- ▶ The most popular men's styles are the [slippers](#) and [weather/performance](#) styles rather than the [classic](#) style.
- ▶ Sales of women's UGGs continue to be strong among repeat and new customers and may have some cross-over effect into men's sales as men are more likely to receive UGGs as a gift than to buy the shoes themselves.
- ▶ Pricing was an issue for only one source, who then purchased for an off-brand shoe.

### DATA

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**Silos:** Customers (5), store personnel (4), sheepskin suppliers (2), UGG competitors (2) and apparel experts (2)  
**Additional Sources:** Industry publications (3), and a sports blog and a social media site (2)

### SILOS

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#### Potential or Existing UGG Customers

- ▶ **Male, Texas**  
This source was aware of Tom Brady's endorsement but said it would not influence his decision to purchase a pair of UGGs. The customer said he would be open to wearing them if he were in a cooler climate. He is partial to The Timberland Co. (TBL).
  - "I do know of Tom Brady, and I know about UGGs too. I have not seen any UGG advertisements that I can remember."

- “A Tom Brady ad would get my attention but really would not influence my decision in making a purchase.”
- “My shoes have to be very comfortable. I go for the shoe with the sports-sole technology. I do buy my own shoes and will buy any brand at just about any reasonable price to get the right fit and comfort. I’m not easily swayed by endorsements. However, the name recognition will help identify the UGG for men and not just women.”
- “I already think it is acceptable for men to be wearing the UGG name. I think it’s more popular for women to wear it, but I wouldn’t frown on it.”
- “As for the UGG boots ... I’m just not a boot fan—too hot in this area.”
- “More men in the North would listen to [Tom Brady] and care about his endorsements. He’s not as well-known a sports celebrity as someone like Tiger Woods.”
- “If I were to buy a similar shoe, I would buy Timberlands for the comfort. I already have a pair [of Timberlands]. After this conversation, I will try a pair of UGGs though.”

*A Tom Brady ad would get my attention but really would not influence my decision in making a purchase.*

*Male UGG Customer, Texas*

► **Male, New Jersey**

This avid sports fan was surprised by Tom Brady’s endorsement of UGG but said the quarterback would bring broad appeal to the brand given his marketability. Still, this source would not buy UGGs based on Brady’s endorsement alone and said his friends and he likely would never wear the classic style in public. He prefers the Timberland brand.

- “America buys anything that’s trendy, and if it comes from a celebrity? Even better.”
- “With the stature of player he is, the team he plays for ... he’s a good looking guy, and with a model for a wife, he’s very marketable.”
- “I thought his wife [Gisele Bundchen] would endorse UGGs, not Tom.”
- “[Tom Brady is] limited in New York because everyone hates him, especially after the Patriots routed the Jets 45–3 Monday night. But in Boston, overseas, sure.”
- “If I were given a pair for free, I might wear them outside just to see what people would say.”
- “If I had money for any pair of new boots, they’d be [Timberlands].”

► **Female, San Francisco**

This 20-something customer was unaware of Tom Brady’s new endorsement and more aware of Kanye West’s sporting UGGs last year. She has bought UGG slippers for her father and said this subcategory could grow the brand among men during 2011.

Reporter Observations: A visit to an UGG store in San Francisco on a Friday afternoon found approximately 15 shoppers, mostly men and women in their 20s and 30s. Most customers were looking at female boots while a few male customers were looking at slippers.

- “I’m not a football fan but do know that other celebrities such as Kanye wear UGG boots.”
- “I would never buy any of my male family members or friends the traditional UGG boots. They would never wear them.”
- “I’ve bought my dad some UGG slippers. He likes them and wears them around the house.”
- “I think in the next year guys might buy more UGG slippers but not boots.”
- “Pretty much all my female friends own a pair.”
- “The only thing bad about UGGs is that the rain and snow can ruin them.”

*I think in the next year guys might buy more UGG slippers but not boots.*

*Female UGG Customer  
San Francisco*

► **Female, New Jersey**

This source would buy UGGs for her boyfriend in New York, but thinks UGG needs to offer more practical styles and be more widely available to gain traction among men. This source’s 7-year-old nephew wears UGGs. She thought someone with a broader appeal, such as Will Smith, would be a better endorsement choice.

- “I own one pair. I think they are totally ugly and have no support, but they’re warm and it’s cold. I don’t understand why people wear them in warm climates.”
- “I would buy [UGGs] for my boyfriend in the New York area because it’s cold, but probably not

- anywhere else.”
- “They would have to be durable and comfortable. They’d also have to be easy to find, not at one specific store. Women will go anywhere to get what they want; men won’t.”
  - “What about kids? My seven-year-old nephew loves them! UGGs for the entire family.”
  - “How about Will Smith? He hits a large population all over the U.S., males and females in different groups.”
  - “It would be good to have two endorsers ... one athlete, one entertainer.”

*They would have to be durable and comfortable. They’d also have to be easy to find, not at one specific store. Women will go anywhere to get what they want; men won’t.*

*Female UGG Customer, New Jersey*

► **Female, Texas**

This source said her husband and his friends would not buy UGGs because of Texas’ warmer weather despite Tom Brady’s endorsement. She infrequently wears her own pair of UGGs. Her daughters requested UGGs but were given the less-expensive [Bearpaw](#) (Romeo & Juliette Inc.) boots.

- “I’m not going to buy any UGGs for my husband. It’s just too hot in Texas for men. My husband only wears fuzzy slippers in the house during Christmas; then it’s back into flip-flops.”
- “Our male friends don’t really rely on endorsements to feel comfortable wearing a product. If they like it, then they’ll wear it.”
- “I have UGGs, which my husband found at a bargain one Christmas. I do like them but don’t often wear them. Both my girls would love to have them since they are so popular in school. Instead of UGGs, we got them the Bearpaws. They are the same type of shoe at a much cheaper price.”
- “UGGs are still setting the trend for women.”

## Store Personnel

► **Owner of a shoe store selling a variety of UGG shoes, New Jersey**

This source attributes her store’s livelihood over the past two years to UGG sales. She said UGG has the potential to improve its men’s business but not necessarily through Tom Brady’s endorsement. She expects the first adopters among males to be fashion-forward straight and gay men in New York City. She does not carry the classic UGG style or slippers for men. Her UGG sales to women stem from repeat buyers replacing pairs ruined by rain or snow. Price is not an issue for her customers overall.

- “If it weren’t for my UGG sales in the last two years, I would have gone out of business.”
- “UGGs started with male surfers, so I don’t see why they couldn’t be popular with men again.”
- “[Tom Brady] promoting UGGs might help because they aren’t feminine boots, but men are less daring. Men are more fashionable in [New York City], and you’d probably see them more there.”
- “Sports guys [fans] aren’t trendy.”
- “I don’t carry [UGG classics or slippers] for men, but I would if I thought I could sell them.”
- “Women buy two or three pairs a year! They wear them every day and trash them in the snow and rain because they aren’t waterproof.”
- “I love dealing with the [UGG] company because they aren’t stuck up. I’m a small buyer, but they’re great with me.”

► **Manager of a store that sells a variety of UGG shoes, New Jersey**

This source’s store is located in an urban area and benefited from Kanye West wearing a pair of the [Butte Boot](#), for which demand continues to grow. He does not expect Tom Brady’s endorsement to play as large of a role. This source’s UGG boot sales represent 20% of his overall men’s shoe business. Price is not an issue for his customers.

- “Last year, Kanye West wore [the Butte Boot]. Guys are still buying them based on that, which

*Guys still bought them [for wives/girlfriends] but said they were big and ugly, but that changed this year as men started wearing [the boots] and found out how comfortable they are. Now they get why women wear them.*

*Manager of UGG Retailer  
New Jersey*

- surprises me because this is an urban area, but they don't seem to care how much they cost.”
- “If you got more celebrities—hip-hop, artists, red-carpet people—wearing them, sales would go up [among my urban customers].”
  - “I'd say 20% of our overall men's shoe sales are UGGs [mostly non-classic boots and then slippers].”
  - “Guys still bought them [for wives/girlfriends] but said they were big and ugly, but that changed this year as men started wearing [the boots] and found out how comfortable they are. Now they get why women wear them.”
  - “We don't sell much of the classics to men. ... My only sales of the men's classics are to women with bigger feet.”
  - “Last year, people bought their first pair; now they're coming back for their second.”

▶ **Associate for a store that sells UGGs, Dallas**

This source was unaware of Tom Brady's endorsement and said it would appeal mostly to younger, single men. Stores throughout Dallas are reporting greater popularity for UGGs, which women are purchasing as gifts for men. This source's inventory of men's UGG shoes is low.

Reporter Observations: This store is next to a DSW Inc. (DSW) store, both of which were busy during Blueshift's visits. The UGG retailer had about 10 shoppers and three sales associates at 1 p.m. on a Thursday. The DSW store did not carry UGG shoes because of the area's warmer climate.

- “I did not know that Tom Brady is going to endorse the UGGs. I don't think it will hurt anything and might help with the younger, single men. Most of my customers are women who are buying them for the men. Brady is from the North and may not have as much recognition from females. All advertisement and endorsements help sell products though.”
- “Stores throughout Dallas are finding UGGs popular. Women are buying them for the men.”
- “We do sell UGGs for men here. I only have this 9.5 in stock now.”
- “I don't ever get the fluffy boots in for men. We concentrate in the slippers/casual shoes with the removable insoles. We might get a few leather boots but not the UGG classic boots.”
- “I think the men that care about brands already know UGG products. Men look for comfort in a shoe. I think the best shoe right now is the [Cole Haan](#) with the Nike [Inc./NKE] Air [Technology]”

*I did not know that Tom Brady is going to endorse the UGGs. I don't think it will hurt anything and might help with the younger, single men. Most of my customers are women who are buying them for the men.*

*Associate, UGG Retailer  
Dallas*

▶ **Sales associate, Dallas**

Although this source said women have been buying UGGs as gifts for men, he said the brand would not become more popular among men regardless of its endorser. He said Tom Brady is not as popular in Texas as in the Northeast.

Reporter Observations: This corner store in a busy mall was full of shoppers on a Thursday morning, with about five customers in the shoe department. UGGs were prominently displayed in the women's shoe department and were available in the slipper style in the men's department. No shopper was looking at the men's UGGs during our visit.

- “I certainly know Tom Brady. Most men will know of him even in Texas, but he is not as well-known here as in the Northern states. I think it's great that he'll be endorsing the UGGs.”
- “Tom Brady might help get UGGs more well-known, but Tony Romo would have more pull in the Southern states.”
- “I think the UGG customers are women and are repeat buyers. I would be surprised if men start buying the UGGs here no matter who endorses the product.”
- “We do sell it, but UGG is not our biggest seller. Our buyers do like brand names and will spend money for the brand name here.”
- “We have a limited amount of UGGs for men in stock as we carry the slipper style shoe. It's warmer here in Texas so we don't carry most of the boot line, but you can order it online.”

## Suppliers

### ▶ UGG sheepskin supplier and retailer, Australia

This source said orders are up and expects a further increase over the next six months. Although Tom Brady is not as well-known in Australia, this source said the endorsement could help UGG boost sales as much as 35%. He said men in Australia have been wearing UGGs “forever.”

- “All orders are up. In the next six months we expect orders to be up, it is hard to say by how much, for UGG boots. But we have had solid orders for some time...”
- “Outside of America we’re not really that familiar with Tom Brady, but I think that he could sell more UGGs if he’s a big sports star in the U.S. I see nothing wrong with this approach of bringing on celebrities to advertise products.”
- “Any boost could give them a 35% rise, easily.”
- “In Australia, UGGs have been worn forever by guys and girls. Maybe the men feel funny wearing them in America, but in Oz everyone has owned a pair at some point. I cannot see one sportsman doing much to change what is already going on. He does not have any work to do if all he needs to do is convince men to wear UGGs. They already do.”

### ▶ UGG sheepskin supplier, China

This source said the number of orders to UGG has risen in the past year, and he sees a 20% percent increase in orders in the next six months. With Tom Brady’s endorsement, UGG could see a 35% increase in sales.

- “We have annual sales of \$10 million to \$50 million annually in total to all clients. Our orders to UGG of the classic tall with product code 5815 have increased, so too the classic small with product code 6825. Most of the styles we manufacture to UGG are increasing in orders lately.”
- “We are seeing a 20% rise in orders for the next six months. Last year we saw slightly less. This year, it has become better, much more work.”
- “All UGG products do very well in markets around the world. There is no problem with any style or any range. All of them are in demand, and that is for both men and women.”
- “I think they could see a 35% increase in all sales.”

*We are seeing a 20% rise in orders for the next six months. Last year we saw slightly less. This year, it has become better, much more work.*

*UGG Sheepskin Supplier, China*

## UGG Competitors

### ▶ Head of footwear sales for a leading UGG competitor

This source said sales of men’s UGG-style shoes are doing very well for all sellers and could be a growth spot because men are increasingly warming to this type of footwear. He said Tom Brady’s endorsement could help UGG’s overall sales.

- “I would think that Tom Brady’s endorsement could help UGG Australia, but it is not for me to say how his endorsement will or will not affect their company. We’ll wait and see.”
- “We have a fantastic following. I could not say whether it is because we are getting customers from elsewhere or not. All I know is our brand is very well received.”
- “Our slippers and boots range in price. We have slippers for \$59. And a boot ... could cost you \$179 or a lower version sells for \$144. I think that \$100 is a very reasonable price.”
- “This type of footwear is incredibly popular for all of the brands associated with making quality Australian merino skin footwear.”
- “We have a men’s range which is selling extremely well. I think that men are responding to the brand. ... I expect it to be the same for UGG Australia too.”
- “Men like the range of boots and shoes on offer, and this is reflected in our sales.”
- “Men’s sales of boots and slippers could be very lucrative. I will not commit to saying by how much.”
- “Women’s sales are doing all right.”

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*Head of footwear Sales,  
UGG Competitor*



► **Spokesperson for a leading competitor to UGG**

This source expects UGG's sales to increase 20%, thanks to Tom Brady's endorsement. Her athletic footwear company has branched out to create UGG-inspired boots and men's sheepskin slippers and shoes to meet customers' demands.

- "Men like UGGs. I'm not sure who said it was unacceptable to wear UGG boots; I have not heard of that. I think that men don't just want to wear stiff leather shoes all day. They want variety. A lot of younger guys don't have office jobs. They may work outdoors or in a creative environment, so these types of slip on shoes are ideal for that purpose."
- "The UGG trend is still going strong. It is one that is here to stay. Celebrities like Paris Hilton and Halle Berry still wear them so that helps."
- "I see UGG getting a 20% increase in sales with this celebrity endorsement deal. I think it will be positive for them."
- "It is very possible that Tom Brady will help women's sales of UGG's but my question would be, do the women's sales need help? I don't think that they do. They are doing fine by themselves."
- "The regular boots will go over well with most men. I just do not think that UGG will be able to get men in the classic boot as willingly. It is too 'girly.'"
- "Men are used to paying a high price for a decent shoe. I do not think that all men will appreciate paying \$100, but at the same time they have choices."
- "We do not need gimmicks to sell our shoes. They are very popular. We are selling what we always have. We are not gaining any customers at any rate. Customers choose us because we are one of the best footwear makers out there."

*I see UGG getting a 20% increase in sales with this celebrity endorsement deal. I think it will be positive for them.*

*Spokesperson  
Leading UGG Competitor*

### Apparel Experts

► **Shoe collector and boutique owner, California**

This expert believes Tom Brady's endorsement will boost the UGG brand as much as 25% and also will have an effect on women's sales. His male friends in New York and California wear UGGs, particularly the slippers and the weather/performance styles. He said UGG's pricing is not an issue.

- "I've owned a pair of UGGs for 10 years, and I snowboard in them. I actually stole them from my roommate's girlfriend. Many of my guy friends have worn UGGs, and I think that they are already seen as being a cool shoe."
- "Tom Brady is seen as a man's man who embodies the all-American sports guy that men can look up to. He is going to do a lot for the UGG brand. He is going to give them a huge boost. I guarantee it."
- "UGGs will get a 25% jump out of the Brady deal. This partnership is going to be gold dust for their sales. A lot of kids in the States worship football stars."
- "There is no problem with overexposure for Tom Brady. He's the man right now. He's that all-star quarterback who is untouchable. He can endorse what he likes. It does not matter how many deals he takes on."
- "UGGs will see a lot of guys getting familiar with the brand, and that cross-over effect will make women's sales go up by at least 10% to 15%. The guys will buy them for the girls in their lives, because couples go shopping together. If she likes it and he respects the brand, he will probably buy them for her."
- "The slippers are going to sell better than, let's say, the boots that the girls have been 'rocking.' I just think that the boots are not going to sell as well unless they are the hard-wearing type of UGG boot like the [Wrangell](#) or [Britton](#) styles—not the ones on every girl's feet right now."
- "Among hipsters, there is no doubt that UGGs are still a 'beast.' They are still cool. It is a brand that so many want to be seen in and love to have in their arsenal of footwear."

*UGGs will see a lot of guys getting familiar with the brand, and that cross-over effect will make women's sales go up by at least 10% to 15%.*

*Shoe Collector & Boutique Owner  
California*

- “I don’t think \$100 is expensive. In my store most of our special shoes and sneakers start at \$100 and go up. ... Most men would be willing to buy UGGs for that price.”
- “In a lifetime people don’t buy lots of UGGs; they usually buy just one pair.”

► **Custom shoemaker, Washington State**

The joint CEO of an innovative custom shoemaking organization said Tom Brady could help UGG’s sales increase as much as 30%. She knows men who already wear UGGs, which began as a shoe for surfers and still is worn by outdoor types who enjoy its relaxed fit.

- “You could see some serious growth with Tom Brady’s endorsement. I think UGG could see a 30% increase at least. That may sound hefty, but he sounds like the perfect match to the brand’s image. He suits the image that they are trying to push. It is cool. It’s young.”
- “[Tom Brady] is certainly appealing to many. He has the lifestyle that many men aspire to have—the supermodel wife, the amazing job. I think that you really could see hoards of men slipping into UGGs because he makes them look good. Anything is possible!”
- “I know a lot of men who currently wear UGGs and have done so for quite a while. UGGs started off as a men’s shoe. It was a surfer boot. The surfer dudes in California wore it, so it is not a big jump to think that it could go back to being a favorite men’s shoe again.”
- “Is there such a thing as overexposure anymore? I’m not sure. He’s hot now. And with that, it means that he is getting maximum exposure for all of those brands [Under Armour, Sirius, Stetson and Nike]. When his appeal stops working, the companies will stop using him.”
- “What is really, really important for UGG is to get the celebrities in their boots. The celebrities are worth more to the brand. If they can get a singer, rapper or high-profile reality star in a pair of men’s UGGs, then their sales will go up. I think that a sportsman can only do so much.”
- “UGGs are still one of the most popular boots around for women today. I do not even think they need the help of men buying them for women; the women are buying them for themselves. And it is clear that UGGs have not reached any type of saturation yet.
- “What that brand needs to be careful of is the knockoffs out there. I just bought a knockoff for \$35. These boots are taking money out of UGG’s pocket. And with the copycats it just shows that the popularity of the brand is never-ending. Fashion changes and trends change all of the time, but you have to give it to UGG—mainly the boot. It has hung on for a few years as a slouchy, go-to boot for young and old alike.”
- “The only way they can get men to do this is to play themselves up as though they are the ‘real deal’ ‘the genuine article,’ and ‘the original.’ Then, when men go to buy anything else they’ll feel like they are getting a cheap imitation, and that will probably hook men in to want to buy the real-deal UGGs.”
- “The men’s UGG is like a slipper, isn’t it? The boot is different. But it could sell. I think that men like the idea of comfort. It is easy to wear. This could be a major selling point for UGG’s men’s boots.”

*What is really, really important for UGG is to get the celebrities in their boots. The celebrities are worth more to the brand. If they can get a singer, rapper or high-profile reality star in a pair of men’s UGGs, then their sales will go up. I think that a sportsman can only do so much.*

*Custom Shoemaker  
Washington State*

## ADDITIONAL SOURCES

### Industry Publications

- A Dec. 1 *Sports Business Daily* article highlighted the significance of Tom Brady’s UGG endorsement and how his celebrity brings star appeal and instant credibility to the brand. However, the reporter noted that Brady may face oversaturation in his multiple brand endorsements.  
<http://www.sportsbusinessdaily.com/index.cfm?fuseaction=sbd.main&ArticleID=143973>
  - “Patriots QB Tom Brady’s [sponsorship of UGG brand for men](#) ‘could be the real test of [his] manhood and star appeal,’ according to Donna Goodison of the BOSTON HERALD.

- “Deckers Outdoor hopes that the endorsement will ‘convince the masses that the UGG brand—largely viewed as a women’s shoe brand epitomized by its ubiquitous and schlumpy sheepskin boots—is fashionable and macho enough for men.’ UGG sales ‘hit a record \$711.8 million last year,’ and Piper Jaffray analyst Jeff Klinefelter estimates that ‘men’s and kid’s shoes total 10 percent or less of those sales.’”
  - “Klinefelter said that leveraging Brady’s ‘status gives its underdeveloped men’s line instant credibility.’ Klinefelter: ‘It seems to be a very good fit in terms of the casual, classic but aspirational position of the brand. There’s certainly something aspirational about the Brady brand.’ But Boston-area PR exec Arika Beaudry said, ‘Nothin’ manly about a man in UGGs. And Tom is over-saturating himself with endorsements, so this whole marketing deal makes me lose even more interest in the brand.’” (*BOSTON HERALD*, 12/1).
  - “CNBC’s Jim Cramer said, ‘What could happen by going to Zappo’s and going to Nordstroms, you are going to see numbers dramatically raised on Deckers.’ Cramer said guys are ‘going to buy these and women are going to go online and buy them for guys because they’re very familiar with this brand.’ CNBC’s Erin Burnett said, ‘The most recent fads in the land of shoes have been ugly shoes: Crocs, UGGs.’ Cramer: ‘They’re not ugly! Why would Brady endorse something ugly? Even guys know how good-looking Brady is. No man-love thing, but I mean, like, Brady is like a cool guy.’” (*Street Signs*, *CNBC*, 11/30).
- ▶ A Nov. 15 Examiner.com article highlighted Oprah’s “Favorite Things” show during which Oprah gave audience members such gifts as UGG boots. The brand may benefit from Oprah’s brand power, which was illustrated in 2005 when Nordstrom experienced a 189% sales increase following a similar giveaway. <http://www.examiner.com/christian-tv-in-national/oprah-gives-leggings-uggs-diamonds-ipads-on-oprah-s-favorite-things-part-2>
- “Oprah’s audience for her last Favorite Things Show are getting **UGGs**, iPads and \$200 leggings.”
  - “In 2005, after Oprah’s bra makeover show, Nordstrom reported 189% inc. in sales. Sales in US went up by \$700mn from 2004, said another.”
- ▶ A Dec. 10 article from *The Independent* cited increased online spending in the United Kingdom and increased online searches for sheepskin-lined UGG boots because of cold weather. <http://www.independent.co.uk/life-style/most-searched-terms-snow-sends-british-shoppers-in-search-of-uggs-2156231.html>
- “According to Experian Hitwise, the second most popular internet search on Sunday, December 5, was the sheepskin lined shoes know as UGG boots.”
  - “Cold weather that has been gripping most of Northern Europe has had British shoppers scouring the Internet for UGG boots, wellingtons and snow boots.”
  - “According to Experian Hitwise, the cold led Internet users in the United Kingdom to push online retail to new levels on Sunday December 5, when 4.2 percent more consumers visited internet retail sites than they did on Cyber Monday.”

### **Blogs/Social Media**

- ▶ On Dec. 1, a Yahoo Sports blogger argued that Tom Brady’s UGG deal made sense, given the company’s and Brady’s similar paths to popularity within the mainstream public. [http://sports.yahoo.com/nfl/blog/shutdown\\_corner/post/Tom-Brady-s-Giselefication-continues-QB-is-ne?urn=nfl-290892](http://sports.yahoo.com/nfl/blog/shutdown_corner/post/Tom-Brady-s-Giselefication-continues-QB-is-ne?urn=nfl-290892)
- “They both rose to popularity out of near obscurity, have managed to stay in the limelight despite outside challenges, are ubiquitously trendy and are a favorite of supermodels. It’s a match made in sheepskin heaven.”
  - “Forget all that ‘UGGs aren’t manly’ nonsense. Say it all you want, but if you found a pair of UGG slippers under the tree this Christmas, you know you’d be wearing them with your Brady jersey on game day and loving every comfortable minute of it. Don’t throw stones while living in an UGG-less house.”



- ▶ On Dec. 12, comedian David Chappelle, who is very popular among urban and suburban communities alike, tweeted about his negative opinion of men who wear UGG boots. Doing so reinforced the stigma attached to UGGs—one that Tom Brady's endorsement aims to change.  
<http://twitter.com/davechappelle/status/14105028801331200>
  - "If you're a guy who wears a uggs, I feel pretty confident in saying that I could beat your ass."

## NEXT STEPS

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**Blueshift Research will monitor UGG's future spokespeople as many sources said the company would benefit from support from a more urban celebrity or an entertainer. We also will determine if Tom Brady is overexposed in his endorsements and the effect on UGG's sales. Finally, we will monitor men's sales post-holiday and monitor market share shifts due to UGG knockoffs.**

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