



VibeiQ + HOKA

Overview

HOKA is a performance lifestyle footwear brand headquartered in Goleta, CA. Specializing in the performance running, trail running and hiking categories, HOKA is currently the fastest growing running brand in the world, and in 2019 made the Footwear News's list of top 10 best-selling running brands globally.

Opportunity

Creativity in a crisis

Like many retailers, HOKA'S sell-in process relied mostly on in person meetings prior to the pandemic. This implied shipping physical sales samples of their entire product line to showrooms all over the world. Additionally, sales rep had to create collateral documents to support the merchandising process for each account.

This meant collectively creating thousands of PowerPoints documents tailored for each customer that contained a mix of brand storytelling content and product information. With the sudden COVID19 travel restrictions, HOKA was looking for a quick solution to digitally enable their sales rep and allow them to conduct sell-in meetings remotely. In parallel, HOKA had started taking 3D scans of their physical samples as an addition to the standard product photography and was looking for a platform to better utilize those assets.

The Solution

Adapting product visualization

Using their retail go-to-market innovation platform, VibelQ was able to quickly develop “Showcase”, a lightweight digital presentation tool that combined product data imported from PLM with assets and complementary metadata coming from various other sources. The Showcase app enabled HOKA sales reps worldwide to quickly create customer specific product experiences that could be used to conduct virtual meetings, present a product line using both 2D and 3D assets; and create custom client assortments on the fly. Showcase also enabled sales reps to share those experiences directly to their accounts and collect feedback and gain valuable product and purchasing insights.

In addition to the “Showcase” app, VibelQ piloted the “Virtual Showroom” app, a 3D visual merchandising app based on the Unreal Gaming Engine. Virtual showroom enabled sales rep to customize and navigate through a product line in an immersive 3D environment containing HOKA branded fixtures and product 3D assets.

Both showcase and virtual showroom were developed and deployed in only a few weeks, just in time to support HOKA'S Global Fall 2021 sell-in cycle. The underlying cloud native platform enabled the team to quickly iterate and deploy weekly enhancements based on continuous user feedback.



Impact

Improved success through Digital Sell-In

The showcase app was an immediate success, gaining praise from end users for its simplicity and modern UX. The app was deployed successfully to over 300 reps and accounts globally, resulting in the creation of over 900 showcases, over 2.5K sessions and 679 custom assortments. By digitizing the sell in process, the HOKA sales team was not only able to overcome COVID19 travel limitations, but also significantly reduce the number of physical samples required while cutting down on the time and effort spent preparing for sell in meetings, creating customer proposals and initiating orders. More importantly, HOKA was also able to capture meaningful data and insights based on app usage, which was previously impossible using offline documents.

“Thank you for creating an incredibly user friendly tool and continuing to listen and revise as feedback was provided.”

“With 3D images, I no longer need physical Samples for my sell-in meetings, unless it is a new product, and the key colorway will suffice.” - HOKA