



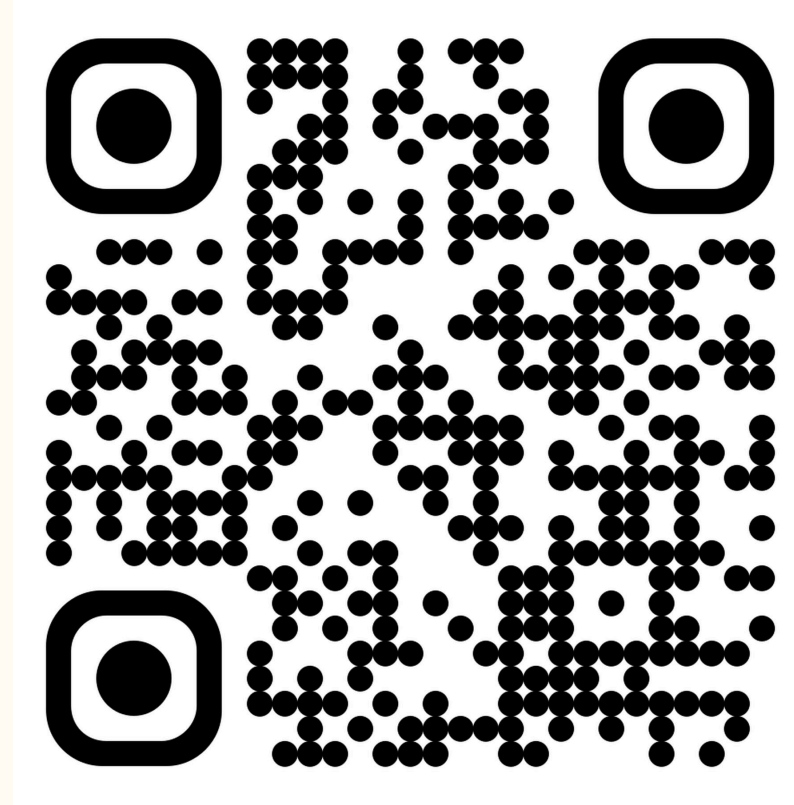
*Ari Young Sang. Sophia Waters. Faith Lawson.
Danae Sidirofagis. Adrian O'kee. Michaela McCary.*

COMFORT

IN

DISCOMFORT

*ADBR 441
PROF. V.
SPRING QUARTER.*



WHAT'S *YOUR*
Comfort Item?

<https://v0-comfort-index-app.vercel.app/results>





GEN Z SPENDS 7-9
HOURS/DAY ON SCREENS

THE TEAM



Danae Sidirofagi,
Copywriter, Strategist
*Internal monologues**



Adrian O'kee,
Creative Producer
*Exercising**



Michaela McCrary,
Budgeting and Research.
*Binge-watching entertainment**



Sophia Waters
Art Direction/Motion
*Emotionally regulates in retail therapy**



Faith Lawson,
Project Manager.
*Disappears into video games**



Ari Young Sang
Art Direction
*Everything??**

BRAND BACKGROUND



- *Founded in 1978 by Australian surfer Brian Smith.*
- *Initially designed for warmth after cold surf sessions.*
- *The Classic Boot became an icon in surf culture and everyday fashion.*
- *UGG is now synonymous with comfort, confidence, and community.*



Strengths

Strong comfort identity
Premium lifestyle image
High brand recognition
Strong revenue:
\$2.53B FY2025 sales

Weakness

Seasonal brand perception
Higher price point
Easy-to-copy silhouettes
Sheepskin/material concerns



Opportunities

Year-round product expansion
International growth
Stronger DTC/e-commerce
Collabs + creator culture

Threats

Cheaper dupes
Fashion trend shifts
Inflation + tariffs
Heavy footwear competition

CURRENT PERCEPTION

- *Widely known for casual ease, UGG is strongly associated with cozy, everyday wear.*
- *Often tied to early 2000s style and “loungewear” culture, carrying nostalgic value and familiarity.*
- *Increasingly seen as relevant again through collaborations and inclusion in streetwear and luxury fashion spaces.*

DESIRED PERCEPTION

- *Establish UGG as a fashion leader with a distinct point of view, creating conversations instead of following trends.*
- *Build deeper emotional resonance with Gen Z and Millennials by making UGG feel artistic, self-aware, and honest.*





LUXURY FASHION GIVES UGG CULTURAL LONGEVITY INSTEAD OF TREND-CYCLE RELEVANCE.

Allows UGG to:

- *increase cultural influence*
- *attract tastemakers and younger consumers*
- *justify premium pricing*
- *create more editorial and experiential work*
- *expand into fashion, fragrance, home, wellness, and lifestyle categories*

THE AUDIENCE SUPPORTS UGG CREATING MEANINGFUL CULTURE

- *They are rejecting trend-based consumption fatigue, luxury positioning gives UGG permanence*
- *Luxury fashion signals that a brand is part of cultural conversation.*
- *UGG can legitimize softness as a high-fashion aesthetic rather than something casual or “at home only.”*



*What if Comfort is
no longer comforting.*

*What if Comfort is
no longer comforting.*

Instead of reaching for **comfort** to relax, we reach for it to **avoid**,
causing people to spend hours disappearing into distractions.

ESCAPISM



ESCAPISM

Escapism is a psychological coping mechanism where individuals avoid unpleasant thoughts, emotions, or realities by shifting attention toward distraction, fantasy, or alternative stimulation.

HOW IT WORKS:



Discomfort Arises: *stress, overstimulation, or emotional tension pushes the mind toward escape.*

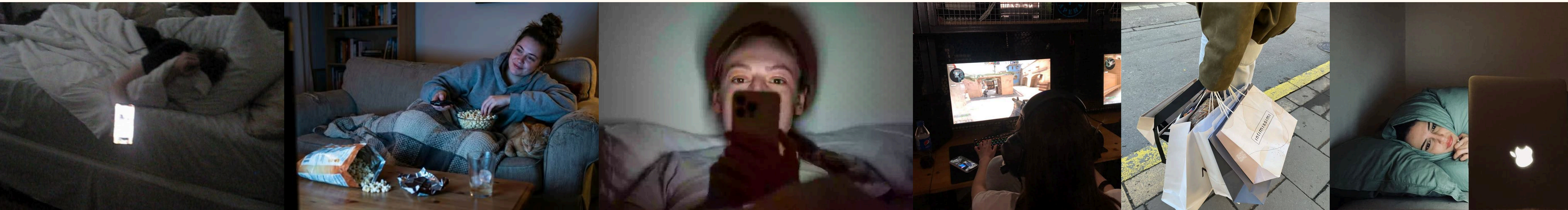


Short-term relief: *dopamine-driven distraction temporarily numbs the feeling.*



Attention Shifts Outward: *scrolling, bingeing, and stimulation replace internal processing.*

CYCLE REINFORCES: AVOIDANCE BECOMES AUTOMATIC, STRENGTHENING ESCAPIST HABITS OVER TIME.



METHODS

DOOMSCROLLING
BINGE-WATCHING
AUTO-PLAY CONTENT
RETAIL THERAPY
GAMING IN IMMERSIVE DIGITAL WORLDS
CONSTANT BACKGROUND MEDIA

BEHAVIOURS & HABITS

They loop through intentionality and autopilot throughout the day.

- *Reach for TikTok/Instagram immediately during discomfort or boredom*
- *Shop in “micro-decisions,” by “treating themselves” after stress or burnout*
- *Frequent soft wellness behaviors*
- *Consume therapy-language content without always integrating it behaviorally*



TARGET AUDIENCE

TARGET AUDIENCE

The campaign targets emotionally overstimulated **Gen Z and younger Millennials (ages 22–30)** living in fast-paced urban environments and constantly connected through digital culture. They value **authenticity, comfort, self-expression**, and **wellness**, but often use **social media** and **digital consumption** as a form of **emotional escape**. Despite being highly self-aware, many struggle to disconnect from the cycle of overstimulation and doomscrolling.

This behaviour is increasingly common among the audience, Over **60%** of young adults report using **social media** as a **coping mechanism** for **stress and anxiety** (APA / digital wellbeing studies), while **81%** of young adults reporting **regular doomscrolling habits** (Pew Research). As a result, they are drawn to brands and experiences that offer moments of **pause, softness**, and **emotional relief**. For this audience, **comfort is no longer just physical — it has become a form of emotional reset.**



MEET *ANDI VAWN*

Andi Vawn is a 23-year-old creative living in Chicago with a roommate. She balances bartending shifts with freelance social media work, leaving her constantly busy, online, and mentally overstimulated. Like many Gen Z consumers, she spends a large portion of her downtime on TikTok and Instagram, often doomscrolling as a way to unwind after stressful days.



Even though Andi is self-aware and understands concepts like burnout and digital overload, she still ***struggles to disconnect***. After long shifts, she craves comfort, softness, and moments that help her slow down. Small rituals like listening to music on transit, grabbing a drink, wearing oversized hoodies, or ***slipping into her UGGs help her feel grounded and emotionally reset***.

Her style blends cozy comfort with streetwear-inspired fashion — cargos, sweats, oversized layers, and comfortable footwear that move seamlessly between home, work, and city life. For Andi, UGG represents more than footwear; it symbolizes ***emotional comfort*** and ***physical relief*** in an overstimulating world.

The campaign resonates with her because it acknowledges ***the exhaustion of always being connected instead of glamorizing hustle culture***. By encouraging pause and stillness, the campaign positions UGG as a small but meaningful ritual of reset.



LIVE IN CYCLES OF
**OVERSTIMULATION →
BURNOUT → RESET ATTEMPTS →
RETURN TO OVERSTIMULATION**

GOAL

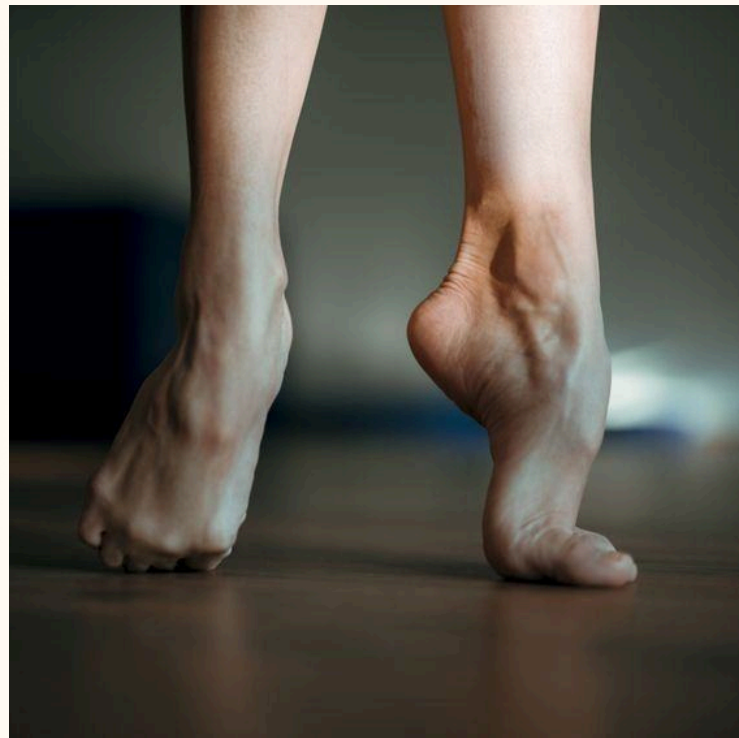
GOAL

to bring UGG into the higher fashion space through a contemporary cultural lens that redefines comfort from a tool of escape, into a grounding force that breaks that behavioural loop.

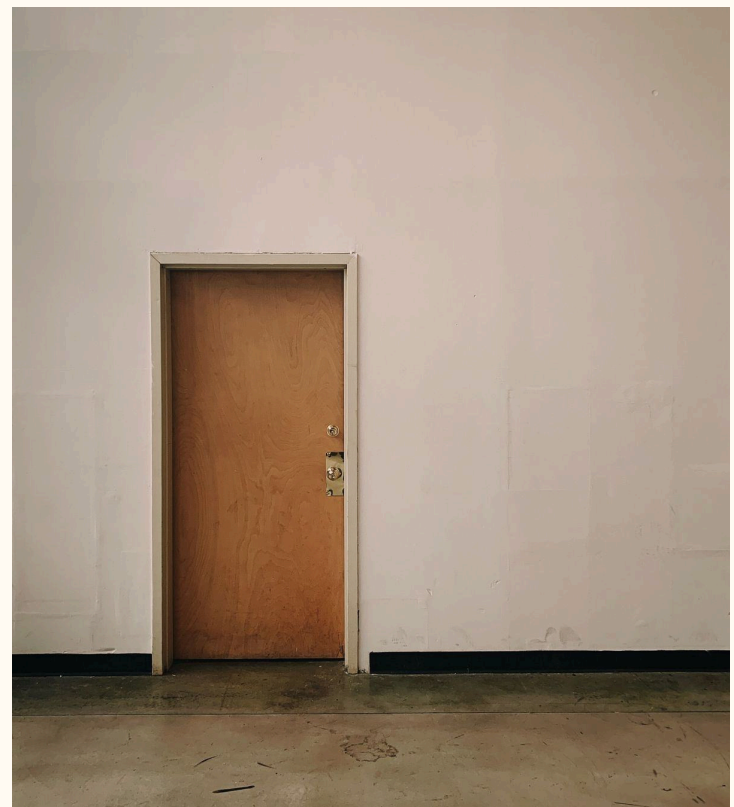
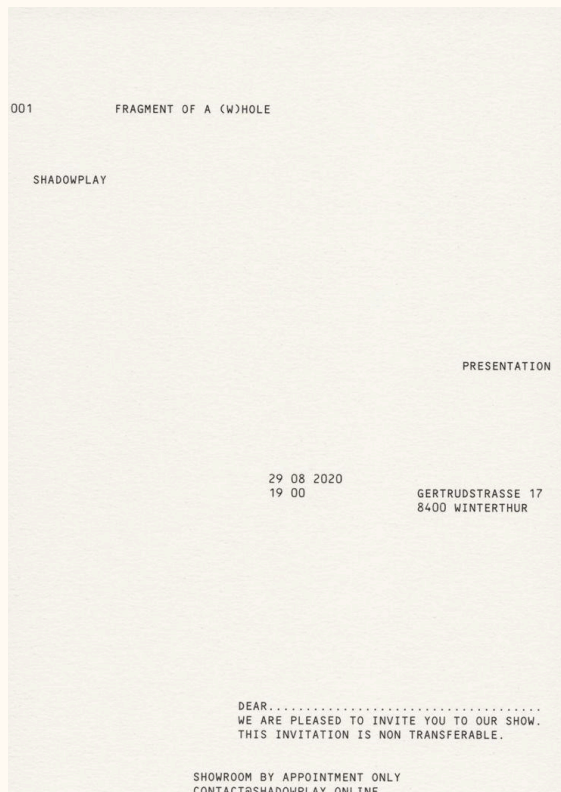
Key Message

There is comfort in discomfort.





Visual Direction



slight warm/neutral tones, rule of thirds composition, more conceptual than literal.

Copy Style

The campaign is led through
spoken-word-style poetry that
begins by *exploring*

modern escapism, g r a d u a l l y

reframing comfort as something deeper than

distraction.



DELIVERABLES





Video Link

ООН





UGG

SOCIAL



INSTAGRAM REELS

Caption: We scroll to leave the moment.
But the moment doesn't leave us.
Comfort is learning to stay.
Return to it at **ugg.com**

#UGGS

#ComfortInDiscomfort

INSTAGRAM POST



Caption: Real comfort is here.

#UGGS
#ComfortInDiscomfort

PRINT



EXPERIENTIAL

UGG “FEEL HOUSE”



*The UGG “**Feel House**” is a multi-sensory retail and community experience that turns the brand from a product into an emotional world people can physically step into.*



Built around fashion, art, sound, scent, texture, performance, and immersive installations, Feel House brings UGG’s core belief to life:

***UGG is not just about how it looks.
It’s about how it makes you feel.***

*The space includes:
immersive sensory rooms · interactive installations · community events · live music · artist collaborations · customisable products · emotionally driven storytelling · retail integrated into experience*

NEW FEEL HOUSE CONCEPT



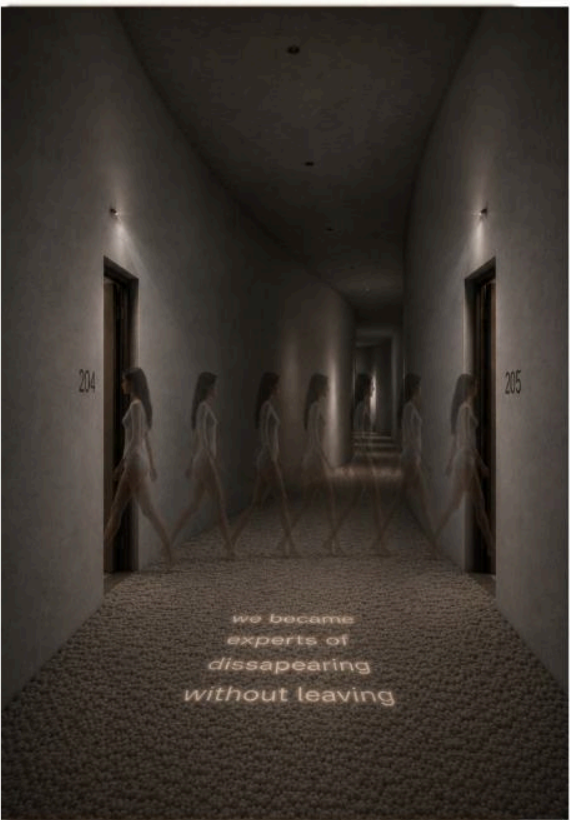
THE JOURNEY

The Return

We live in loops. Overstimulated, overconnected, and always on. This experience takes you through the emotional pattern of modern comfort — from light to dark, from distraction to presence. At the center, comfort brings you back to what's real.



01 THRESHOLD
Curiosity.
You step in.
The world slows.



02 THE LOOP BEGINS
Stillness disguised
as movement.
Nothing changes.



03 THE DESCENT
You keep moving.
The light fades.
The loop deepens.



04 COMPRESSION
The space closes in.
Comfort becomes
overwhelming.



05 THE LOWEST POINT
You stop.
Everything quiets.
You feel the loop.

STRUCTURE OVERVIEW

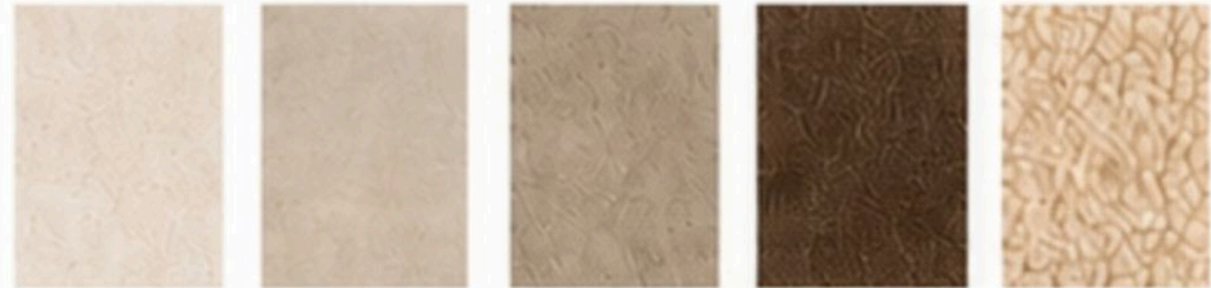


LIGHT PROGRESSION

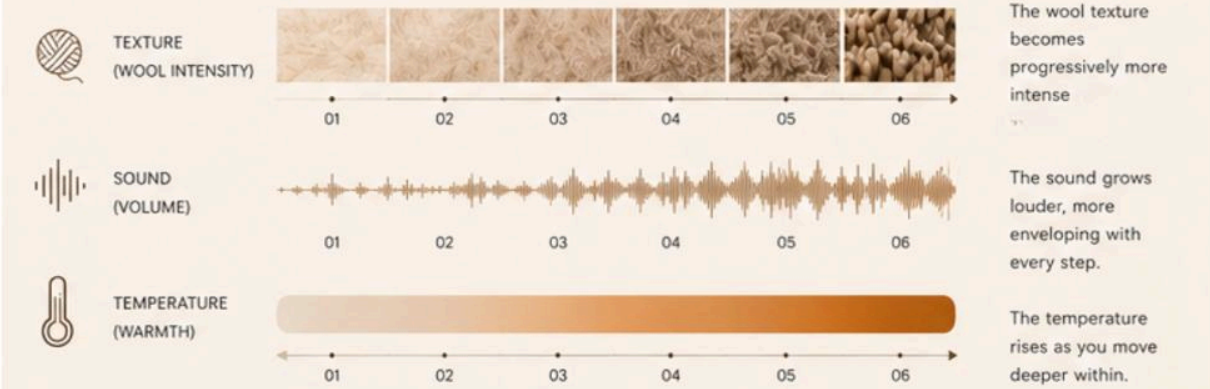


LIGHT→ DARK

MATERIAL PALETTE



SOFTNESS INCREASES. LIGHT DECREASES.



06 RELEASE
You return.
To presence.
To what's real.





LOCATIONS

los angeles, california



brooklyn, new york



BUDGET

TOTAL CAMPAIGN BUDGET: **\$851,279**

LARGEST SPEND: **FEEL HOUSE
EXPEREINCE** **\$589K
TOTAL**

TWO KEY MARKETS: **BROOKLYN
+ LA** **14 DAYS
EACH**

PAID MEDIA + VISIBILITY: **\$154K**



EXPERIENTIAL PROMOTION



THE SAME
THE SAME
THE SAME
ESCAPE.

FEELING.
MOTIONS.

OVER
AND
OVER
AND
OVER

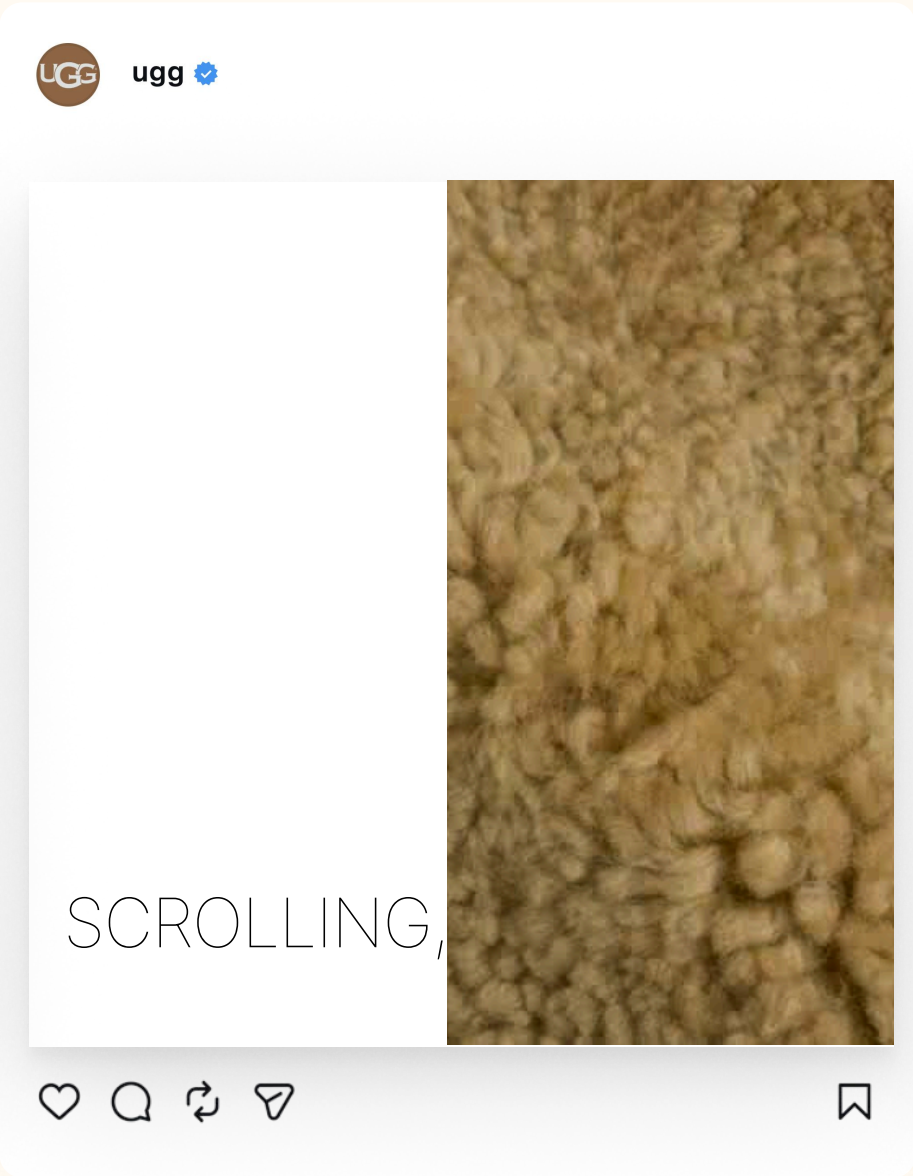
UNTIL STILLNESS
FEELS UNFAMILIAR.

**FEEL
HOSE**
NEW YORK, NY



SOMEWHERE
BETWEEN THE

THE NOISE,
R E P E T I T I O N ,



WE FORGOT
WHAT IT
FEELS LIKE

TO

STA
ND

STILL.

**FEEL
HOUSE**
NEW YORK, NY

Caption: We live in a loop.

Something is coming to Feel House New York.

A space designed to slow you down.

UGG Presents:
The Comfort in Discomfort
Feel House New York
[11 Howard St, New York, NY 10013](#)

#UGGS
#ComfortInDiscomfort

RESULTS

***186k+ new
customer acquisition***

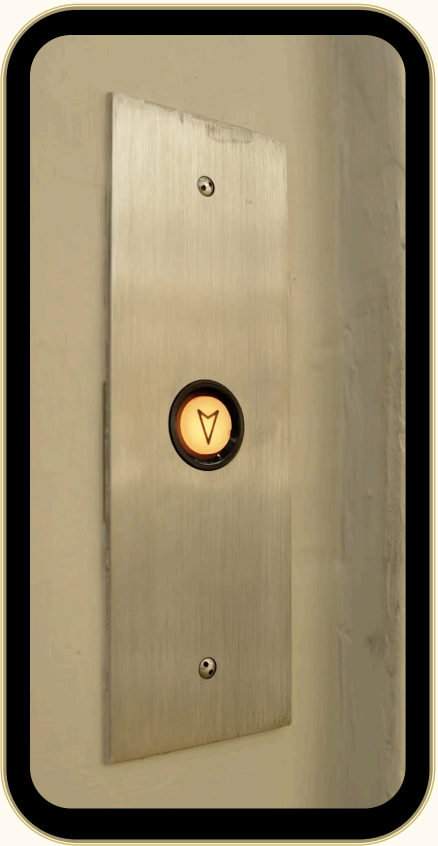
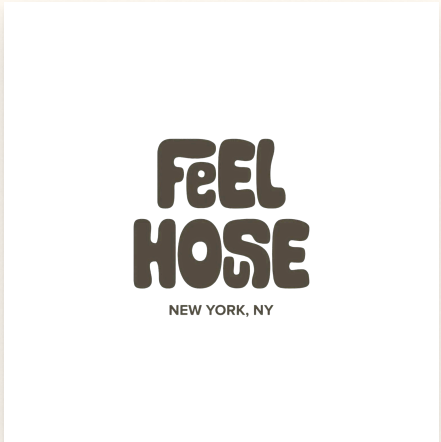
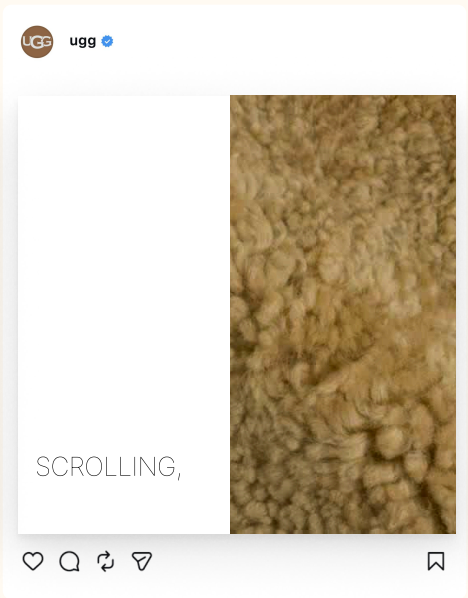
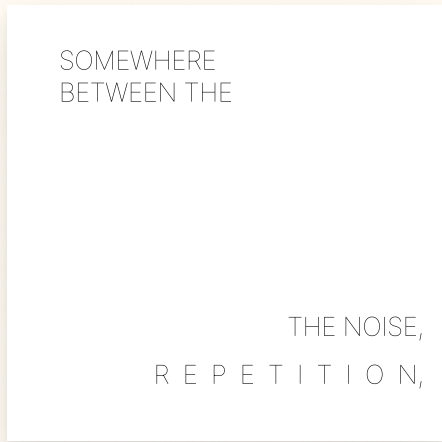
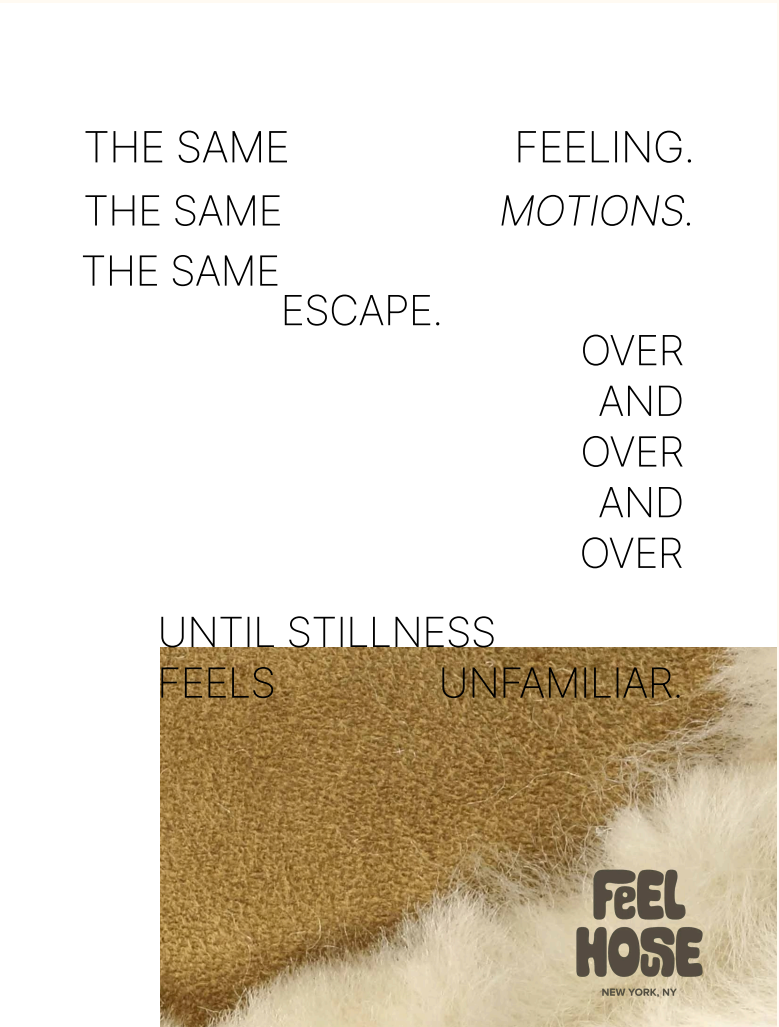
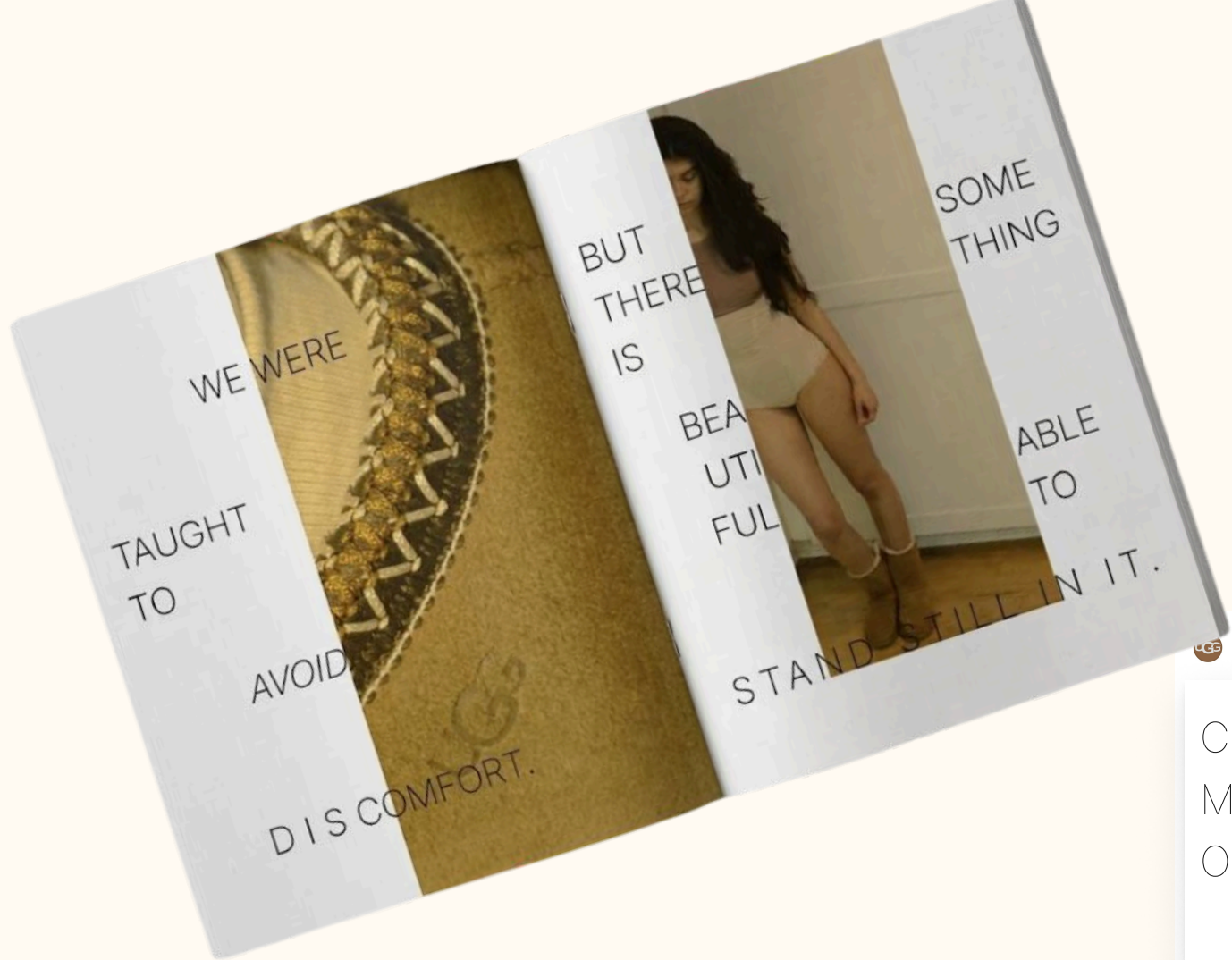
First-time UGG buyers

48.2M total impression

19M on Instagram alone

38% e-commerce spike

ugg.com direct sales



THANK YOU

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