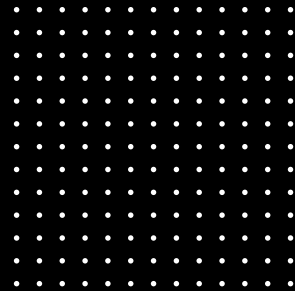
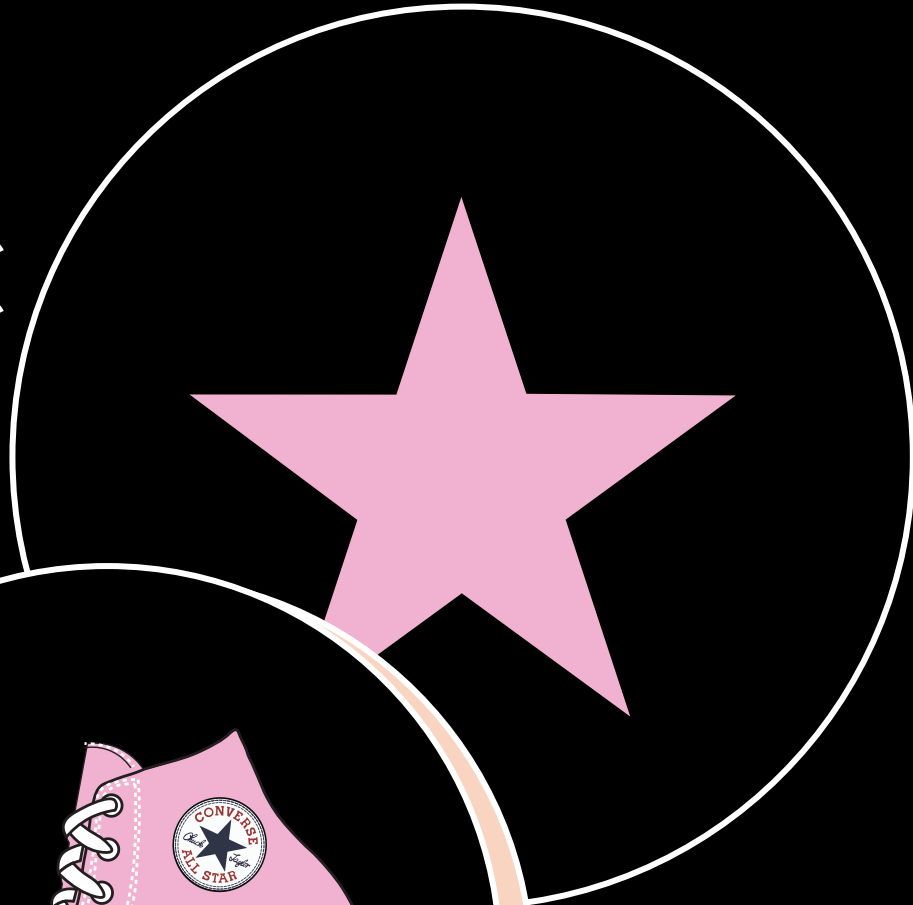


B00147951

Paula Suarasan



DIGITAL MARKETING

DIGITAL CAMPAIGN

PROJECT BOOK

CONVERSE

BRIEF OVERVIEW

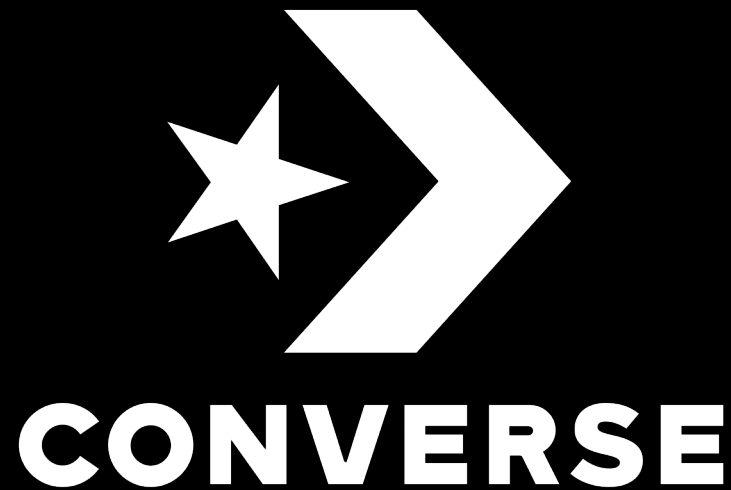
This project will allow you to showcase what you have learned in the module and apply that knowledge to designing an online promotional campaign for one of the routes listed below for a product, an event or social issue.

Choose a product and brand and create a campaign that aligns with one of the following objectives:

Use product to increase brand engagement.

MY PROJECT CHOICE

My chosen company for this project is the brand Converse and the product is the Chuck Taylor All-Star sneakers, which is one of converse's most popular shoe.





RESEARCH

PRODUCT RESEARCH

CHUCK TAYLOR ALL STAR

The Converse Chuck Taylor All Star first came out in 1917 as a basketball shoe. It got its name from basketball player Chuck Taylor, who not only promoted it but also helped design it. The shoe quickly became popular among basketball players and even became the official shoe of the NBA.

The Chuck Taylor All Star is famous for its classic design, with a canvas upper, rubber sole, and distinctive toe cap. Its simple yet versatile style has made it a favorite for people of all ages and fashion tastes.

Converse offers a variety of Chuck Taylor All Star models, including the traditional high-top and low-top versions, as well as special editions with unique colors, patterns, and materials.

They also team up with artists, designers, and other brands to create limited-edition versions of the shoe.

Converse creates a sense of community among Chuck Taylor All Star fans through social media, events, and collaborations. They encourage people to share their Chuck Taylor stories and customize their shoes to show off their individuality.

BRAND OVERVIEW

CONVERSE

Converse is an American lifestyle clothing brand which mainly produces shoes, accessories and apparel. The company is owned by Nike and originated in the 1980's where it got most of it's popularity from sponsoring sports events such as the Olympic games.

The shoes converse make usually feature a simple design with a white rubber sole and toe cap, with many color variations of the shoes.

BRAND RESEARCH

CONVERSE

The brand has many associations which it developed over the years of its existence. Converse began as a basketball shoe company, which meant it centered purely around sports, specifically basketball, and therefore appealed to sports enthusiasts, basketball lovers and their influence crept into the general population.

However, over time the popularity of the brand became so large that fashion and music icons such as Kurt Cobain, Sex Pistols and others started wearing it, which had influence over their audience and then gradually changed the brand's image, reputation and what it is associated with. Over time, converse was adopted by sports, fashion, music and various cultural groups, which it understood and paid attention to as a company.

Converse's smart usage of trends and influence led it to evolve its mission and vision as a brand, and it now embraces creativity and self expression, catering to young, rebellious, fashion culture, as well as creative audiences across different groups and tastes of fashion, music and culture. Converse became a part of sports, grunge, streetwear, pop and other sub-cultures over time. This broadened their target audience and led their brand development to where it is today.

HISTORY

Converse was founded in 1908 by Marquis Mills Converse. Initially, the company was a rubber shoe manufacturer which provided winterized rubber-soled footwear for men, women, and children. By 1910, the company started producing shoes daily, and ventured into athletic footwear in 1915.

In 1923, basketball player Chuck Taylor joined Converse after complaining about sore feet. He became a brand ambassador and salesman for the company and in 1932, his signature was added to the All-Star patch on the classic, high-topped sneakers. He continued his work until his death in 1969.

Over time, the Chuck Taylor All-Star became very popular in fashion, worn by musicians, artists and athletes. Converse kept growing, making new styles and teaming up with other brands. Today, Converse is owned by Nike and is a global brand with a strong presence in the fashion industry.

DIFFERENT TYPES OF SHOES

Converse offers a variety of shoe styles, including Chuck Taylor All Star, Jack Purcell, One Star, Converse High Tops, Converse Low Tops and Converse Slip-Ons.

They also provide a customization feature on their website, allowing customers to design their own converse shoes.



COMPETITORS



Although Nike owns Converse, it is a key competitor as their marketing and range overshadow Converse. Nike is one of the world's biggest athletic shoe manufacturer and supplier, as well as sportswear and sports equipment.

Nike advertises their products through storytelling that focus on stories behind their products such as the journey of an athlete or the inspiration behind the design.

These marketing strategies help Nike build an emotional connection with their customers that keeps them loyal and engaged with the brand.

Some of their products include sport shoes, running shoes, basketball shoes, sportswear and tech fleece, as well as many other sportswear-related products. These are generally targeted to people interested in sports, people looking for stylish and comfortable casual wear, and gym-goers. Meanwhile, Converse focuses on classic casual footwear for a diverse audience seeking stylish options for everyday wear.

COMPETITORS



Adidas is a big competitor to Converse. While Converse has an all-American feel, Adidas has a strong European vibe.

Adidas is a multinational corporation which designs and manufactures footwear, apparel, and accessories.

They're strong in sports like soccer, running, and now streetwear, working with celebs and designers.

They have a wide range of products such as Adidas Superstars, Adidas Gazelle and Adidas Campus, which they advertise through billboards, TV, magazines and social media.

They usually target audience who train or participate in sports on a regular basis which challenges Converse's market share.

COMPETITORS



Puma combines sportswear with fashion, similar to Converse, but focuses more on performance technology. They create products such as sports shoes, gym bags, equipment, gym clothes and other gear oriented around sports, such as boxing, running, yoga and others.

While Puma isn't as widespread as Converse, its partnerships with famous people and eco friendly products are growing, posing a challenge to Converse, however they are a different type of brand which caters to a different audience, which makes the threat less than it seems. Puma is more focused on gym goers, athletes and their product focus is more on clothes such as tracksuits.

COMPETITORS



Vans competes directly with Converse in the lifestyle and skateboarding market. With a strong association with skate culture and music, Vans appeals to the same demographic as Converse.

Their style is very similar to Converse's, appearing in grunge, skater, sports and other sub-cultures which can steer customers away from Converse. Their main product is also shoes and they are a big competitor for Converse because of this.

COMPETITORS

FILA

Fila mixes old sports styles with new fashion, just like Converse. They're competing for the same customers who love vintage looks.

Even though Fila is smaller, it's growing and aiming for the same fans who've always liked Converse.

Their target audience demographics, preferences and style is also similar to Converse's which makes them a serious competitor.

TARGET AUDIENCE

CONVERSE

The brand focuses on teenagers and young adults, aged 15 to 30, who like fashion, music, art, and culture.

To reach this target audience, converse utilizes various marketing methods, heavily investing in digital marketing on platforms like Instagram, TikTok, and YouTube, recognizing the influence of social media on young people.

They also partner with popular music and art festivals, such as Coachella and Lollapalooza, to reach their target audience.

TARGET AUDIENCE

CONVERSE

Converse is widely associated with music culture, such as indie and alt music scenes. Many mainstream and underground artists have been seen wearing converse products, which have strong influence over their fans and the culture.

They are also heavily associated with fashion culture and various fashion circles. The versatile style of converse allows the shoe to be styled with various fashion trends and styles.

Sports is a big part of converse as previously mentioned, particularly basketball, however nowadays the brand is more casual and lifestyle oriented rather than performance driven.

These associations make converse popular amongst fashion enthusiasts, creative individuals and the youth, which are attracted by converse's emphasis on self expression, creativity and rebellious, counter-cultural nature. They are also very prominent in streetwear, old school styles and pop culture.

Individuals who align with these themes are inclined to purchase converse products and resonate with them, giving converse a very specific yet broad and various audience.

POTENTIAL ALTERNATIVE MARKETS

- Athletic performance
- Fashion Collaborations
- Streetwear
- Outdoor and Adventure
- Workout and Fitness Gear
- Skateboarding Culture

TARGET AUDIENCE SEGMENTATION

The target audience segment I've chosen for advertising the product is the following:

Age: 15-25

Gender: Both male and females as streetwear fashion is popular among individuals of all genders.

People who are interested in, purchase and enjoy modern streetwear fashion.

This younger audience is in touch with social media, Tiktok and Instagram which influence their fashion decisions, tastes and keep them updated on the latest trends.

Very fashion-conscious people, who pay close attention to and value their style and clothes.

My audience is also economical, being young and not having a lot of money to spend on clothes and expensive high fashion, so since the product is affordable it would make sense to market towards them specifically.

Possessing a desire for self-expression, creativity, rebellious behaviour, ideas and styles, which align perfectly with converse's values.

Converse would be a good fit for this specific audience, as the simple style and versatility of the shoe design can be worn by different fashion-conscious individuals with various styles, suiting a broad amount of fashion taste yet within the very narrow and niche audience.

TARGET AUDIENCE SEGMENTATION / WHERE THEY ARE ONLINE

Teenagers:

- Instagram
- TikTok
- Snapchat
- Twitter

Young Adults:

- Instagram
- Twitter
- Facebook
- YouTube

4 P'S

PRODUCT, PRICE, PLACE, PROMOTION.

Product:

- Converse offers a diverse range of products such as footwear, apparel, bags, and accessories.
- Began making rubber shoes and then got famous for their All-Star sneaker collaboration with Chuck Taylor.
- During World War II, Converse expanded its product line to include footwear, bags, apparel, and boots for soldiers.
- They sell different types of shoes such as low-tops, high-tops, oxfords, knee-high and ankle-length shoes made from many different materials such as denim, leather, vinyl and hemp.
- Were first only available in black and white but now available in many other colors.

4 P'S

PRODUCT, PRICE, PLACE, PROMOTION.

Price:

- Converse offers a range of prices depending on the type of shoes, style, and collaborations.
- Prices typically range from 40 euros to 200 euros which helps differentiate between more casual-accessible shoes and exclusive ones.
- Exclusive models are priced higher to create differentiation and exclusivity.
- Discounts are usually not offered except through their online channel.

4 P'S

PRODUCT, PRICE, PLACE, PROMOTION.

Place:

- Converse operates a multi-channel retailing strategy globally, with a presence in nearly every country.
- They utilize both physical stores and e-commerce channels to reach their customers.
- In some countries, customers have the option to purchase online and pick them up later in the nearest store.
- products are available in multi-brand stores worldwide.

4 P'S

PRODUCT, PRICE, PLACE, PROMOTION.

Promotion:

- Converse maintains a strong presence on major social media platforms such as Instagram, Facebook, and Twitter.
- They actively engage with customers through these platforms, showcasing their product and brand values.
- Special discounts are often offered to online customers through their social media pages.
- Always post experiences of people wearing converse, showcasing how the brand has an impact on individuals.

SWOT ANALYSIS

STRENGTHS

Iconic brand reputation: Converse is famous for its Chuck Taylor All-Stars shoes, making it a well-known brand loved by people of all ages and backgrounds.

The company has a long history since 1908, and a large group of dedicated customers who have remained loyal over the years.

Incorporate global styles and trends, with special editions released for unique events and celebrations.

Nike provides a significant advantage to the brand, helping it thrive by selling Converse products across its nation-wide retail franchises.

SWOT ANALYSIS

WEAKNESS

Converse has a lot of competitors which make more revenue and sales than converse, the brand appeals only to a certain demographic of people, while others such as Nike are more popular.

SWOT ANALYSIS

OPPORTUNITIES

Very well-known brand across the world

More product development opportunities exist for converse, collaboration between different brands for example.

Converse could expand into other areas of clothing, such as clothes & bags.

More aggressive advertising can boost promotion of the brand.

SWOT ANALYSIS

THREATS

The industry is very price and fashion sensitive, which can be hard for converse.

Fake or imitation products can be a threat

Recessions & Economic fluctuations

SURVEY RESULTS

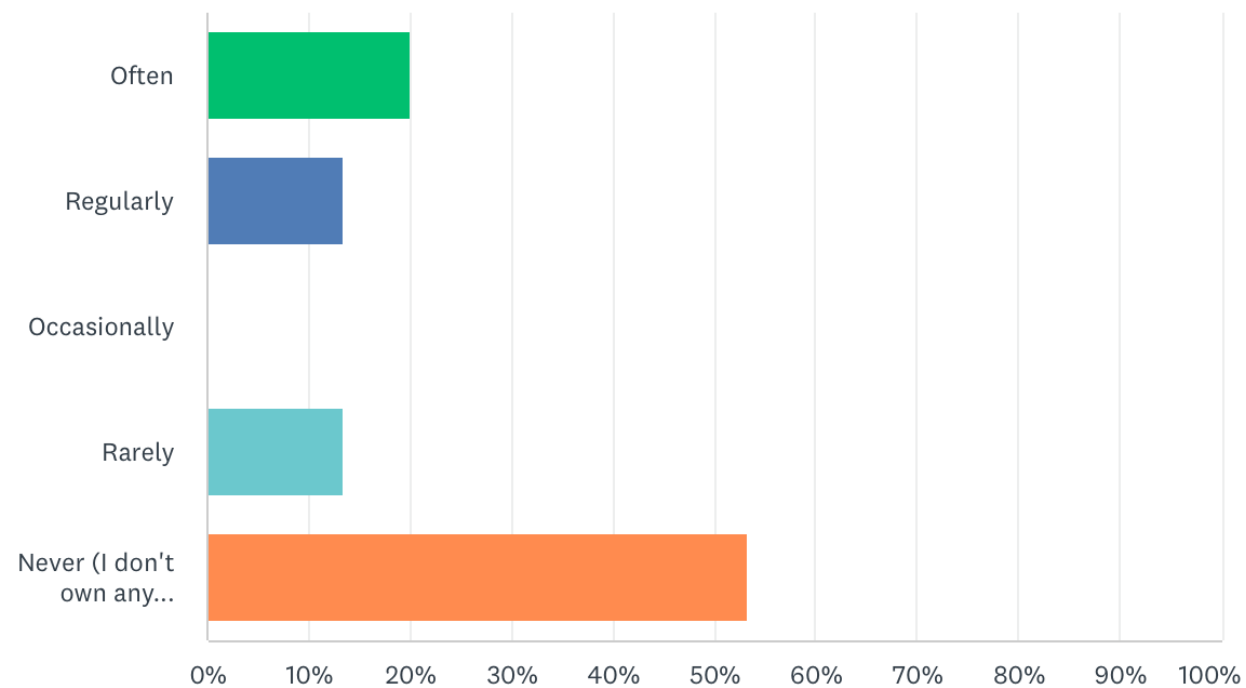
Created a survey to gather feedback and insights from people regarding their ownership, preferences and perceptions of the Converse Chuck Taylor All Star sneakers.

The survey aims to understand factors such as style preferences, satisfaction with the product and areas of improvement which can help gain a better understanding of the target audience and improve the overall marketing strategy of the Converse brand.

SURVEY RESULTS

How often do you wear Converse sneakers?

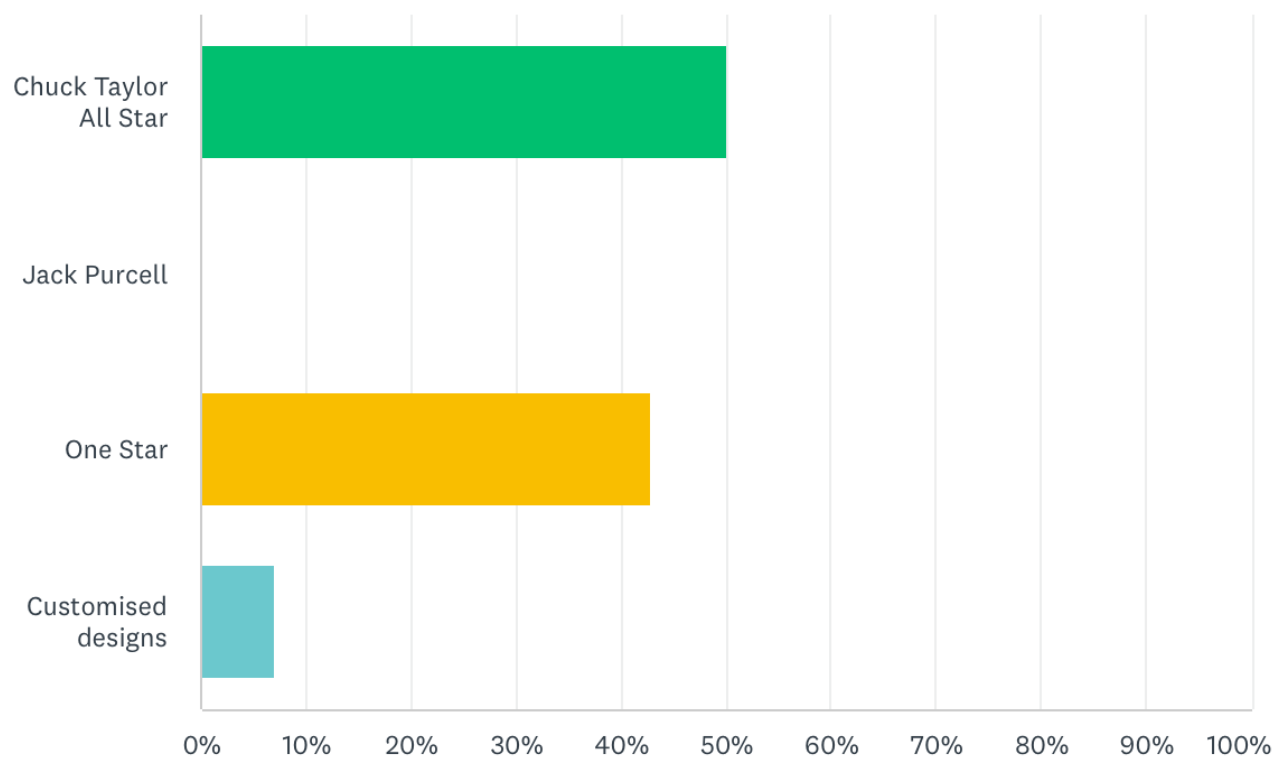
Answered: 15 Skipped: 0



SURVEY RESULTS

Which Converse sneaker style do you prefer?

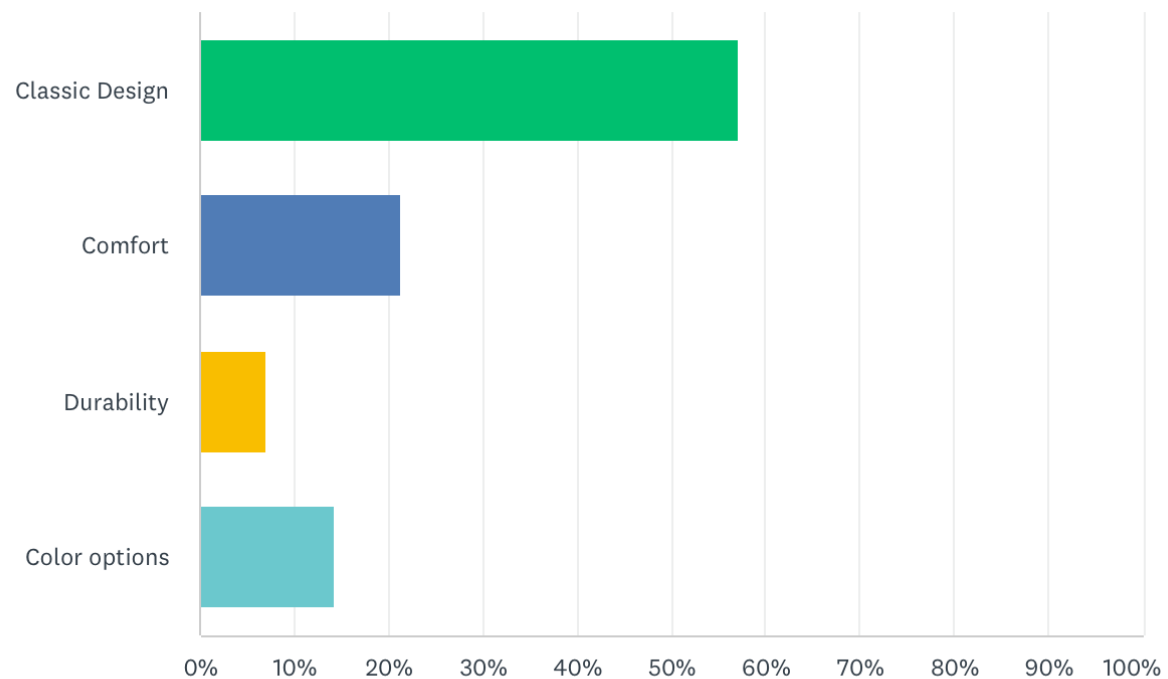
Answered: 14 Skipped: 1



SURVEY RESULTS

What do you like most about Converse Chuck Taylor All Star sneakers?

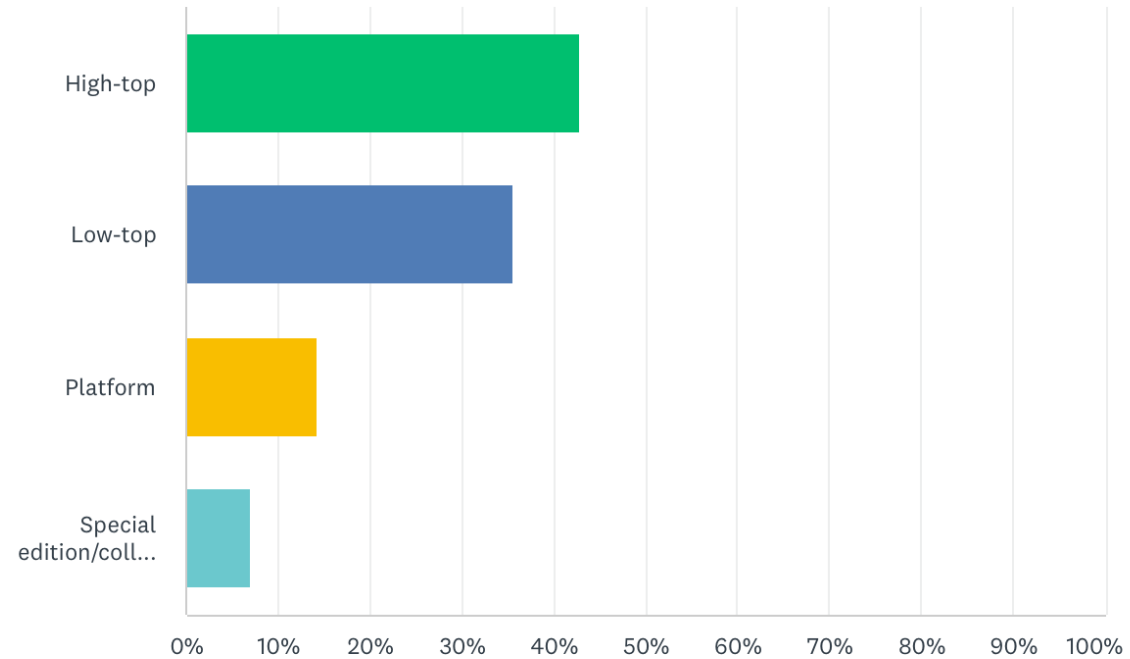
Answered: 14 Skipped: 1



SURVEY RESULTS

Which version of Converse Chuck Taylor All Star sneakers do you prefer?

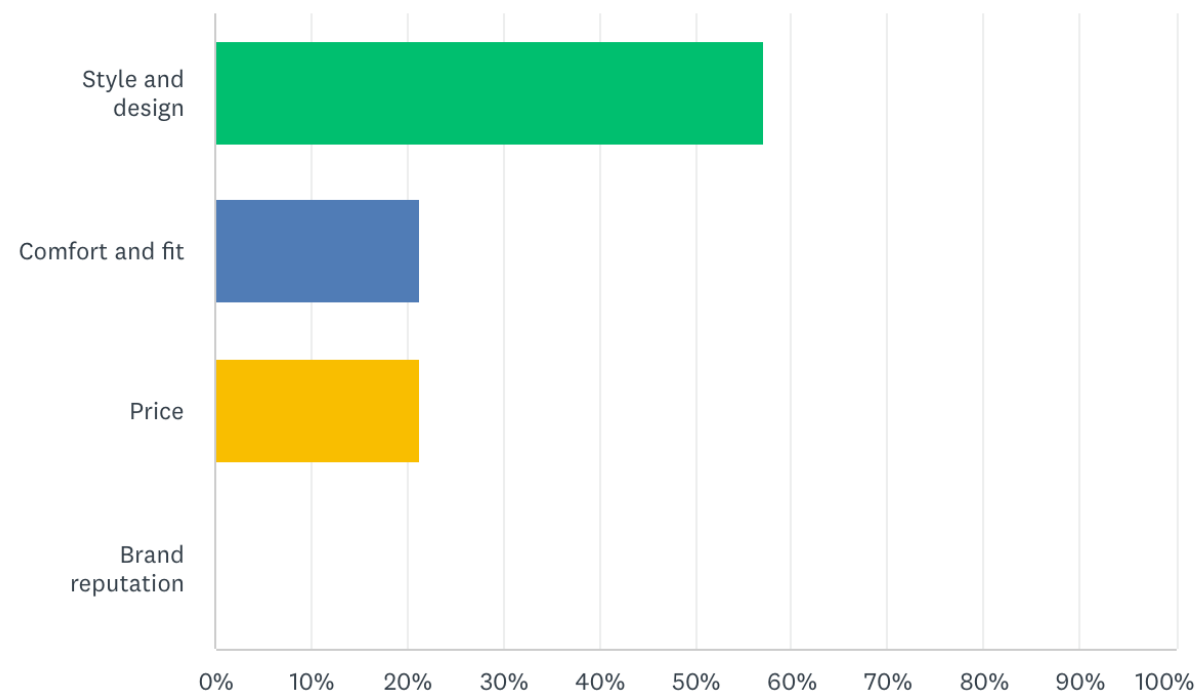
Answered: 14 Skipped: 1



SURVEY RESULTS

What influences your decision to purchase Converse sneakers?

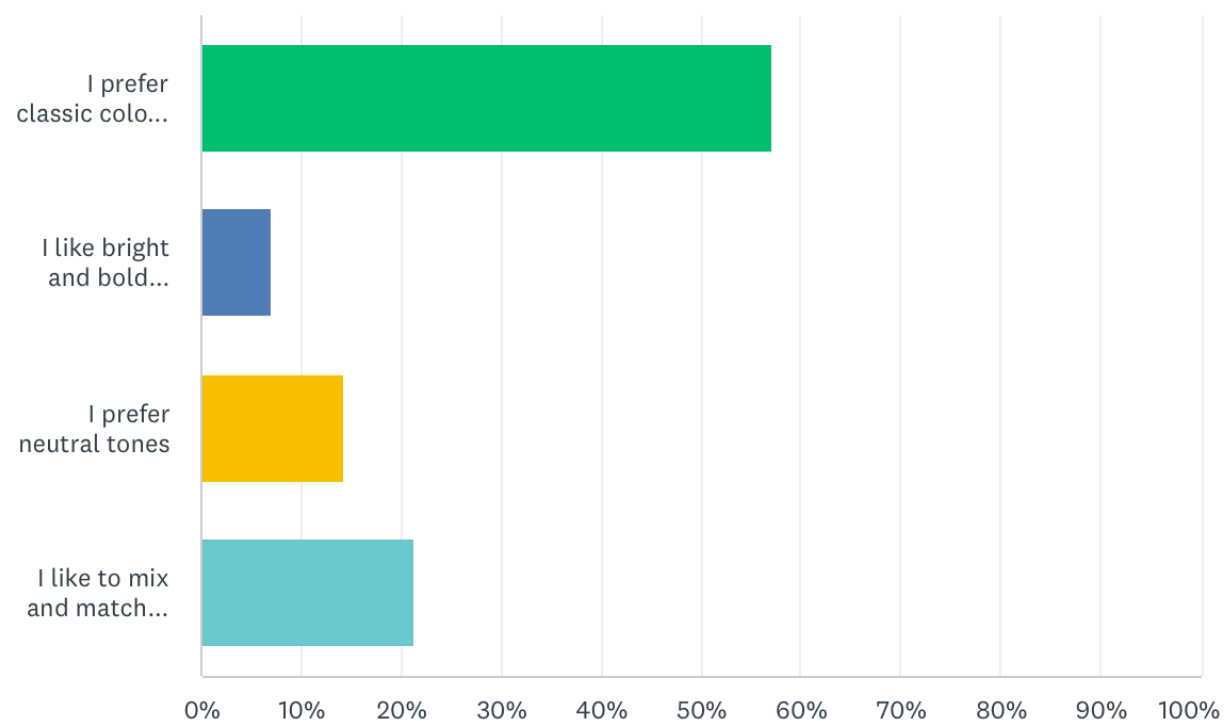
Answered: 14 Skipped: 1



SURVEY RESULTS

How important is colour in your choice of Converse sneakers?

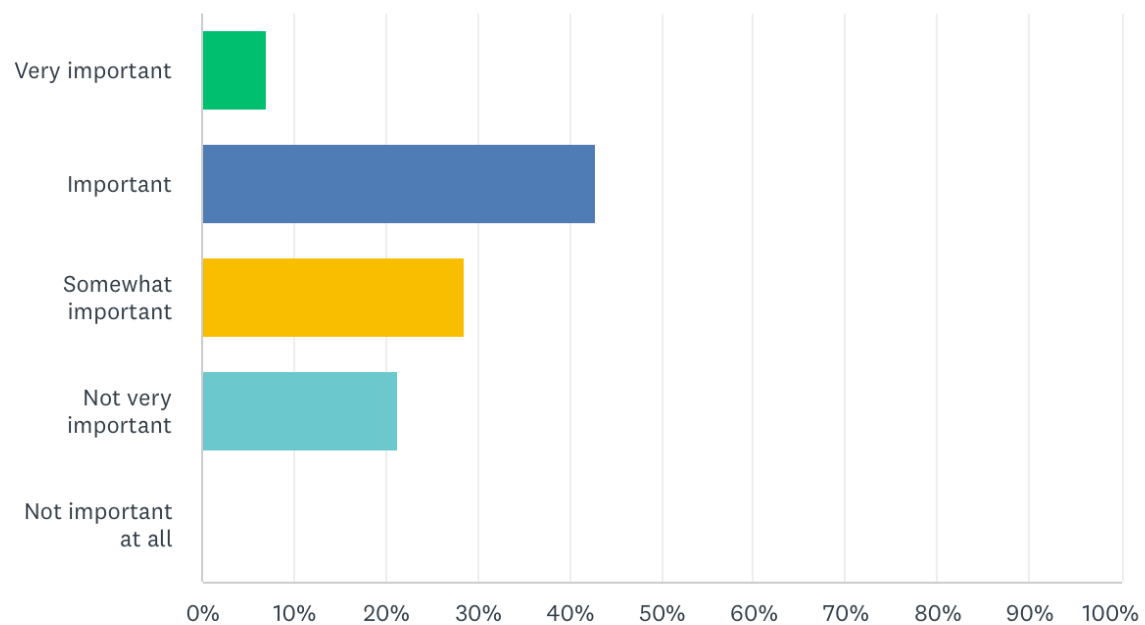
Answered: 14 Skipped: 1



SURVEY RESULTS

How important is it for your Converse sneakers to reflect your personal style?

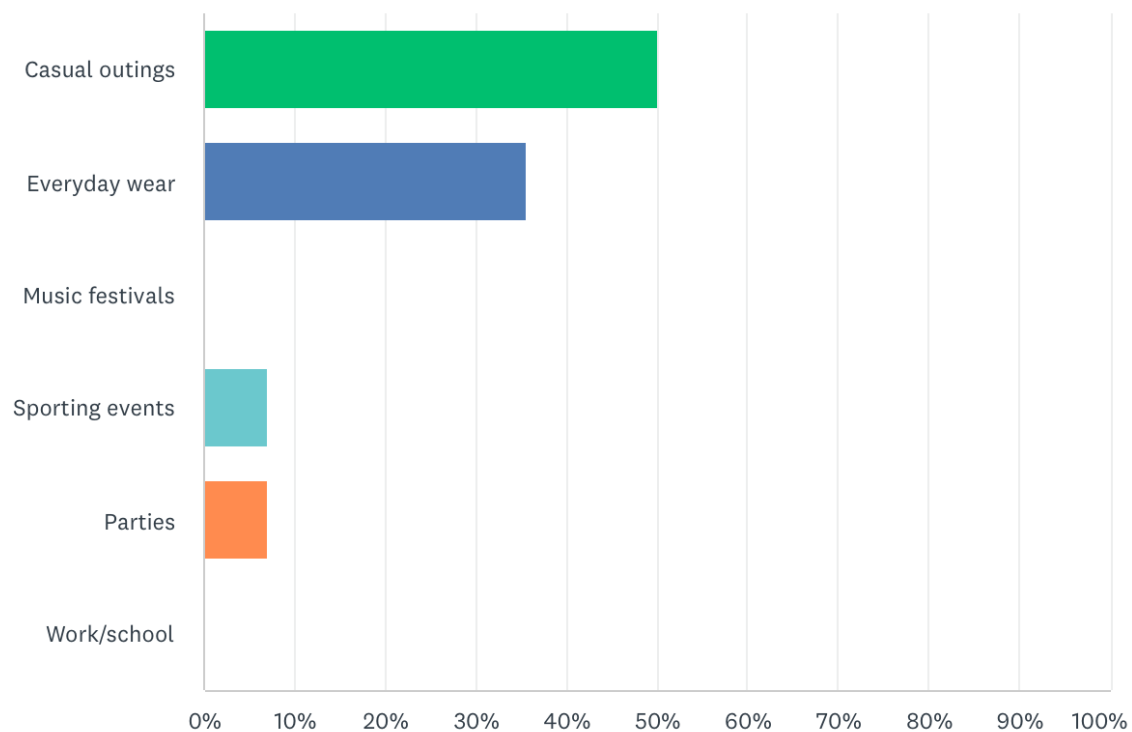
Answered: 14 Skipped: 1



SURVEY RESULTS

What outings or occasions do you typically wear your Converse sneakers to? (Select all that apply)

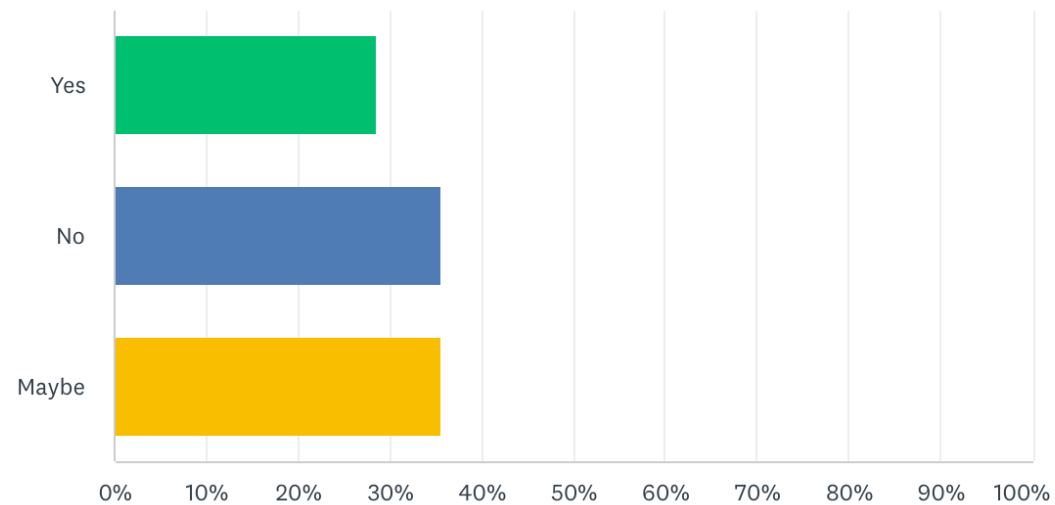
Answered: 14 Skipped: 1



SURVEY RESULTS

Would you be more inclined to purchase Converse sneakers if they were customisable?

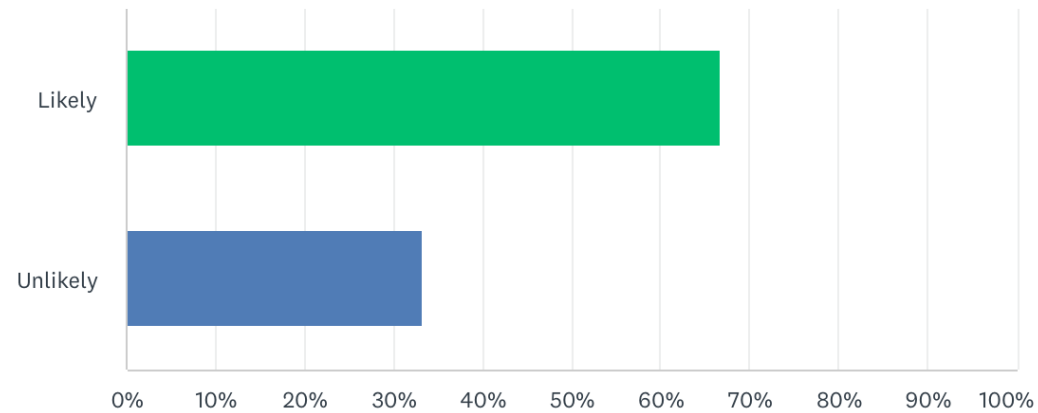
Answered: 14 Skipped: 1

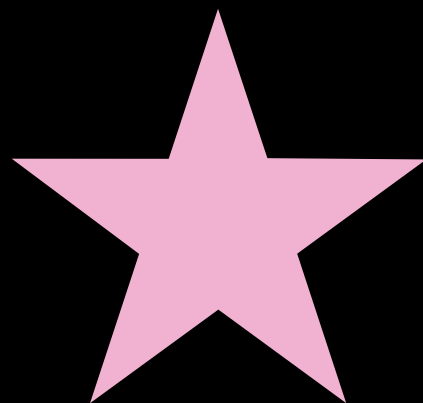


SURVEY RESULTS

How likely are you to recommend Converse Chuck Taylor All Star sneakers to a friend or family member?

Answered: 15 Skipped: 0





FINDINGS

FINDINGS FROM RESEARCH

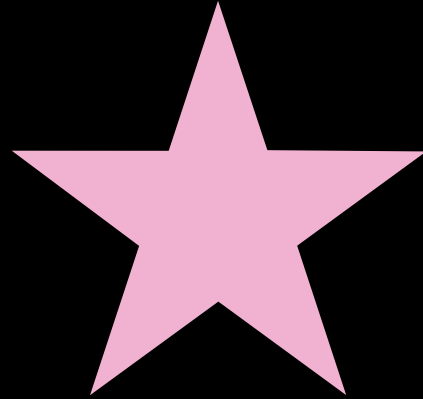
In my digital marketing campaign, I plan to use the following aspects of my research:

Creativity – Converse focuses a lot on creativity and resonates with creative minded individuals.

In displaying creativity through the product and ad itself I feel like I will be able to resonate with fashion-oriented, creative people effectively.

Counter Cultural Behavior – Converse consumers often associate with rebellious, counter cultural behavior. Somehow including this in my marketing campaign will resonate with my target audience further.

Social Media – Since my target audience heavily uses Instagram and TikTok, it would be wise to optimize my content towards the social media platforms.



**PLAN & DESIGN
CAMPAIGN**

CAMPAIGN PLAN

Content Strategy: Encourage sales amongst fashion conscious streetwear enthusiasts by appealing to the streetwear fashion scene through social media advertisements.

Channel Strategy: Google Ads, Landing Page, Social Media – Instagram and TikTok.

Objective: To make more sales on the converse shoe.

CONTENT CALENDAR

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

WEEK 1

- Converse GIF posted on all social media platforms as a teaser

- Landing Page Updated

- Google Ads Launched

- Static Image Posted & promoted

- Meme Posted on socials

WEEK 2

- Social media Advert Posted & Boosted on instagram & Tiktok

- Social media Advert Posted again & Boosted on instagram & Tiktok



**DESIGN CAMPAIGN ARTWORK
LIST A**

MARKETING STRATEGY

The aim of my campaign is to generate as many sales as possible of the Chuck Taylor All Star sneaker shoe.

Target Audience – My target audience consists of rebellious, fashion-oriented individuals who are into streetwear fashion and are young from the ages 15 to 30. They use the social media platforms Instagram and TikTok.

My product will be marketed as an affordable option of shoes that are a versatile, simple and classic addition to anyone's wardrobe. It will be presented as being a very iconic shoe that can match many styles especially streetwear.

Advertising the shoe on TikTok and Instagram specifically towards streetwear fashion-oriented individuals in different colors as a very versatile and suitable option for a wide range of fashion styles could spark trends in streetwear where mass amounts of people in the streetwear community start to wear the shoe in their own unique style and therefore generate sales.

This could also give an edge to the company above its competitors who might not be able to suit or advertise or who are not currently advertising their shoes to this specific niche in this type of way.

Metrics used to measure the success of this marketing campaign will be visits made to the converse website from social media platform and sales.

MARKETING PLAN

Aims: To generate increased sales of the Chuck Taylor All Star sneaker among rebellious, fashion-oriented people aged 15-30 who are looking for an affordable and stylish sneaker to include in their everyday outfits.

Objectives:

- Increase brand engagement
- Boost the number of sales on the Chuck Taylor All Star Converse shoe

KPI's: Website visits and sales through social media and marketing content.

Content Initiatives and Strategies: I will be making social media advertisements and content consisting of images, gifs and memes. I will also make a landing page. This content will be promoted for a month and will be elevated in the algorithm by paying Instagram and TikTok over the course of the month.

BUYER PERSONAS

Name: Sophie Pop

age: 21

Occupation: Part-time Retail Worker

Sophie enjoys streetwear brands and is a fashion conscious consumer, purchasing from various brands such as Nike, rebook etc. She uses tiktok and instagram daily, chatting to friends and watching content, a lot of it being fashion related.

She likes to express herself and loves a simple yet creative style and is looking for a new pair of shoes for her everyday streetwear outfit.

The Chuck Taylor All Star Converse sneakers could be advertised to her on her instagram feed which could encourage her to make her next purchase.

As a retail part time worker and currently living with her parents, she doesn't have too much money to spend, so she is looking for cheaper alternatives and options for piecing together her outfits and wardrobe

SEO PLAN

Content

Using keywords in website and content such as “Chuck Taylor All Star Sneakers” “Streetwear Sneakers” “Streetwear Shoes” “Converse All-Stars” etc. to boost association with streetwear and ranking on google.

HTML

Appropriate Tags for Landing Page & website pages

Alt text for Images including "Converse Chuck Taylor All-Star Streetwear Shoes" and other keywords

Links

Share content on social media and promote engagement with links to the website / product

COPY FOR GOOGLE AD

Ad - <https://www.converse.ie>

Chuck Taylor All-Stars by Converse.

Update your **streetwear wardrobe** with a classic shoe - The Chuck Taylor All-Stars are now available in new shades of pink, baby blue, orange, lime green and all classic, original colours such as black and white. Order today! Limited Production.

DISPLAY NETWORK

A STREETWEAR CLASSIC

IVERSE CONVERSE CONVERSE CONV
IVERSE CO CONVERSE CONV
IVERSE CO CONVERSE CONV
IVERSE CO CONVERSE CONV



CHUCK TAYLOR
ALL STARS ★

ORDER NOW, LINK IN DESCRIPTION

A STREETWEAR CLASSIC

CONVERSE



ORDER NOW.

CHUCK TAYLOR ALL STARS ★

CHUCK TAYLOR ALL STARS ★



A STREETWEAR CLASSIC

CONVERSE

ORDER NOW.

LANDING PAGE

CHUCK TAYLOR ALL STARS ★

HOME

ABOUT

PRODUCTS

CONTACT



A STREETWEAR CLASSIC
CONVERSE

ORDER NOW.



**DESIGN CAMPAIGN ARTWORK
LIST B**

STATIC IMAGE FOR SOCIAL MEDIA POST



SOCIAL MEDIA ADVERT

A STREETWEAR CLASSIC

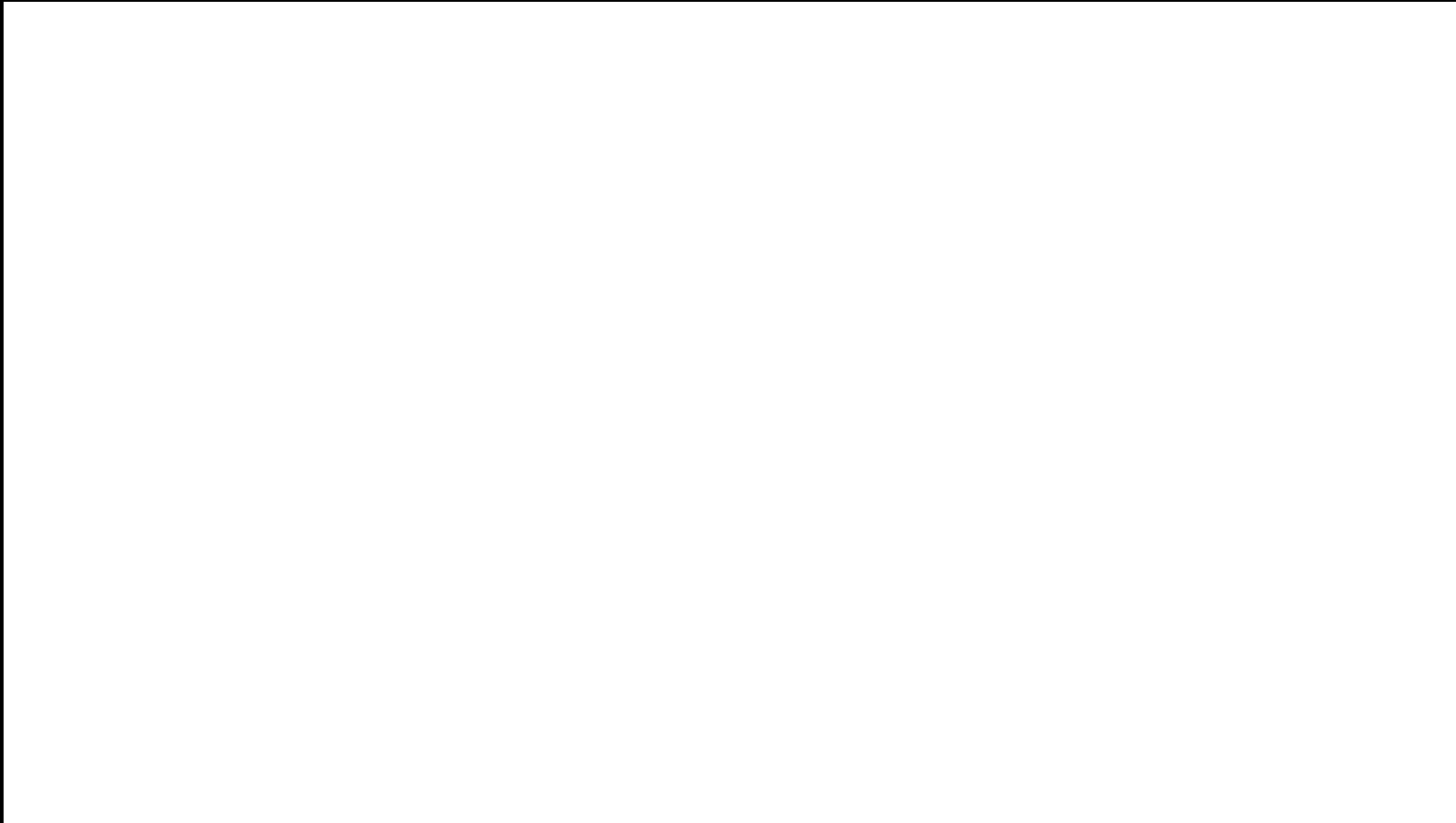
CONVERSE
CONVERSE
CONVERSE
CONVERSE



**CHUCK TAYLOR
ALL STARS ★**

ORDER NOW, LINK IN DESCRIPTION

GIF



MEME

me: I need to get more shoes

**also me wearing the same
pair of converse for the
19759365th time:**



RESEARCH LINKS

- <https://voymedia.com/converse-marketing-strategy/#>
-
- <https://www.zippia.com/converse-careers-195172/history/>
-
- <https://thebrandhopper.com/2023/11/22/marketing-strategy-and-marketing-mix-of-converse/>
-
- <https://oswegocreative.com/converse-case-study/>
-
- <https://simplified.com/blog/marketing/nike-marketing-strategy-how-they-do-it#:~:text=Storytelling%20and%20Emotional%20Branding&text=The%20company's%20marketing%20campaigns%20often,goes%20beyond%20the%20product%20itself.>
-
- <https://www.coursehero.com/file/50865446/Converse-4-Pspdf/>
-
- <https://www.mbaskool.com/marketing-mix/products/17353-converse.html#>



THE END