

Vans

ADVT 350

Campaign

Conducted by: Group 1

VANS
"OFF THE WALL"

Meet the Team



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The
Strategy

Background of the Case

- Client Name: Vans
- Business Challenge: Distinguishing the Vans Pro Classics from the classic Vans (from 70s and 80s).
 - Appearance is very similar between the two models.
 - Vans Pro Classics have redesigned technology.
 - Characteristics: “super durable”, “highly cushioned”, ”performance skate shoe”.
 - Want skateboarders and shoe fanatics alike to see out our new, revamped sneaker.

The Vans Culture

- **Target Audience:**

- Skateboarders
- Ages 15 - 24
- Consume media (online) about skateboarding.
- Follow accounts on social media about skating.
 - @quartersnacks
 - @thrashermag
 - @quasiskateboards

- **The Brand Story:**

- The Vans Pro Classics is the same adored skating sneaker.
- The only difference is the updated technology - which will improve durability and comfort.
- Innovations were created from pro-skateboarders' input.

Campaign Basis

- **Key Insight: Street style has been influenced by skateboarding.**
 - Skateboarders and the skating aesthetic has been the backbone for fashion street trends.
 - Vans sneakers are a staple of that wardrobe look.
 - Keep the classic style without sacrificing shoe endurance.
 - That is what the Vans Pro Classics are.
- **Campaign Strategy: After-Only Strategy.**
 - Focused on demonstration of benefits (ameliorated technology).
 - Campaign will show how one's life will be enhanced with the revamped Vans sneaker.

Big Idea

- Main Idea:

“Vans Pro Classics are high performance, durable, modern skate shoes hiding underneath classic, beloved silhouettes.”

- Vans

- The big idea: Revamped technology = updated recipe.
 - Vans sneakers are known for their waffle-traction bottoms.
 - Campaign aesthetic: vintage diner with delicious food and roadside desert attractions.



Next Exit:

Advertisements

Print Ad

Will be presented in two formats:

1. Stapled to bulletin boards near community skateparks (in flyer format).
2. Found in print magazines such as Thrasher Magazine, Juice Magazine.



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Out-of-Home

- Type: Billboard (static).
- Location: Downtown in cities and alongside the highway.
- Geographic Area: Throughout the United States, with emphasis on the west coast.



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Social Media Post

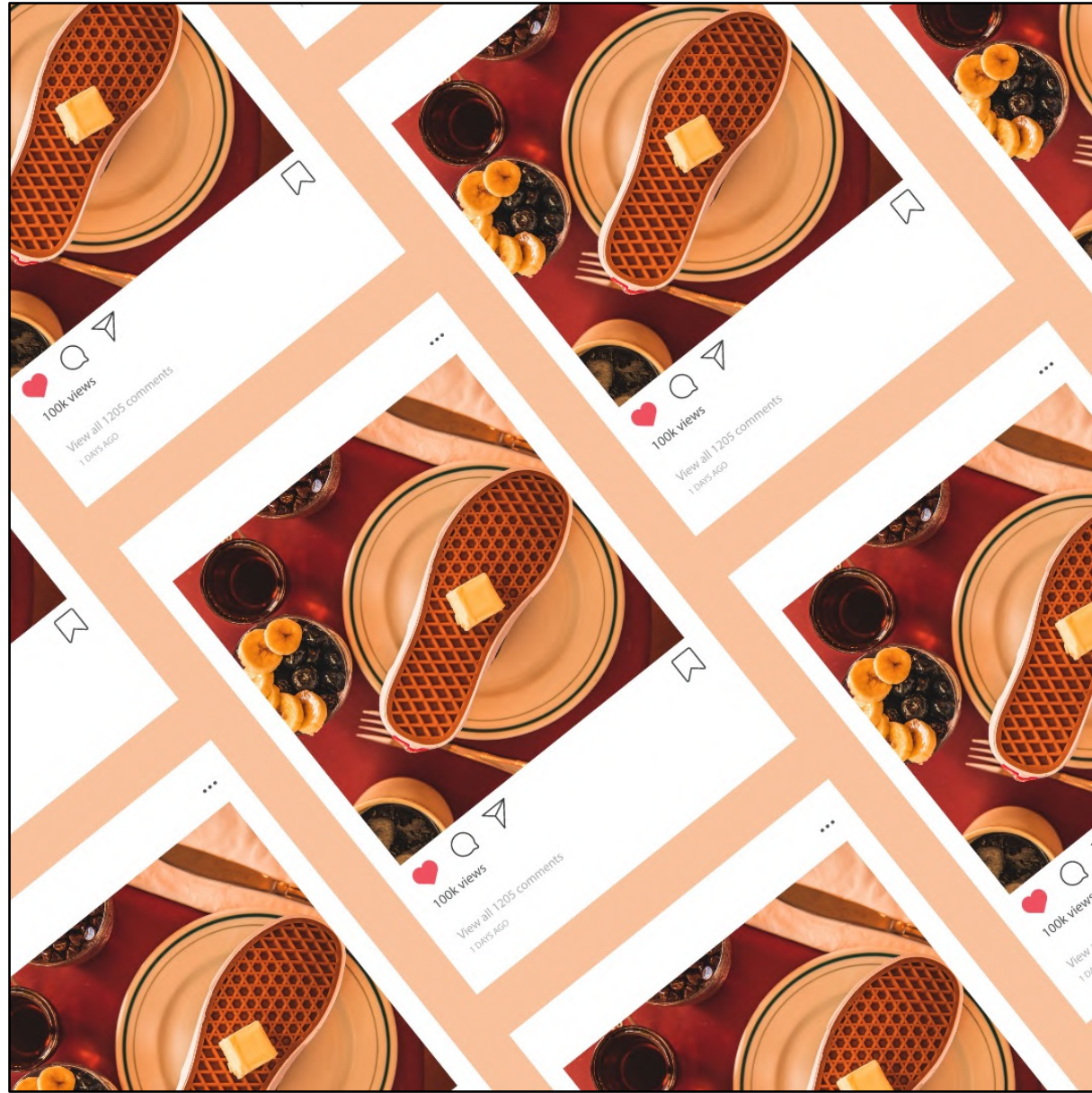
- Created for the platform: Instagram
 - Target audience (Ages 15-24) uses Instagram heavily.
 - Instagram is visually-focused.
- Caption: "Order Up!"

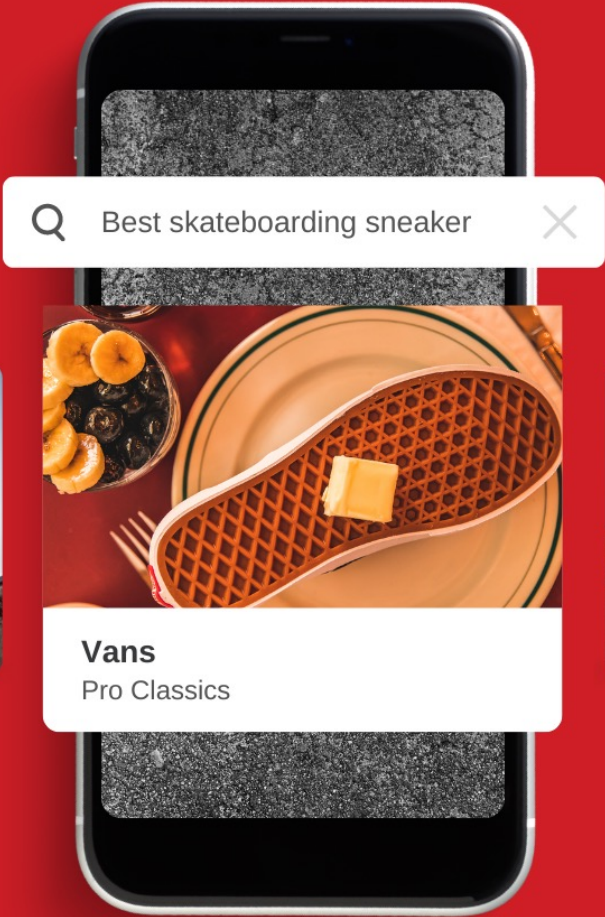
#NewRecipe, #Vans, #ProClassics,
#OldSkool



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The Measures of Success

- This campaign will be deemed successful if ...
 - Consumers actively recognize the improved technology for Pro Classics.
 - They feel the increased cushioning and improved durability of the sneaker.
 - Consumers equate our sneaker with the modern sport of skateboarding today.

Conclusion

- Looking back at our campaign process ...
 - Our client: Vans
 - Problem: Something familiar, but new.
 - Strategy: After-Only.
 - Big Idea: New Recipe.
 - A new take on an old favorite.
 - Campaign was based on the breakfast diner aesthetic.



The
End