



Converse Creative Brief - My closet love affair. You were always my All-Star

## Converse Creative Brief

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### Research

#### **Converse, the company**

*Converse began in 1908 as a rubber shoe company specializing in galoshes. Soon after, we started using our rubber to make sneakers. In 1920, we renamed our canvas basketball sneaker the "All Star." The name stuck. What didn't stick was their intention. We made them to sink jump shots on the court. You, however, saw them as something more... and started wearing our sneakers to do whatever you wanted. You played music, made art, skated the streets and kicked back. You wore them as fashion. You wore them to work. You customized them with your personal style. You did everything to them, and in them. You saw our sneakers' unlimited potential.*

*To this day, this spirit continues with all of our sneakers and apparel for All Star, Cons and Jack Purcell. As soon as you put them on and start doing your thing, their true life begins. You define them. You determine their journey. They become a one-of-a-kind celebration of your individuality and self-expression. They become a part of you. They're Made by you.*

#### **Converse, What We Do**

Converse believes that unleashing the creative spirit can change the world. We strive to make a positive impact in the communities in which we live and work. We empower our community partners to unleash their creative spirit through Music, Art and Skate, with a focus on inspiring and enabling youth to be their true authentic selves. We aim to connect, be useful and be a company that cares.

Converse has chosen to partner with key organizations in the Boston area, our World Headquarters' backyard. Our current community partners include the Boys & Girls Club of Boston, The Institute of Contemporary Art and Artists for Humanity.

As our company grows, we will continue to develop our community efforts and aim to broaden our scope of impact.

#### **Converse, What We Don't Do**

To maintain focus and achieve greater impact through corporate giving, Converse does not provide charitable support for:

- Individuals (scholarships, stipends, fellowships, personal assistance, fundraising without a 501c3 nonprofit status).
- For-profit ventures.
- Religious groups for religious purposes.
- Capital campaigns, endowment funds or memorials.
- Individual study, research or travel grants.
- Unsolicited auction product, table sponsorships or cash proposals.

Converse does not accept hard copy donation requests, emailed donation requests or unsolicited cash donation proposals. Converse proactively seeks partnerships to support and endorse the brand. Unsolicited Converse sponsorships of individuals or events are not accepted.



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## Demographics

### Facebook Demographics

Among internet users, the % who use Facebook

Internet users	
Total	72%
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than \$30,000/yr	73
\$30,000-\$49,999	72
\$50,000-\$74,999	66
\$75,000+	78
Urban	74
Suburban	72
Rural	67

Source: Pew Research Center, March 17-April 12, 2015.

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### Instagram users

Among online adults, the % who use Instagram

	2013	2014
All internet users	17%	28%*
Men	15	22*
Women	20	35*
White, Non-Hispanic	12	21*
Black, Non-Hispanic	34	39
Hispanic	23	34*
18-29	27	63*
30-49	18	25*
50-64	6	11*
65+	1	6*
High school grad or less	16	23*
Some college	21	31*
College+ (n=988)	16	24*
Less than \$50,000/yr	18	25*
\$50,000-\$49,999	20	29
\$50,000-\$74,999	15	26*
\$75,000+	18	28*
Urban	22	29
Suburban	18	26*
Rural	8	18*

Source: Pew Research Center's Internet Project September-October Combined Online Survey, September 22-24 & September 20-21, 2014, N=1,997; internet users ages 18+. The margin of error for all internet users is +/- 2.3 percentage points. 2013 data from Pew Internet and Usage Tracking Survey, August 27 - September 18, 2013, n=1,440 internet users ages 18+.

Note: Percentages marked with an asterisk (\*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent t test.

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### Social media users among all adults

Among all American adults ages 18+, the % who use the following social media sites

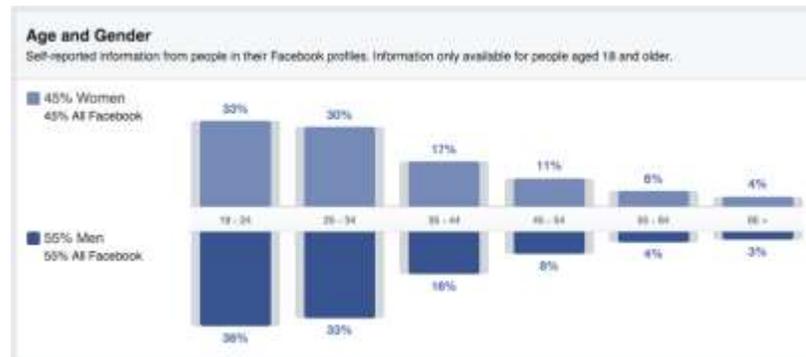
Facebook	58
LinkedIn	23
Pinterest	22
Instagram	21
Twitter	19

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=2,003 adults in the U.S. ages 18+.

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**Fact:** 87% of adults 18–29 use Facebook - May, 2015

**Fact:** 73% of adults 30–49 use Facebook - May, 2015



**Source:** Sprout Social

<http://sproutsocial.com/insights/new-social-media-demographics/>

### Facebook users were asked additional questions:

**Fact:** The median number of Facebook friends is 155.

**Fact:** When asked to approximate how many of their Facebook friends they consider “actual” friends, the median number reported was 50.

**Fact:** 87% say they are connected to friends from the past, such as high school or college classmates

**Fact:** 58% say they are connected to work colleagues

**Source:** Pew Research

<http://www.pewinternet.org/2015/01/09/demographics-of-key-social-networking-platforms-2/>

**Fact:** Creating Powerful story endings... psychologist Daniel Kahneman - Nobel laureate

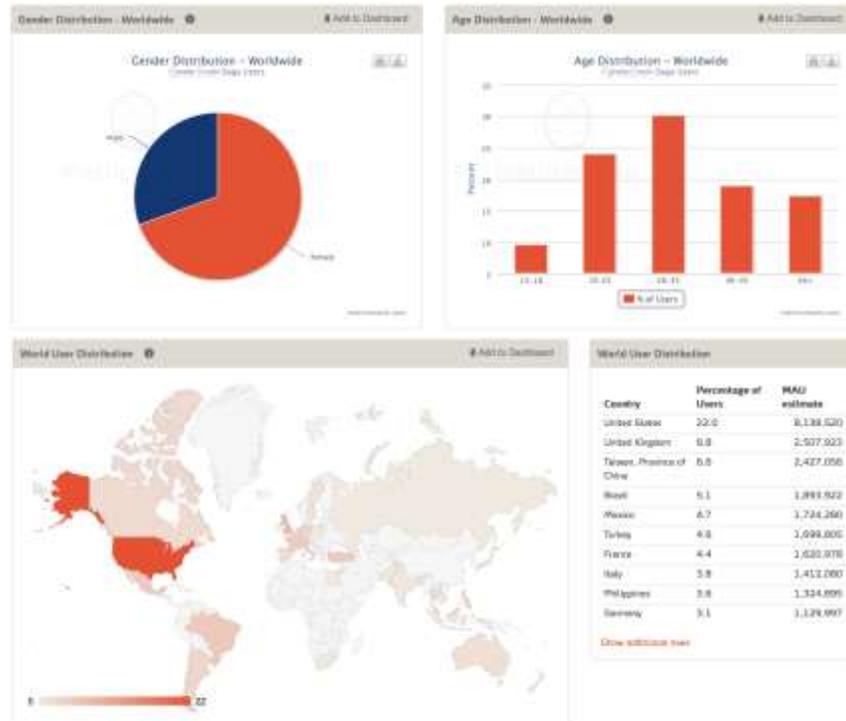


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<https://www.youtube.com/watch?v=XgRlrBI-7Yg>

### Demographics Sound Cloud

1. 8.1M Users in the US
2. 2/3 are Female users



Professor Daniel Kahneman, a renowned psychologist and Nobel Prize

### Notes

Notes: The Remembering self and the Experiencing self

1. Experience vs Memory = Being happy in your life vs Being happy about your life
2. Experiencing self that lives in the present (Does it hurt now?)
3. Remembering Self – Score Keeper, is a Storyteller... (How have you been feeling lately)
4. What defines a story? Changes, significant moments, Endings.
5. Focusing illusion = Distortion of the importance of wellbeing...

Professor Daniel Kahneman, a renowned psychologist and Nobel Prize winner, did a [TED Talk](#) back in 2010 on the difference between experience and memory. His main thesis, and something I hadn't even thought about prior to watching his video, is that we now perceive the present as "an anticipated memory" – and that's partially because of Instagram.



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### ***What exactly does that mean?***

*Kahneman begins his talk by explaining the difference between experience and memory. Psychologically, we have two selves: the remembering self and the experiencing self. The experiencing self lives in the present, knows the present, and is capable of reliving the past. In contrast, the remembering self is the one that “keeps score” and tracks the story of our life. Our remembering self tells us stories, and those stories are what we essentially retain from our experiences.*

*\* The experiencing self lives life continuously, experiencing moments one after the other. But those moments, (and Kahneman estimates there are about 600 million of them in each lifetime), don’t usually leave a mark on our remembering self. They’re lost forever, dissipating insignificantly into the timespan of our lives.*

*\* The remembering self picks and chooses momentous experiences, usually the ones with the most interesting endings, to keep in our inner memory archive. Everything else, like what you ate for breakfast on April 7th three years ago or that time you went to the mall in grade five, is simply forgotten. It’s a little hard to follow, but really does make sense.*

### **Anticipated Memories**

The Instagram generation perceives every moment as an anticipated memory  
<http://www.theplaidzebra.com/instagram-generation-anticipated-memory/>

As humans, we have a deep-seated fear that we’re wasting every moment we don’t remember. Inwardly, we believe that every moment of existence is essentially our life, and whatever we don’t remember is simply being spent carelessly.

Instagram became a tool for us to digitally mold our memories, to pick and choose the experiences we want to remember – some as uninteresting as a moment spent studying in a café, or the appetizer we had for dinner on our date. Through the use of vintage-looking photo filters, we feel nostalgic about moments as they happen, before they can even be considered nostalgic. And all of this happens subconsciously.

Kahneman believes that because of this, we’ve become accustomed to categorizing moments as memories even before they cease to be experiences. **Every moment that we experience is felt as an anticipated memory instead of as a present experience. Now that’s a disturbing revelation.** What happens when we become overwhelmed with the idea of having a likeable photo?...