



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

Converse Creative Brief

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

Overview

Kick-off a whole new love affair with Converse All-Stars looking through the lens of the past. If you were a rocker, a concert-goer, a skater, or a punk, you probably at one point in your life owned a pair of Converse All-Stars. What was your closet love the fair with the brand, the shoes, and what journey did they take you on? Take us on that journey that reignites a new pair into your next closet love affair!

In an overwhelming shoe market dominated by surf brands and trendy comfort shoes, Converse will be pulling from the memories of its customers (24-34) to either rekindle passion for a new pair of Converse or inspire younger customers (18-24) with stories and experiences of wearing Converse and inspiring a life brand commitment.

Proof that just because your now an adult that the inner child is not dead! In fact it's still very much alive, kicking, and dying to come out, play! Concerts, stage diving, even if only onto a sofa, create new memories with friends at clubs and trendy restaurants, and tell others about your crazy past experiences when you were just a little less care free.

Overview specifics

1. Call for submissions for "All-Star" Memories and stories - **#youwerealwaysmyallstar** via Twitter
2. Video, Audio, and image submissions via Social Media platforms
3. Creation of an "All-Star Wall" on the Converse Website to view submission.
4. "My closet love affair contest" – Via customer web/mobile vote.

Tag lines and creative direction

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

The Visual Result

Creating the ending to customer's memories and a collection of customer submissions in one online location via the Converse website. Here the visual experience would be like a long tiled effect of customers faces, shoes, and stories brought together as a larger community (Think Brady Bunch tiled Style) where access to the best "All-Star" time in our lives can live with Converse.

We're creating "All-Star Moments" in time.

Deliverables

The Converse "All-Star Wall"

Guide the client to build a branch in their web presences that reacts to real time submissions of customer videos, images, and audio files.

Users can choose to:

1. Like their favorites submissions
2. Share submissions with friends on social media outlets



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3. Vote their favorite submissions for the "My closet love affair contest" for the most courageous stories.
4. View new Converse All-Star Shoes scattered ads in the convers wall

Social media call for entries

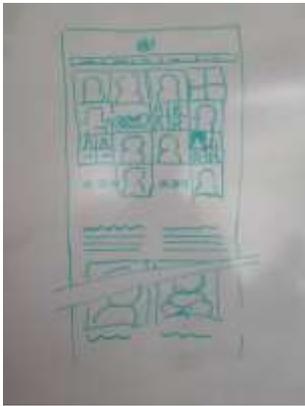
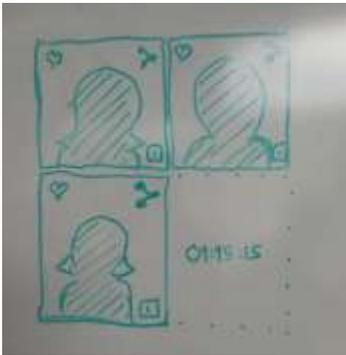
We would guide the client of build for the client:

1. Social media campaign; Call for entries
2. Social media blast; Viewing of the submissions on the Converse All-Star Wall
3. Social media blast; User Voting of the submissions to the Converse All-Star Wall
4. Social Media campaign; Results of the "My closet love affair contest" using new approved creative from the submissions

Mandatories

1. Must not discount customers from feeling like they are not part of a larger community.
2. Must clearly state our rules for submissions and have proper authority to reuse submitted content.
3. Must protect the identity of customers at all times.
4. Must hold true to the Converse brand ideals of encouraging customers to be creative with how they use converse and what they do with their shoes (from sports to art) – *See Research*
5. Must deliver real-time results to our participants and thank them for being loyal to the brand and for their continued patronage to the converse community they are part of.

The Converse "All-Star Wall" – Visual basics (Whiteboard)

 <p>Converse Website –All-Star Wall Page</p>	 <p>Close Up – individual customer video and image submissions. Real-Time Count done to next or coming submission</p>	
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Social media call for entries – Visuals “examples”



Instagram submission example



Customer Twitter feed post example



Converse Twitter feed – small ad example.

Creative Mockup and general creative direction





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Primary Audience

Women - US market: targeted towards young female audiences ages 18-34. (18-24, and 25-34)

This age range representing approx.

63% of female US market on Facebook today.

Men - US market: targeted towards young male audiences ages 18-34. (18-24, and 25-34)

This are range representing approx.

69% of the male US market on Facebook today.

See Demographics & Research

Campaign engagement

1. Memory association with the Converse Brand and their All-Star shoes - *See Research*
2. Collection and dissemination of the customer's stories on the "**Converse All Star Wall**" in real time.
3. Roll out of a **Customer Vote Contest for the most courageous stories.** - ("My closet love affair contest")
4. To hear & see stories of past customers, be inspired to create new memories with a new pair of Converse.
5. Present most popular All-Star shoe models to participants

Converse will attempt to further define an increased understanding and consumer awareness of the relationship they have had; the journey they have taken in life with the converse brand. Furthermore, the shoes they have owned and how they have had an impact in their lives.

Campaign goals

1. To discover why customers in their late 30's and 40's still buy converse? Is it due to our memories that continue and **our modern affinity towards "Anticipated Memories"**? - *See Research*
2. To bring out the uniqueness and individual self-expression of the customer and provide a platform for that expression. - *See Research*

** See Research on memories and anticipated memories, this is powerful to the "Instagram culture" and to the millennial age range.*

Demographic interests

The male and female demographic for the 18-34 age range as Converse customers believes in identifying as unique and individuals focused on self-expression through fashion. This unique expression is crafted by the customer and celebrated by the Converse Culture.

Male Female 18-25 – Looking for new experiences that further individualize them

Male Female 25-34 – Looking to further old experiences, build new experiences with the brand, and rekindle the memories of the past by a nurturing a continued relationship with the brand.



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Positioning Strategy

Customer storytelling

Leveraging customer storytelling, via social media platforms, to support customer's significant moments in their lives as Converse All-Star shoe owners. Allowing customers to rekindle the best memories and stories via imagery, audio recording and video submissions on their favorite social media platforms. This freedom of submission allows for an alignment in the Converse Culture of Freedom of expression. For instance, if a customer wanted to paint a painting of their shoes they loved yet no longer had, they could submit art to describe their story.

Social media platforms

1. Customer Image submissions – Instagram
2. Customer Audio submissions – Sound Cloud or Facebook
3. Customer Video submissions - Facebook

Psychological Strategy

From a psychological perspective we hope to trigger the "Remembering self" vs the "Experiencing Self". The Remembering self is the "score keeper" and the "inner story teller". We would be tempting the remembering self by challenging customers to recall the best moments of their lives that involved Converse All-Star shoes. Customers personal self-recordings describing their past concerts venues and after parties, high school graduation nights, and other social and personal memories would be captured on video, audio, and imagery.

See Research

How we bring customers together - ABT Rule of Three

One critical differentiator in this strategy is the additional use of the ABT Rule of Three. The Rule of Three is an Asset-Based Thinking exercise to increase one's influence through curiosity. This exercise builds trust between people, who on the surface may seem miles apart or in this case individualized.

The ABT Rule of Three and the questions we will use with Converse customers.

The rule of three is often used to bring opposing parties closer together to assist them in seeing their common grounds during negotiations. The same can also apply to creating a deeper level of community in high-schools and breaking down the barriers that create social "clicks" in high schools. In this case however, we will stimulate the request for submissions with similar questions like:

"My closet love affair contest" - In your video / audio submission, please consider the following three questions:

1. *Why are your Converse All-Stars important to you in your life?*
2. *Share with us one special memory where you loved wearing your Converse All-Star shoes. Concert, a party, dates, or that time you fell in love maybe?*
3. *How did those memories make you feel in the end? Help us understand!*

You have 1.5 minutes to record.



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Close Competitors

Alpinestars	Freewaters	Quiksilver
Billabong	Havaianas	Reef
Brixton	Hurley	RVCA
DC	Nike Action Sports	Sanuk
Diamond Supply Co	Oakley	Vans
Famous	OluKai	Volcom
Fox	O'Neill	

Computation differentiators

101 Year Old Brand - The converse brand has a very long and recognizable lifespan stretching back to 1908 when the first All-Star was born. Not many other companies can claim this depth of history. As a differentiator, we can use this to our advantage in campaign messaging.

Strategic Risks

There may be several risks associated with this creative approach however the risks may also act as an added marketing draw given the demographic of the customers being targeted.

1. Taboo aspect to the love affairs in general
2. Sexual connotations associated to the challenging customers to speak opening about "love affairs on line in the 18-25 age range. That said this age range is already engaged heavily in open social discussion of a taboo nature on many social platforms.
3. The risk of exposing names and stories of person nature in the submitted videos and photos of customers.

Strategic desired result

ABT Rule of three

The application ABT Rule of three will guide customers to see themselves more as a whole and a community with similar ideals, values, tastes towards life, and recognize that Converse has played a pivotal role how they identify individually and as a whole.

Moving back to the remembering self and what defines a story for customers. There are three parts.

1. Changes
2. Significant moments
3. * Endings

*** Endings are the most important part to people and to the remembering self.** In essence, we will be helping customers to recall the best moments in their lives, and collectively see them all as a whole or community **or a way of life**. This will be the **larger ending we will hope to achieve**.

Converse, as a brand, is a unified part of the whole offering. **"A Way of Life"**.



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Social Media desired results

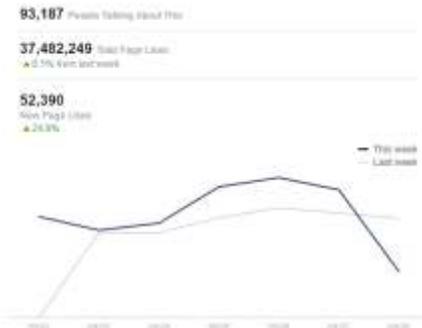
TWEETS	FOLLOWING	FOLLOWERS	LIKES
8,335	308	1.03M	3,024

Twitter

1. Increase Twitter following by 2%
2. Increase Tweets by 3%
3. Increase Following by 10% of the Converse Twitter Feed
4. Increase Likes by 2%

Facebook

1. Increase Page Likes by 20% during the Campaign
2. Increase follow ship by .5-1.5% during the campaign



Optional creative outcome

After collecting customer submissions (video, Imagery and audio) video submissions would be stitched together into 5,10, 15, and 30 second tv spots with a custom tagline: **You were always my All-Star. Converse.** Similarly, print pieces with customers faces and statements would be used in in-store visuals support materials and magazine and online advertising.

Social Media Contest

“My closet love affair Contest” – Customer Vote Driven in real-time

or

“You were always my All-Star - Customer Vote Contest”

Facebook advertising augmented by hash tag driven **Twitter Customer Vote Contest** call for entries for the “Best closet love affair” with your pair of Converse All-Stars. This would be a throwback experience to challenge users of social media to look back into their past favorite memories and experiences when wearing their favorite pair of shoes. Converse All-Stars.



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Example of customer submission to the "Closet love affair contest"

Selected video submissions and stories will be displayed on the "All-Star Wall" daily. Users will vote for the best or most courageous story.

Contest Awards

1. The top 250 submissions will receive gift cards for discounts on the website on all shoes. (10% Off)
2. Top 50 submissions will receive a free pair of Converse All-Stars.
3. Top 1st – 3rd place winner's stories will be used in advertising with the permission of the user and receive 7 pairs of Converse of their choice! One for every day.

Social Media Strategy

Promotion: Call for submissions **#youwerealwaysmyallstar**

Facebook users will enter the marketing funnel by responding to an opportunity to submit their favorite "Closet love affair" / memories via Twitter & Facebook advertising in a call for submissions. Memories/story submissions could also be submitted via Twitter feed (stream) with options private submission options via email or otherwise.