



Creative Brief: Vans

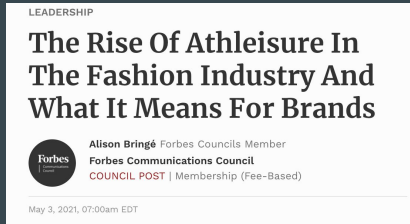
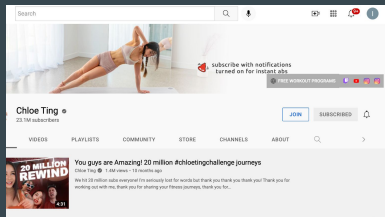


Lily Estes, Abdullah Alesmail, Jenna Chaplinsky

Culture

There's no better time than now to be uniquely you!

Macro trends: fitness, sustainability, social media, and individualization



Use Groups to build your community on Facebook

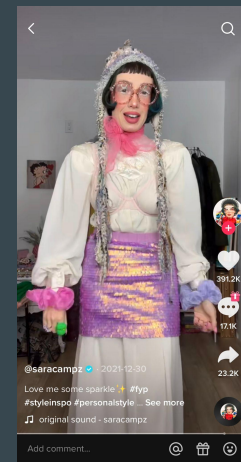
Groups provide a place to connect with people who share your interests. You can create a Group and connect it to your Page to help build a community with your fans and supporters. You can [customize the Group's privacy settings](#) depending on who you want to be able to join and see your Group.



2. DIY home projects are becoming more and more popular.

(Home ISD, Freddie Mac)

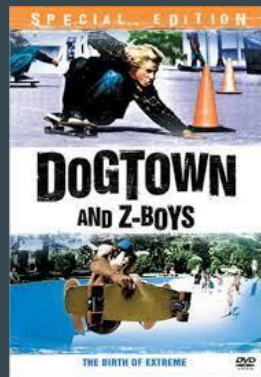
DIY trend statistics show that a 4.2% rise in various do-it-yourself home projects is expected by 2022. After all, those who take on and finish such projects are very satisfied with the end results, and 81% feel very self-accomplished.



Category

Throughout history one thing remains: cool kids wear skate fashion.

Residual



Dominant

Giving back to youth culture is in our Van Doren DNA. Our purpose as a brand is to enable creative expression with youth culture and we have always had a foundation of being a people company who sells shoes.



Emergent

Weed Sneakers: How 4/20 Became Nike SB's Favorite Holiday
BY ANDREW HARRIS Apr 20, 2021

lululemon Reveals First-Ever Footwear Collection—Made for Women First



Company

Vans inspires self expression and true self identity for the youth culture.

The Most Popular Shoe Brand

Invented for the youth



Vans is now the No. 2 favorite brand overall for footwear among teens, behind Nike, and it increased in popularity by a whopping 800 basis points year-over-year. Oct 22, 2018

Comfortable and Cool



Consumer

As Vans grew into a larger brand, it also lost some street cred.



The image shows a screenshot of the Urban Dictionary website. At the top left is the 'URBAN DICTIONARY' logo. To its right is a search bar with the placeholder text 'Type any word...' and a blue circular icon with a white double-headed arrow. Below the search bar, the word 'Vans' is displayed in a large, bold, blue font. Underneath 'Vans' is the definition: 'Skate shoes for those who do not skate.' Below the definition is a quote: 'All those kids you see with slip-on checkerboard Vans don't really skate.' The author of the entry is listed as 'by Ziggy_Stardust May 28, 2005'. At the bottom left, there are two buttons: a thumbs-up icon with the number '2362' and a thumbs-down icon with the number '650'. At the bottom right, there is a red flag icon with the word 'FLAG' next to it.

The idea was straightforward: sell high-quality but inexpensive sneakers from a store adjacent to a factory in Anaheim. The company handled production on-site, making it easy to fill orders of different sizes and allowing buyers to customize their shoes in a rainbow of colors and patterns.

“Until the skateboarders came along, Vans had no real direction, no specific purpose as a business other than to make the best shoes possible,” he said in his memoir, “Authentic,” published this year. “When skateboarders adopted Vans, ultimately, they gave us an outward culture and an inward purpose.”

Insight & Get - To - By Brief

Insight

Fashion is a competitive sport, but everyone wins when we embrace what makes us unique

Brief

Get: people who see Vans as a “basic” brand.

To: understand the lifestyle wearing Vans truly represents.

By: showcasing how Vans is a portal into the California lifestyle

Creative Thought-Starters

A Day In The Life of My Vans

- Video featuring someone going about a day in California seen through the perspective of their Vans shoes. The video would feature prominent spots in California that embody the lifestyle of the OG Vans consumer i.e. the Venice Boardwalk.



The Great California Skate

- Vans publishes a master list of skate parks around California challenging consumers to visit as many of these parks as possible during Summer 2022.

