



# VANS<sup>®</sup>

## Creative Brief





# Introduction

- Vans is a leading, global action sports and lifestyle brand, but is not leading the way in the New Zealand market.
- Based on our learning's in an analysis of Vans target market we will present an integrated marketing campaign, aimed at re-positioning Vans as the industry leader in action sports and youth lifestyle fashion in New Zealand.
- Adopting Vans already well established slogan 'Off The Wall' we will build a multi-tiered campaign, diving into the action sports, music and youth scenes, while building an interactive relationship with our target audience.

**We will re-define the role of a lifestyle fashion brand in  
New Zealand's youth culture**







# Brief Outline

## The Nuts & Bolts – The reason we are here..

- Positioning: How are Vans perceived in the NZ market v US market?
- Target Audience: Who are they and how do they think?  
What are they influenced by?
- Objectives: What do we want to achieve?

## The Way Forward – How we get to where we want to be..

- Message: What we want to say to our target audience, the campaign tone and feeling
- Campaign: What – Where – How will we reach the target audience? Potential issues...
- Integration & Timeline: The way that we bring everything together, and when we do what





# The Nuts & Bolts

- There are more than 4,500 footwear and clothing retailers in New Zealand
- New Zealanders spend almost \$3.4 billion on footwear and clothing per year
- Vans products are sold through more than 250 retailers around New Zealand
- Today Vans target market comprises of approximately 525,000 consumers
- By 2020 Vans total market size will reach approximately 850,000 consumers







# Positioning

**Vans is perceived quite differently in NZ compared to in the US**

## USA

- Action sports industry leader for over 40 years
- Leader in youth lifestyle fashion, at the heart of youth culture
- High quality footwear, the original skateboarding shoe
- A way of life, a rich heritage of action sports, youth entertainment and non-conformity

## NZ

- A well known and respected footwear brand
- A high quality and durable skateboarding shoe
- An old school brand from yesteryear





## Target Audience

- Youths aged between 15-25 years who have an interest in action sports and lifestyle fashion
- Youth consumers are not loyal! Cost, comfort and the latest fashion and style are important
- 85% of Vans target audience prefer other brands

**We need to be different... We need to lead...**







# Objectives

**To become the industry leader in action sports and lifestyle fashion in New Zealand**

**In the next 12 months we will**

- Raise brand awareness in the target audience by 16%
- Change consumer perception of Vans to come in line with the US market positioning
- Increase Vans footwear sales by 15%





How Will We Do That??







Marketing !!





# The Way Forward



We will create an integrated marketing campaign designed specifically for the **New Zealand** target audience







### Vans is a leading global brand

- The spade work's already done..  
Thanks Vans US!
- We just need to adapt to the New Zealand Market





## Message

**The original action sports brand and leader in lifestyle fashion**

- Supporter of youth culture, music, action sports and lifestyle
- 40 plus year heritage of authenticity, originality, self expression and non-conformity
- Leading brand with action sports enthusiasts, participants and followers

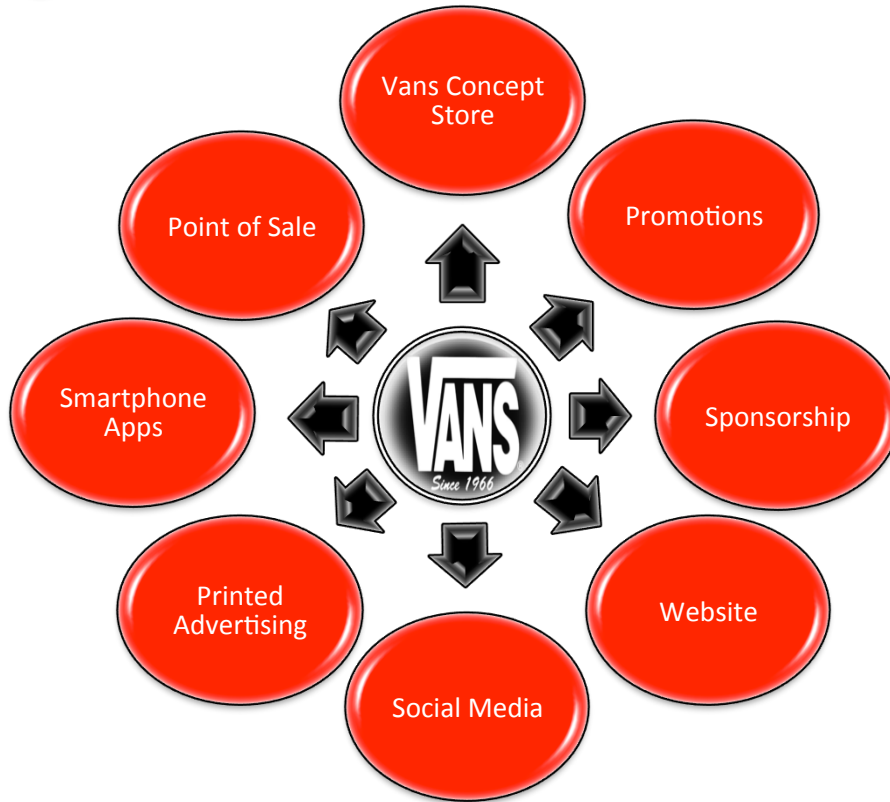
**We want Vans consumers to be as passionate about Vans as you are**







# Campaign





[www.vans.co.nz](http://www.vans.co.nz)

Engaging, interactive, up to date and relevant to the  
New Zealand audience

Information, competitions, downloads, fun fun fun...

**Vans target audience are young people**

- The Face of Vans New Zealand
- Key linkage of all campaign media channels
- Everything Vans can be found @ [www.vans.co.nz](http://www.vans.co.nz)

**Message:** Leading brand with action sports athletes, enthusiasts,  
and followers







## Online Store

Expand Vans product range to meet the latest fashion and styles

**Sell direct to the consumer, anywhere, anytime**

- Engage the target audience, traffic traffic traffic...
- Customer service is the key here, more and more people are shopping online
- Move unsold old stock
- Better margins

**Message:** Leader in lifestyle fashion-wear





## Vans Customs

Vans was built on the customisation concept

**Kiwi's want customised shoes too!**

- Engaging the target audience
- Competitive advantage, nobody customises in New Zealand
- Create walking, word of mouth advertising
- Develop loyal customers

**Message:** 40 plus year heritage of authenticity, originality, self expression and non- conformity







## Social Networks

Facebook – Twitter

**Meet the target audience where they meet**

- Interact directly with the target audience, at their level
- Promote competitions, special offers
- Updates of coming events, new product releases, latest news
- Create a personal connection with the target audience
- Link back to [www.vans.co.nz](http://www.vans.co.nz)

**Message:** Supporter of youth culture and lifestyle

facebook.

twitter





## Competitions

Website – Facebook – In store

**Everyone loves to win stuff!**

- Engage the target audience with direct interaction
- Shoe design contest, winner has their shoe made for them
- Enter a draw to win... Vans products, concert tickets, action sports gear
- Create a buzz, website visitors, fans, followers

**Message:** Heritage of authenticity, originality and self expression







## Smartphone Apps

Embrace technology, keep up with the times

**The US are doing it, so should we!**

- Create apps that engage and inform consumers
- Store locator, product browser, news feeds, photo's, videos, event updates, blog feeds, follow the pro's, skate game
- Download @ [www.vans.co.nz](http://www.vans.co.nz)

**Message:** Leading brand with action sports athletes, enthusiasts and followers





## Print Advertising

Manual – NZ Surfing – Adventure – NZ Snowboarder – No Limits

**Be seen, be read**

- Features, stories, advertising, catalogues
- Web exposure through online magazine
- Create awareness, remind, brand recall
- Build brand image by being seen in the right places

**Message:** Leading brand in action sports







## Promotions

At retail staff and store levels

### Give retailers a reason to want to sell Vans... First!

- Giveaways, performance based incentives to retail sales staff
- Bigger the order, better the wholesale rate
- Sponsored outings, reward valued customers
- Develop brand loyalty among retailers

**Message:** Leading brand in action sports





## Point of Sale Advertising

Raise brand awareness with increased retail exposure

**Be noticed, stand out from the crowd**

- In store displays, posters, advertising
- Stand out product displays, product information
- Events calendar, what's coming up?

**Message:** Leading brand with action sports athletes, enthusiasts and followers







## Sponsorship

Action sports – athletes, events and parks

### Build brand image by supporting the key players and places

- Expand the athlete portfolio, more athletes, more sports
- Vans sponsored events... 'Bowl a Rama' is great, need more, in other action sports
- Skate parks, BMX tracks, Moto-X tracks, Ski Slopes... Sponsorship spreads the word and builds a following
- Youth music TV hosts wearing Vans – C4, ULive
- Build brand loyalty

**Message:** Supporter of youth culture, action sports and lifestyle





## Sponsorship - Music

Vans “Off The Wall” NZ music festival? – young artists, action sports

### A fundamental component of Vans global success

- NZ is rich in music culture, get behind it
- Up and coming artist stage at Home Grown
- Support young artists, give them somewhere to shine
- Music news feeds @ [www.vans.co.nz](http://www.vans.co.nz)
- Develop a new market segment in New Zealand

**Message:** Supporter of youth culture, music action sports and lifestyle







## Vans Concept Store

Flagship store – Queen Street – Auckland

### The Jewel in Vans New Zealand crown

- Offer what no other action sports brand in New Zealand is offering
- Most extensive range of Vans shoes and apparel available
- Stamp Vans authority on New Zealand lifestyle fashion
- Biggest step towards the global positioning
- Home of Vans in New Zealand

**Message:** The original action sports brand and leader in lifestyle fashion





# Issues To Consider

**Will our campaign create any conflicts with retailers?**

- Online Store: All products must be sold at the RRP, and be made available to retailers, unless it's the promotion of old stock
- Concept Store: Vans use this concept widely around the world. Relationships must be managed with wholesale accounts. Promotions will aid this.

**What if ??**

- Vans US do not allow custom shoes to be shipped to NZ?
- Athlete, event, music, park sponsorship proves to be difficult/expensive?

**There are no problems, only solutions. We find a starting point and work upwards from there**







# Integration

- All campaign media channels are integrated logically via [www.vans.co.nz](http://www.vans.co.nz). The website is the hub of Vans media presence.
- The Vans “Off the Wall” logo is carried through all forms of marketing, over all media channels.
- Most importantly this campaign is unified by a common message and culture. A brand image built over 40 plus years of action sports involvement, support and leadership.

**The original action sports brand and leader in lifestyle fashion**





## Campaign Timing

- Vans “Off The Wall” will be an ongoing marketing campaign with no set time frame
- Initial short term objectives will be measured after 12 months

### Campaign launched during Spring through multiple channels

- Revamped **website** goes live, including **online store** and **Vans Customs**
- **Social networks** - Facebook and Twitter pages go live
- **Vans Customs** promoted through **print advertising** and **social networks** to create awareness
- **Online store** promoted through **social networks** to create awareness of the new service
- ‘Create On Canvas **Contest**’ launched through **social networks** and **print advertising** to build interest in **Vans Customs**
- **Concept Store** opening announced through **website**, **social media** and **printed advertising**. Start to build buzz
- Start to build **sponsored** athlete portfolio







### Pre-Christmas

- **Point of sale** advertising used to engage in store consumers, as well as promoting campaign activities
- **Smart phone app** promoted through website and social networks
- **Promotions** launched in retail stores
- **Concept Store** opened with Vans “Off The Wall” skate/BMX event on Queen Street with live **music**. Introduce Vans **sponsored** teams

### Summer

- First Vans “Off The Wall” **sponsored** action sports parks launched with live **music** and ‘ride with the pros’ open day. Promoted through all media channels
- Secure **sponsorship** of major action sports events, while running Vans “Off The Wall” events at local parks creating opportunities for local riders to engage with the Vans teams. Promoted online and locally
- Start to secure **sponsorship** of **music** events. Aim for first stage **sponsorship** in the following summer





## Winter

- Focus on **sponsorship** of snowboarding events creating awareness of the Vans winter range of products
- **Promotions** in winter retail stores, get the retailers selling!
- **Point of Sale** advertising, engaging the winter consumers

**“Off The Wall” is an ongoing all year round campaign**

- There is always something happening
- Maintain media presence
- Raise brand awareness
- Keep Vans at top-of-mind
- Develop brand loyalty

**Become the industry leader in action sports and lifestyle fashion in New Zealand**

