

Converse

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Overview

Founded by Marquis Mills Converse in 1908

Originally a basketball shoe

Converse's mission statement: “Converse is empowering today’s daring spirit of youth by celebrating freedom of expression through individuals and their movement(s).”

You can measure the difference!

CONVERSE
Chuck Taylor
ALL STAR
OXFORD OR HIGH CUT
BASKETBALL SHOES

Game-proved All Stars, specified by more coaches, worn by more players **hug the floor like no other shoes ever made!** They make a measurable difference because —

- Break-away Speed**
- Pinpoint Pivots**
- Hairline Steps**
are assured by the exclusive traction-action, resilient molded sole, perfected over 45 years of play.
- Lightweight**
- Matchless Comfort**
- Fatigue-free Fit**
are guaranteed in All Stars. The Footform Last, Combination Cushion Heel and Arch Support, and Full Length shock absorber. Sponge Inside Swell.

COMFORT. Cool, free-breathing, loose-lined uppers with the original Converse Peg-Top are the answer to a perfect fit.

CONVERSE RUBBER COMPANY MALDEN 49, MASSACHUSETTS

for September, 1959

27

Converse print ad from Sept, 1959

Our connection

Celeste: I love Converse, have had a pair of white high tops forever

Hailey: I have own a couple pairs and wore them all the time in high school

Takemah: I own a couple pairs of converse



Setting/Who we're presenting to

Ideally, we would be presenting this during a conference meeting to the marketing team for Converse to discuss ways we could improve advertising for the company.

Weaknesses/Limitations/Threats

- The top 3 weaknesses/limitations of Converse Shoe Manufacturing are its shoe design, limited color variations/combinations, and limited style options.
- It's biggest threat is Vans, a subsidiary of VF Corporation. Vans, much like Converse, also manufacture flat-bottomed shoes that are used for sports and leisure activities. But, Vans has more variety when it comes to original shoe designs.



S.W.O.T. Analysis

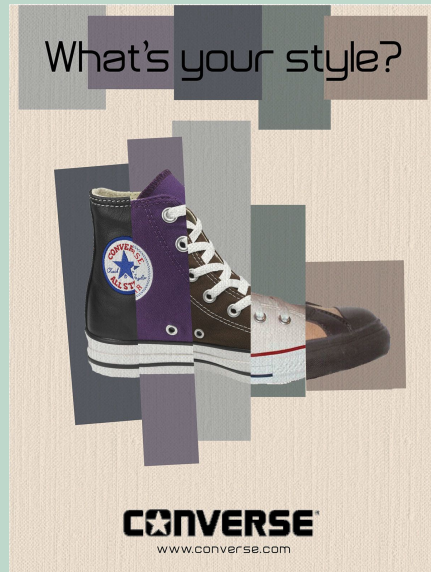
- Shoe Design - Converse has a flat sole, and the material used for the top of the foot and the ankle isn't very flexible/stretchy, making the shoes tight and finding exact sizes is difficult because of this. The shoes often run narrow, even after they're broken in. Not ideal for walking and other physical activities.
- Style Options - Converse is a company that rarely strays from its original styling/design. The original Chuck Taylor design is the most popular and after that, not many other variations have been as prevalent or popular. Lack of shoe style means that they're an acquired taste. Though they've proven that less really is more, some may eventually get bored with the stagnant progress of Converse's styling/design.
- Color Variation - For decades after their opening, Converse shoes had been sold in only black, gray, and white if its consumers were lucky. Then they began to sell in over colors, though they were always solid colors with no other variation. In recent decades, Converse has made attempts to sell shoes with prints (dinosaurs, stripes, ombre, etc.), but they fall short in many areas due to the fact that their shoe design is stagnant. Converse also has a problem with taking risks when it comes to shoe styles/prints/colors.

Examples



Past Campaigns That Have Come Up Short

The campaign creators didn't use a good variety of styles and colors to fully showcase the versatility of Converse. It seems they did it for the sake of aesthetic, but they fell short because of it.

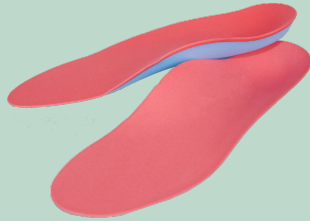


One of the reasons Converse falls short is shoe design. The shoes are long and narrow. With this campaign, Converse tried to highlight this weakness and show it in a better light, but it misses the mark.



Traditional Commercial Ad

Why this: Converse comfortability varies from person to person so this advertisement is using humor and targeting those who find them uncomfortable.



Advertisement Outline: (Shown on networks such as ABC)

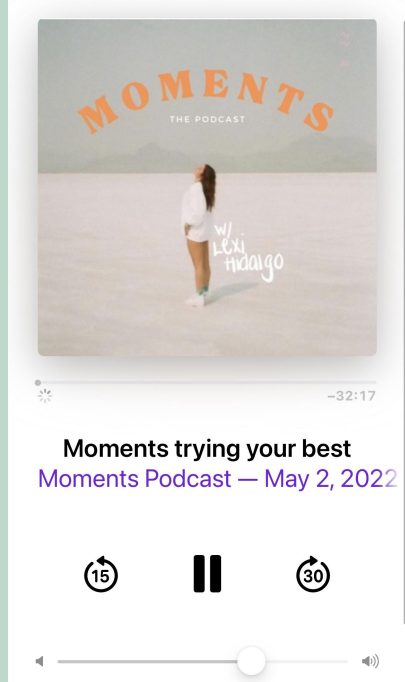
A man complaining about how uncomfortable his shoes are and then his friend shows him the new insoles that he got from Converse which make his shoes so comfortable. The friend doesn't believe it until he tries them out for himself.

Talk about the benefit of the insoles and show the insoles themselves.

Ends with a Mom coming out to her teenager daughter and friends in knee high Converse.



Podcast Episode Ad



This podcast targets are **female** demographic. “Dress them up or wear them every day. Converse shoes that fit your every need.”

Why this podcast:
Lexi Hidalgo is known on Tic Tok as someone who loves Converse shoes so we believe she would be a big advocate for the brand.

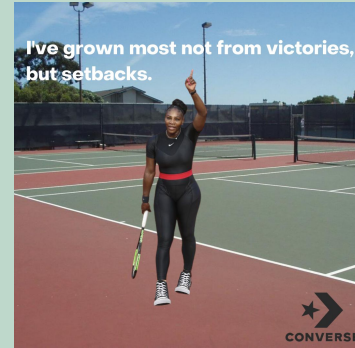


This podcast targets are **male** demographic. “Take off the stress of switching shoes after the gym, wear Converse in and outside the gym.”

Why this podcast:
The Sneaker Box releases top brand shoes such as Nike, and people trust their opinions. They listeners are shoe lovers.

Social Media Ad – Instagram Mother's Day Campaign

Professional female athletes from different sports who are also mothers –
“Here's to strong women.”



Owned Media Ad – “All you need is love” Pride Month

Pride Month banner for the homepage of the Converse website

Portion of sales goes to different charities/organizations

Positive brand image

- Inclusivity, charitable

All you need is
Love

PRIDE 2022

Help us celebrate Pride month by purchasing a pair of limited edition rainbow high tops. A portion of all sales go towards helping to protect LGBTQIA+ youth.

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Key points

- Identifying weaknesses of the company/past advertisements
- Coming up with solutions that will cover said weaknesses
- Trying to reach a wide variety of demographics with the new advertisements

