



VANS

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WELCOME TO SNEAKER CITY



MEET THE CIVILIANS



SAGE

- Age: 19
- College Student
- “I absolutely have no idea what is to come.”

TAYLOR

- age: 21
- Entry-level corporate job
- “I wasn't doing crazy stuff every day.

I was just sitting down at a desk.”



COLE

- Age: 25
- Trying to buy his first home
- “Hopefully the government doesn't collapse in the next 5 years.”





RILEY

- Age: 23
- About to get married
- “Hard to bridge the gap of like someday I'm not going to be broke.”

WHAT DO THEY HAVE IN COMMON?

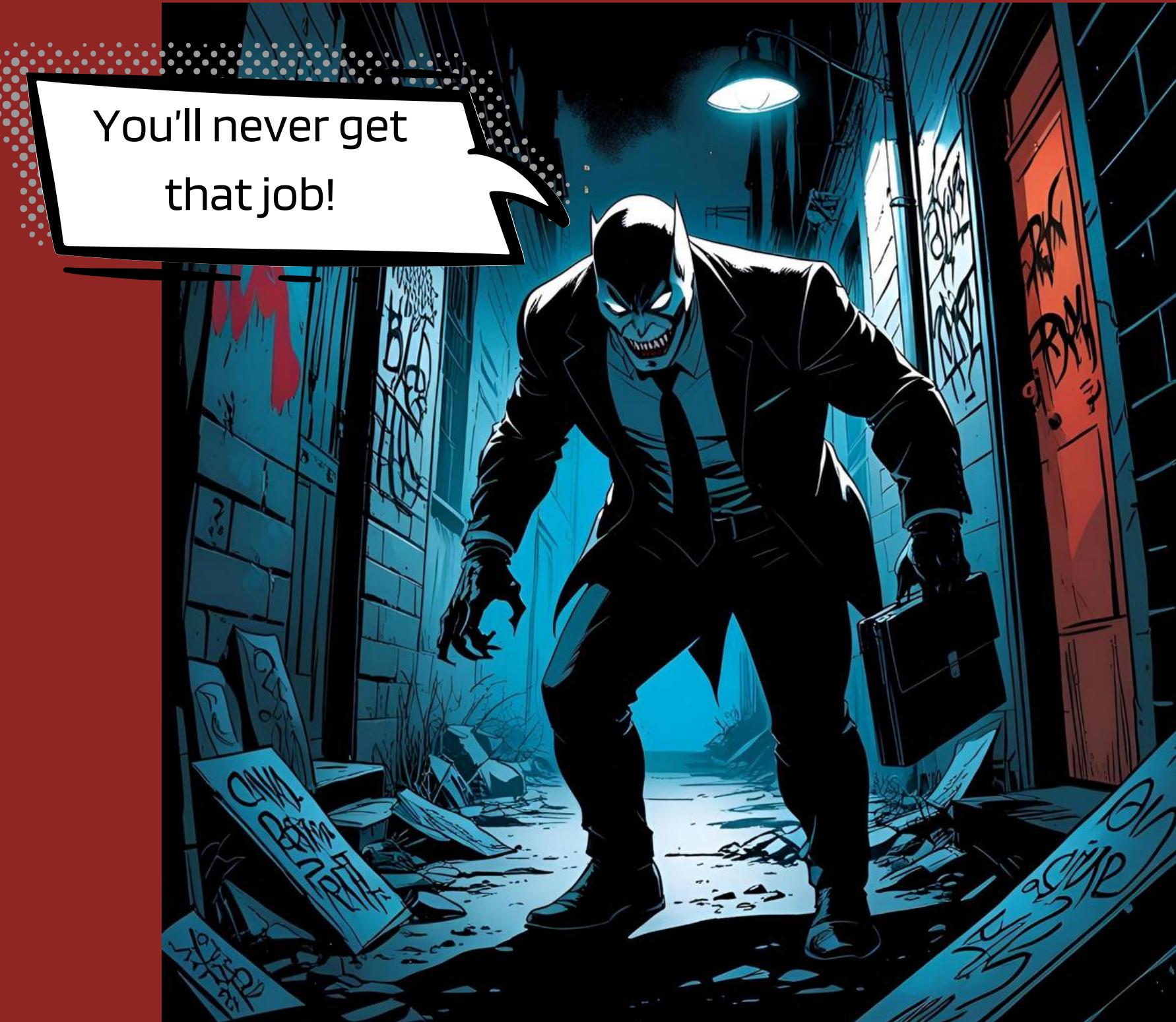
- Looking for nostalgic brands: good times and reassurance
- Daily routines are..."pretty similar. Wake up, go to work, school..."
- Stuck in a hopeless monotony



THE PROBLEM: BURNOUT AND HOPELESSNESS

BUT WHO IS CAUSING THIS?

JOB INSECURITY MAN AND HIS VILLAINOUS BEHAVIOR:



- Competitive entry w/o competitive pay
- AI job takeover

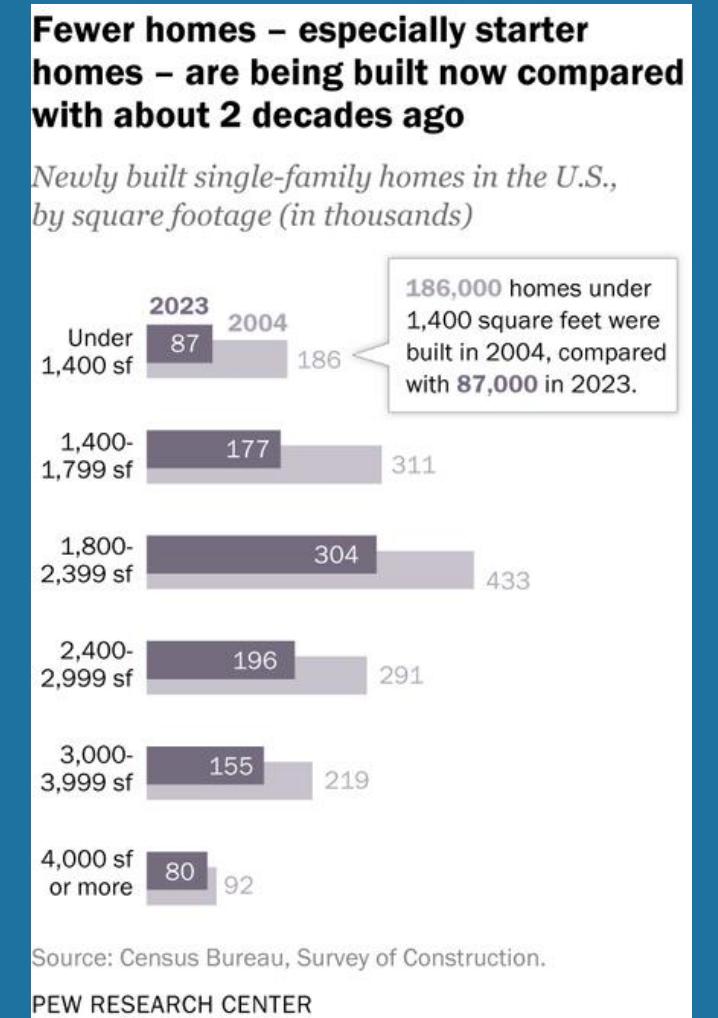
Among workers aged 16-24, per-capita new hires have declined by 14%

Goldman-Sachs estimates that 300 Million Jobs will be replaced by AI

HOUSING CRISIS MAN AND HIS VILLAINOUS BEHAVIOR:



- Soaring interest rates
- Disproportionate inflation
- Decline in single-family houses being built



UNPROMISED FUTURE MAN AND HIS VILLAINOUS BEHAVIOR:



- Economic pressure for both parents to be working
- Childcare and child-related expenses
- Fear of bringing children into an unstable world

"U.S. childcare costs surpass those in all other OECD countries"

"Gen Z doesn't view marriage and children as inevitable milestones."



AND THE HENCHMEN WHO KEEP US FROM
FIGHTING BACK AND BUILDING HOPE

HOMEWORK

ENTRY LEVEL JOB

CLEANING

BEING
BROKE

LAUNDRY

MEAL PREP

DOOMSCROLLING

LET'S TALK TO OUR FELLOW CIVILIANS

2 in-depth interviews

survey

focus group

man on the
street interviews

"I go on less adventures. I think I just don't have time, or money."

"As I change or as I get older adventure's definition changes."

"Even when you're doing well, you have like, you know, a few grand in the bank account."

"As far as challenges, I think job placement, school, and like worrying about like being successful in life."

"I'm worried about providing for family and just like having food on the table, a house, like the necessities of life."

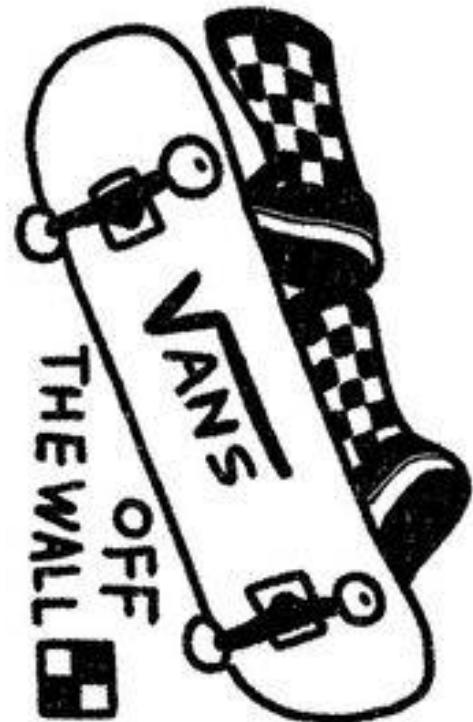


CONSUMER INSIGHT

GEN Z FEELS THAT THEIR BEST
MEMORIES WERE IN THE PAST.



BooM



VANS: THE FORGOTTEN HERO

- Pre-COVID: "Seemed like 90% of people in my high school wore Vans."
- Post-COVID: Vans' revenue down by 52%

A BRAND OVERSHADOWED

- Among Gen Z...
 - 66% of respondents own Nike
 - 52% Adidas
 - 29% Vans
- Most purchased in past year
 - 78% Nike
 - 37% Adidas
 - 21% Vans

WHAT ARE THEY SAYING ABOUT VANS?



"They're just not the go-to shoe anymore."

"I think yeah, I move I think I moved on from Vans just because I wasn't doing crazy stuff every day."

"I think the older you get the more you fade out of that kind of shoe."

COMFORTABLE

UGG
UNSTYLISH

new balance

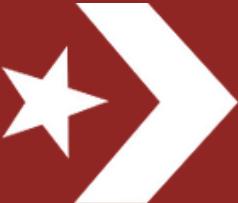
adidas



crocs

BIRKENSTOCK®

VANS



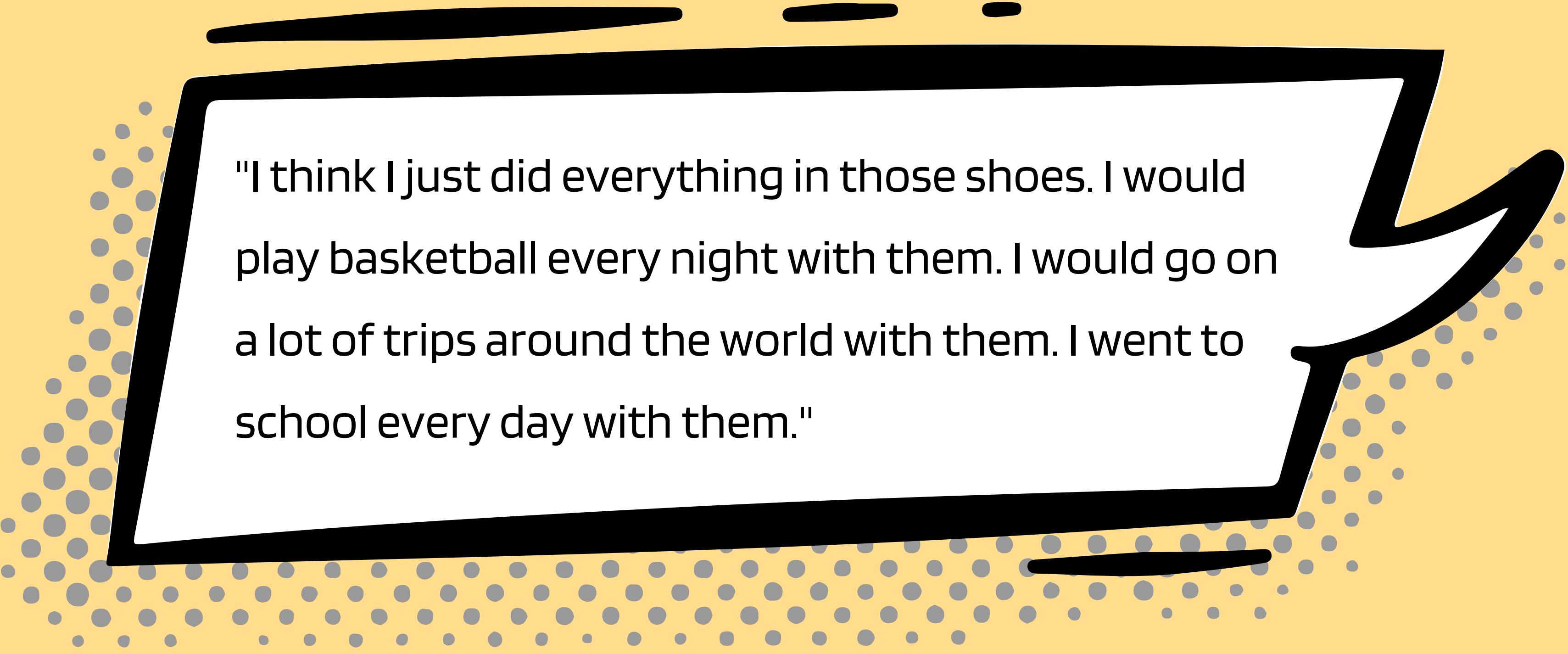
CONVERSE

**Dr. AirWair
Martens**

NIKE

UNCOMFORTABLE

VANS: THE ADVENTURE SHOE



"I think I just did everything in those shoes. I would play basketball every night with them. I would go on a lot of trips around the world with them. I went to school every day with them."

ADVENTURE COMBATING HOPELESSNESS

- Breaks up boring routines
- Builds confidence
- Helps us handle stress better
- Helps us grow and learn new things

WHAT IS ADVENTURE?

As a kid..."Adventure was just like basically my daily life. Like everything was an adventure."

As an adult..."Something you don't normally do in your day-to-day life and something that pushes you outside of your comfort zone."



“Vans has historically tapped into those ideas, that we don't need bells and whistles, **we just need to get the shoes on our feet and do our thing.**” – Steve Van Doren

VANS-MAN'S SUPERPOWER:

Company Insight)

He will save Sneaker City by teaching us that ...

Vans turns the everyday into an adventure.

THE GOAL

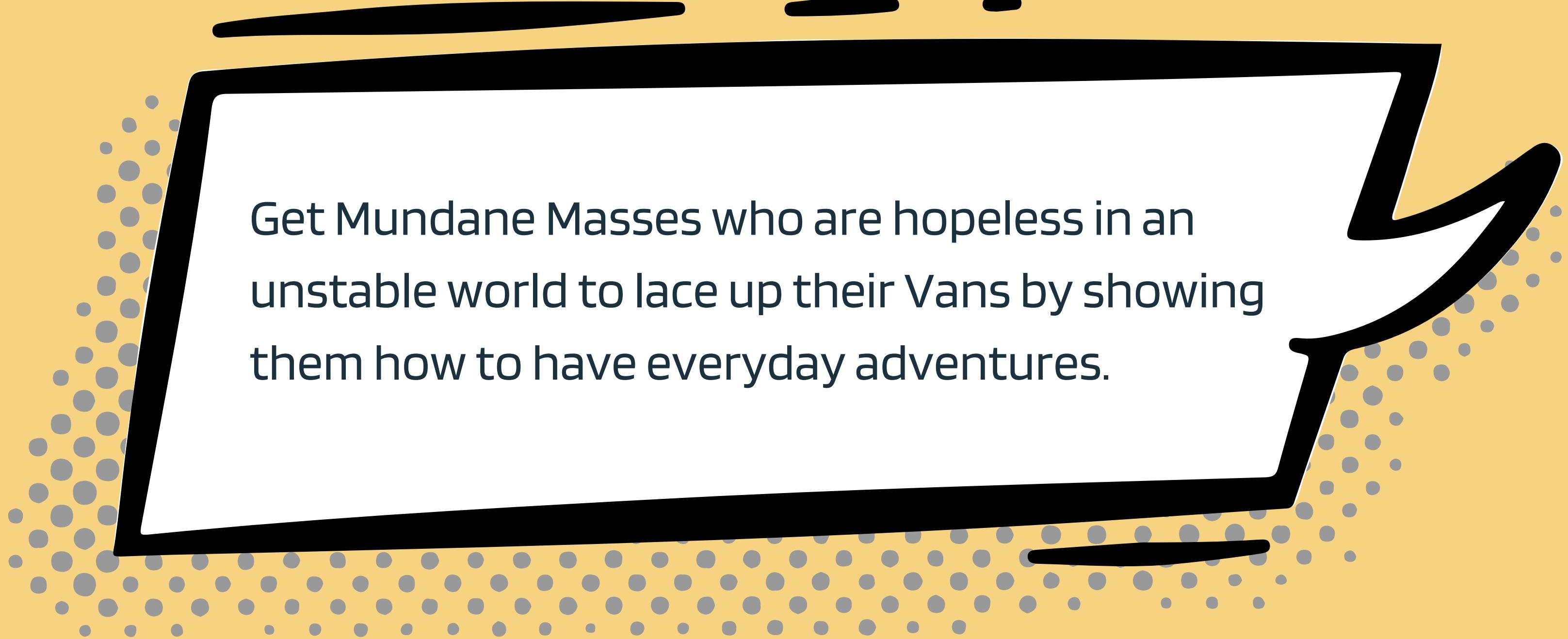
Reconnect Gen Z with Vans
by reframing adventure as
part of everyday tasks.





HOW WILL HE DO IT?

VAN-MAN'S STRATEGY STATEMENT



Get Mundane Masses who are hopeless in an unstable world to lace up their Vans by showing them how to have everyday adventures.

VANS GIVES YOU THE POWER TO

THINK of adventure as little activities you can easily incorporate throughout the day.

FEEL the magic through the mundane.

STEP into the unexpected and unforgettable moments that matter.





**CREATIVE
DIRECTION**

TONE AND MANNER

Tone: personal, uplifting, upbeat

Manner: Rooted in everyday settings, showing how to make your mundane tasks an adventure





COOL SPOT FINDING

Before doing my readings for my Advertising class, I started taking a couple minutes to find a new place to sit.



A NEW ROUTE

I started taking a new path to my desk each day.





GROCERY EXPLORATION

I started going down new grocery store isles and finding products I had never seen before during my usual shopping.



CINEMATIC PRESSURE

While going and doing my laundry, I turned on a movie sound track and pretended I was in a race against time to get it done







Lace up and
harness adventure
like never before.

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