

Proposed Creative Approach for The Puffer Red Converse Campaign

INTRODUCTION

BrandHrt Evolution was approached by Puffer Reds and Converse Regional team (as a co-marketer) to help build awareness of limited-edition Converse at Puffer Reds. The key stipulation is that we, BrandHrt Evolution, had to plan, produce, and launch within two weeks with a budget of \$5,000 (including media).

Within this brief window of time, our agency performed the following:

- Gathered topline market/audience insights to inform the concepts & strategy
- Ideated and presented three concepts
- Planned, executed, and launch video and photographic content across multiple platforms

Following is a brief of this planning and execution.

PLANNING

WHAT WE HEARD

- Converse and Puffer Reds are eager to introduce Limited-Edition Converse to the Puffer Reds audience in a way that is compelling and relatable.
- Raising the awareness of the availability of Limited-Edition Converse at Puffer Reds will increase instore and online product engagement and encourage purchase consideration.

WHAT WE OBSERVED

- When viewed across retail sites and influencer pages, we see Converse presented in a variety of ways. We've grouped some of these presentations as follows:
 - Posh Styled Converse
 - Nostalgic Styled Converse
 - Tech Exec Styled Converse
- Insights suggest that these tastemakers are showing Converse through their unique aesthetic lens.

- Likewise, this Converse Puffer Reds collaboration should show Converse through a lens that aligns with the beliefs, attitudes, and values of the Puffer Red's audience, while also honoring the Converse Brand Guidelines. We call it an Urban Swag Lens.

EXECUTION

Compelling Large High-Resolution Photography:

- Individual Shots of Men & Women on clean solid backgrounds
- The sneakers are the hero, the human is the accessory

Creative Video Shorts:

BE has ideated three video concepts for consideration, with the following objectives:

- Present Converse in a voice and style that is relatable to Puffer Red's audience
- Put emphasis on specific Converse Sneakers
- Communicate that Converse Sneakers can be purchased at Puffer Reds

Selected Concept: Video Creative Approach One

Title: Converse Swag Life Journey

Creative Articulation: Use music and video to tell the story from the sneaker's perspective

Scene 1: Start with multiple clips of Converse unboxings. As these sneakers are unboxed, they are saying hello to their new owner, in swag style way. This introduction is communicated through the right music selection.

Scene 2: Multiple clips of Converse shoes being styled with a complete look on the person that unboxed them. However, the audience will not fully see the person's face, because again, this story is told from the shoe's perspective. The sneaker appears to communicate affirmation (i.e., We look good, We did that, etc.), through the right music selection.

Scene 3: The individual Converse sneakers meet up with each other (on the bodies of those who bought them) and greet each other in a way that is relatable to the Puffer Red's Audience.

The sneakers appear to communicate exuberance for the meeting (i.e., It's been a minute! What's been up?). Again, this done through the right music selection.

Scene 4: The shoes walk into a building (on the bodies of the owners), while the camera scans from the ground up to reveal the Puffer Reds store.
 Copy fades-in and states 'Converse @ Puffer Reds'

INTEGRATION

	Video/Product Image Mix	Hero Image/Product Image Mix	Creative Product Image Rotation
Digital Billboards <ul style="list-style-type: none"> ▪ 4 locations around Metro Detroit 			X
Facebook Awareness Ads <ul style="list-style-type: none"> ▪ Metro Detroit Target ▪ Traffic Objective 	X		
Facebook Retargeting <ul style="list-style-type: none"> ▪ Retargeting engaged audience ▪ Viewed 25% of video 		X	

Note: Please deck attached for performance impact.