



Chuck Taylor All Stars

CHAD FILLION MOME -705
Project A



Pioneered as the original basketball shoe back in 1917, the Converse All Star High Tops still stands out as staple fashion statement among youths across the globe.

Made famous in the 1920's by legendary basketball player and spokesperson Chuck Taylor, worn by nearly 80% of all NBA Players in the 50's and 60's, introduced into pop culture by famous celebrities and rock and roll icons—the Converse all stars have been ubiquitous among youths for nearly 100 years.

Flashy, comfortable, stylish, hip, casual, fun, trendy, durable and economical all describe the classic canvas high tops that can be found in nearly 5 generations of closets world wide.

Market Research
July 2013
Converse sneakers

Converse All Star
"Chuck Taylors"

What is your opinion of the Converse All Star sneaker known as the "Chuck Taylor"?

Do you now, or have you ever owned a pair of these Converse All Stars?

If yes, roughly how many pairs have you owned at the same time?

On average, how long do you keep your Converse All Stars after you consider them to be "old", "dingy", "trashed" or "worn out"?

Do you remember how old you were when you purchased/received your first pair?

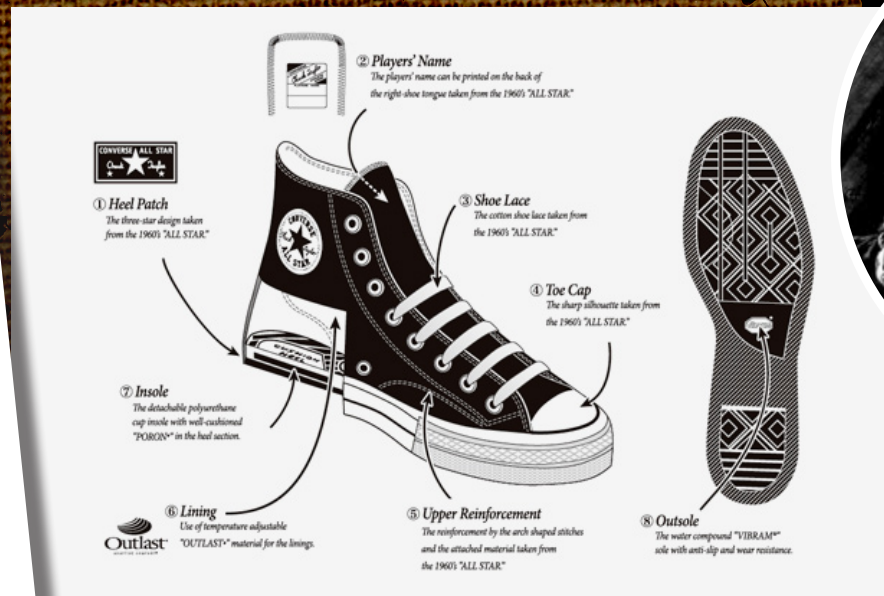
Have you ever used the converse web site to "design you own" sneakers?

When/if you purchase them, do you find a particular color more appealing to you?

Optional information:

AGE: _____

RACE: _____





Survey Responses (18 total responses)

<http://www.surveymonkey.com/s/3P7K6R5>

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The overall opinion of the shoe was positive: more that 78% of the survey respondents provided positive feedback or experience with the footwear. The opinion favored look and style over comfort and support and over 85% of the responses said they owned their first pair before the age of 18. Surprisingly nearly half of the persons who responded favored black or red over any other color.

Overall opinion of shoe?	Owned? 1=Y, 0=N	owned?	Own past usability?	Age first owned	Used site	color	age	Gender (1=F, 0=M)
I love them	1	2	a year or two	15	0	depends on mood	45	0
much wear with anything, and comfortable.	1	1	depending on how quickly I wear them	12	0	colors luke black and white.	39	0
None	1	1	I don't	6	0	I don't	36	1
Comfy	1	3	4 years	13	0	Black	40	0
Good look. Poor support.	1	1	2 years	8	0	Orange	27	1
Love them	1	3	Forever	14	0	Black and white	33	0
The fit is reliable, and comfortable for casual activities.	1	5	measure. I wear some colours more often	13	0	colours/styles I don't already own	23	0
Never heard of them	0	0	Never owned		0	No	39	1
old school cool	1	1	3 months	8	0	yes	37	1
basketball shoe but a casual mainstay. Not stable enough around the ankle.	0	1	I have had them for 3 years	39	0	I chose not too flashy. The		
I like them	1	1	A few years	12	0	Yes		
Cute! My teens would love them!	0	0	0		0	na	42	1
I never gave them much notice except for on toddlers.	0	3	fine condition, but my children grew out of	38	0	I like the black ones.	39	1
i like them	1	2	several months; until i replace them	20	0	red, blue	23	1
They are very stylish and somewhat consistent with the new trends such as	1	1	few years after I was done wearing them.	7	0	I like the red ones.	54	1
good I guess. Not familiar with the "Chuck Taylor" version	0	0	n/a	10	0	n/a		na
Most versatile sneaks on the planet.	1	3	When they stink so bad I cant wear them	6	0	Black and red	35	0
I think they are awesome. I wear them a lot.	1	5	too long. multiple years	10	1	greens and blues	38	0
78%	72%	44%		88%	6%	47%	37	53%
positive feedback	Owned	own 2 or more pair		who owned were under 18	site to create	like black or red	avg age:	female



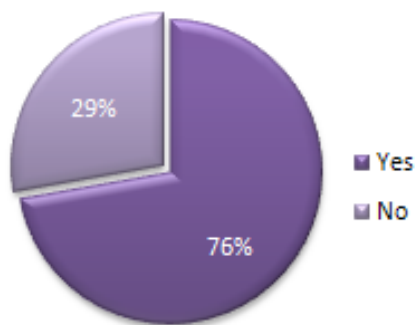
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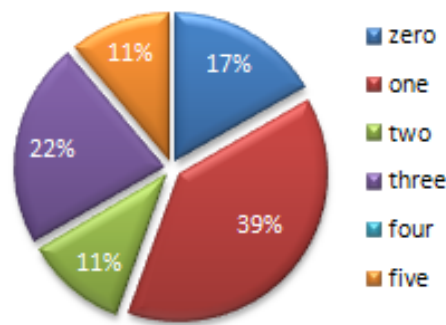
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Of the respondents, 76% of them said to have owned, or currently own a pair of Converse All Stars. 44% of those individuals own more than a single pair. 88% reported owning the sneakers before age 18 and the average age of the survey was 37. Based on this survey's data, the average length of ownership is nearly 20 years—many claiming to retain the shoes long after they are considered to be “worn out”

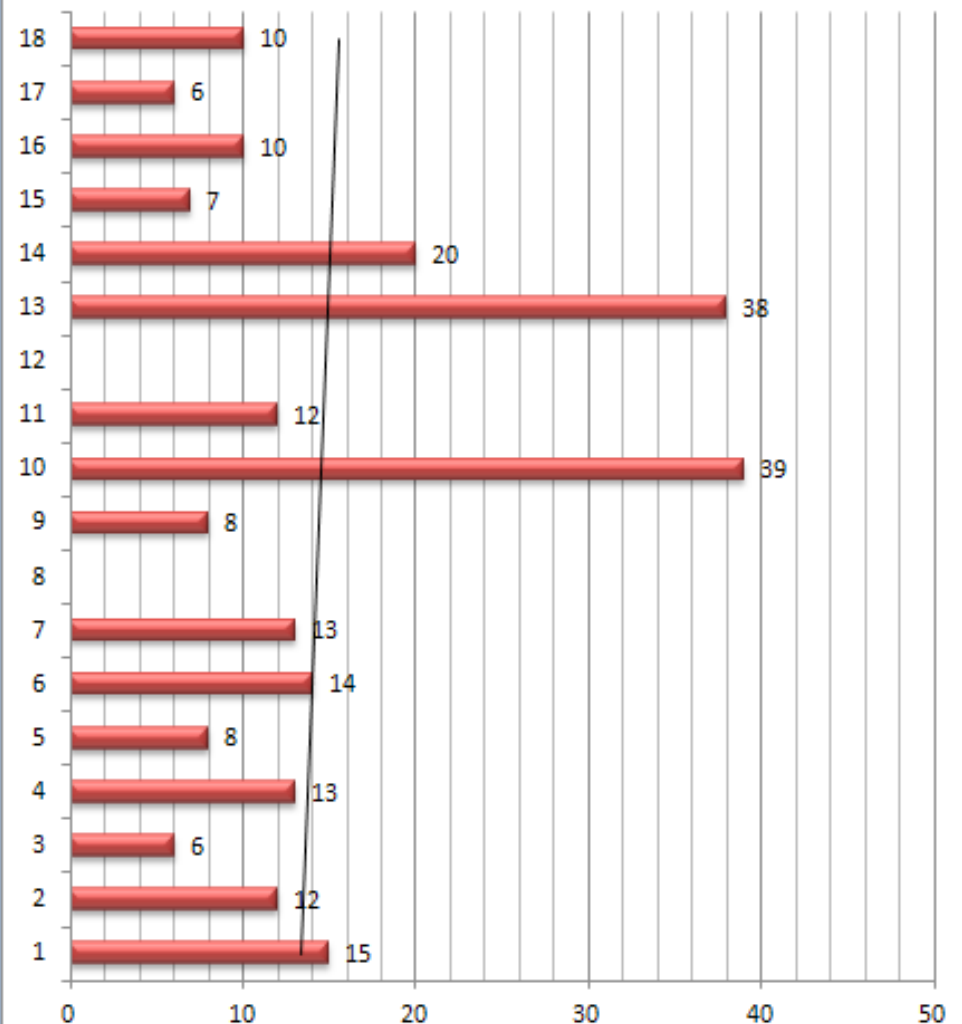
Do you own a Pair?



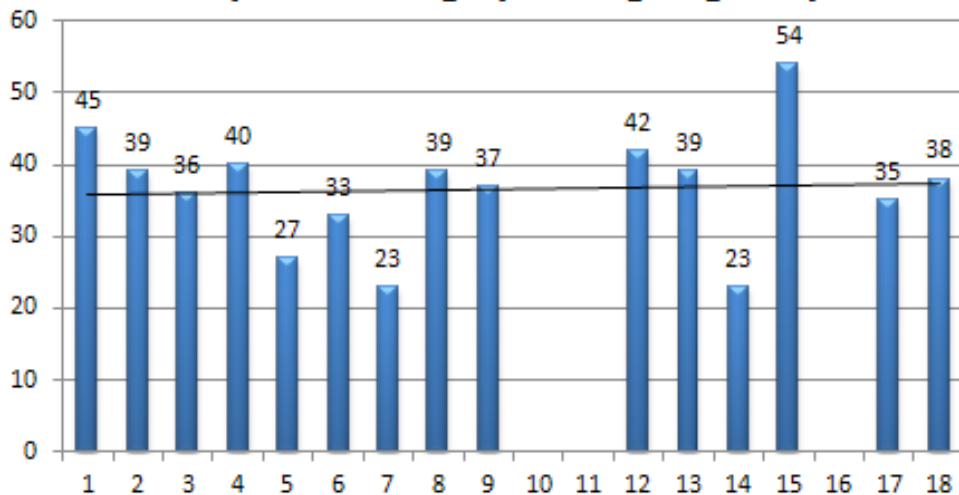
Qty owned



Age first owned (88% reported under 18)



Respondent Age (Average age 37)





Converse All Star Commercial

Target Audience: 12-25 year old females

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Mind Map / Brainstorming ideas

COLORFUL

Stylish
Easy to match
Patterns
Original
Flashy
Original "5"
Rainbows
Prints
Bright
Customizable

VERSATILE

Wear well
Sporty
Easy to break in
Rubber Sole
Easy to clean
Usability
Basketball
Tennis

CANVAS

Natural
Durable
Wearable
Textured
Green
Washable
Looks good

HIP/COOL

Young
Stylized
Music
Sports
Fashion
"In Crowd"
Cool

TAG LINE THOUGHTS

"Paint your Feet"
"Color your sole"
"One foot in comfort, another in style"
"Yes, you can"
"Flash your sole"
"Five generations of Hip"

TARGETED MARKETING AGENDA

Express your own style
Break the rules
Choose your way
Be different and it's ok
Tell girls it's ok to not be perfect
Softspoken female voice - mentor style speech
(VO work by Taylor Swift? Kelley Osborne? Alicia Keys?)
Different cultures, backgrounds, "types" of girls.
laughter, fun, enjoyment.

MARKETING MESSAGE:

Converse = no style rules
No style rules = Freedom of choice
Freedom of choice = Right to express yourself
Right to express yourself = right every woman has
Express yourself your way = happiness.





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Pitch Summary

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Opening sequence of the commercial displays a young girl on the front porch of a house speaking with an older girl. Perhaps they are friends, more likely sisters. Older sister is offering advice to the younger girl. Discussion is overheard of “being true to yourself” and “making yourself happy”. Overlying theme of the conversation is not to worry about what others think and to do what makes you feel good.

The younger girl looks up at the older girl and smiles at her while the older girl returns the smile and the two dart off of the porch and run toward the car. As they run toward the car the viewer can see the shoes of the younger girl for the first time. Converse Chuck Taylor All Stars.

As the scene changes the viewer sees a series of different girls from all walks of life dressing casually—sometimes a bit risky with their “taste.” All of the females seem to be having fun, and have little care about creating a “fashion faux pas”

Each of the shoes the ladies are wearing are creatively designed to express their own taste and style. Each shoe defines the ladies and is an extension of their personality.

The commercial switches focus from the live action montage to the “selling” portion of the spot showing a 360° rotation animation of a Chuck Taylor All Star. As the shoe rotates, the colors and patterns of the shoe change into different combinations to show the capability of the web site and customize-ability of the All Star.





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A/V Script for 30 second spot

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AUDIO	VIDEO	TIME
Soft spoken voice over of a woman speaking to a girl. Older sister talking to youner sister offering advice.	Exterior day. Front porch. Summer. golden hour/ evening. Two shot sisters on stairs.	0:00.0
music is a simple piano/acoustic guitar accompaniment. Not invasive, just underlying calm tone.	young girl on lower steps (mid teens) older girl (mid twenties) on steps up higher. Casual dress. Converse in shot, not focal point.	0:03.0
Discussion continues. Advices offers "be true to yourself and do what makes you happy."	close up OTS from one sister to other. See expression of advice.	0:06.0
silence - dramatic pause	pause on younger sister. Huge smile. Cut to older sister. Smile	0:09.0
music kicks it up a notch to a rock nroll theme. Heavier hitting strum on same acoustic an piano now with bass and drums	Far shot of them both running to car to "go out". CU low to ground of converse now. Designed. Colorful. Mismatched	0:12.0
Music plays in background. No commentary	differnet girls, same age difference/range hanging out together walking down the street. Mid-day. Both with chucks - customized.	0:15.0
Music continues	New pair of girls meeting up with another pair of girls at the beach. All wearing chucks. All crazy colored. Mis matches socks. Wild clothes	0:18.0
Commentary of script to discuss how Converse = freedom of choice...	inset shot of chucks being customized on a "turntable" in a stop motion animation.	0:21.0
Freedom of choice = freedom of expression. Freedom of expression = right every young woman should have.	Display different varieties of styles and colors as they turn slowly on the turntable in 360 view (web site)	0:24.0
Express your self your way and make yourself feel happy.	Back to original two girls playing pool and laughing. "reach shot" with bridge and one foot in the air showing converse logo	0:27.0
Converse. Color your sole. Music fades	fade to black. Logo fades in. tag lines. CONVERSE Chuck Taylor All Stars. Color your SOLE.	0:30.0



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Photo examples of pitch board scenes

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Quick sketches for concept

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Proof-of-Concept Style Animation

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Example animation is available here: <http://www.phlume.com/chad/705/animae.gif>





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Color your Sole

Since 1917