



SPARK  
PROGRESS

# TABLE OF CONTENT



**Converse**  
Brand Analysis  
SWOT Analysis  
Brand Insight

1

**Market**  
Gen Z  
DESTEP  
Competitors  
Media Trends  
Cultural Insight



9



**Target Group**  
Target Group  
Demographics  
Persona  
Consumer Insight

27

**Strategy**  
Insights  
Strategy  
Big Idea  
Objective  
Conclusion



39



**Sources**

49



**BRAND**



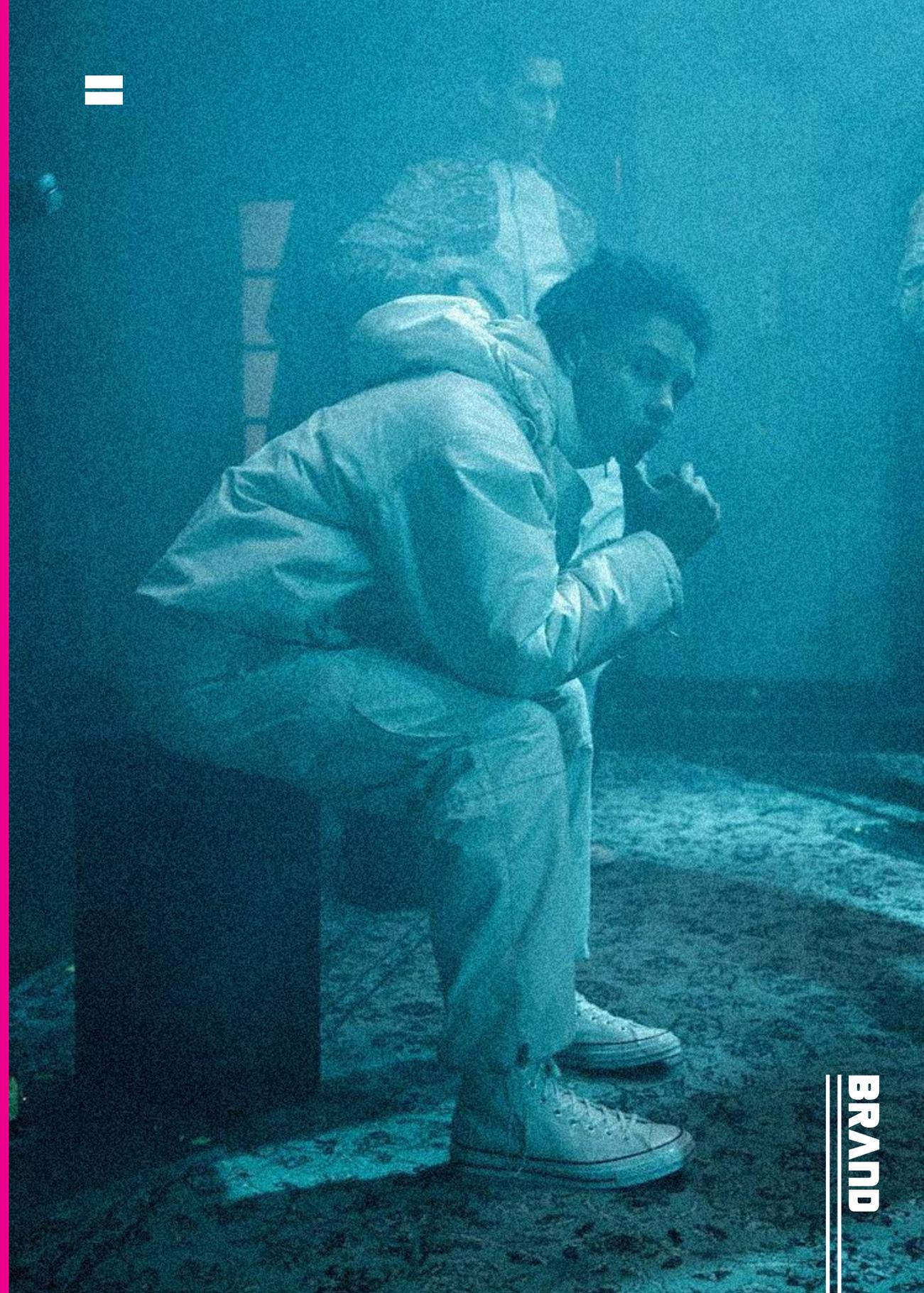
# BRAND INTRODUCTION

To connect with the 16 year old girl, Converse has launched the Spark Progress campaign.

It focuses on young London based women who represent the fields of skate, music or fashion; the subjects that Converse generally deals with. Central to this campaign is that they haven't achieved all their goals yet. They are all still struggling; however see the significance of the process in relation to the end result (Munro, 2019).

This report will be analyzing the strengths and opportunities the Spark Progress campaign brings; in relation to the negative feedback it got. Additionally it will give insight in to the tribe of 16 year old girls and the relevant market.

This will be concluded in a final insight from where we move forward with suggesting a campaign direction.



# BRAND ANALYSIS

Converse is attached to key moments in youth culture. When taking a closer look at some of the most significant movements like skate culture or grunge, Converse plays a role (Rath, 2017). This can be interpreted in two ways. On the one side it could be concluded that Converse lacks one coherent perception. After interviewing various Converse wearers this became apparent to us when asking what their connotation to Converse is. Answers ranged from 'a skater shoe' (Stigter, 2019) to 'a shoe that my parents are wearing' or 'a shoe that can get dirty' (Loreti, 2019) to 'a shoe I can wear with a suit' (Inkersole, 2019).

Whatever one's perception of Converse is however, it is a product that lives through various experiences with us.



Clearly this aspect is already used in the marketing of Converse. It is focused on the wearer and their identity rather than the product itself (Chan, 2015). This gave Converse the opportunity to collaborate with all sorts of celebrities or brands like Tyler The Creator or Commes Des Garcons. These collaborations share a similar value; as the craziness of Tyler The Creator and the legacy of Commes Des Garcons led by Rei Kawakubo share the idea of embracing oneself. Converse encourages the idea of letting the customer add their own meaning to the product. This goes as far as supporting the trend of wanting Chucks to get dirty (Telfer, 2014) and customizing them (NAYVA, 2019).

It all comes down to supplying every customer with the feeling that they can wear their Converse with everything without restriction.

# SWOT ANALYSIS

## STRENGTHS

- based on the relevant insight that teenage girls struggle with the design of their own future; aiming to inspire and drive them
- strengthened by suitable ambassadors who have exciting stories to tell
- hero includes attractive and authentic raw footage
- long term communication strategy
- mostly clear visual direction that is in line with the brand identity of Converse

## WEAKNESSES

- studio footage in hero is perceived as too staged
- 16 year old girls are able to relate to the idea of progress; the chosen ambassadors however do not represent someone who is within a progress they can relate to

## OPPORTUNITIES

- good base for creating a long term connection to the concerned target group
- applicable to different demographics and adjustable to local activations to create a more personal connection to the consumer
- the idea of sparking progress itself leaves room for various interpretations that can tap in to future trends easily and is not bound to the ambassadors

## THREATS

- campaign deals with a relatively sensitive topic that invites backflash that might not necessarily be directly related to the campaign itself, but more focused on the brand; like its ecological footprint

# BRAND INSIGHT

**WEARERS  
ATTACH THEIR  
OWN MEANING  
TO CONVERSE. IT  
IS A BRAND FOR  
EVERYONE.**





**MARKET**





## MARKET INTRODUCTION

London has frequently been ranked within the top 10 competitive cities on a global scale. Businesses across diverse sectors take full advantage of it's ability to adapt to trends and scale operations, which makes it a city of hope and opportunity (JLL, Unknown).

This creates an environment of high pressure, notably apparent to students. The rate of life success in London is strongly linked to a students school reputation. Good schools require financial assets and high student performance. This results in stress and performance anxiety with girls being particularly affected; 81% reporting anxiety before exams, compared with 63% of boys. (Stewart-Brown, 2017) (Weale, 2017).

This climate also plays in to a high aggression and bullying rate within London's youth. While teenagers are highly motivated about their school work, they are also anxious and less satisfied with themselves in relation to their peers life performance (Siddique, 2018).

Being one of the worlds most aspirational cities, London gets a lot of media representation. Magazine like i-D featuring topics like "What's it like to be a teen in London" portray the London teenager as being very focused on school but at the same time having creative interest and healthy social life (Unknown, 2018). A look at the comments shows however that videos like that are highly stylized.

**Brands and magazines often don't realize that not every teenager plays in a band or runs a fashion blog.**



# TARGET MARKET

- BORN BETWEEN 1995 AND 2009
- FIRST TRUE DIGITAL NATIVES EXPECTING A SEAMLESS AND ON-DEMAND CONNECTIVITY COMPANIES MUST PROVIDE



73% are connected within 1 hour of waking up.

- GENERATION Z HAVE A SHORTER ATTENTION SPAN WHICH SHOULD HOWEVER NOT BE VIEWED AS THE INABILITY TO CONCENTRATE BUT ALSO A SOPHISTICATED FILTER TO HELP THEM SEEK OUT RELEVANT CONTENT FASTER THAN PREVIOUS GENERATIONS.



Average attention span 12 sec vs. Gen Z span 8 sec

- OFTEN MORE REALISTIC, PRAGMATIC, INDEPENDENT AND PERSISTENT THAN MILLENNIALS
- WILL ACCOUNT FOR 40% OF CONSUMERS IN EUROPE BY 2020

[BARCLAYS, 2018]

# DESTEP ANALYSIS

## DEMOGRAPHICAL

Generation Z is known to be the most individualistic generation yet (Howard, 2018). They tend to break down the restrictive norms around identity to have the complete freedom to express themselves and stand out. This mindset and less dedication to focusgroups however results in a higher rate of isolation and loneliness (Spiegel, 2018). Brands are more likely to focus on outstanding individuals; being unique and pushing themselves to stretch their comfort zone (Esomar, 2018).

**Almost 50% of Generation Z state that they feel lonely.**



## ECONOMICAL

From a growing concern that incriminating content on social media might harm their future reputation, teenagers delay their hedonistic period until after landing a job and having the feeling of a stable life (Owen, 2018). Teenagers in London have to make college choices from early on which can be hindering a healthy development of their personality (Rowe, 2017).

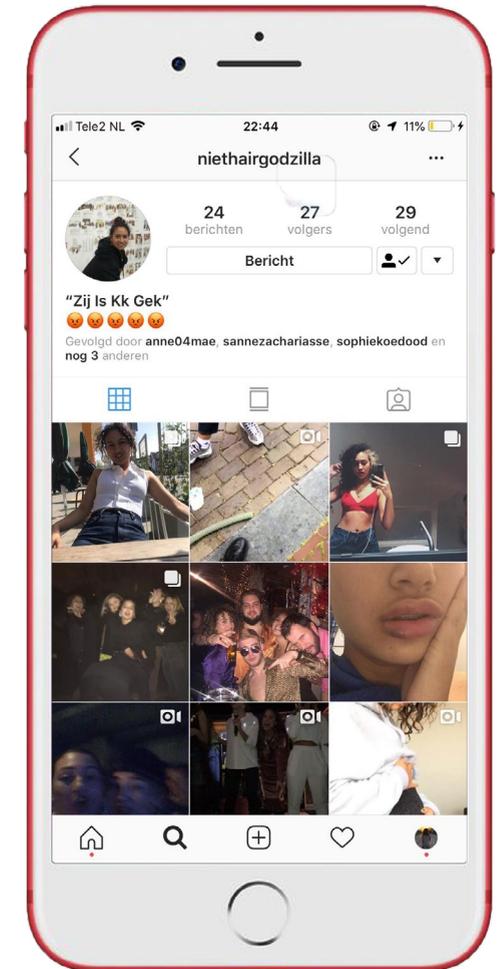
**For teenagers who are already overwhelmed with their daily life it is frustrating to see content of young people that live a successful life. Connecting with them on a more approachable level could be more effective.**



## SOCIAL

In times of constant media consumption Generation Z aspires to be well represented on social media (Gabriel, 2018). This however often results in an increasing disconnect to real life connections. Beliefs are shifting towards becoming less collective which can make it difficult for teenagers to find a supportive group; creating a challenge especially for those who are in the quest of fitting in and trying to belong (Lewis, 2019).

**This shift also creates a challenge for brands to find suitable ambassadors that are able to address a large amount of youngsters.**



# DESTEP ANALYSIS

## TECHNOLOGICAL

Digital is integrated throughout every aspect of their life (Kleinschmit, 2019). Platforms like Instagram and Youtube are used to curate and alter their aspirational identities, but at the same time there is a shift in mindset. Teenagers feel the need to expose their true self to a close group of friends through a "Finsta"; extra private account that gives them the comfortable place to share silly jokes and funny captions not meant for public consumption (Forsey, 2018).

Generation Z is being spammed with generic campaigns that they immediately forget. Recurring content or storylines that build a relationship over time like Spark Progress will eventually make it in to their long-term memory and ultimately be much more effective.



## ENVIRONMENTAL

Evidently Generation Z'ers state that they see importance in environmental subjects. Many feel frustrated about older generations messing up the environment and leaving the mess to fix for younger citizens (Philip, 2018). After analyzing their buying behavior however most of them still turn to rather unsustainable brands like Monki or Vans (Survey, 2019).

This suggests that Generation Z still lacks a sustainable brand that targets them in a way that is attractive to them.

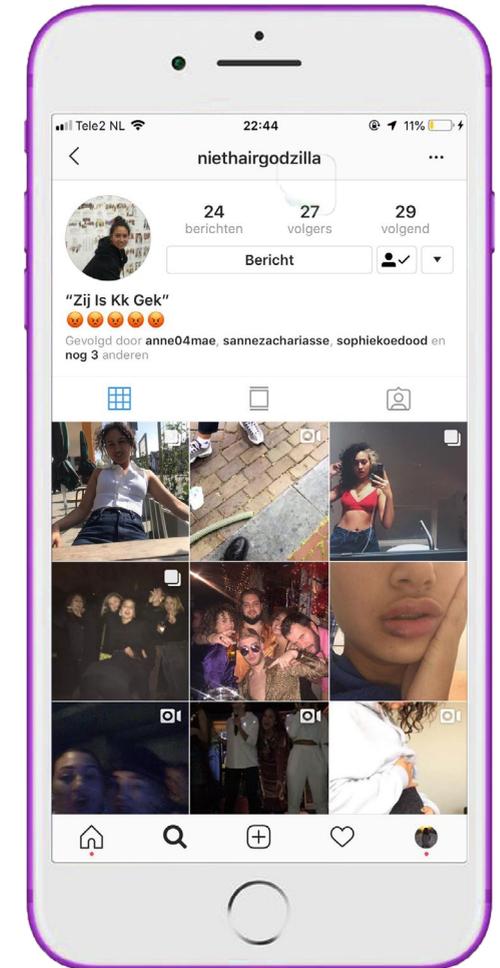


## POLITICAL

Individuals fight for the right of those who are left behind; eagerly trying to create a conversation (Itkowitz, 2019). Through the shift in mindset of passive tolerance to active acceptance lets some of it's communication become increasingly excessive (McCracken, 2018).

Today's political climate amongst Generation Z does not single out a group, due to their background such as race or sexual orientation. (McCracken, 2018).

For a lot of Generation Z members acceptance is already a given. They see through companies trying to jump on that hype and know it's not in a brand's place to comment on subjects like that just to make profit.





# COMPETITOR ANALYSIS

Converse has been lacking a push in the world of Generation Z consumers. In comparison brands like Vans or Adidas have been performing particularly strong.

## ADIDAS

Unlike Converse who taps into multiple facets of youth culture, Adidas focuses on sports and collectivity. Sports is known to have a strong connotation with competition, passion and self-expression. Adidas communicates this as a vehicle for today's youth to build identity and confidence as an act of creativity; not alone, but together (Munich, 2017). Their campaigns are strongly focused on teens who don't want to be told what to do or wear, especially not by brands.



Generation Z craves personal and authentic connection and interaction (Handley, 2018), that is why one of the Adidas NEO campaigns where they allowed the consumer to create their own designs through the Snapchat doodle tool and submit it to Adidas has proven itself successful.

## VANS

Vans has been playing well on Generation Z using the sweet spot of nostalgia. Through collaborations with Nintendo, Disney, Marvel and Nasa these corporations sparked a pleasant memory of the targets childhood, translated in to a trendy and comfortable item with an affordable entry point. (Soo Hoo, 2018).

As Generation Z is known to be highly involved in social and political movements such as veganism and feminism (Chiorando, 2018), this was implemented by tapping into International Women's Day and launching the infamous "Girls Skate India"; a long-form video filmed at Holystoked skatepark in Bangalore. This features Vans athletes like Lizzie Armanto and Atita Verghese, aiming to teach, empower and inspire the next generation.

The campaign was accompanied by the opening of more than 100 skate clinics around the world to encourage women of all ages to learn the sport (Bruculieri, 2018). As a result this made the Vans lifestyle accessible for every teenage girl who wishes to pursue a passion in skateboarding.



## COMPETITOR ANALYSIS

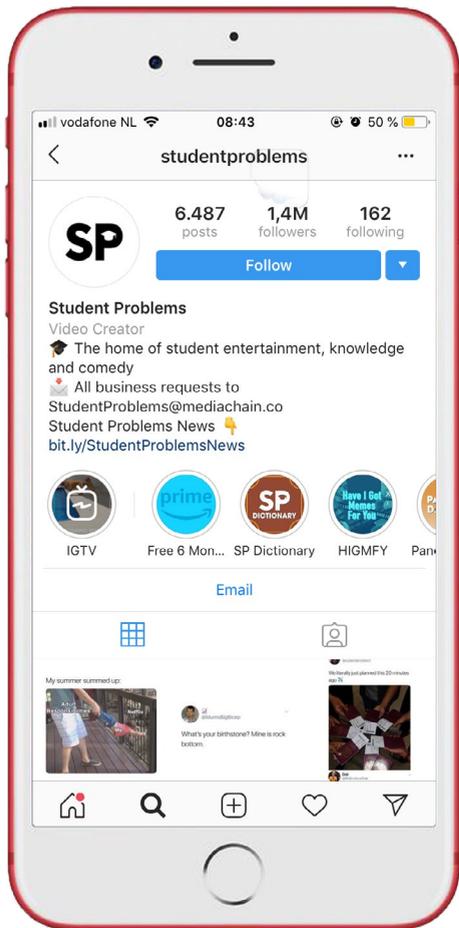
### MONKI

In the survey we conducted for over 34 teenage girls between the ages of 15-18 years old (in London and Amsterdam); Monki seems to be one of their favorite sources to get clothes from (Survey, 2019). Currently being more focused on turning into a lifestyle brand, Monki sells school, cooking and beauty products next to the accessories and clothes. All these have a bold, experimental and playful style in common (Sylvester, 2016).



Monki is known to stand up for female empowerment and body positivity through their campaigns. Furthermore they are currently on a journey to a more sustainable future (Hendriksz, 2017). What mainly grabs the attention amongst young teens is that they break stigmas around awkward subjects and are not afraid to start a conversation about relatable subjects like sexual experimentation, menstruation and body positivity (Unknown, 2017).

The mentioned competitors have been proven to be successful with Generation Z girls as they managed to address topics that are relevant and relatable. Especially Vans has managed to build a authentic relationship with young skater girls with well chosen ambassadors and local events. What differentiates Spark Progress is that the campaign is supposed to act more as a source of inspiration rather than aiming to make a difference in the world of the teenage girls.



## POP CULTURE

Tapping into pop culture is the most effective way to create more customer engagement and eventually grow business. Like retailers like H&M and Urban Outfitters using grunge band Nirvana to evoke credibility to young buyers associated with the 90's (Staff, 2019).

However, it is all about tapping into the right trend at the right time. Looking at memes and cultural online content is an activity that Generation Z does both alone and in groups. They are connected 24/7 and sharing is made increasingly easy (Chaffey, 2019). Ultimately content needs to provoke an emotion for them to share or engage with and stand out between everything they see in such short time. Unfortunately, there is a thin line between being funny and original, looking silly or even offensive as a brand (Staff, 2019).

When all your friends are getting engaged and you're in a committed relationship with your Gucci watch



me: i need to 2 start saving money 4 the future \*gets paid\*



## INDIVIDUALITY

Generation Z is the most individualistic generation yet (Howard, 2018). After speaking to a few London based teenage girls, we found that they feel the big pressure to stand out and have their own identity in an age where it is all about individualism and creative expression (Inkersole, 2019). One of the drivers for that is brands constantly push youngsters to get the best out of themselves, often in an unrealistic and mostly unrelatable way (Melchers, 2018).

The big focus is on prioritizing marginalized communities, such as LGBTQ+, as a story of misrepresentation and reclaiming identity for Generation Z. For example Jaden Smith who is often used by brands to start a conversation about gender fluidity and has been portrayed wearing womenswear for Louis Vuitton, or Magnum and Ikea (Kolm, 2018). All these campaigns sparked conversation for a small group of Generation Z, but the majority has a hard time relating to those role-models quickly losing the connection with the brands (Loreti, 2019).



**CONTEMPORARY  
ADVERTISEMENT  
MAINLY  
ADDRESSES  
THE SMALL  
CONSPICUOUS  
PERCENTAGE OF  
GENERATION Z,  
LEAVING THE  
MAJORITY FEEL  
LEFT OUT.**





# TARGET GROUP







# TARGET DEMOGRAPHICS

## LIFESTYLE

- Life evolves around school, getting confirmation from her peers is therefore very important for her. She hangs around with them after school; exploring the city, going to parks, bowling or visiting the cinema.
- Getting more independent from her parents and shaping a lifestyle for her own.
- Mandatory activities such as homework, first side job and perhaps tasks in the house.
- Participating in sports or playing an instrument such as tennis, field hockey, guitar or piano. Often having creative interest that could be translated in painting, photography, creating collages or fashion.

# TARGET DEMOGRAPHICS



## MEDIA

- Net savvy, spending most of their free time on Netflix, Youtube, Snapchat and Instagram.
- They don't really look up to influencers', but do follow some for fashion or DIY inspiration such as Olivia by Nature, NAYVA and PAQ. Mainly follows her friends or peers from school on Instagram.
- Listens Spotify on their way to school; popular artists like Billie Eilish, Drake and Travis Scott.
- Staying up to date they often read online magazines such as i-D and Dazed & Confused.

## FASHION

- Casual and trendy, but tries to make some things her own like adding accessories or mixing and matching different colors and prints. Mainly wears trainers, sometimes boots.
- Buys high street brands like Monki, Weekday and Urban Outfitters, but when having a bit more money to spend often going for sport brands like Nike, Adidas or Vans and more sophisticated items from Scotch&Soda or Brandy Melville.
- Sometimes does subtle DIY's to her clothes inspired by youtubers like Nayva and the Savage Squad.



# TARGET PERSONA

Lottie is a 16-year old high school student. She grew up in Sutton, a suburb (zone 5) in London. It's a middle class neighborhood; popular and affordable for families. She lives out but close to the urban and busy London life.

Everyday she and her friends travel from zone 5 to zone 2 to attend high school. Lottie has always been looking up to Morgan and Sophie; who she spent most of her childhood with. They loved doing sleepovers to watch their favorite shows together like *Pretty Little Liars* and *Gossip Girl*.

However, when growing to become a teenager they all separated to exploring their own identities and lost mutual interests to talk about. Morgan and Sophie both are interested in creative expressions through photography, writing and fashion, embracing their own style. They and some girls at school enjoy discovering new artists and visuals and sharing them with each other and online.



She is afraid of being left out in that group, which forces her to learn and read about upcoming artists and news on i-D and Dazed & Confused where she is constantly confronted with how important it is these days to be unique and stand out (Kampen, 2019).

She pushes herself to create an aspirational version of herself on Instagram where she posts pictures of her, often staged and expressive outfits by mixing and matching different pieces. This gave her credibility in her peer group, but does not really satisfy herself.

Real friendships have turned in to alliances in which you are only accepted if you play the game of posting and scrolling. Even though Lottie has figured out the way to belong; she feels lonely.





## TARGET INSIGHT

**NOT EVERY 16 YEAR OLD GIRL  
WANTS TO STAND OUT, BUT  
SOCIETY PUSHES THEM TO  
BE OUTSTANDING. THIS CAN  
MAKE THEM FEEL ISOLATED  
AND LONELY.**





# CONCEPTUAL STARTING POINTS





**BRAND  
INSIGHT**

Wearers attach their own meaning to Converse. It is a brand for everyone.

**CULTURAL  
INSIGHT**

Contemporary advertisement mainly addresses the small conspicuous percentage of Generation Z, leaving the majority feel left out.

Not every 16 year old girl wants to stand out, but society pushes them to be outstanding. This can make them feel isolated and lonely.

**CONSUMER  
INSIGHT**

**CREATIVE INSIGHT**

**FOR TEENAGE GIRLS INCLUSION IS  
MORE IMPORTANT THAN DISTINCTION.**



**CONVERSE SHOWS THAT INCLUSIVITY  
IS THE NEW EXCLUSIVITY.**

By interacting with the group instead of the chosen few we want to build long term relationships with the consumer through memorable experiences. These will be focused on participation and not competition. Instead of highlighting the privileged the emphasis is on how to achieve as a collective and be appreciative of the individuals ambitions.



# ALL FOR ONE, CONVERSE FOR ALL



Converse stands for authentic togetherness, making it less about the individual and more about the community. Converse wants to bring together teens from different walks of life; making them feel less isolated and show what can be achieved when working together.

**CONCEPT****Tone of voice**

Personal

Playful

Engaging

**Do's**

Locally based speaking directly to the 16-year old teenage girl in London.

Admiring everyone's dreams and stories, not only the ones that aim to become e.g. the biggest musician, also focus on "behind the scenes".

Interactive and engaging both online and offline

**Don'ts**

Making a distinction between who's more ambitious through copy or visuals

Only focus on a small segment of people who aim to achieve similar goals

Telling the customer directly what's good or bad



We believe that the Spark Progress campaign has great potential to be developed further; especially in regards to the renew product.

We believe that shifting the direction can make the campaign more authentic and relatable to the 16 year old girl.

Detailed tactics and more emphasis on the Renew launch will be delivered in the accompanying video.

**THANK YOU**

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