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NEW YORK, NY



# CONVERSE ➤ PR PLAN

PROPOSED TO:  
CONVERSE

ORGANISED BY:  
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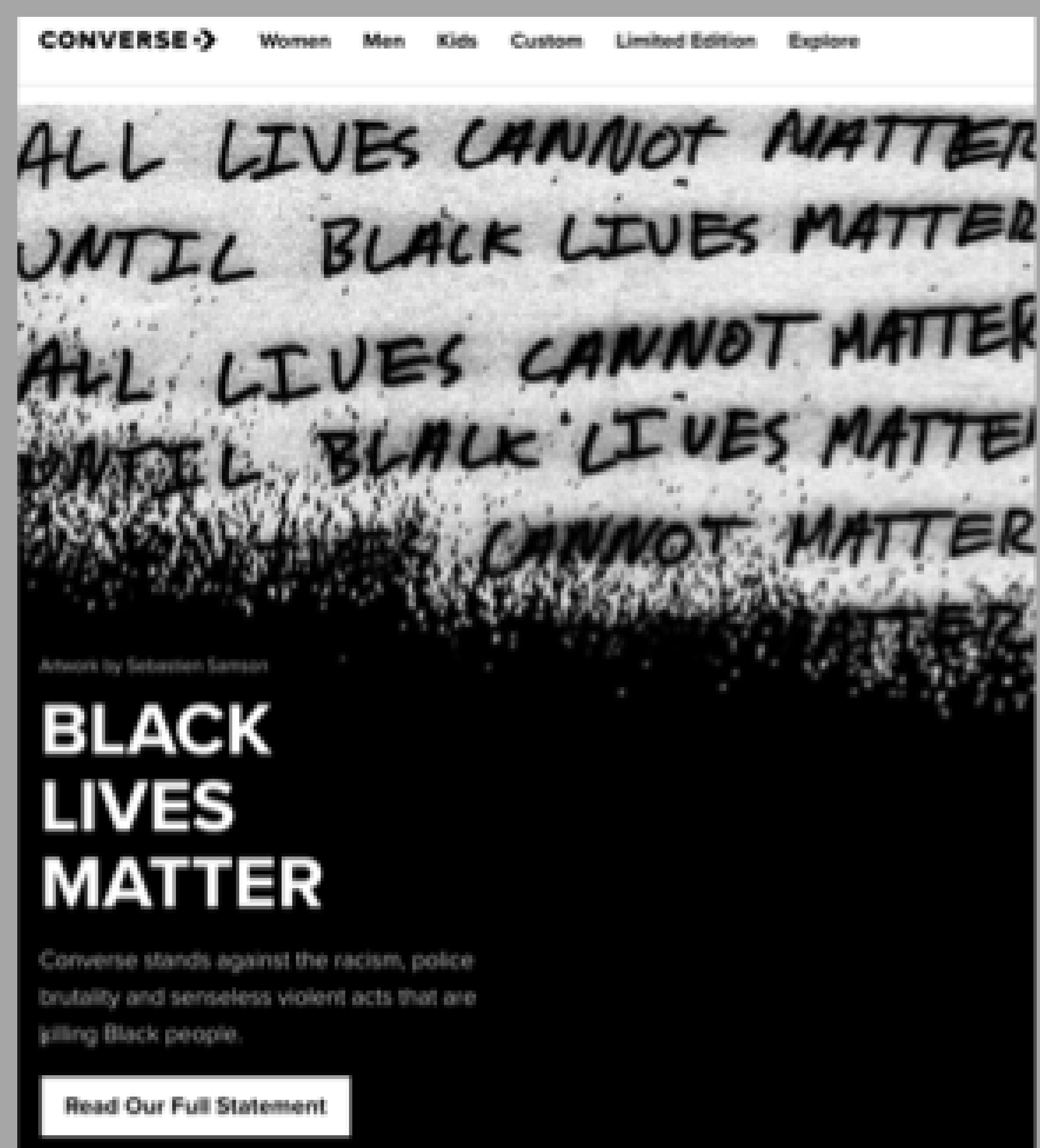
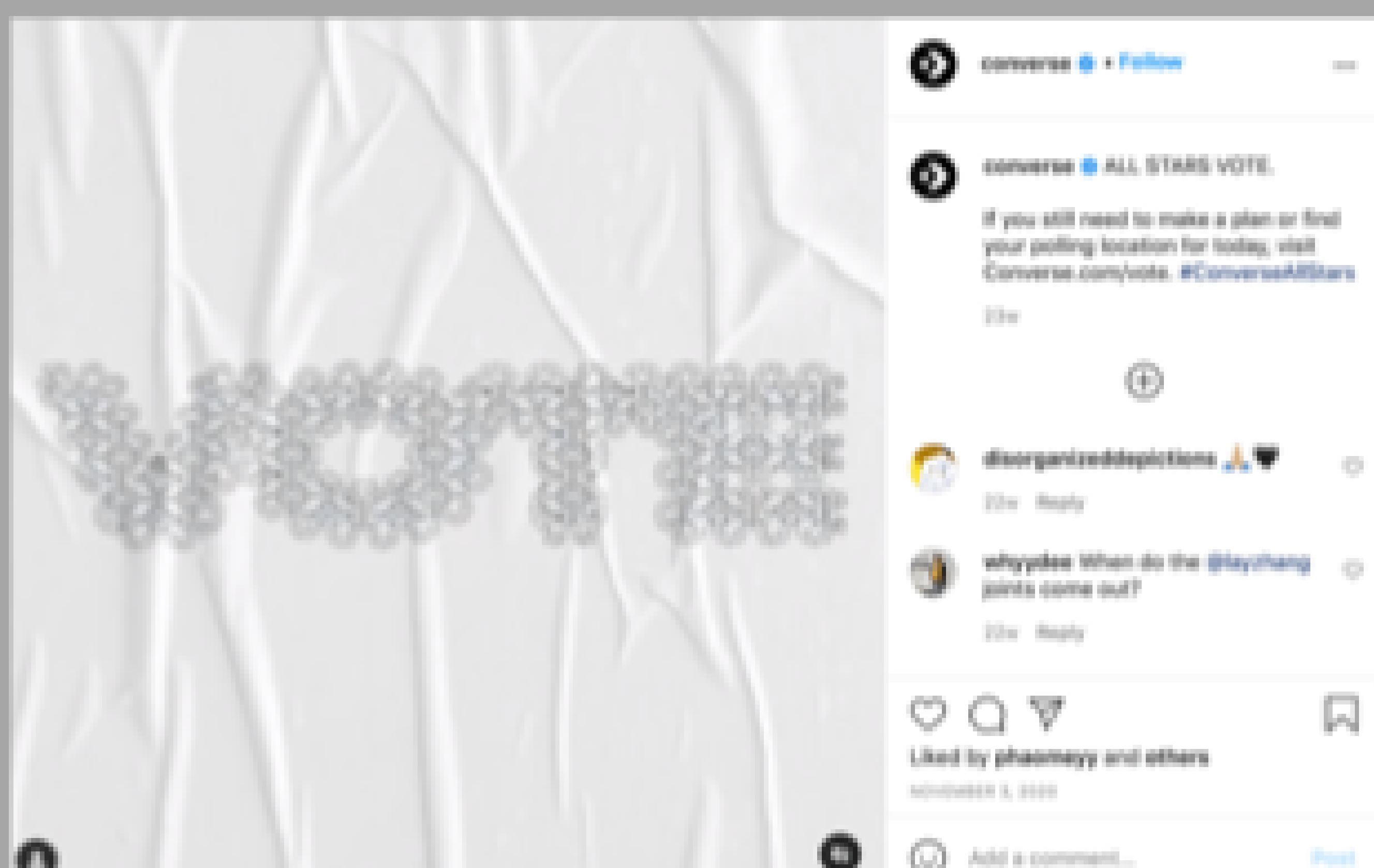
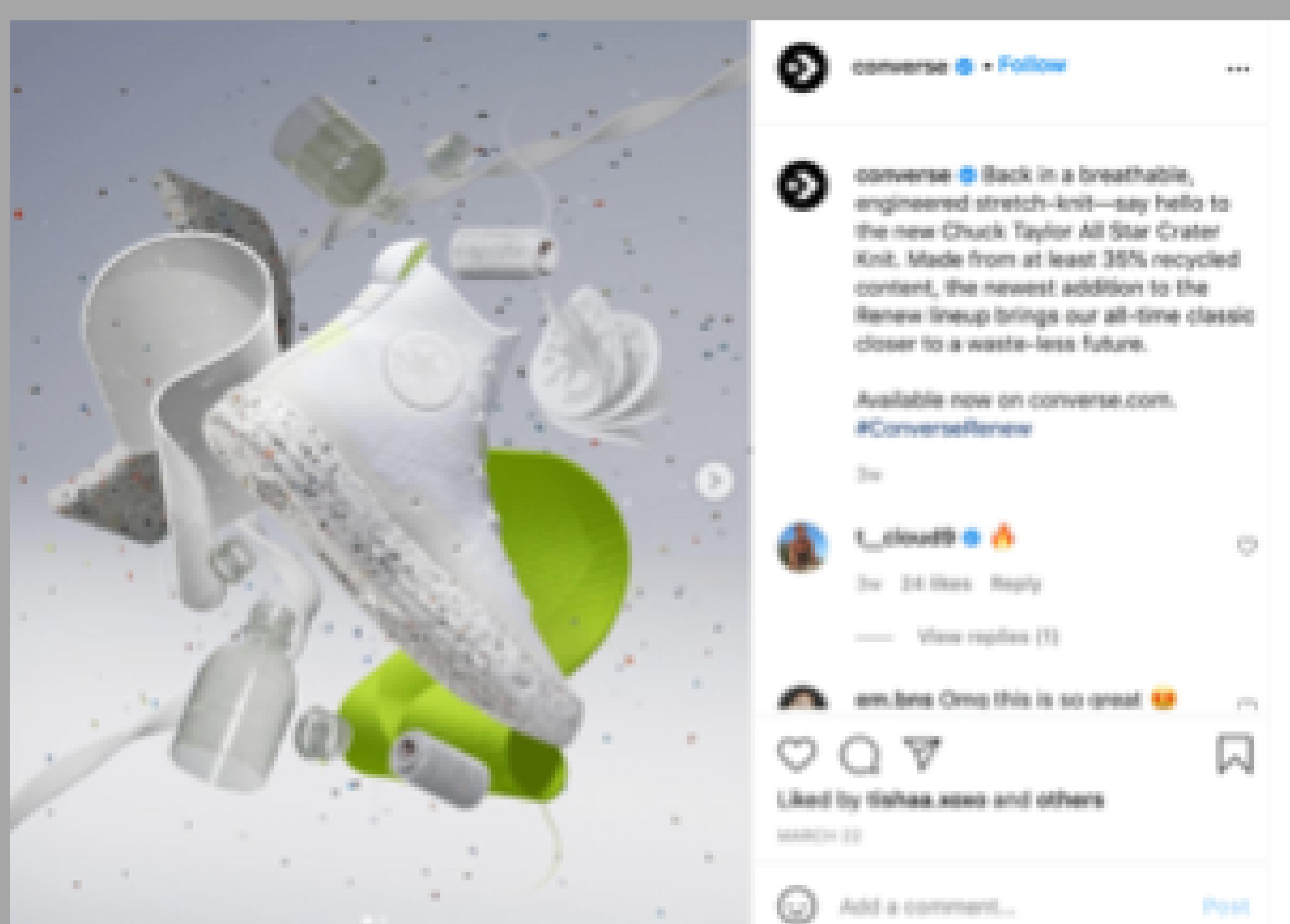
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## INTRODUCTION

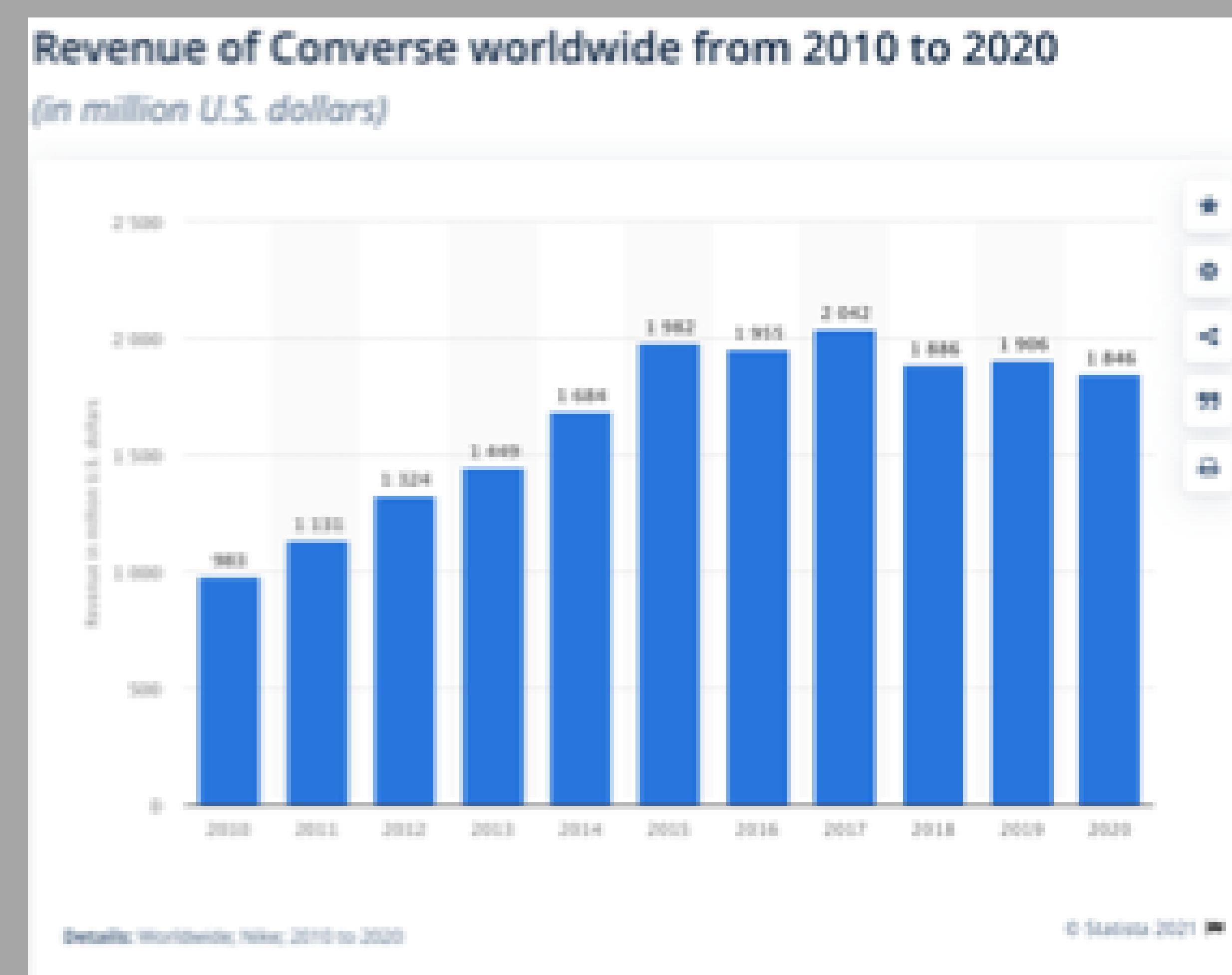
Converse is an American company that sells shoes, skater shoes, apparel, and accessories. The brand is most famous for its skater shoes, which come in the high and low tops versions. The company was founded in 1908, and since 2003 it's owned by Nike. As Converse states "What you wear defines sport, street, and creative culture, and we've been redefining it with you all along". Converse sneakers are widely known all around the world and as Business Insider mentions "The Chuck is probably the most important sneaker ever in terms of legacy, what it means, the way it's attached to the key moments in youth culture for the last couple of decades".

Converse has 10.2 million followers on Instagram but still pretty low engagement on social media, especially in the comments under its posts. The company shares its awareness of the environmental crisis and that the brand is eco-friendly. The company also shares its support towards social events such as Black Lives Matter, or voting. Converse does not only promote its products but its values, and beliefs.

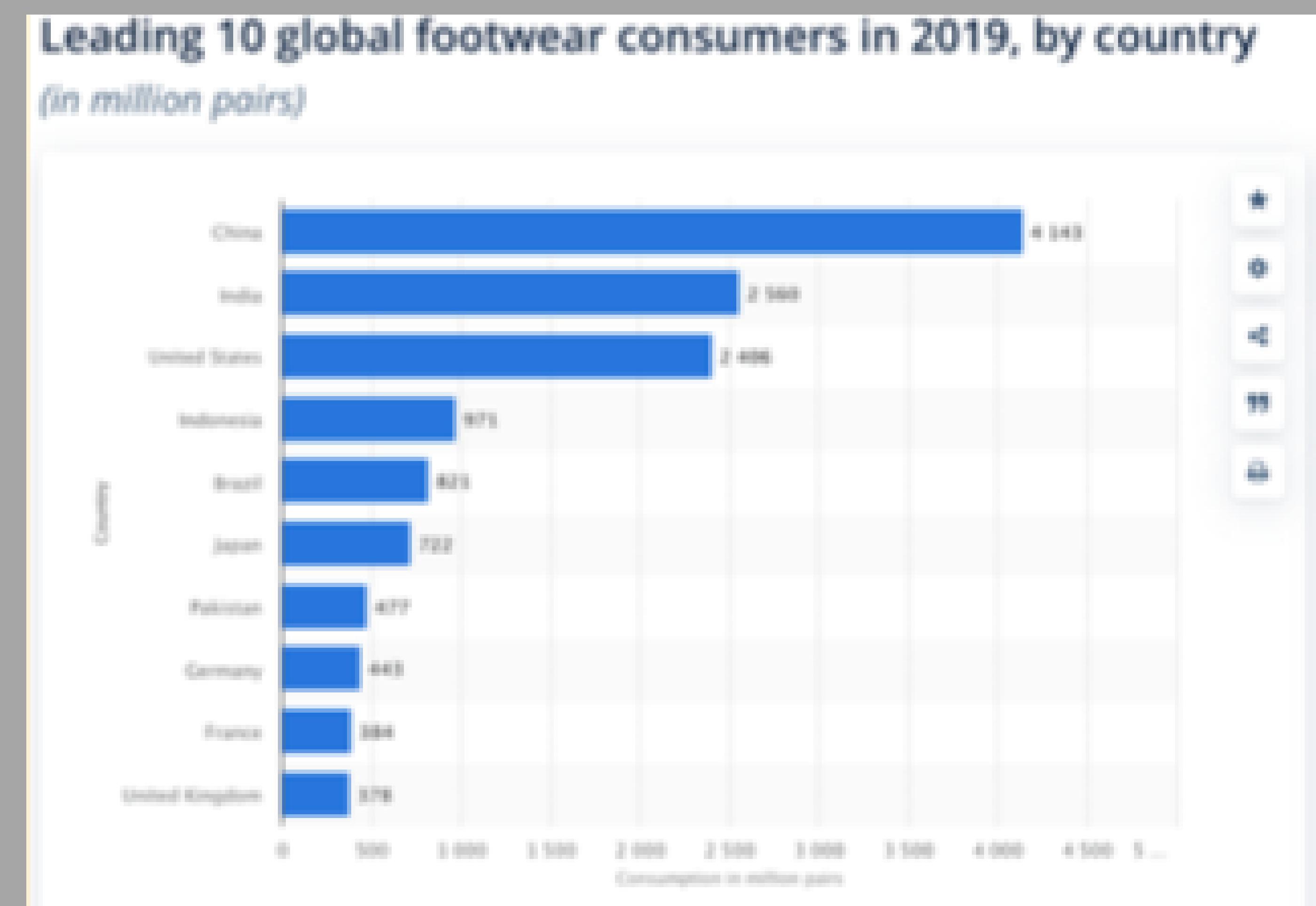


## RESEARCH

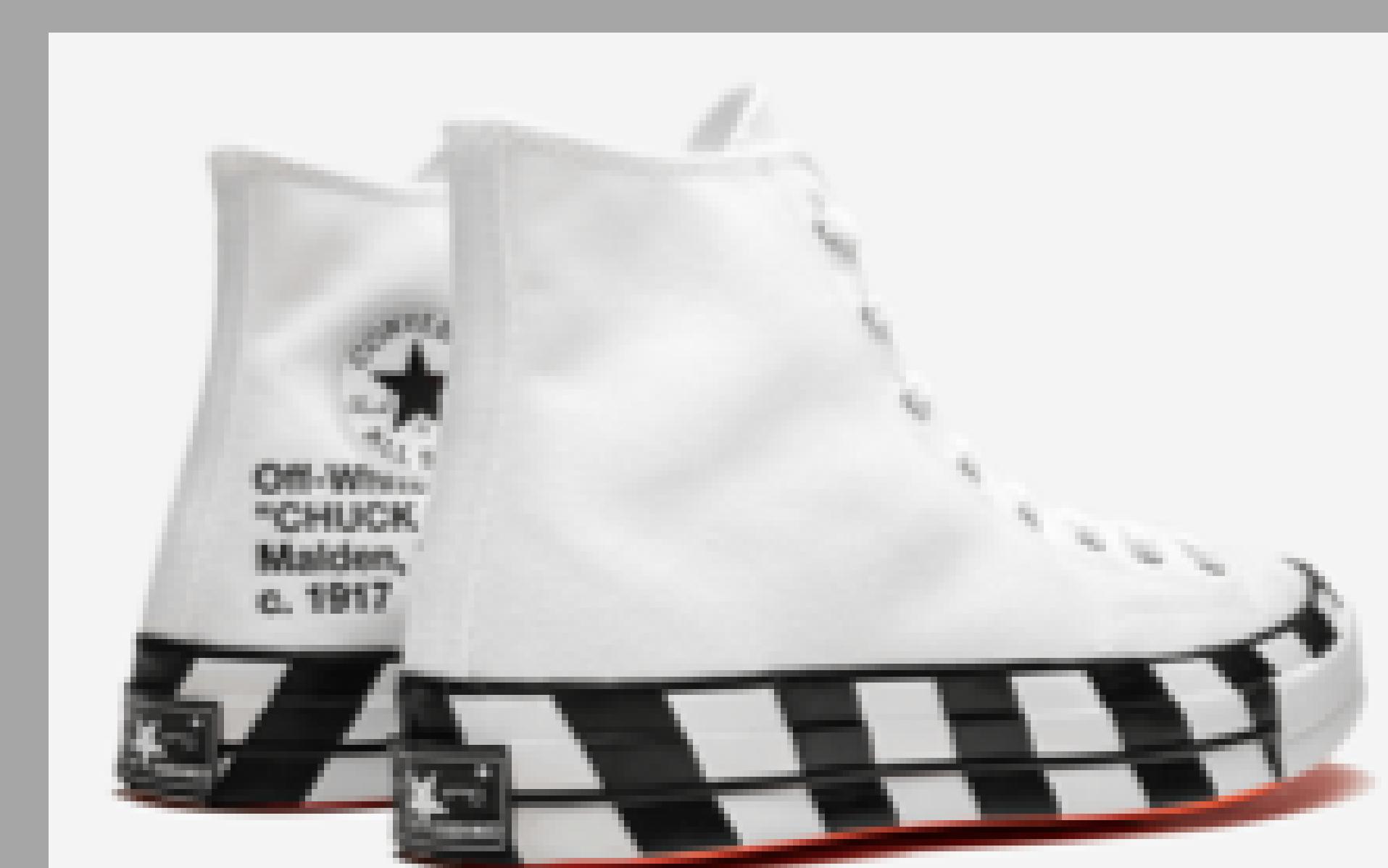
The most successful moment for Converse was in 2017 with a revenue of 2 042 million dollars. Since then the company reported a decrease in sales.



Converse is mostly known for its shoes. The market for sneakers is growing, people start to choose more comfortable footwear. However, some demographics have a lower number of footwear consumers. The highest market is in China and lowers in European countries like France.



Even though Converse is a well-known brand there are other companies that create a competition, such as Vans, Fila, and Timberland. Additionally, fashion trends can highly determine what types of shoes people want to wear. High-end brands along with brands like Nike become a competition too. Converse collaborated with a very popular and desired brand Off-white to create a high-top shoe. These shoes sold out very fast for a much higher price than a regular pair of Converse high-top sneakers.



## SITUATIONAL ANALYSIS

Converse is a company widely known all over the world. Its iconic skater sneakers earned huge popularity. Comapany's most successful year was 2017. Since then its revenue decreased. It's important to recognize the strengths that the company has, build on them, and name weaknesses in order to improve the company's sales, and appearance on social media.

### STRENGTHS:

- Converse's popularity
- Converse is taking part in social movements, supporting the environment, like creating a campaign with murals and supporting BLM
- Collaborations with other brands like Off-white

### WEAKNESSES:

- Lacking content diversity
- Low social media engagement (comments)
- Its popularity decreased
- Converse is associated with classical skater shoes as trends move along to different shoe style, like heavy sneakers

### OPPORTUNITIES:

- Public figures wearing Converse shoes, styling them, like Kamala Harris, giving an external opportunity for the brand to get even more recognizable
- People choosing street style shoes like sneakers, demand for street style footwear

### THREATS:

- Trends in footwear change to the ones that Converse is not known for
- Competitors like Nike, Adidas, Fila, etc

## KEY AUDIENCES

There is no age limit in terms of the audience. We believe that people at any age, of any gender, occupation are worth and able to find their passions. Our audience is anyone who wants to join Converse and its mindset of the importance of following your interests.

**Primary audience:** Our primary audience is Generation Z and Millennials (ages 13-35). People who are young, and passionate. Also, those who are looking for their passion and life path, those who seek fun. These two audience groups are different but still are at the beginning of their life path, looking for their purpose and passions. Converse wants to encourage its audience to take steps to find and follow your passion, make your life exciting. Even though these two target groups may differ in perspectives and age they share the same aspect - the desire to find their interest, and life path.

## KEY MESSAGES

**Passion** - The campaign **#walkyourpassion** heavily relies on choosing a path that you'll be excited about, doing something that you are passionate about, something that keeps you going. Converse allows you to search for it and find it. Find a passion that defines you. Choose Converse shoes that define YOU.

**Fun and excitement** - These are emotions that keep your life more interesting. They add more colors to your life, making it more colorful, just like the wide range of color shades of Converse shoes. We want to make you feel fun and excited through the flashmob that will be filled with positive energy and an unforgettable experience.

**Creating memories** - We want you to create and collect meaningful memories. The memories that you will revisit and smile. Following your passion allows you to collect a lot of memories, and we at Converse would like to encourage you to create memories like that.

## GOAL

**Improve media coverage by broadening its audience and spike interest around the company**

### Objective 1

**Increase social media engagement by 15% by November 2021 with a #walkyourpassion campaign**

**Strategy 1:** Partner with influencers from different fields and places to present Converse shoes as shoes that #walkyourpassion.

**#walkyourpassion**

**Rationale:** Creating a campaign that involves people from all over the world, people who have different passions, but what they share is the feeling of having, and doing something that they love. Ariana Grande will be also a part of this campaign since people are really drawn to celebrities, which can increase the interest and media coverage around Converse.

## Tactic 1: Offer a Converse partnership to the chosen influencers.



**Sean Lew:** a dancer with 1.5 million followers on Instagram. He was on the show called World Of Dance produced by Jennifer Lopez



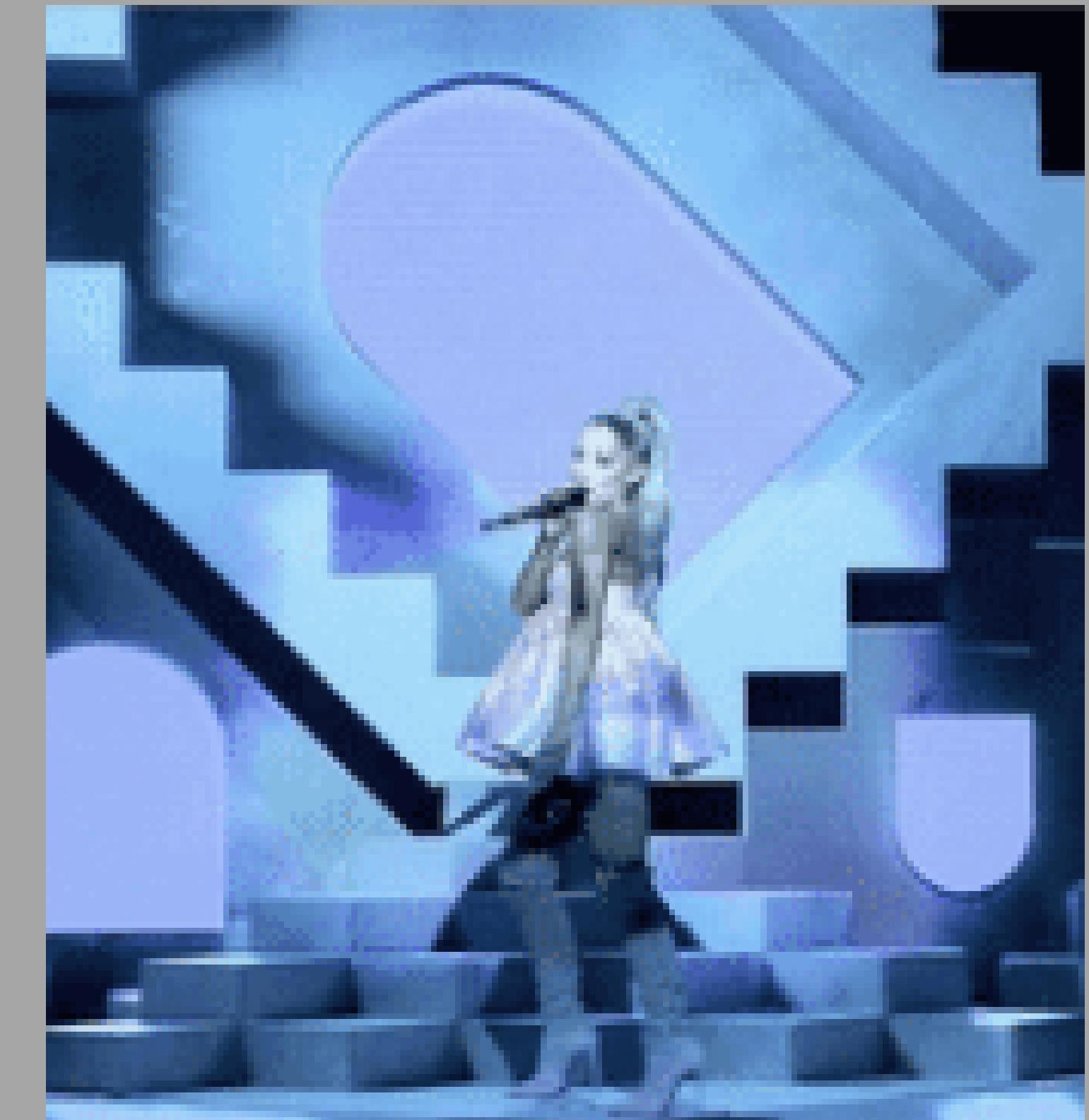
**Cobian Dewey:** an Ocean photographer from Hawaii with 91.3k followers on Instagram



**Mark MacMorris:** 749k followers on Instagram, two time Canadian Olympic Medalist Snowboarder



**Lizzie Armanto:** Globally ranked 9th professional skateboarder from Finland with 470k followers on Instagram



**Ariana Grande:** famous singer with 232 million followers on Instagram

**Tactic 2:** They create a video wearing Converse shoes of their choice while doing what they are good and passionate about like: Cobian taking photos in the Ocean while wearing Converse shoes. In the video, they share the journey of their passion

**Tactic 3:** Give people involved in the campaign Converse shoes of their choice. In the video, they share why this specific Converse shoe that they are wearing defines them

**Evaluation:** Check Instagram engagement by collecting data on comments, likes, and followers before and after campaign is released

## GOAL

**Improve media coverage by broadening its audience and spike interest around the company**

### Objective 1

**Increase social media engagement by 15% by November 2021 with a #walkyourpassion campaign**

**Strategy 2: Create a #walkyourpassion contest on Instagram**

**Rationale:** Contests can increase the audience's engagement. People like to receive free things and this contest will give them an opportunity to win Converse shoes

**Tactic 1:** Influencers who were involved in the campaign video, share on their Instagram accounts the contest along with the rules

**The rules of the contest:**

1. Create a short video sharing what is your passion, and the journey of it
2. In the video also mention which Converse shoes define you and why
3. Make sure to include hashtags: #walkyourpassion #myconverse

**Tactic 2:** Converse will pick 3 winners, that will receive a pair of Converse shoes of their choice, and the stories of their passion's journey will be shared on Converse's Instagram account

**Evaluation:** Check the engagement on social media, by analyzing data and how many people participated in the contest, if Converse's Instagram account gained more followers, more engagement with likes and comments

## GOAL

**Improve media coverage by broadening its audience and spike interest around the company**

### Objective 2

**Increase attention around Converse brand by creating a flashmob**

**Strategy 1: Create a flashmob in three cities: New York, Paris, and Shanghai in popular locations to increase attention around the event**



Times Square, New York City



Louvre Museum, Paris



The Bund, Shanghai

**Rationale:** People are drawn to unconventional and unexpected events. An unexpected flashmob could not only pick people's interest but possibly get media attention on the internet, and on the news

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**Tactic 1:** Gain consent from the cities and locations where the flashmob would take place, like Times Square in NYC

**Tactic 2:** Hire a group of dancers and a choreographer to create a choreography for the flashmob

**Tactic 3:** For New York rent all the billboards in Times Square for the time of the flashmob. During the dance, all billboards will display the same Converse ad with **#walkyourpassion**. Displaying the Converse ad on the buildings (The Bund) in Shanghai and on the Louvre Museum in Paris during the flashmob.

**Tactic 4:** The dance will include different types of dancing like jazz, ballet, and hip hop. There will be also a mix of the songs for diversity

**Tactic 5:** At the end of the flashmob there will be a very easy, repetitive dance piece so that people watching could join the dance too, make them feel like they are a part of it

**Tactic 6:** All the dancers will be wearing the same red high-top Converse shoes since red in the psychology of colors often symbolize passion and desire



**Tactic 7:** After the dance, dancers leave randomly in different directions, Converse ad is displayed on the billboards for 5 more minutes, then go back to previously displayed ads

**Evaluation:** Observe the attention around the brand in the media, TV, and social media. At the same time check social media, and possible change in the numbers of followers, likes, and comments

## BUDGETING

### Objective 1

**Strategy 1:** Partner with influencers from different fields and different places to present Converse shoes as shoes that #walkyourpassion

#### Budgeting:

- Discuss with influencers barter option. They receive pair of shoes for participating in the campaign. Converse is very well known so they would also gain popularity from promoting the brand
- Negotiate the price with Ariana Grande

**Strategy 2:** Create a #walkyourpassion contest on Instagram

#### Budgeting:

- Encourage influencers to share the #walkyourpassion contest on their social media, barter option - Converse shoes
- Influencers will also get a pair of Converse shoes to give to their followers, creating more activity on influencers' profiles. This could encourage them to take part in this campaign and promote the contest

### Objective 2

**Strategy 1:** Create a flashmob in three cities: New York, Paris, and Shanghai

#### Budgeting:

- Negotiate price of the dancers and a choreographer for the flashmob
- Give Converse shoes to all the dancers
- Camera crew filming the event
- Permission from the cities where flashmobs will take place
- Price for renting all the billboards in Times Square, NYC for around 20 minutes. For a day's rent, the price starts from \$5000 and goes all the way up to \$50,000. The price depends on how long the ad will be displayed and on which billboard. Discuss the price of projecting the Converse ad on Louvre Museum and the buildings in Shanghai (The Bund)