

AIR JORDAN - CREATIVE BRIEF

PROJECT: Air Jordan – More Wear-ers

DATE: February 3, 2020

CONTACT: TBD

JOB #: N/A

TIMING: ASAP

BACKGROUND

Air Jordan's started by being the basketball shoe for Michael Jordan and have become one of the biggest basketball shoe brands on the market. The brand has expanded from representing one basketball player, to representing many athletes and college basketball programs. Along with being worn for basketball, some of the more classic shoes have become a staple in street fashion and are being worn casually with everyday clothes.

However, the Jordan brand has yet to truly expand beyond basketball and street fashion. Nike (Jordan's parent company) and Converse (Jordan's sister company) have been able to expand their shoes for multiple use cases. From dressing up, to unexpected sports, the brands are being used across multiple activities, scenarios and outfits.

If Air Jordan can position their shoe to be worn at new times, for new activities they can expand their target, market and sales.

ASSIGNMENT

Use social channels to position Air Jordan Shoes to be worn during new activities, sports and dress occasions to expand the Jordan target.

TARGET

Gen Z and Millennials (16 – 35-year-olds)

- Should be sports focused (have an interest in sports)
- Should be familiar with the Air Jordan brand
- Are regularly on social media and do a lot of their shopping there.

WHAT THE CONSUMER SHOULD KEY TAKEAWAY

"I knew Jordan's were the best basketball shoe but now I realize they're cool to wear for all of these other occasions."

DELIVERABLES

Social Content / Video – you can think about:

- Instagram post content
- Snapchat / Instagram / TikTok story content
- Potentially a different Social page
- Social video ideas.

REVISED CREATIVE BRIEF

PROJECT: AIR JORDANS

DATE: FEB 3, 2020

TIMING: ASAP

BACKGROUND

Air Jordan originated as a line of basketball shoes designed and manufactured solely to be worn by NBA legend Michael Jordan. Since Air Jordan's release to the public in late 1984, the Jordan brand has become a titan among the competitive market of basketball shoe brands. Jordan has expanded from representing a singular basketball player to representing numerous athletes, college basketball programs, and sports media personnel. While Air Jordan is grounded in its identity as a basketball performance shoe, the brand has undergone a considerable shift in recent years as an emerging subculture—sneakerheads—have spearheaded wearing Jordans off of the basketball court. Major pop-culture media channels such as *Complex* have capitalized on this trend, pioneering Jordan's as elements of casual wear, street fashion, and even haute couture.

However, the Jordan brand has yet to truly expand its market beyond the realms of both basketball performance wear and fashion. Nike (Jordan's parent company) and Converse (Jordan's sister company) have been able to expand the market of their shoes for multiple use cases. From dressing up, to unexpected sports, the brands are being used across multiple activities, scenarios and outfits.

If Air Jordan can position their shoe to be worn in diverse contexts and for novel activities, the brand can expand their target, occupy a varied space in the sneaker market, and drive increased sales.

ASSIGNMENT:

The objective of this campaign is to use social channels to position Air Jordan Shoes to be worn during diverse activities, sports and dress occasions to expand the Jordan target.

TARGET

- Female and Males 18-35
- Gen Z and Millennial
- Interested in fashion and footwear- like to look for new trends

WHAT THE CONSUMER SHOULD KEY TAKEAWAY

"I knew Jordan's were the best basketball shoes but now I realize they're cool to wear for all of these other occasions too!"

DELIVERABLES

Social Content / Video – you can think about:

- Instagram post content
- Snapchat / Instagram / TikTok story content

- Potentially a different Social page
- Social video ideas.



1 | Background

Who/What

- Basketball sneaker originally produced exclusively for Michael Jordan until its public release in 1984
- Massive subculture
 - 'Sneaker swap' social media pages
- Intersection with streetwear and high fashion
- Collector's items
 - Iconic silhouettes, retro designs

2 | Competitors

Kanye West's Yeezy (Adidas)

- Pop culture oriented
 - partnerships with celebrities
- 2018 revenues
 - Nike: 24.2 billion
 - Adidas: 15 billion
- Market Capitalization (July 2019)
 - Nike: 140 billion
 - Adidas: 65 billion
- Market Share
 - Jordan (Nike): 15.7%
 - Adidas: 11.4%

3 | How do they sell to consumers

- Athletic performance
- Street style
- Self-expression
 - customization
 - limited edition releases
- Athlete brand ambassadors



What

The Air Jordan brand wants to expand from just being seen solely for basketball and street fashion. Similarly to Jordan's parent (Nike) and sister (Converse) company, Air Jordans hopes to become a staple for every occasion.

Why

Air Jordans have had previous success being on trend with celebrities wearing them even on the red carpet. The ad will expand their consumer base by positioning the shoe for the limited edition collectors niche.

Who

- Female and Males 18-35
- Gen Z and Millennial
- Interested in fashion and footwear. Frequent social media users—likes to look for new trends via social media

How

Create social media ads with a focus on video content to post on a variety of media outlets such as Instagram, Snapchat, and TikTok.

WAY IN

Focus on the eco-friendly trend alongside the sneaker collector niche by highlighting the experience of buying/selling/collecting shoes as equally important as wearing them.

OVERALL KEY TASK

Expand the Jordan audience beyond its current target by highlighting new sustainable ways to style Air Jordans and limited edition product launches.





Footprint is Air Jordan's new sustainability campaign that is dedicated to highlighting the increased styling opportunities with upcycled clothing. Through the reintroduction of the iconic Jordan silhouette, the Footprint campaign utilizes pop-up shops, collaborations with second-hand and vintage stores, and social media to demonstrate and show how Air Jordans can become even more versatile in your wardrobe while being more conscious to the environment.

TACTIC #1



- Air Jordan brand releases a limited-edition style that highlights Nike and Air Jordan's new shift towards sustainability
- Utilizes recycled plastic bottles, and recycled polyester reduces waste and reduces carbon emissions by approximately 30% compared to virgin polyester
- Launch on all digital platforms and limit print advertising for sustainable purposes

TACTIC #2

Footprint Pop-Up Shop



- Rotating week-long installation in major U.S. cities
 - Surprise location drops via social media
- In-store appearances by Jordan brand ambassadors
- Only retail outlet where customers can purchase sustainably-sourced Footprint merchandise
 - drives intrigue
 - supports sustainability initiative
 - not producing to be sold at as wide a volume
- Reuse station: Able to recycle your sneakers and transform them into Nike Grind material, used in performance products and sport surfaces.

TACTIC #2

SOLE SAVERS

Sneaker Restoration Service

**WE SAVE
SNEAKERS**



- Pop-up customers encouraged to drop off sneakers for in-store refurbishment while they shop
- Sneakers requiring simple restoration can be serviced within the customer's store visit
- Sneakers in need of more complex restoration will be available for pick-up in-store throughout the week of the pop-up installation
 - Restoration receipt entitles customers to skip the line to pick-up their sneakers
- Stitches footprint logo into heel of shoe
- Drives sustainability initiative
- Means of incorporating vintage fashion
 - No need to purchase brand new Jordans if your old pair can look like new

TACTIC #2

SOLE SAVERS

Sneaker Restoration Service



Cleaning



Removing Yellowing



De-creasing



Sole Icing



Defogging



- Small size care kit included with each Sole Savers restoration
- Large care kit available for purchase in-store

TACTIC #2

SECOND HAND SHOPS x FOOTPRINT

- Partnership with nationally known second-hand stores
- Exhibit Air Jordans and promote limited edition sustainable Air Jordan style
- Customers can buy/exchange secondhand or limited-edition Jordan attire and sneakers
- Space where sneakerheads can collaborate outside the context of a message board to share inspiration and tips on styling



ADDITIONAL TACTIC

LINE LEADERS

Experiential Pop-Up Customer Loyalty Initiative



- “Hack” the phenomenon of sneakerheads camping out/lining up outside of shoe retailers for new releases
- Offer first 30 customers in-line free Jordan Footprint merchandise (wristbands, laces, decal stickers...) and a voucher for a 15% discount on the Sole Saver service
 - Brings competitive/status aspect of sports to the experience of sneaker shopping (see Way In)
 - Highlights Jordan brand as tailored to everyone, not only professional athletes/celebrity brand ambassadors (see Key Task)
 - Sole Saver promotion encourages sustainability initiative of campaign (see Idea)



JORDAN FOOTPRINT CAMPAIGN - MAKE AN IMPACT - JORDAN FOOTPRINT



PACK OF 2 STICKERS

TACTIC #3



Advertise on social media platforms on the initial launch of the new sustainable and customizable Air Jordan And UGC to showcase styling with sustainable products

TACTIC #3

Use social media advertising to show Air Jordan's ability to match with sustainably-sourced clothing

Use user-generated content to bring exposure to consumer styling and further engage in storytelling



PR HEADLINE:

“Jordan launches sustainability campaign that promotes restyling limited-edition shoes with upcycled clothing.”

**THANK YOU.
QUESTIONS?**