

Part I Case Study: Converse's "Made by You" Campaign Celebrates 100 Years of Chucks and the People Who Wear Them

Converse launched its "Made By You" campaign on March 2, 2015 to celebrate 100 years of Chuck Taylor All Star shoes and the people who wear them. The concept behind the campaign is to have people share stories of their Chucks and the well-worn, one-of-a-kind pieces of artwork they become. Its goal is to move away from the company's all-American branding of its first 100 years and focus on the individuality and creativity of the Chuck Taylor wearer.

"This is just a general celebration of people who love to wear their Chuck Taylors," said Ian Stewart, VP-global marketing at Converse. "This campaign speaks to us wanting to celebrate self-expression around the world."

The campaign features 200 portraits of Chucks from around the world worn by the famous and ordinary alike. Some of the celebrity artists and musicians whose Chucks will be featured include Patti Smith, Andy Warhol, Futura, Jefferson Jack, Sayo Yoshida, Kate Lanphear, and Glenn O'Brien. Art installations and murals will be setup in cities all over the world including New York, London, Beijing, and Mexico City.

"Made by You" is meant to be both global and local. Global by encouraging customers to use the #ChuckTaylor to express themselves and generate a social art gallery of worn and loved Chucks. Local by giving customers the ability to participate in pop-up portrait studios at Converse locations and events around the world. Converse will also set up window displays at some of its shops and retailers like Foot Locker, Nordstrom, and Journeys.

Chucks wearers were already taking pictures and tagging the brand on social media thousands of times a day as they wore the shoes. The campaign acknowledges this and hopes to build on it. "It's been driven by our consumers expressing themselves. We've let social media teach us about the brand and the way people think and feel about the brand and then focus our efforts accordingly," said Geoff Cottrill, VP and GM of Converse Brand & Segments.

"We all want to be our true, authentic self in the world. The research we've done around the world tells us that the number-one reason why people buy our product is because it allows them to be them," said Cottrill. "The success of our brand has been on amazingly creative people doing amazingly creative things."

Converse spent \$5.4 million on U.S. media in 2013, and the marketing budgeting for 2015 was expected to be similar to previous years. The majority of the budget was used for "Made by You," which has no announced end date. "This is just the beginning and we expect that Chucks will continue to be 'Made by You' for some time to come," said Stewart.

Sources: A. Rodriguez, "Converse Breaks 'Made By You' Campaign for Chuck Taylors," *Advertising Age*, March 2, 2015, accessed October 15, 2016, <http://adage.com/article/cmo-strategy/converse-breaks-made-campaign-chuck-taylors/297320/>; E. Blattberg, "'Made By You': Converse celebrates 100 years of Chucks," *Digiday*, Marcy 2, 2015, accessed October 15, 2016, <http://digiday.com/brands/converse-celebrates-100-years-chucks-made/>; J. Rooney, "With 'Made By You,' Converse Lets Wearers' Portraits Sell Chucks," *Forbes*, March 2, 2015, accessed October 15, 2016, <http://www.forbes.com/sites/jenniferrooney/2015/03/02/with-made-by-you-converse-lets-wearers-portraits-sell-chucks/#6ec3f091f5f2>.