

*Integrated Marketing Communications
Creative and Media Plan
Final Project*



ADVERTISING

Courtney White

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EXECUTIVE SUMMARY

Converse Chuck Taylor All Star sneakers have been a symbol of originality since 1917. Their lasting relevance over a century is a testament to the brand's commitment to maintaining authenticity while evolving with the changing times. With evolution comes the need for new marketing strategies and tactics which are designed to create brand resonance with new audiences. The following report details comprehensive creative and media plans, targeting the unique and authentic Generation Z demographic.

The creative plan consists of the brand's history, "big idea" for the campaign, and all creative elements curated specifically to appeal to and engage with the Gen Z audience. The creative elements outlined are the result of meticulous research, specifically the demographic, psychographic, and behavior graphic characteristics of Gen Z. A competitive analysis and SWOT analysis are included to further explain the brand's current place in the market and reveal marketing opportunities through specific media vehicles for this largely untapped audience. The success of the campaign's creative messaging will be built on research but shaped by imaginative storytelling.

The media plan portion will detail how and when the creative strategy will be implemented. The outlined objectives and strategies will leverage an IMC (Integrated Marketing Communications) and multi-media approach, utilizing media platforms that best appeal to the Gen Z target audience and maximize reach and engagement: online & social media (including influencer marketing), television streaming services, and print ads. The media plan categorically illustrates the rationale behind the media mix and provides various budget scenarios, including budget allocation recommendations based on measurement and evaluation of each media vehicle. A media schedule flow chart is included to interpret the breakdown of ad run frequency and reach via each media vehicle, and show cost of ads, CPMs, and impressions.

The proposed campaign will run continuously through 2024, with heavier pushes during both the "Back to School" and "Holiday" seasons. The print ads will be strategically placed in magazines popular with Gen Z: Seventeen, Sports Illustrated Kids, and People. Various social media campaigns will be used to maximize brand credibility to Gen Z users, including thoughtfully chosen celebrity influencers that appeal and relate to Gen Z.

Overall, this plan is designed to increase brand awareness and engagement with the Gen Z market, repositioning the Converse Chuck Taylor brand to sustain longevity and relevance with future generations.

INTRODUCTION

Despite changes in style and trends, Converse Chuck Taylor All Star has stayed true to its heritage while evolving with innovative designs and collaborations. With Gen Z representing a significant portion of consumer spending power, the question becomes

how to instill 'irrational love and loyalty' for a brand over a century old, while still remaining accessible and relatable to a diverse, young, and forward-thinking audience.

Brand History

Converse Chuck Taylor sneakers, also known as "Chucks," have a rich history that spans over a century. Converse was established as a rubber shoe company by Marquis M. Converse in 1908. However, it was the introduction of their signature basketball shoes, the Converse All-Star, that truly revolutionized the brand (Urban Industry, 2022).

In 1917, Converse introduced the All-Star, which later became known as the Chuck Taylor All-Star. This shoe was named after Chuck Taylor, a basketball player and Converse sales representative, who played a significant role in the development and popularization of the shoe. Taylor's knowledge and expertise in basketball footwear led him to collaborate with Converse, making crucial improvements to the design and performance of the shoe (Urban Industry, 2022). Chuck Taylor's endorsement of the Converse sneakers greatly impacted the brand's identity and cemented its association with basketball. The sneakers became increasingly popular among athletes and eventually gained widespread recognition off the court as well. Over the years, Chucks have become a symbol of rebellion, counterculture, and self-expression.

The Converse Chuck Taylor All Star sneakers continue their transformative journey to become the go-to shoe for their most loyal customers: counterculture individuals and baby boomers. The shoes have also gained immense popularity throughout the years with rock musicians due to their unique aesthetics, vibrant colors, and exceptional comfort. "The members of the Strokes, rock 'n' roll's latest it-band, wear Chucks. Classic punk bands like the Dead Boys and the Voidoids wore them. Hair bands of the 1980s such as Loverboy and Quiet Riot were partial to black Chucks, while the Mighty Mighty Bosstones like the specialty plaid model" (Sullivan, 2021). They present an affordable alternative to the high-performance and high-priced shoes offered by brands like Nike. For consumers, Chuck Taylor has become synonymous with activewear and is purchased primarily for their fashionable appeal.

Converse Chuck Taylor recognized the demand for more diverse options and manufactured Chucks in a wide variety. Despite their evolving styles, the Converse Chuck Taylor All Star remains revered as one of the top five basketball shoes ever created. The transition of the Chuck Taylor All Star from a basketball shoe to a cultural icon underlines its enduring legacy and influence. Its impact resonates through generations, solidifying its position as a beloved, timeless classic in the world of sneakers.

Converse Chuck Taylor is constantly evolving and adapting to changing trends while staying true to their heritage. In recent years, the brand has expanded its product line, offering a variety of styles (including athleticwear), collaborations with artists, and innovations in design and technology. Converse continues to be a favorite among sneaker enthusiasts, effortlessly blending timeless style with contemporary flair. See **Figures 1, 2, and 3** for examples of the Chuck Taylor shoe evolution.

Figure 1: Original All Star Basketball Shoes, 1920's



Figure 2: First white model introduced at the 1936 Olympics



Figure 3: Classic black and white high top introduced in 1949



Problem Definition

Converse Chuck Taylor has become synonymous with “Rebels” and the Boomer generation and is known for their authentic style and nonconformity. Gen Z values creativity and self-expression, opting against cultural norms, and is the largest growing generation with purchasing power with \$357 billion in annual spending (Porch Group Media, 2023). This begs the question: “How does someone adapt a never-been-done-before frame of thinking to a legendary, century-old brand? How do they both honor and future-proof their legacy? Or, as Sejal Shah Miller puts it, how do you, as a marketer, stir ‘irrational love and loyalty’ for a 115-year-old brand while making it accessible and relatable for a broader, more diverse audience?” (Forbes, 2023).

CAMPAIGN OVERVIEW

Converse Chuck Taylor is a brand that not only has historical significance but has been a mainstay for decades. However, they may lose brand resonance if younger demographics do not develop an affinity toward the shoe. The shoes and brand must connect with the Gen Z market to remain relevant. Understanding the current conversation surrounding Chuck Taylor will clarify ways to connect the brand with the intended Gen Z audience and position Chuck Taylor effectively in the marketplace.

“The Big Idea”

Enhanced customization options, allowing individuals to personalize their “Chuck” sneakers with unique colors, patterns, artwork, or designs. This level of personalization will enable Gen Z customers to create one-of-a-kind sneakers that reflect their style, fostering a deeper emotional connection with the brand. This “big idea” will work in conjunction with the construct: creativity + nonconformity & rebelliousness.

Campaign Theme

The messaging of the campaign will align with Chuck Taylor’s brand essence, which is “authentic and rebellious”. Since its introduction in 1917, the Chuck Taylor has become an iconic sneaker worn by people from all walks of life. It has a rich history associated with rebellious youth culture, music, and self-expression. The Chuck Taylor brand embodies a sense of authenticity and individuality, appealing to those who value classic style and a touch of counterculture.

Campaign Promise

The Chuck Taylor brand promise stems from creating a unique brand experience that speaks to the target market. As mentioned in Chapter 4 of Advertising By Design, "Brands make promises, but a brand is a promise in itself" (Landa, 2016). The Chuck Taylor mission is "empowering today's daring spirit of youth by celebrating freedom of expression through individuals and their movements" (Converse, 2019).

Campaign Timeline

The Converse Chuck Taylor campaign will run throughout 2024, utilizing both continuous and flighting ad runs, with heavier pushes during "back to school" dates and the "holiday" shopping season. There will also be strategic social media campaigns using influencers Chari D'Amelio and Jenna Ortega, which will coincide with specific film and series release dates during this time.

Creative Elements

- Campaigns will feature various Gen Z individuals engaging in non-conforming and self-expressive activities, rebelling against the status quo.
- The Chuck Taylor logo will be strategically placed while also showing each individual's shoe style, adorned with hand-painted designs, vibrant patches, or custom graffiti, to further show creativity and individuality.
- Footage will be captured of talented Gen Z visual artists armed with paintbrushes and spray cans, skillfully transforming blank canvases into captivating street art. They draw inspiration from their diverse backgrounds, cultures, and personal narratives, blending symbols and colors to create mesmerizing murals that provoke thought, ignite conversation, and challenge conformity.

Campaign Tone

The campaign will take a positive tone to promote authenticity, self-expression, and empowerment. Gen Z values access over possession, unique identity, diversity, and inclusion (Clark, 2022). See **Figure 4** below. By promoting these elements in the campaign, Gen Z will feel a connection and affinity to the brand, increasing their emotional and psychological attachment.

Figure 4: Chuck Taylor All Star: Three Pillars of Brand Significance



Note: Self-Generated Content

TARGET AUDIENCE

In order to strengthen the Chuck Taylor All Star, influencing Gen Z’s buying power will support the brand’s resonance long-term. A more detailed look at this generation is discussed in the chart below.

<p>Demographics</p>	<p>Age: Generation Z, 11-26 year olds</p> <p>Income: \$0 – \$40K (average median - varies based on education and job skills)</p> <p>Sex: He/She/Them</p> <p>Race: Most diverse generation in U.S. history – According to the latest U.S. census, 47% of American children identify as non-white.</p> <p>Marital Status: Unmarried or newlywed</p>

Education: Early education to college grad, STEM-oriented, looking for alternatives to traditional programs post-high school

Gen Z Segments that Influence Consumer Psychographics: The Power of 5

1. Stressed Striver

- **High achievers, very independent**
- **Conscientious about the planet and sustainable products**
Highly connected with the planet and our world. They align with brands that support a global community and a clean future.



(Brito, 2023)

2. Big Plans, Low Energy

- **Craves instant gratification, needs to have everything at their fingertips:** “This generation which does not know the world without computers could be described as a digital generation - a generation whose needs for the highest possible speed of communication and obtaining information are continuously growing. It is also one that is always focused on multiple tasks simultaneously and has a wide range of attention, learns by an endless search for information, and sees the latest technology as the best friend.” (Kocijan, Vukovic, Zunac, 2021)

3. Carefree Constituents


- **“Go with the Flow”:** They are easygoing, open-minded, and live in the moment. Their priority is on spending time on things they enjoy now vs. on something that will help them in the future.

4. Authentic Activists

- **Looking for an experience with their purchase:** This segment of Gen Z is “motivated by the obligation to save the world—and the fear of what will happen if they don’t.” They are seeking meaning in their purchases. They are looking for adventure and excitement when buying a brand. When making a purchase, they are aligned with a brand’s reputation.

5. Secluded Perfectionists

- **They will dominate what they pursue. This group is tech-savvy and strongly influenced by digital technology:** Through their early introduction of tablets and smart devices at home and in school, this generation is well-equipped to buy online. “Children who are born and raised in a digital environment represent their generation. Their

<p>development and consumer behavior have been strongly influenced by technology, which is essential for their daily functioning.” (Kocijan, Vukovic, Zunac, 2021) (Carufel, 2020)</p>	
<p>Behaviorgraphics</p>	<p>Awareness: Gen Z is very interested in shopping and purchasing. “It is estimated that this group spends \$18 billion a year on purchases for themselves and others.” (Mothersbaugh, Kleiser, Hawkins, 2020)</p> <p>Heavy Digital User: Click Prone Being digitally inclined, this consumer is “click happy.” Impulse shopping has escalated due to options being conveniently at their hands.</p> <p>62% of Gen Z use digital payments like Apple Pay, Venmo, and buy now, pay later (BNPL)</p>  <p>(Brito, 2023)</p>
<p>Location</p>	<p>US Market It turns out Converse are the preferred shoes across the United States. A study done by the popular fashion site Polyvore, and reported by Refinery29, shows that Converse shoes were the most-searched sneakers across all the 50 states—including D.C. and Puerto Rico. (Smith, 2023)</p>
<p>Purchase Drivers</p>	<p>“Word of mouth”: Gen Z’s decision-making is biased by the social media influencers they follow. Also, they put trust in online reviews to guide their shopping. “Eighty-six percent of Gen Zers read reviews before making a first-time purchase. Reviews are increasingly important for all buyers, but Gen Z consults online opinions more so than any other generation. And its members aren’t satisfied with glancing at one review before making a decision. Sixty-eight percent read two or more reviews; Forty-eight percent of Gen Zers have made a “second person” word-of-mouth recommendation—not from personal experience but from a friend’s or family member’s positive review—compared to 41% of Millennials, and 38% of Gen X and Boomers.” (Munley, 2019)</p>

COMPETITIVE ANALYSIS

Converse Chuck Taylor All Stars are competitive in the sneaker product category. The brand’s top two competitors include Nike and Puma. The median price for Chuck Taylor is \$40 USD. (Smith, 2023)

- **Nike:** Although Converse was acquired by Nike in 2003, the brand still competes with its sister brand. Both brands offer high-top sneakers: Chuck Taylor provides a traditional design, while Nike focuses more on performance with their cushioned sole. (Converse Website, 2023)
 - The median price of Nike shoes is \$80 USD (Smith, 2023)
- **Puma:** Puma is a company that focuses on the design and production of sportswear and related products in the fashion and sports industries. Similar to Chuck Taylor, Puma offers a multitude of color options and designs. (Converse's alternatives and competitors, 2023)
 - The median price for Puma sneakers is \$40 USD. (Smith, 2023)

See **Figure 5** for Chuck Taylor's SWOT Analysis.

Figure 5: Converse Chuck Taylor All Star SWOT Analysis

Refer to **Exhibit 1 in the Appendix for a detailed description of SWOT Analysis.

<p>Strengths</p> <ul style="list-style-type: none"> • Strong brand recognition • Extensive company history • Loyal customer base 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of diversity in shoe styles • Low durability • Low arch/ankle support in shoes
<p>Opportunities</p> <ul style="list-style-type: none"> • Launch Chuck Taylor app • More advertising/promotion • Introduce “Smart Features” • Utilize influencer marketing tactics 	<p>Threats</p> <ul style="list-style-type: none"> • Imitation/Knock-off shoes • Changing trends for younger generations • Various competition with other brands

Note: Self-generated content.

IMC CREATIVE STRATEGY

In this section, further explanation of the IMC campaign’s creative aspects is presented including strategy, tagline, objectives, creative approach, and theme. See **Exhibit 3** in the Appendix for a prospective ad showcasing these elements.

Campaign Strategy

The creative concept for the new Chuck Taylor campaign will allow the brand to reach the Gen Z target audience by understanding and tapping into the core beliefs and values of this demographic. The goal is to build trusting relationships and meaningful experiences with Gen Z while maintaining Chuck Taylor’s authenticity and style. Chuck Taylor wants Gen Z to know that they are heard, important, and in good hands.

Proposed Campaign Tagline

The tagline "Unleash Your Inner Rebel and Embrace Creative Freedom!" will solidify the campaign message that Chuck Taylor understands the need for self-expression and creativity with the Gen Z market. Chuck Taylor hears them and is answering back loudly and clearly.

Marketing and Advertising Objectives

- Increase GenZ brand awareness on social media platforms among Gen Z by 15% within one year.
- Generate a 5% increase in Gen Z social media engagement among Gen Z within one year.
- Increase Gen Z website traffic from Gen Z by 15% within one year.

Creative Approach/Campaign Summary

Converse Chuck Taylor shoes have solidified a nostalgic history with their "older generation" customers. Boomers and Millennials are aware of the brand and purchase for the consistency, authenticity, convenience, versatility, and affordability of the shoes. The targeted Gen Z demographic relates to authenticity and values meaningful experiences. This campaign will show Gen Z that Chuck Taylor understands them and appreciates their diverse, self-expressive, and creative lifestyle.

Creative Theme

The "Unleash Your Inner Rebel and Embrace Creative Freedom" campaign will highlight Gen Z's rebellious and creative qualities by showing a diverse and inclusive group of young people whose only desire is to be accepted for who they are. The ads will move Gen Z emotionally to feel self-worth and self-esteem. The ads will also represent harmonious collaboration among Gen Zers while maintaining their self-identities.

IMC MARKETING TACTICS

In order to execute the "Unleash Your Inner Rebel and Embrace Creative Freedom" campaign effectively, multiple tactics will be used to reach the Gen Z target audience. The marketing mix includes online/social media (Snapchat, TikTok, and YouTube), network streaming services (Hulu, Netflix, and Prime Video), influencer endorsements (Charli D'Amelio and Jenna Ortega), and print (Sports Illustrated Kids, Seventeen, and People). Cross integration marketing opportunities will be used to supplement and complement all of the above tactics to maximize reach and awareness. All ads will display consistent messaging showcasing the Converse Chuck Taylor logo, tagline, and website information.

Online and Social Media Advertising

- Launch the Converse Chuck Taylor App, providing exclusive content, personalized recommendations, and a convenient and easy shopping experience.

- Paid and promotional digital advertising (digital ads, video, and interactive) through cross platforms such as TikTok, Snapchat, and YouTube during promotional seasons: Back to School and the Holiday Seasons (Black Friday and Christmas).
- Ads/campaigns (digital ads, video, and interactive) incorporating celebrity influencers during peak seasons.
- Creating more interaction with The Gen Z market, both behavioral and response-based targeting.
- The Chuck Taylor All Star search will include a call to action ads with links to the website including hashtags to social conversations #unleashyourinnerrebel #chucktaylor.
- Create Chuck Taylor All Star page on current website for “All Things Chuck”; this will differentiate “Chucks” from other Converse products (www.converse.com/chucks).
- Both paid and promotional advertising will drive traffic to the Chuck Taylor website (<https://www.converse.com/chucks>).
- Weekly showcase of a featured Gen Z customer on website landing page (www.converse.com/chucks); bio will include the customer’s custom pair of Chucks and the creative backstory.
- Post ads through social and on the website encouraging users to become a Converse site member for free and receive exclusive VIP deals.
- Maintain consistent stories on social media, keeping audience engagement and gaining a higher following.
- Digital advertising incorporating promotional offers or deals exclusively online.
- Text app for Chuck Taylor All Star products with in-store promotions and discount codes for signing up.
- Introduce smart features built into the shoes consisting of fitness tracking, augmented reality, GPS, and other innovative features.

Social Media Influencer Advertising

- Influencer ads will be highlighted with the Chuck Taylor brand logo.
- Ads will have both Charli D’Amelio and Jenna Ortega stating the tagline “Unleash Your Inner Rebel and Embrace Creative Freedom” while wearing their favorite pair of Chucks.
- Influencer ads showcasing Dancer Charli D’Amelio will run via Snapchat, TikTok, and YouTube during July – December (excluding October) on Fridays from 6-9 pm. This strategically targets the highest day/time for Gen Z activity and will coincide with back-to-school dates and the holidays. See **Figure 6**.
- Influencer ads showcasing Actress Jenna Ortega will run via Snapchat, TikTok, and YouTube from July – December (excluding October) on Fridays and Saturdays from 6-9 pm. This strategically targets the highest days/times for Gen Z activity. See **Figure 6**. The ads will coincide with Jenna’s “Wednesday” Season 2 series release date and her film “Beetlejuice 2” release date.

Figure 6: Best advertising times/dates for social media



18% of marketers surveyed recommend posting on Fridays, while 16% say Saturday is the best day to post.

(Needle, 2023).

Streaming Television Advertising

- Converse Chuck Taylor will run 30 second ads throughout the campaign on various streaming platforms to further reach the Gen Z audience.
- Continuous ad dates: Full campaign (January - December)
- Flight ad dates: July - September (Back-to-School), and October - December (Holiday).
- Specifically chosen ads will be tagged with promotional offers.
- The ads will run on the streaming platforms during shows that have high Gen Z viewership: Netflix (Outer Banks), Hulu (Murder at the End of the World), and Prime Video (Fleabag).
- The ads will include footage of Converse Chuck Taylors in action, styled differently (some worn-out and some brand new), showcasing the authentic energy of the brand.
- The ads will highlight that Converse Chuck Taylor shoes hold the potential to empower today's youth and encourage them to embrace their creative and rebellious spirit.
- The ads will close with the campaign tagline "Unleash your Inner Rebel and Embrace Creative Freedom," the Converse Chuck Taylor logo, and the Converse website information.

Print Advertising

- ½ to full-page ads will be placed in the following Gen Z-focused magazines: Seventeen, Sports Illustrated Kids, and People.
- Campaign ads will stagger throughout the 12-month cycle, but a significant increase will commence during promotional seasons such as "Back to School" and the "Holiday" seasons.
- Direct-to-consumer promotional flyers with exclusive deals to shop will be incorporated into ads during "down" months.
- The creativity behind these ads will feature Gen Z characters who look and feel artistic and ready to "Unleash Their inner rebel and embrace their creative freedom."

- Most of the creative's settings will be focused on urban landscapes to support the "street cred" vibe and youthful idealism of the campaign's creative.
- The creative will drive consumers back to Converse.com and social media outlets featuring Chuck Taylor using hashtags and mentions - #unleashyourinnerrebel #chucktaylor, encouraging cross-functional engagement.
- Paid celebrity influencer content will promote print campaigns when available.
- Merchandising in-store with signs and end cap displays for Chuck Taylor All Star products during promotional seasons such as "Back to School" and the "Holiday" seasons.

Cross Integration Marketing

- Influencers Charli D'Amelio and Jenna Ortega attend red carpet functions for many different promotional events and film/series releases; they will wear their favorite style of Chuck Taylor shoes to promote the brand, and interviewers will be prompted to ask them about the shoes and their affiliation with the brand. Both stars will be able to insert the tagline "Unleash Your Inner Rebel and Embrace Creative Freedom" during interviews.
- Press releases with both influencers Charli D'Amelio and Jenna Ortega will be scheduled and launched to coincide with the ad campaign runs, specifically prior to the back-to-school, holiday, and film/series release dates.
- Social media ad runs will coincide with the press releases to maximize brand exposure via Snapchat, TikTok, and YouTube platforms.

MEASUREMENT

To determine if the "Unleash Your Inner Rebel and Embrace Creative Freedom!" campaign is effectively reaching the intended Gen Z market and showing a positive impact on the Converse Chuck Taylor brand, each tactic will need to be measured by using industry standards and specific key performance indicators (KPIs). As the campaign is monitored, optimizations will be made in the creative and media categories to maintain and ensure the success of the campaign. These measurements will be obtained by:

- Monitoring digital and social media platforms to make sure they are meeting the KPI goals set for impressions, clicks, shares, engagements, and fan base growth.
- Monitoring website traffic prior to, during, and after the campaign to determine traffic growth.
- Measuring customer data collected via web traffic, social media engagement, and response to print ads.
- Monitoring of sales during the length of the campaign run, specifically during "back to school" ads, "holiday" ads, and ads coinciding with influencer series and film release dates.
- Monitoring hashtag clicks #unleashyourinnerrebel, #chucktaylor.
- Following and monitoring weekly website stories from various Gen Z consumers to gauge feedback and engagement.

BUDGET

The estimated budget for all creative campaign development and production is \$75,200,000 (with the actual budget coming in at \$74,995,240). This will include:

- Brand Audit prior to and after the campaign run
- HRJC agency fees and measurement tools, such as Google Analytics
- Management and continuous observation of targeted social media platform activity
- Planning, implementation, and execution of press releases and event coordination
- Filming and pre/postproduction support of campaign ads and influencer content
- Development and execution of print advertisements
- Website landing page implementations featuring creative consumer weekly stories
- Creation, implementation, and continuous improvement of Converse Chuck Taylor mobile app
- Implementation of promotional offers overall media advertising outlets
- Design, implementation, and execution of built-in smart features for shoes

MEDIA PLAN OVERVIEW

Converse Chuck Taylor will leverage an IMC and multi-media approach, mixing traditional and non-traditional media approaches such as print, online/social media, and influencer marketing. The goal is to build trusting relationships and meaningful experiences with Gen Z while maintaining Chuck Taylor's authenticity and style.

Media Budget Summary and Overview

Below are three media budget plans: a realistic budget, best-case scenario, and worst-case scenario. These budget plans show HRJC Advertising's strategy to reposition Converse Chuck Taylor All Star's creative marketing plan and spending to connect better with Generation Z. The client has allotted a realistic budget of \$75,020,000 for all working media and implementation, which is the target for Plan A. This budget is based on Chuck Taylor's competitor, Nike's 2023 10-K annual report. (Nike Website, 2023)

Figure 7: Various Budget Scenarios

Budget Scenario	Percentage Change	Budget Amount
Baseline	-	\$99 Million
Budget after fees	-20%	\$79.2 Million
Realistic Budget	-5%	75.2 Million
Best Case Scenario	+10%	\$87.1 Million
Worst Case Scenario	-10%	\$71.3 Million

NOTE: Self-Generated Content

CREATIVE OVERVIEW

This section focuses on Converse Chuck Taylor All Star's creative marketing approach to their main target audience, Gen Z. Being perceived as outdated, Converse aims to reposition their brand as one that resonates with this highly diverse and creative generation. The tagline of the campaign "Unleash your Inner Rebel and Embrace Creative Freedom" was created to promote the sneakers as not just footwear, but a medium for self-expression. **Exhibit 3** in the Appendix includes a creative ad prospective for "look and feel" of campaign, utilizing the previously detailed creative elements.

Target Audience

- **Demographic:** Gen Z, Ages 11-26
 - Currently, 20.7% of the U.S. population
 - Buying power, estimated at \$357 billion in disposable income
- **Gender:** He/She/Them
- **Race:** Most diverse generation in U.S. history – According to the latest U.S. census, 47% of American children identify as non-white.
- **Location:** U.S. Market

**For more detailed information on psychographics and target audience, please refer to page 8 of the report.*

Current Brand Perception and Desired Perception

The Gen Z target audience may perceive the Chuck Taylor All Star as a brand that lacks individuality and creativity, only appealing to older generations. These consumers may not associate it with cutting-edge fashion or a diverse lifestyle. The target audience must perceive Converse Chuck Taylor All Star as a brand that embraces innovation, personalization, and collaboration. "Chucks" aims to be a perfect blend of style and individual expression.

Positioning in the Marketplace

Converse Chuck Taylor All Star aims to differentiate their sneakers by challenging the current perception of the brand, positioning it as a trendy, creative, and customizable footwear option that appeals to Gen Z. By embracing customization and collaboration with influencers, Converse Chuck Taylor will disrupt the traditional sneaker market and excite younger consumers.

"The Big Idea"

Offer enhanced customization options, allowing individuals to personalize their "Chuck" sneakers with unique colors, patterns, artwork, or designs. This level of personalization will enable customers to create one-of-a-kind sneakers that reflect their style, fostering a deeper emotional connection with the brand.

Key Emotion

The most crucial campaign element, that will evoke the highest emotional response with Gen Z, is individualism. Gen Z highly values uniqueness and individuality, using fashion as a means of self-expression. By offering customizable Chuck sneakers, their desire to stand out is accommodated.

Reason to Believe

By combining enhanced customization options with the campaign “Unleash your Inner Rebel and Embrace Creative Freedom,” Gen Zers will have a reason to believe in the authenticity of the brand. Chuck Taylor’s commitment to promote self-expression and individuality aligns with the values of Gen Z, based on their audience psychographics (refer to page 8 of the report). Thus, the call to action becomes: Converse Chuck Taylor All Star sneakers are not just a classic footwear option, but a canvas for personal expression and gateway to a creative and rebellious lifestyle.

MEDIA PLAN OBJECTIVES AND STRATEGIES

- Primary Objective: Increase Gen Z brand awareness on social media platforms among Gen Z by 15% within one year; this will increase awareness from 18.4% to 33%
 - Brand awareness for Converse Chuck Taylor overall is 87%, using 331 million Americans as the total number. With roughly 70 million Americans falling into the Gen Z demographic, this puts their brand awareness at 18.4%.
- Secondary Objective: Generate a 5% increase in Gen Z social media engagement among Gen Z within one year. This 5% increase will be synonymous across Snapchat, TikTok, and YouTube.
- Tertiary Objective: Increase Gen Z website traffic from Gen Z by 15% within one year.

Strategy: The above objectives will be met by creating and implementing the media campaign “Unleash Your Inner Rebel and Embrace Creative Freedom,” targeting the Gen Z audience. Advertising between the three different media vehicles will maintain consistency during the 12-month cycle. More robust campaign ad spends, including flighting ads, will run during “back to school” (July-September) and “holiday” (October-December) months. The use of influencers through the online/social media vehicle will incorporate the celebrities’ series/film release dates.

Rationale: By increasing Chuck Taylor’s brand awareness to the Gen Z audience, the goal to increase sales will be met. The target market will be immersed in campaigns that speak to their rebellious and diverse nature, showing them that Chuck Taylor is at the forefront of innovation, creativity, and individualism.

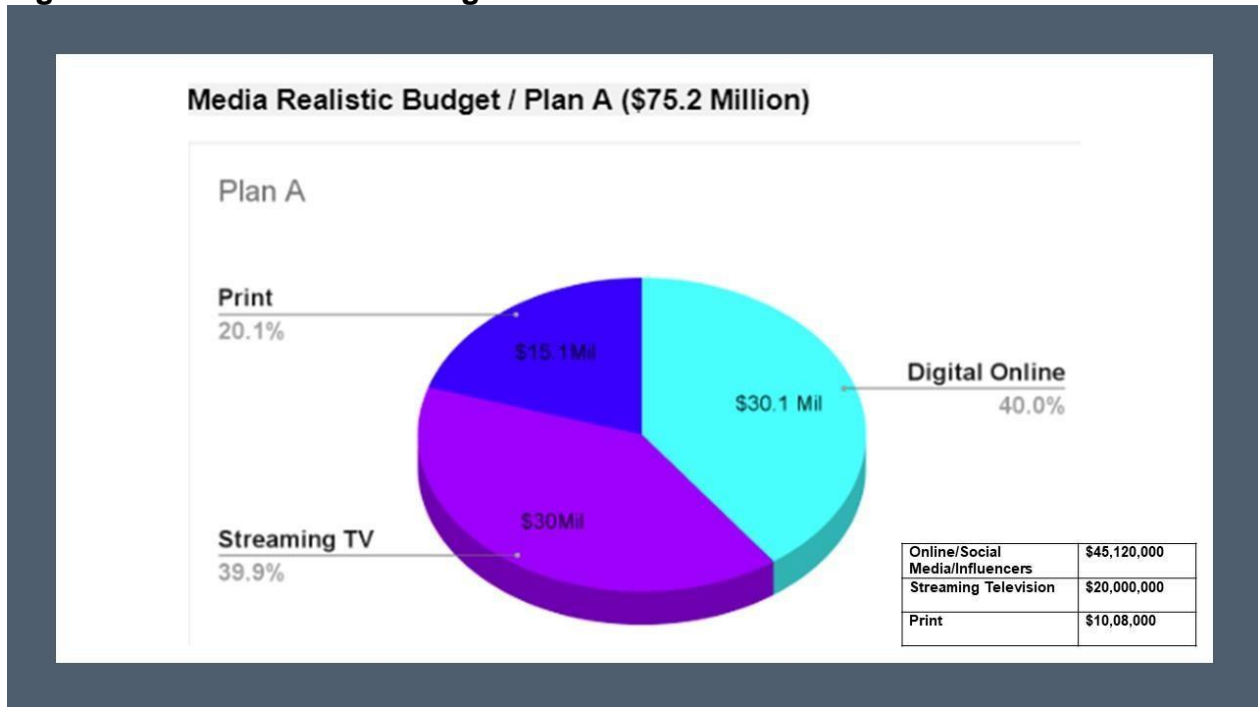
BUDGET ALLOCATION RECOMMENDATIONS

HJRC advertising recommends that the budget be dispersed between online/social/influencer, streaming television, and print. The Plan A realistic budget,

\$75,200,000 will help to reach the target market of Gen Z and will be allocated as follows:

- **40% Online/Social**
- **39.9% Streaming TV**
- **20.1% Print**

Figure 8: Plan A Realistic Budget Allocation



Note: Self-Generated Content

With Gen Z as the target market, most of the budget will be allocated to online/social, as this generation is known to be heavily populated online and on social media platforms. However, streaming television services and print advertising also capture the Gen Z audience: “Gen Z viewers say they spend an average of 1 hour and 51 minutes streaming versus 38 minutes watching live television daily; that’s almost three times as much streaming as cable” (The Current, 2023). “More than other generations, Gen Z is most engaged when advertising is humorous or entertaining” (Supermarket News, 2023).

Chuck Taylor All Stars will use celebrity influencers in collaboration with social media platforms to appeal to the Gen Z market. “HubSpot conducted a study that found that 33% of Gen Z have made a purchase based on a recommendation from an influencer in the past three months in order to establish their trust in that brand” (Cannon, 2023). HJRC Advertising recommends this quadruple-threat strategy as the perfect recipe to capture the Gen Z audience.

MEDIA MIX OVERVIEW

The designated media mix involves a comprehensive use of online/social media advertising, streaming television advertising, print advertising, and Cross Integration Marketing, all targeting the Gen Z demographic. Detailed analyses of each component explain the rationale and ensure strategic alignment towards reaching Gen Z effectively.

Online & Social Media Advertising

While the intended realistic budget allocation for online/social media, including influencers, advertising is \$45,120,000, HRJC Advertising comes in under budget at \$45,100,000.




Media Details: See Figure 9

- Incorporate both digital and video ads accessible on all online devices, this will help with brand awareness for the Chuck Taylor All Star brand.
- Start with campaign focus via online platforms, where the target market spends the majority of its time, then end with celebrity events and in-store advertising to seal the marketing deal.
- Posting ads on social networks from 12-3 pm and 6-9 pm.
- Advertising flight scheduling:
 - July - September (Back to School Campaign).
 - October - December (Holiday Campaign).
- Direct traffic to the new Chuck Taylor All Star landing page (www.converse.com/chucks).
- Use this “Chucks” landing page to help direct consumers to the social media profiles for Converse Chuck Taylor All Stars by using social icons for an easy click for consumers.
- Optimize SEO to ensure a smooth direct flow to the Chuck Taylor landing page and improve site performance.

Rationale:

- Per Flori Needles from HubSpot online, the best times to post online across all platforms are 6 pm-9 pm (after work) and 12 pm-3 pm (lunch/break times) (Needles, 2023).
- “TikTok, Snapchat, and Instagram are the most popular social media platforms for Gen Zers, though only Snapchat draws a higher share of Gen Z teens than Gen Z adults, per our U.S. Social Network Usage by Generation report” (Feger, 2023).
- To drive traffic to your website effectively, you should partner with influencers, optimize SEO, and improve site performance (Wixblog, 2023).

Figure 9: Average CTR, CPC, and CPM For Instagram, TikTok, Snapchat & YouTube

			
CTR	1%	.3-1.5%	.65%
CPC	.50-\$1.00	\$1-3/swipe	.49 cents
CPM	\$10.00	\$8.50	\$7.50

(Sproutsocial, 2023), (Moons.D., 2022)

Social Media Influencer

The realistic budget allocation for the influencer portion of the online/social media advertising is \$10,000,000 of the \$45,120,100 total.

Media Details: Utilizing two Gen Z targeted influencers, Charli D'Amelio and Jenna Ortega, within the online/social media vehicle will elevate impressions and reach due to their connection with this age group. See **Figure 10**.



Charli D'Amelio:

- Charli D'Amelio has a massive following across various platforms like Snapchat, TikTok, and YouTube, with a combined total of 65 million followers.
- Charli D'Amelio is one of the most influential TikTok stars, known for her dance videos and engaging content (Brown & Freeman, 2022). Collaborating with her can help reach a vast audience, particularly the younger demographic who are active on social media. Additionally, her strong presence on multiple platforms ensures a broader reach.

Jenna Ortega:

- Social Media Followers: Jenna Ortega has a substantial fan base of almost 14 million followers across Snapchat, TikTok, and YouTube.
- Jenna Ortega is a talented actress and social media personality who resonates with a diverse audience and has a significant following (Herring, 2023). By partnering with her, Chuck Taylor can tap into her dedicated fan base, which includes both fans of her acting work and those who follow her on social media. This collaboration can help promote Chuck Taylor's unique style and appeal to a broader range of consumers.

Figure 10: Influencer and Social Media Stats

INFLUENCER	Charli D'Amelio 	Jenna Ortega 
Social Media Followers Combined: Snapchat, TikTok, & YouTube	65,000,000	13,825,760
Influencer Social Media Price per Ad/Post: Snapchat, TikTok, & YouTube	\$100,000	\$117,000

(Snapchat, 2023). (TikTok, 2023). (YouTube, 2023) (Pantsis, 2022). (Herrig, 2023).

Streaming Television Advertising

While the intended realistic budget allocation for streaming television advertising is \$20,000,000, HRJC Advertising comes in slightly under budget at \$19,889,200.

Media Details: See Figure 11

- Run :30 second ad spots that can be tagged with promotional offers.
- Continuous ad dates: Full campaign (January - December).
- Flight ad dates: July - September (Back-to-School), and October - December (Holiday).
- Weight will be 100% on streaming platforms: Netflix, Hulu, Prime Video.

Rationale:

- Gen Z, on average, watches three times as much streaming T.V. content compared to regular cable (Fowler, 2023).
- Netflix is the most used streaming platform in the U.S., with Hulu and Prime Video being top contenders (Statista, n.d.).
- Many streaming services offer personalized recommendations based on user preferences (Broadpeak, 2023).
- Gen Z is accustomed to having a viewing experience customized to their personal preferences, explaining the shift from cable to streaming services (Broadpeak, 2023).

Figure 11: Streaming Service Cost and Reach

Show	Platform	Average Cost for :30 Second Streamed Advertisement	Total Gen Z Viewers	Estimated Average Cost Per Thousand (CPM)
Outer Banks	Netflix	\$2,847,400	49,500,000	\$57.52
Fleabag	Prime Video	\$500,000	7,750,000	\$64.52
A Murder at the End of the World	Hulu	\$500,000	29,000,000	\$17.24

(Fowler, 2023) (Insider Intelligence, n.d.) (Simulmedia, n.d.) (Turner, 2022)

Print Advertising

While the intended realistic budget allocation for print advertising is \$10,080,000, HRJC Advertising comes in under budget at \$10,006,040.

Media Details: See Figure 12

- In the Plan A realistic budget, Chuck Taylor All Star will stagger ads throughout three magazines each month: Sports Illustrated Kids, Seventeen, and People.
- Print ads will be placed in magazines, ½ to full-page ads, throughout a 12-month cycle.
- Magazines were selected by audience reach and credibility amongst the Gen Z audience.
- The creative slogan of “Unleash your Inner Rebel and Embrace Creative Freedom” will shape a broader message intended to align all media vehicles toward a continuous conversation.

Rationale:

- Although Gen Z is predominantly digitally inclined, this market is attracted to the authenticity of print media. "Because Gen Z grew up surrounded by multiple screens, they recognize the need to unplug occasionally. Print media is effective in part because of its distance from distraction" (Johnson, 2023).
- In the era of "fake news", print media has positioned itself to be a more credible source for this age group. "A survey of 300 students at American University found that 92 percent preferred reading physical books to reading online. Reuters also found that, in an age of "fake news", Gen Zers tend to trust what we read in print more than what we read online. The average member of Generation Z will also spend an hour per week reading magazines" (Purnell, 2021).
- Compared to other generations, specifically Millennials and Gen Xers, Gen Z has lived through recent historical turbulence, such as hate-forward elections and

inauthenticity found on social media news outlets. By including magazines in the media strategy, Chuck Taylor will create brand credibility through carefully curated magazine selection and ad placement. The proposed magazines are Sports Illustrated Kids, Seventeen, and People, which are based on credibility and reach.

Figure 12: Magazine Plan: Numbers Based on Monthly Subscription

	Sports Illustrated Kids	Seventeen	People <i>*Based on a weekly subscription</i>
Total Circulation	950,000	2,020,492	82,000,000
Demographics	Avg Age 11 69% Male 31% Female	Age 13-19 16% Male 84% Female	Age 18-32
Gen Z Reach	494,000	707,172	31,160,000
Rates (color)	Full Page \$33,075 2/3 Page \$25,357 1/2 Page \$19,845 1/3 Page \$14,332	Full Page \$138,240 2/3 Page \$105,180 1/2 Page \$89,590 1/3 Page \$66,750	Full page \$445,600 2/3 page \$380,300 1/2 page \$300,900 1/3 page \$205,100
Cost per Thousand	Full Page \$33.07 2/3 page \$25.35 1/2 page \$19.84 1/3 page \$14.33	Full Page \$69.00 2/3 page \$52.57 1/2 page \$44.78 1/3 page \$33.36	Full Page \$173.38 2/3 page \$147.97 1/2 page \$117.08 1/3 page \$79.80

(Sports illustrated for kids - magazine advertising costs, 2023) (Xavier, n.d.) (Sports Illustrated Media Kit, 2023) (Media Planning Calculator, 2023) (C.R. programming M2T5, n.d.) (Watson, 2023) (Seventeen – magazine advertising costs, n.d.) (Seventeen rate card, n.d.)

Cross Integration Marketing

Media Details:

- Influencers Charli D'Amelio and Jenna Ortega attend red carpet functions for many different promotional events and film/series releases; they will wear their favorite style of Chuck Taylor shoes to promote the brand, and interviewers will be prompted to ask them about the shoes, their affiliation with the brand, and both stars will be able to insert the tagline "Unleash Your Inner Rebel and Embrace Creative Freedom" during interviews.
- Press releases with both influencers Charli D'Amelio and Jenna Ortega will be scheduled and launched to coincide with the ad campaign runs, specifically prior to the back to school, holiday, and film/series release dates.
- Social media ad runs will coincide with the press releases to maximize brand exposure via Snapchat, TikTok, and YouTube platforms.

Rationale:

- By wearing their favorite style of Chuck Taylor shoes, Charli and Jenna would showcase their personal endorsement and preference for the brand. This would create a positive association between the shoes and the influential celebrities, potentially leading to increased interest and sales.
- Requesting interviewers to ask about the shoes and the influencer's affiliation with the brand would generate further buzz and engagement. This would increase visibility and encourage more people to explore the Chuck Taylor brand.
- The tagline "Unleash Your Inner Rebel and Embrace Creative Freedom" adds a compelling message to the campaign, resonating across platforms and inspiring the rebellious and creative Gen Z values represented by Chuck Taylor.
- Utilizing high-profile events, and the inclusion of the tag line in interviews with the influencers, will create a multi-channel marketing strategy. This strategy amplifies the reach and impact of the campaign, ensuring that it reaches a wide audience and resonates with fans of both stars.
- Coordinating social media ad runs with the press releases maximizes brand exposure across various platforms such as Snapchat, TikTok, and YouTube. These platforms have large user bases, especially with the target demographic.
- Leveraging social media platforms for ad runs allows the marketing campaign to tap into the influencers' existing fan base, expanding the brand's reach to their followers. The influencers' loyal audience is likely to pay attention to the ads, further increasing brand exposure and attracting potential customers.
- The combination of press releases and social media ad runs creates a cohesive and integrated marketing approach. This approach ensures that the brand message and campaign visuals are consistently communicated across different channels, reinforcing brand recall, and enhancing the overall campaign impact.

MEASUREMENT AND EVALUATION

The success of the proposed media plan for Converse Chuck Taylor All Stars will be evaluated through key performance indicators (KPIs) such as website analytics, social media engagement metrics, brand awareness surveys, website traffic, and overall

target audience reach. These KPIs will determine if objectives are being met through the chosen vehicles while increasing brand sales and impressions. Ads will be continuous during 2024, with higher ad pushes coinciding with back-to-school dates, holiday dates, and influencer series/film release dates.

Below is a list of media vehicles and objectives being used to evaluate and measure the success of this media plan. Should the planning team determine that a chosen vehicle is not reaching the projected goal, marketing capital will be reallocated to focus on the high-traffic media vehicles, specifically online and social media. This reapportionment is designed to better target the audience, improve engagement and sales, and capitalize on the marketing budget. The initial reallocation would include lowering, or possibly eliminating, the budget assigned to print advertising. Based on the engagement and reaction to influencer marketing tactics, the print portion of the budget would be allocated to expand campaigns with current influencers Charli D'Amelio and Jenna Ortega or to add another influencer that has impact and pull with the Gen Z target market. This additional influencer may be someone in the gaming community or someone who appeals to the younger demographic of Gen Z (ages 11-16).

With the Realistic Case, Plan A, we will assess based on:

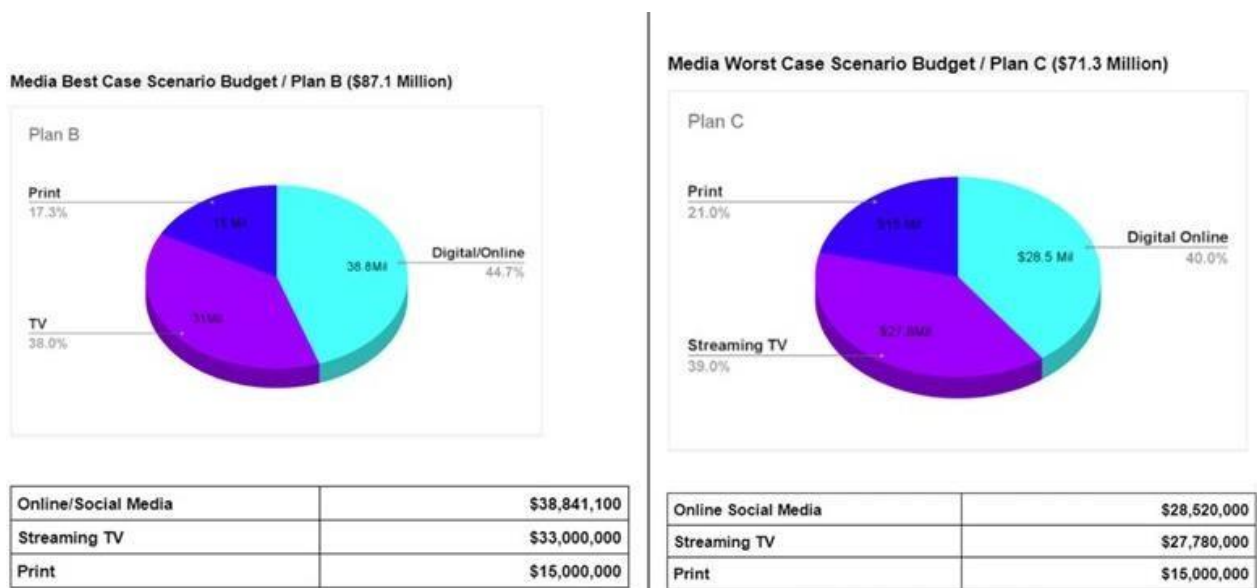
- **Online & Social Media/Influencers**
 - Create online campaigns that include Gen Z celebrity influencers, Jenna Ortega and Charli D'Amelio, are highly impressionable and engaging to the target audience.
 - Repost ads, with Chuck Taylor driven content, that are highly liked and reshared.
 - Continuously run influencer content/ads/campaigns are relevant to the target audience. Saturated online vehicle campaigns during both the "Back to School" and "Holiday" seasons generate a 5% increase in social media engagement amongst the Gen Z market within one year, including Snapchat, TikTok, and YouTube.
 - Place link tags, #unleashyourinnerrebel #chucktaylor to drive increased users back to the Converse Chuck Taylor All Star website, converse.com/chuck.
 - Influencer campaign efforts encourages a "word of mouth" marketing tactic, which broadens brand's presence and drives sales upward.
- **Streaming Television**
 - Purchased and utilized commercial space on popular streaming platforms such as Netflix (Outer Banks), Hulu (Murder at the End of the World), and Prime Video (Fleabag), increases brand awareness amongst Gen Z by 15% in one year.
 - Streamed commercial campaigns during both the "Back to School" and "Holiday" seasons generate a 5% increase in brand engagement amongst the Gen Z market within one year.

- Cultivated focus groups prove positive sentiment and engagement from streaming ads.
- **Print**
 - Purchased and utilized ad space of magazines popular with Gen Z: Seventeen, Sports Illustrated Kids, and People, reaches target audience and builds credibility and brand awareness.
 - Customer data, collected via pulse surveys on the website determines increased alignment with target market by print campaign efforts.

While the realistic budget, Plan A, \$75,200,000, is suggested for the proposed creative media plan, best-case and worst-case scenarios are also evaluated here:

- **Best Case, Plan B \$87,100,000**
 - All three media vehicles integrate in the most effective way to increase consumer demand for Chuck Taylors to Generation Z.
 - All social media platforms increase engagement and impressions.
 - The target market aligns and adopts the campaign’s purpose. Thus, positioning the brand for future success and long-term sales potential.
 - Marketing plan increases sales to the Gen Z consumer.
- **Worst Case, Plan C \$71,300,000**
 - The three media vehicles fail to leave a lasting impression on Gen Z’s alignment with the sneaker brand.
 - Brand awareness goes unchanged, and the target market doesn’t connect with the campaign’s intended repositioning tactics.

Figure 12: Supplemental Charts Showing Various Budget Scenarios and Media Allocation



NOTE: Self-Generated Content

CONCLUSION

This report outlines a comprehensive strategy for ensuring the continuation of Chuck Taylor's brand relevance into a new era. Designed specifically to attract and engage the creative and individualistic demographic of Generation Z, the approach includes a blend of historical brand elements and futuristic marketing techniques.

The proposed creative and media plans have been tailored to resonate with Gen Z values and behavior patterns. The creative plan emphasizes the brand's history, presents a distinguishing campaign idea and tag line, and utilizes creative elements drawn from the unique characteristics of Gen Z. Furthermore, insight into competitive positioning and potential market opportunities is provided through a detailed SWOT analysis, which lends more depth and context to the brand's strategic move.

The media plan outlines the IMC's nuanced implementation using a diversified media mix aimed at maximizing reach and engagement. A pragmatic fusion of online and social media platforms, influencer marketing, television streaming services, and strategic print ad placements serve as the means to increased brand familiarity and interaction among Gen Z audiences. Additionally, an in-depth budget breakdown and a media schedule flow chart provide transparency for stakeholders in understanding the campaign's implementation and impact.

APPENDIX

Exhibit 1: SWOT Analysis Detail

Strengths:

- *Strong brand recognition:* The Converse Chuck Taylor brand is widely recognized and has a positive reputation among consumers. This recognition gives the brand an advantage in the market and makes it easier to attract and retain customers.
- *Extensive company history:* With a long and successful history in the industry, we have built a solid foundation of experience and expertise. This history demonstrates our ability to adapt and thrive, which instills confidence in both customers and investors.
- *Loyal customer base:* Over the years, Chuck Taylor has cultivated a dedicated and loyal customer base. These customers appreciate the quality, style, and comfort the products offer, resulting in repeat purchases and positive word-of-mouth recommendations.

Weaknesses:

- *Lack of diversity in shoe styles:* One area where Chuck Taylor can improve is offering a wider range of shoe styles. Currently, the assortment may be limited, which may cause the brand to miss out on potential customers who are looking for more variety. This is where the creative campaign elements would come into play.
- *Low durability:* Although Chuck Taylor shoes are known for their style, some customers may express concerns about their durability. Addressing this weakness by enhancing the quality and durability of the shoes will help to improve customer satisfaction and overall brand perception.
- *Low arch/ankle support in shoes:* Another weakness to address is the potential lack of adequate arch and ankle support in the shoes. This can be a major drawback for customers who require additional support or who have foot-related issues. Developing or improving designs to provide better support will help attract and retain customers.

Opportunities:

- *Launch Chuck Taylor app:* By developing and launching a dedicated Chuck Taylor app, a digital platform can be created that enhances the customer experience. This app can provide exclusive content, personalized recommendations, and convenient shopping options, creating a seamless and engaging experience for customers.
- *More advertising/promotion:* Investing in increased advertising and promotional efforts will help reach a wider audience and increase brand visibility. This can be done through various channels such as streaming services, social media, influencer marketing, and targeted online campaigns.

- *Introduce "Smart Features"*: As technology continues to advance, there is an opportunity for us to integrate smart features into the shoes. This could include fitness tracking capabilities, augmented reality experiences, or other innovative functions that cater to the tech-savvy consumer.
- *Utilize influencer marketing tactics*: Partnering with influencers and engaging in strategic influencer marketing campaigns will help expand the reach of the Chuck Taylor brand and connect with the Gen Z target audience on a more personal level. This will generate buzz, increase brand awareness, and drive sales.

Threats:

- *Imitation/Knock-Off shoes*: Counterfeit or imitation shoes can pose a significant threat to the Chuck Taylor brand. These imitations may impact sales, reputation, and customer trust. Vigilant monitoring and legal actions against counterfeit products are crucial in mitigating this threat.
- *Changing trends for younger generations*: Younger generations often follow emerging fashion and footwear trends. If Chuck Taylor fails to adapt to the evolving preferences and styles of the Gen Z demographic, the brand runs the risk of losing market share to competitors who are more aligned with their changing personal style and taste.
- *Various competition with other brands*: Chuck Taylor operates in a highly competitive market, and there are numerous well-established and emerging brands like Adida, Under Armor, and Nike that target similar customer segments. Competitors may have their own strengths, such as aggressive marketing strategies or innovative designs, which can challenge Chuck Taylor's market position. It's important to continually monitor and respond to competitive pressures to maintain a competitive edge.

Exhibit 2: Gen Z Social Media Reach

Social Media Reach Among Gen Z

Percentage of mobile internet users aged 18–24 who visited each social media app

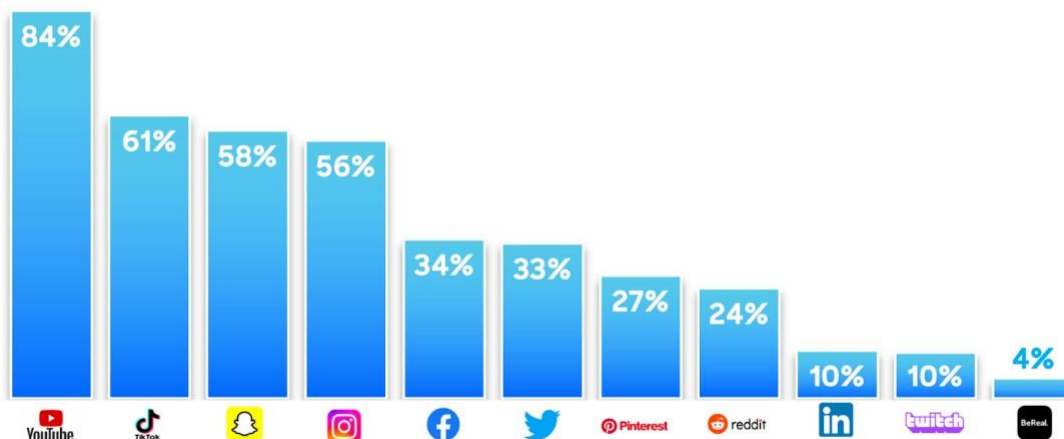
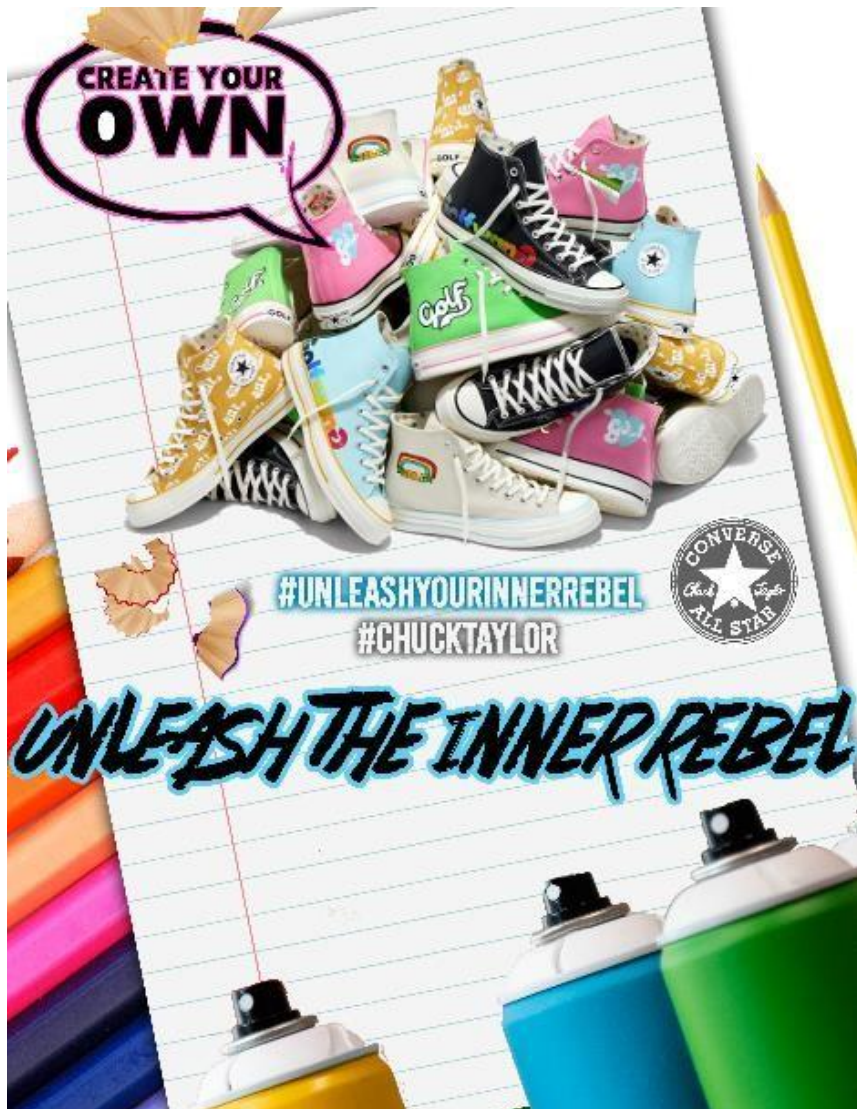


Exhibit 3: Prospective Chuck Taylor: Creative Elements



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