

VANS[®]

Proper Gnar



A brand collaboration intended to increase customer segmentation.

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TOPIC

Vans, known predominantly for its skate culture-infused designs, will collaborate with female-owned skateboard brand Proper Gnar to engage and bring in a new female skate-crazed target market.

Within this collaboration, Vans and Proper Gnar will release a limited edition line of skateboards and accessories on national skate day in 2024.





HISTORY OF VANS

- 1966- Brothers Paul Van Doren and Jim Van Doren, along with partners, opened for business as a shoe manufacturing company under the name The Van Doren Rubber Company.
- 1970s- In the early 70s, Vans creates its iconic thick, sticky, skater-friendly sole.
- 1974 - Vans changed its name strategically to House of Vans, and in 1976, they released their logo.
- Throughout the 70s, Vans released skater-friendly shoes to establish its name and self within the skater community.
- 1980s - Vans released its iconic slip-on checkered shoe that is notably still its best-seller.



ABOUT PROPER GNAR

- Proper Gnar was created in 2012 by female skateboarder Latosha Stone in Greenville, Ohio.
- The female-created skateboarding brand notably became the first woman-owned, black-owned, and woman-designed skateboard company in the United States.
- **Brand Mission:** To nurture a true sisterhood at the skate park. Whatever your race, age, or sexual orientation, a community of like-minded womxn in a non-judgemental setting awaits.
- **Availability:** The brand is currently available via their personal website and in-store via several stockists.
- **Collaborations:** Currently Proper Gnar has not collaborated with any companies or brands.

Objective

Expand Target Market

Vans has a substantial target market; however, most of its audience is male. Knowing there is a market for female skate culture, Vans will identify and create a strategic plan to cater to its future female consumer.

Enhance Brand Experience

By incorporating a skate-infused pop-up event hosted on National Skate Day, Vans will enhance its consumer's in-person brand experience and overall brand engagement.

Diversify Product Line

Vans, the hardcore skater brand, has a vast product assortment; however, the company has yet to offer skateboards of its own on the market. Releasing limited edition boards with Proper Gnarr will strategically diversify their product offerings.





DESCRIPTION

Product Mix

- Delving into skate culture through the female lens, products will be centered around skate culture and femininity.

Price Point

- The pricing will remain in alignment with Van's current middle-class audience.

Promotion

- Series of campaigns showcasing female skate culture and a pop-up skating event hosted on National Skate Day.

Placement

- Products will be sold exclusively through Vans via its retailers, website, and hosted product launch event.



SWOT ANALYSIS



| STRENGTH | WEAKNESS | OPPORTUNITIES | THREATS |
|---|--|---|--|
| <ul style="list-style-type: none">• Quality & diverse product assortment• Strong brand recognition & reputation• Widely associated with skate-culture• Flexible price points• Consistent collaborations• Large social media presence | <ul style="list-style-type: none">• Lack of female-specific marketing• Viewed solely as a shoe brand• No skateboard line• Lack of skateboard-related brand collaborations | <ul style="list-style-type: none">• Increase the female customer segmentation• Diversification of products through the introduction of skateboards | <ul style="list-style-type: none">• Competition from similar brands• Rising inflation• Duplicate & fake products |

COMPETITORS

Vans is regarded as one of the top skateboarding brands in the United States. The brand has maintained relevance over the years and has become a staple shoe and brand within skate culture.



- Globally known and recognized brand
- Reputation for creating quality and innovative products



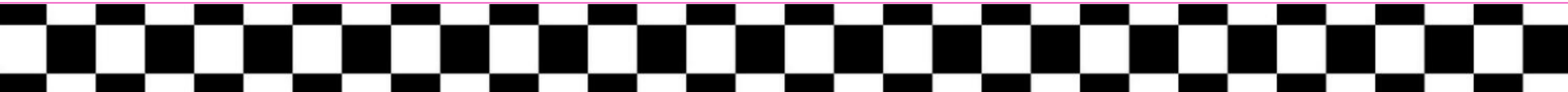
- Backed & owned by Nike
- Diversified brand marketing allows reaching across a broad customer segmentation.



- Diverse product assortment with flexible price points to appeal to the mass market.



- Focuses on the selling of skateboard gear, accessories, and shoes.
- Has shown continual market growth over the years



PRODUCT ASSORTMENT

Accessories Driven

- Skateboard deck-building essentials
- The initial launch will include a capsule collection of five products: skate decks, grip tapes, trucks, wheels, and bearings.

Price Range

- Targeting Van's new and existing middle-class female client base that obtains an interest in skate culture.
- Skate decks and wheels will be the most expensive products.
- Grip tape, bearings, and trucks will be the most inexpensive products.

BE A DOPE
SKATER GIRL.
MINUS THE
SKINNED
KNEES.



LOOK COOLER THAN YOU ARE. **VANS**



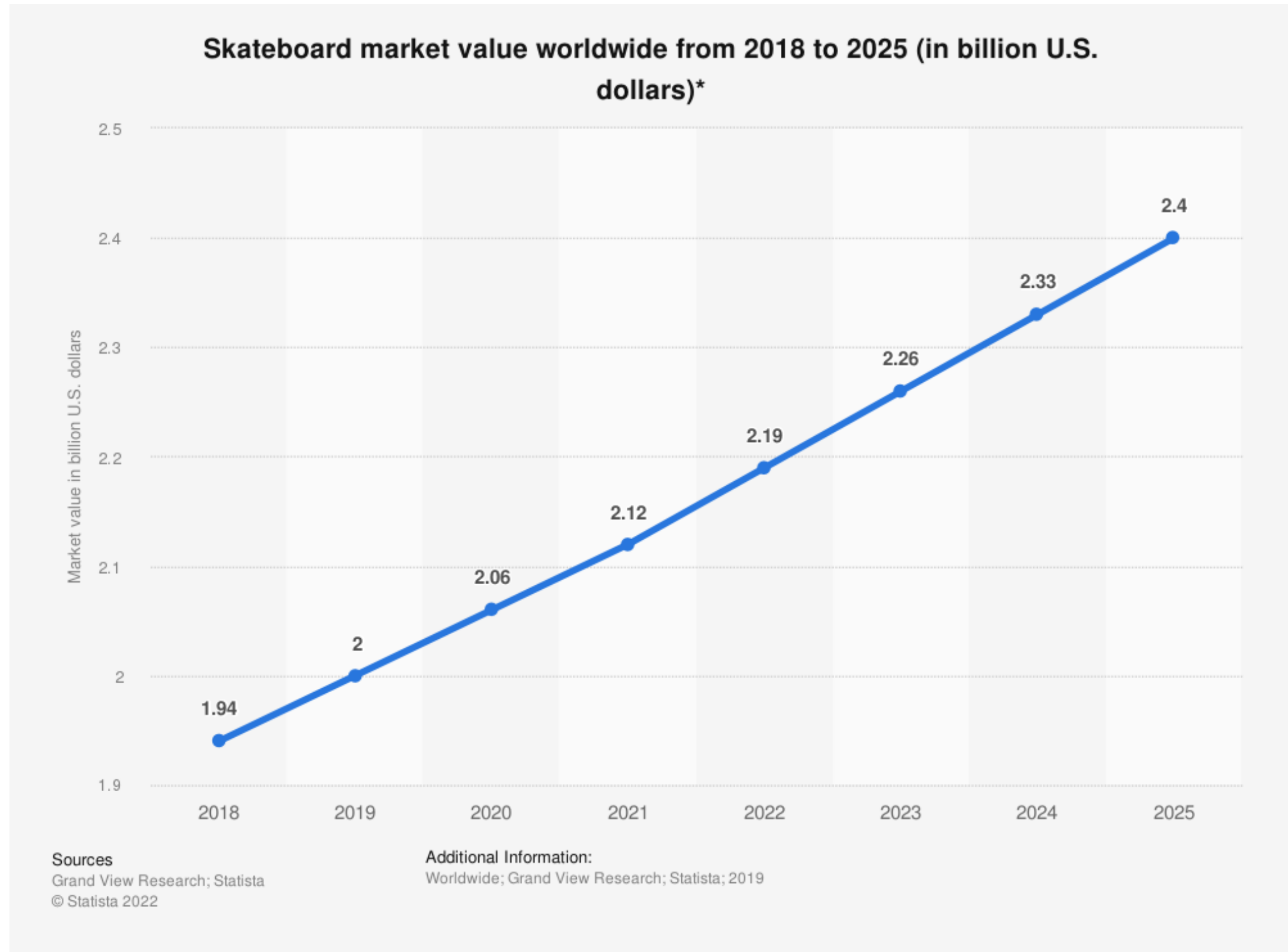
TREND RESEARCH

- 40% of new skateboarders are now women as of March 2023
- From 2010 to 2022, the skating community witnessed continuing growth.
- The introduction of women's skateboarding as an Olympic sport at the 2020 games spiked interest.
- Increasing female representation within skate culture makes women more comfortable with the sport.



MARKET RESEARCH

- Billion dollar industry that is expected to reach 2.4 billion U.S. dollars in revenue in the year 2025
- The Skateboard market was valued at 2.83 billion U.S. dollars at the end of 2022
- An industry that has shown continual and significant growth rates with no signs of downfall



KEY RESEARCH FINDINGS

- The Skateboard industry is a billion-dollar, continuously growing market segment.
- Vans does not sell skateboards of its own but sells those of other brands.
- Women & girls now account for 40% of new skateboarders within the U.S.
- Van's audience is 65% male and 35% female.





PROBLEM STATEMENT

In recent years the participation of women in skateboarding has continually increased, allowing them to account for 40% of new skaters. As female skate culture rises, a new market segment has opened. Van's can cater to this new consumer; however, it has yet to target the potential audience actively.





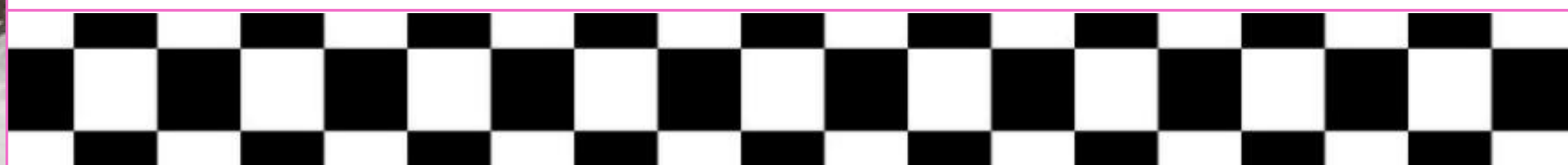
DISTRIBUTION

Locations

- Sold in 84 countries
- Over 2k stores worldwide
- 488 U.S. stores

Retailers

- Sold at Van's stores, grossing the highest revenues
- Available at the curated pop-up shop for purchase
- Purchasable online via Van's website



Intended Customer






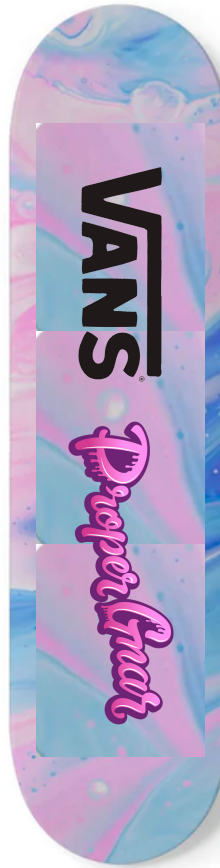
TARGET CUSTOMER

Van's aims to target female skaters who indulge authentically in skate culture and are brand loyal. Explicitly targeting women who are interested in obtaining more feminine skate gear as they continue growing within their sport.



PRODUCT ASSORTMENT



| CHECKERED SKATE DECK | CHAIN SKATEDECK | BUTTERFLY SKATEDECK | LUCID SKATEDECK |
|---|---|---|---|
|  A skateboard deck with a black and white checkerboard pattern. The VANS logo is printed vertically in the center, and the Proper Grail logo is printed below it in pink. |  A white skateboard deck with a silver chain graphic wrapped around it. The VANS logo is printed vertically in the center, and the Proper Grail logo is printed below it in pink. |  A white skateboard deck with a pattern of small blue and pink butterflies. The VANS logo is printed vertically in the center, and the Proper Grail logo is printed below it in pink. |  A skateboard deck with a marbled pattern of blue, pink, and white. The VANS logo is printed vertically in the center, and the Proper Grail logo is printed below it in pink. |

Price: \$80

Size: 8" x 32"

Material: Mapplewood

PRODUCT ASSORTMENT



| CHECKERED SKATE WHEEL | METALIC BARREL | NEON PINK GRIP TAPE | PURPLE GRIP TAPE |
|--|--|--|--|
|  |  |  |  |

AD MOCK-UPS

VANS *ProperGnar*



AD SPACE



Physical Marketing

- Vans will advertise its upcoming product launch and pop-up event using billboards, signage, magazine space, and posters.

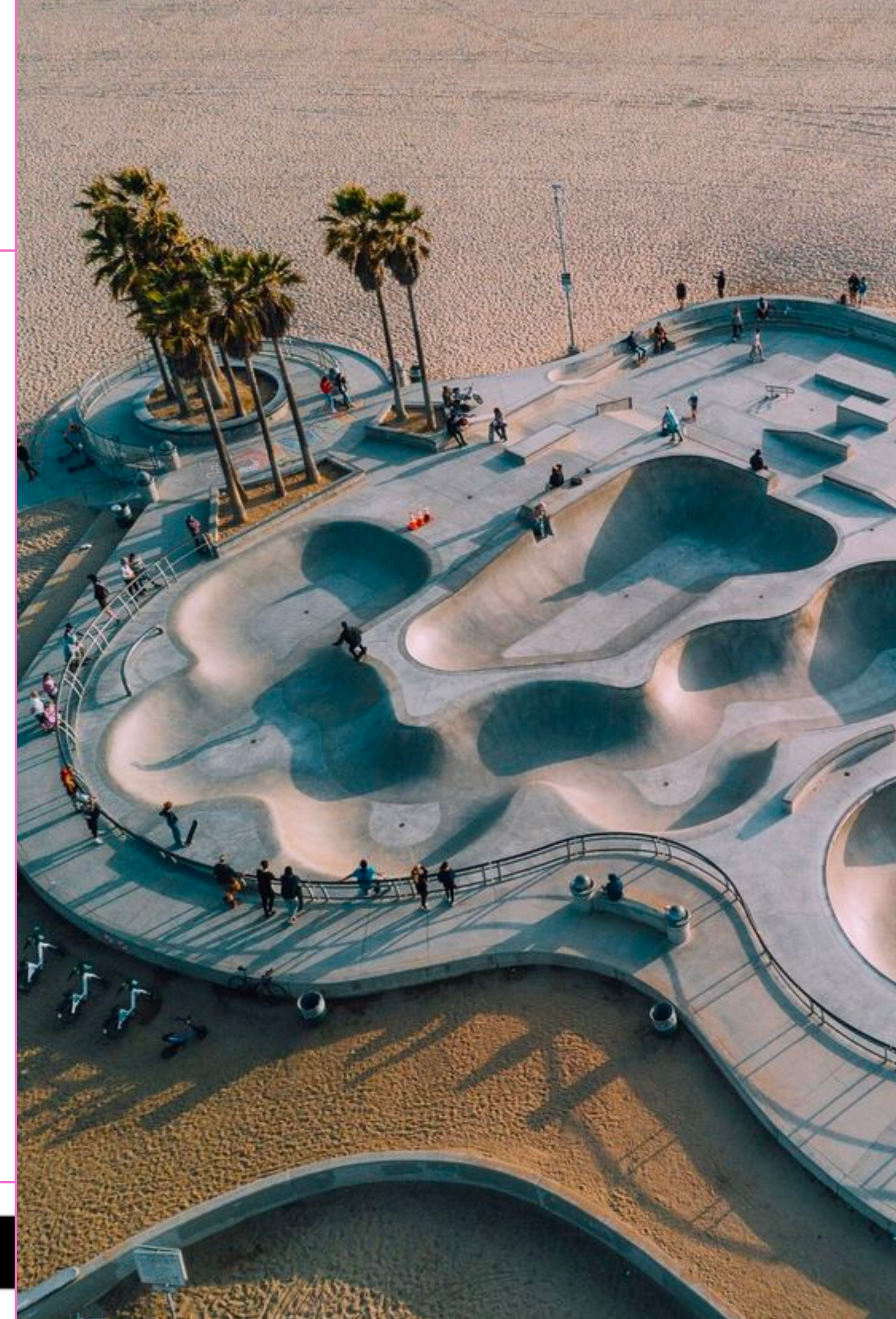
Digital Marketing

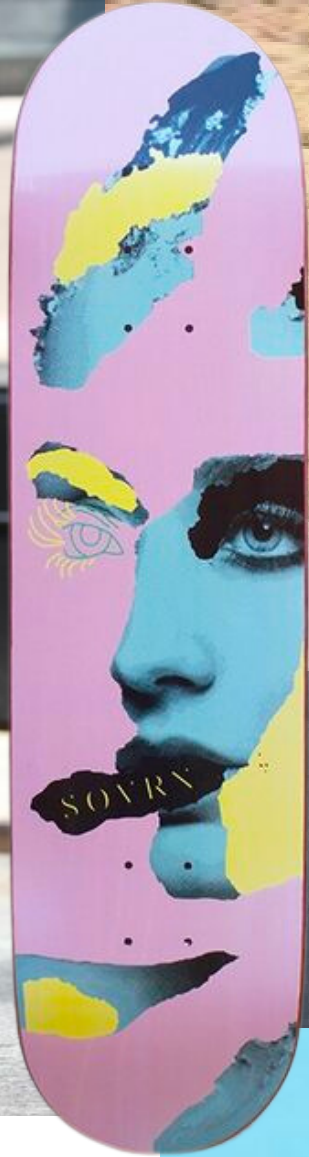
- Vans will capitalize by promoting itself via its social media platforms to connect better and engage with its Gen Z consumer.
- Vans will have its six female skate members continually advertising this upcoming collaboration on their social pages.
- Email marketing will be used to inform subscribers.



LAUNCH EVENT

- On Friday, June 21, 2024 (National Skate Day), Van's, in collaboration with Proper Gnar, will host an exclusive skate-infused pop-up event to release their new female-g geared product line.
- The event will be open to the public. However, tickets must be purchased beforehand for attendance.
- This event is intended to continue increasing female representation within skate culture.





MOOD BOARD

POP-UP

Location

- Vans Off The Wall Skatepark
(7471 Center Ave, Huntington Beach, CA 92647)

Purpose

- This activation is a fun and unique way for both brands to engage with their consumers in an experimental retail landscape.

Timeline

- The launch event will fall on Friday, June 21, 2024.
- Starting at 10 am and ending at 6 pm.
- Along with pop-up products will launch in stores and online via Vans.





LAYOUT

- Vans will invite female pro-skaters and all six female members of its skate team to perform tricks and engage with consumers.
- Booths will be available throughout the event selling the limited edition Vans x Proper Gnar merchandise and allowing customizable options.
- Tacos El Rey food truck will be rented as well as others to provide purchasable bites.

CONCLUSION



Within recent years female skate culture has grown significantly, with the female population amounting to 40% of the industry. Van's has made slight efforts to target the growing audience; however, launching the new female-gear product line will increase revenue from their female clientele while diversifying their product assortment. Van's, known as a skate culture-based brand, does not sell their own skate decks. This product launch makes sense as it fits the brand's aesthetic and would generate overall revenue.

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