

Young Ones Awards 2020

Vans

The problem we're trying to solve

Vans Pro Classics look just like classic Vans, but have been redesigned to be super durable, highly cushioned performance skate shoes. Since they look almost exactly like classic Vans, (the original skate shoes from the 70s and 80s) how can we make sure skate consumers are aware of the difference and seek out the Pro Classics for their performance skate needs?

Who is our audience

Core and committed skateboarders, ages 15-24. They skate everyday, consume skate media, mostly digitally, they follow @quartersnacks, @thrashermag, and brands like @fuckingawesome and @quasiskateboards

The key insight

Skateboarder's style has informed street fashion for years and Vans Classics are an essential piece of that look. Pro Classics give you the performance of a modern skate shoe without having to give up a classic look.

What is the main idea we need to communicate

Vans Pro Classics are high performance, durable, modern skate shoes hiding underneath classic, beloved silhouettes.

What do we need to make or do

This is an increasingly fractured audience, taking in tons of different feeds to get their news of the world. How can we show up in surprising ways to make sure we meet them where they are consuming media, and do it in a way that makes them happy to see us there?

What is the brand story here

These are the original shoes Vans made for skateboarding by listening to skateboarders, now revamped, with the input from modern day skateboarders. This is as Vans as it gets.

How can we leverage culture

Skateboarding is increasingly mainstream, as it grows, local scenes and contributions have become more and more important to this audience. Is there a way to leverage local actions to tell a broader, unifying story?

Any considerations?

Should be forward looking. Although the Vans Classics are an essential piece of our history, this can't be a pure nostalgia play. "The Good Old Days" won't fly, but "Yesterday, Today, and Always" could. Vans' waffle sole provides legendary board feel for skaters, so many have ridden Classics over the years, this update directly addresses the need of consumers who want a classic look and the grip of the waffle sole, but require the cushioning and durability of a modern skate shoe. There are five silhouettes in the Pro Classics family: The Authentic, The Era, The Slip On, The Sk8 Hi, and the Old Skool.

What does success look like

Consumers clearly understanding the increased cushioning and durability of the Pro Classics, making them the go to choice for modern skateboarders.

Some stuff we've done you might want to look at for tone

<https://www.youtube.com/watch?v=p5n2x0ox47w>

<https://vimeo.com/301223817> (360 video)

This relaunch of the surf category: <https://www.vans.com/surf.html#featured>

https://www.instagram.com/p/B1M1aD8B_-7/

<https://www.youtube.com/watch?v=YcNf3tdRTdM>

https://www.youtube.com/watch?v=_4yPvwYQVh0&t=43s

https://www.youtube.com/watch?v=O5Q55_TZ0D4