

## Converse

### Background

Converse was launching their Creative All Stars Series in Chicago to align with All Star Weekend 2020. This three day event was meant to celebrate the basketball and creative communities in Chicago. This event featured performances from some of the biggest music artists, shoe customization from local sneaker customizers, a retail space for purchasing Converse product, and various workshops allowing members of the creative and basketball community to get together.

They were faced with numerous challenges including a saturated market during All Star Weekend with an off-site venue that was not easily accessible, low brand awareness in the basketball space as compared to their competitors and inclement weather.

### Objective

The objectives were to raise awareness for the event to showcase the talent participating and encourage RSVPs to celebrate creativity and drive participation on site.

### Strategy

Target the two mile radius surrounding the venue and the location of All Star Weekend, United Center. SMS notifications on the OOH structures allowed people to RSVP and receive updates about programming once the doors opened. Hyper-targeted creative and basketball communities near points of interest (i.e. basketball courts, gyms and art schools) utilized digital boards on transit platforms to intercept Chicago locals during commutes and drive awareness of the event and the talent appearing.

### Plan Details

Market: Chicago, IL

Flight Dates: 2/10/20–2/16/20

OOH Formats: Digital Platform Displays at CTA stations, Digital Wild Postings, Kiosks

Target Audience: Adults 18-24 within the creative and basketball communities

### Results

The Creative All Stars Series reached RSVP capacity for both days of performances with over 20 million impressions throughout the course of the campaign. Highlighted over 50 customized shoes across the live boards from the event.

