

01.



CONCEPT

CAMPAIGN VANS - 'VU APP'

TARGETING

25-40 athletic,
alternative, active
Mid-high income

INSIGHT

Millennials seem to seek for garments that support their athletic lifestyle while they complement their unique personality.

OBJECTIVES

To inform about the availability of the new downloadable application

KEY MESSAGE

Express your unique personality through your favourite brand garments

Millennials seem to seek for garments that **support their athletic lifestyle** while they complement their **unique personality**. It may be more than that; their temperament as consumers is filtered through their feelings about self-improvement and further, about a **fairer world altogether**, whether this is a more-or-less conscious statement about diversity, equality, or sustainability.

With that said, the alternative lifestyle that we need to address seems to be composed of three basic pillars: **athletic (casual) = unique (self-expressive) = fair (ethical)**.

The concept is built around a primary wordplay – a rhyme between words that express creativity and action with the **suffix -ize** and the actual word eye in plural, that is 'eyes'. Eyes symbolize **vision** and every visual process, and more than that visual expression.

This connection is supported in the second tagline '**count on your eyes and realize**' where visual expression and creativity lead to actual realization of the

garments. The word **mobilize** is another wordplay: taking action with the use of the mobile phone; a reference to the actual downloadable application for the mobile device. While 'mobilize and customize' are common in all visuals, the central tagline differs in every execution; is the one that conveys **inspiration**.

The eyes are the centre of a composition where portraits of young **people of all genders and ethnicities** are shown; their face is diffused into recognizable **patterns typical of the brand, but yet totally customized** with colours, and filtered through expressive portraits of everyday people.

Instead of using extra text in the print ads, descriptive **icons** were chosen, typical of mobile web applications and quite familiar to younger people.

mobilize

fantasize



customize

Count on your eyes and realize!



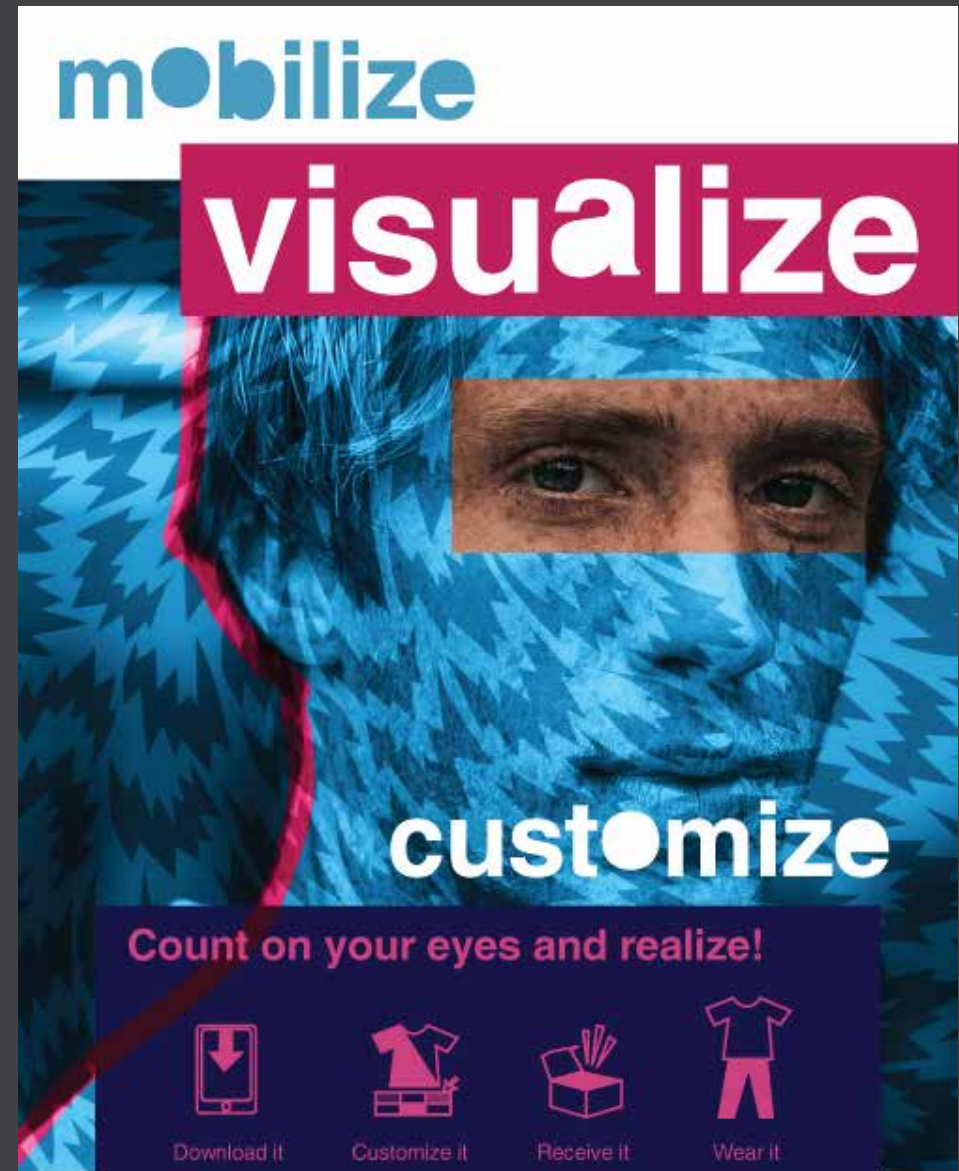
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VU by VANS



mobilize

visualize




customize

Count on your eyes and realize!



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VU by VANS



OOH ADS

mobilize
mesmerize



customize

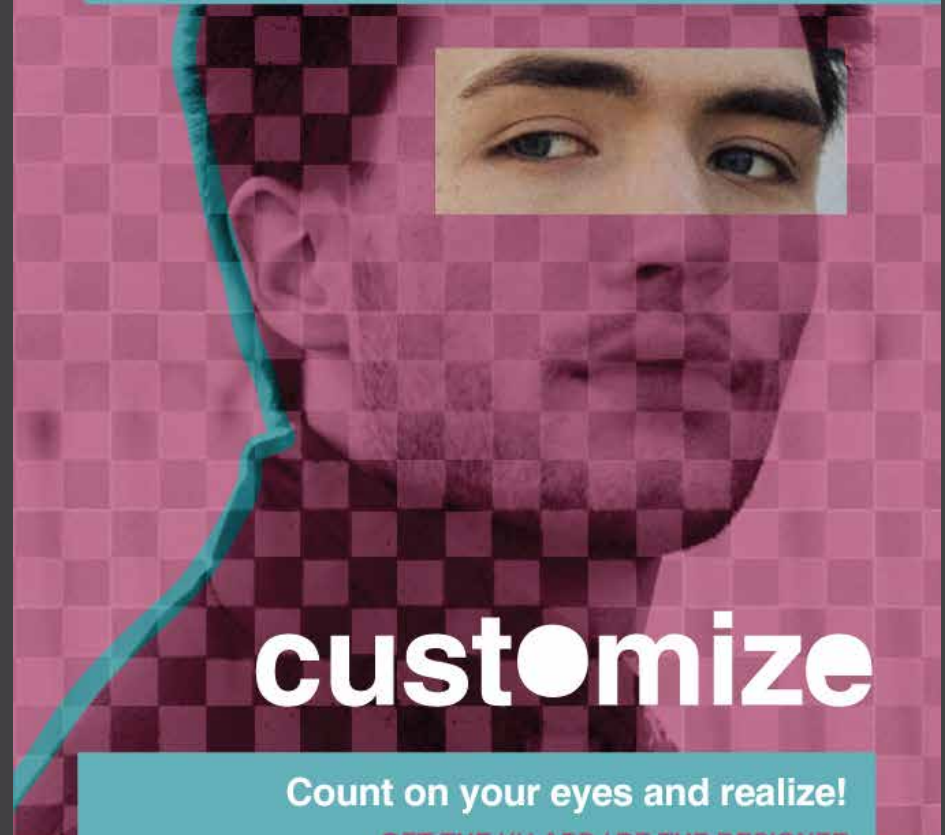
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mobilize
harmonize



customize

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