



REEBOK



Amdala Kasumu

THE CREATIVE BRIEF

Reebok

Company Background

Reebok is an American made company that has expanded worldwide. They specialize in sport and lifestyle products. They have a strong heritage and authenticity in sports and fitness. The brand is committed to designing products that reflect creativity and change/ growth.

Objective

Create awareness of demo and 25% off discount while removing stigma of men wearing EasyTone.

Target

- Men
- 35 – 50 years old
- Married with children
- \$70K - \$90K
- Career is very important to them
- They spend a lot of hours at work
- When they aren't working they are spending time with their families
- They like to exercise but there are not enough hours in the day
- No one likes being out of shape but it is hard to stay in shape while managing a career and family life
- They're good employees who work hard and when they get home they work hard to keep their marriage on track and to make sure their kids are growing up properly
- They are definitely not lazy, if they had the time to exercise they would but unfortunately they don't

Brand Voice

Compassionate/ Understanding

Insight

Most men like to be in shape but don't have time because of work and family life.

Single Minded Thought

Reebok EasyTones are for men who don't have enough time in the day to exercise.

MY SOLUTION

- I. My goal with this creative brief was to highlight Reebok's dedication to usability, comfort, and style. To begin, I used a

combination of digital and traditional media to generate social assets that would engage with a typical dad or uncle, considering our intended audience is between the ages of 35 and 50. "Who's Your Daddy?" was the phrase I selected to focus the entire campaign effort for Facebook on. The concept behind the visual was to play with the idea of replacing generic dad/male sneakers with something modern by adding a young glitter. The creative brief said that the goal was to make people feel good about themselves rather than guilt-trip them into working out. I created two Instagram post centered the 25% sale and the tagline "Shoes that Fit Your Lifestyle"

- II. I launched with a billboard that shows a man taking a step and reads, "Live Life on Your Terms." I believed that a billboard would be necessary to reach on-the-go drivers. Furthermore, the phrase conveys the impression that the brand is the greatest option for any lifestyle move you make. The overall objective of the plan was to reinforce Reebok's message of hassle-free footwear. I did my best to demonstrate why Reebok is a compassionate family-oriented brand with my billboard, bus signage, social media post, and mobile app. Because a couple of the shoes presented have the Easy tones styles as specified, the visuals should also reflect the sleekness of the company's shoe.
- III. In terms of the tools used, I used the lasso, select, crop, eraser, and text tools. To begin, I used the lasso tool to extract and combine photos, and then I utilized the text tool to generate the taglines for the graphics. Finally, I deleted the backdrop with the eraser tool to better isolate the photos. I used the direct selection tool and the text tool in Illustrator. Resize photographs with the direct selection tool, and write a tagline for social media with the text tool.

SOCIAL MEDIA ASSETS



WHO'S
YOUR
DADDY?

Reebok[®]

www.reebok.com

Instagram Facebook YouTube Twitter

The advertisement features a central graphic with the text "WHO'S YOUR DADDY?" in large, bold, black letters. To the left, a black sandal is crossed out with a large red "no" symbol. To the right, a blue and red Reebok sneaker is shown. Two curved arrows point from the top towards the sandal and the sneaker. The Reebok logo is positioned below the text. In the bottom left corner, the website "www.reebok.com" is listed. In the bottom right corner, there are icons for Instagram, Facebook, YouTube, and Twitter.





25% OFF

WHAT'S
DADDY'S
WEARING



www.reebok.com





