



# Marketing Brief

June 2021

## Introduction



Since being reintroduced back into the South Africa market under global distribution since 2016, Reebok adopted a new direction of unifying the brand under the Vector logo in 2019 resulting in fantastic global consumer resonance.

Most recently, Reebok launched the series titled “Reconnect”, to give consumers the first look at the refreshed brand direction driven by Vice President of Creative Direction, Kerby Jean-Raymond and Artistic Marketing Director, Jide Osifeso. The series is comprised of one longform video and a collection of smaller vignettes that have been shared on Reebok global IG channel this past week.

Linked [HERE](#) is the longform video that is on YouTube and a one-minute trailer for the longform video that is on IG.

- <https://www.instagram.com/reebok/>
- <https://www.instagram.com/reeboksouthafrica/>

The initial engagement from Consumers and Media around the Globe has been extremely positive.

As you can see there is a unique approach being teased from a global perspective that will only reach full clarity at the start of the SS22 season.

## The Brief



How does Reebok continue to re awaken its rich heritage in South Africa as an authentic fitness/lifestyle brand through its key sneaker franchises- focusing on Club C, Classic Leather and Basketball?

We know that Reebok was very much entrenched in the sneaker culture throughout the 90s and early 2000s. With a continued drive to reinvent itself, Reebok has come full circle in going back to the Vector logo (as seen in top right) as its unified brand mark (for both fitness and lifestyle) with an increased focus on where the roots of the Brand truly lie; being authentic, inclusive and consumer centric. This move has seen the resurgence of the Brand's true DNA and an acceleration in market share growth.

### Using the Marketing Funnel on slide 5:

- Focusing on the digital marketing mix, what levers can we pull to bring the existing Brand heritage and momentum to life and connect it to the Reebok Friendly consumer over a 6-month period?
- Provide an Online and Offline campaign with a Rollout timeline and a Mockup of content.
- Provide in-store activation ideas
- Give the campaign a theme and an overarching Hashtag.
- What consumer profile do we want to capture and define as the Reebok Friendly consumer?
- Over the six-month campaign, how do we:
  1. Attract
  2. Create authentic and long-lasting connections
  3. Convert
  4. Retain

# WHERE THE REEBOK FRIENDLY CONSUMER FIT WITHIN OUR MARKETING FUNNEL & CAMPAIGN PHASES



