



ENZO FOOTWEAR

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CAMPAIGN BRIEF BY CARSON MCCANN

THE PROBLEM



Enzo Footwear is a globally known footwear brand supported mostly by Black-Americans. While Enzo Footwear welcomes all potential customers no matter their race or ethnicity, Enzo Footwear's ads depict mostly Black-Americans which can lead other ethnicities to feel ostracized or left out. Enzo Footwear strives to have a diverse range of customers and their advertisements should reflect all audiences they want to reach.

THE SOLUTION

Since the majority of Enzo Footwear's customers are Black-Americans, we will continue using Black-American models in our ads but I propose we only do it half of the time. The other half of the time we will use models who are other ethnicities such as Hispanic, Asian, White, etc. This allows us to expand our demographic yet stay focused on our loyal customers.

We will also be including more people from Southeast Asia as sneaker culture is very popular there. By expanding the types of models we use, we can start to improve our image to be more diverse and inclusive towards potential customers of all ethnicities and ages.

CAST



Asian Male (ages 15-25)

We want to expand our demographic to reach Southeast Asia where sneaker culture is popular. Showing more Asian people in our ads can help achieve this. Part of our targeted audience includes ages 15-25.



Other friends & extras (ages 15-25)

“Sneakerheads” who collect, trade and wear sneakers consist mostly of people ages 18-39. Based on this information, we should be including Millennials and Generation-Z in our ads. Showing a range of people who are Asian, Hispanic, White and African-American allow us to create a more diverse and welcoming environment which was part of our problem.

SETTING



Sneaker culture is very popular among big cities such as Los Angeles, Vancouver, Seattle, Dallas, Calgary, Chicago, Toronto, Houston, New York, and Atlanta. Our ad takes place in an unidentified big city with skyscrapers and skate parks. We want a setting where people can exercise and play sports. I want this city to seem like it could be anywhere.

STYLE NOTES

I want these ads to make the image we are promoting seem achievable. We will do this by making the setting seem recognizable, like it could be any big metropolitan city. I also want the models to seem like everyday people, not “models”. We want people to feel like they can trust our brand and image and see themselves in our ads. Our style will be clean, upbeat and energetic. I want to make people feel excited about Enzo Footwear and passionate about style. I also want our style to feel adventurous so wearing Enzo Footwear feels like a way to upgrade your wardrobe and look fashionable.

STORY - PART 1



We will open the ad with an Asian male around age 15-25 looking through his closet, searching for an outfit to wear. He gets dressed and we see a close-up of Enzo Footwear shoes as he puts them on and heads outside. He puts on his headphones and energetic music starts playing throughout the ad.

STORY - PART 2



He skateboards down the streets as he heads to a skatepark. We see shots of him walking through the busy city streets. He looks happy and excited as he sees his friends and waves to them from across the street. His friends are also ages 15-25 and are White, Asian, Hispanic, and African American. He enters the skatepark and greets his friends.

STORY - PART 3



We see a close-up of his shoes and the camaraderie among him and his friends. He skateboards with his friends and smiles and laughs with them. We include more shots of them skateboarding. Our last scene is of all the friends gathered together, enjoying each other's company while we see more close-ups of their Enzo Footwear sneakers.

DIRECTOR'S STATEMENT

As someone from Miami, which is a very ethnically diverse city, I have spent my entire life surrounded by people from different areas of the world. I have grown to understand how important representation is in the media. I have also seen sneaker culture evolve and change over the years to reach people from all different ages, genders, and ethnicities. As the director of this Enzo Footwear ad, I will ensure that we are reflecting a diverse range of people in our ads.