



CLECK

{ RESEARCH FOUNDATION

& EXECUTIVE SUMMARY

& RATIONALE

& METHODS & RESULTS

& DISCUSSION & RECOMMENDATIONS

EXECUTIVE SUMMARY

- Analyze the relationship between Vans and its publics.
- Is Vans effectively reaching its target market of males and females ages 18-22?
- Make use of methods including surveys, focus group and content analysis.

RATIONALE

- Why are we conducting this research?
- Illustrate current relationship between Vans and publics.
- What attitudes are felt by consumers towards the Vans brand?
- Show Vans how to better appeal to its target demographic
- Improve the relationship that has been created between Vans and its target market of males and females ages 18-22.

METHOD 1: FOCUS GROUP

- 6 participants
- Conducted at Flagler College
- Random sample
- Focused on brand name strength and ways to reach customer

FOCUS GROUP (cont.)

- Brand recognition
- How do you view your clothing style?
- Vans owner?
- Activities that apply to participants lifestyle?
- Brand attraction
- What is most important in brand loyalty?
- Online shopper?
- Do you use the Internet to follow companies?
- Do you frequently buy online? What do you buy?
- Do you look for deals/ consider other brands before buying?

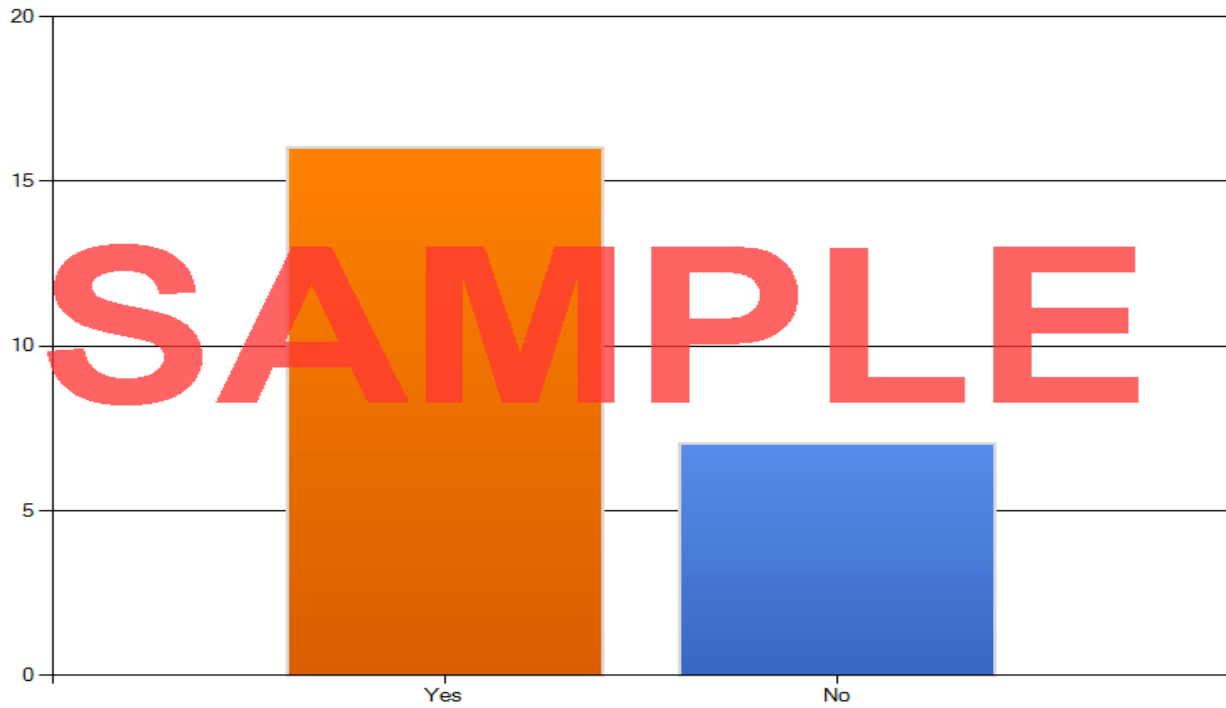
METHOD 2: SURVEYS

- 9 questions
- Demographic information
- 23 students, 10 males and 13 females
- Random sample

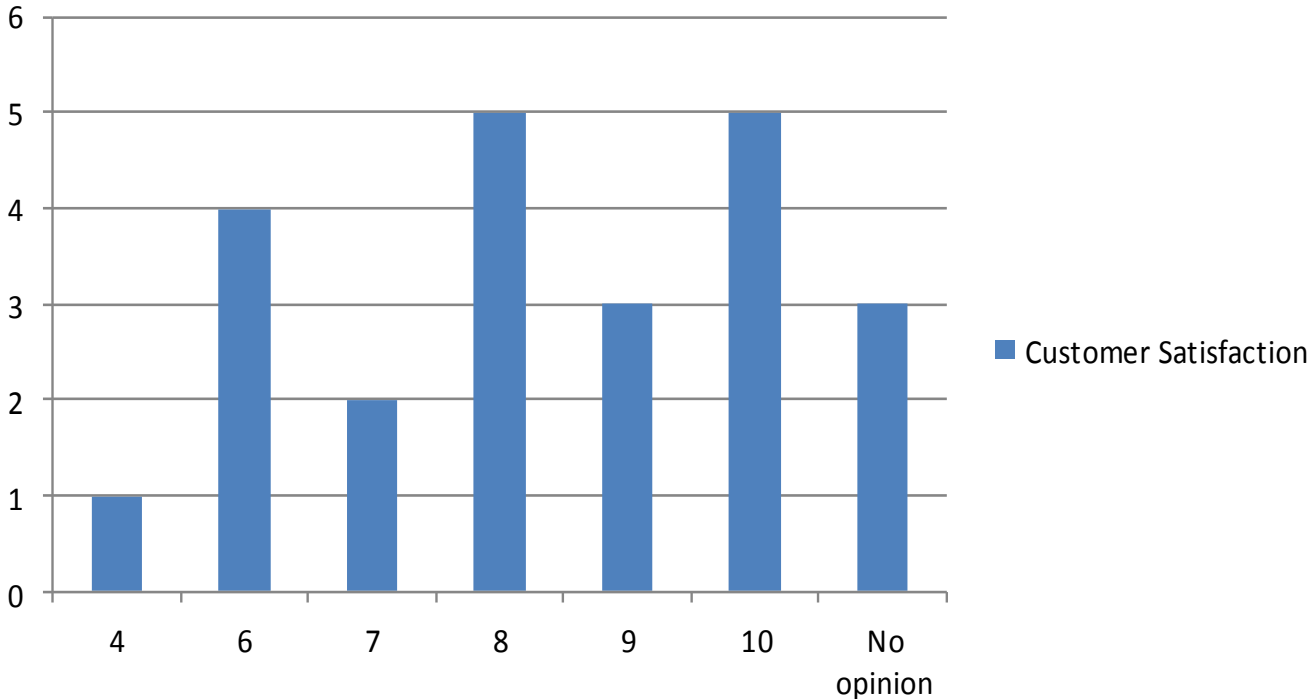
SURVEYS (cont.)

- How old are you?
- Are you male or female?
- What is the highest level of education you have completed?
- Ethnicity?
- Are you familiar with Vans?
- Do you shop online for clothing or shoes?
- How would you rate your experience?
- Favorite color?
- Which social media networks do you use?

Do you shop online for clothing or shoes?



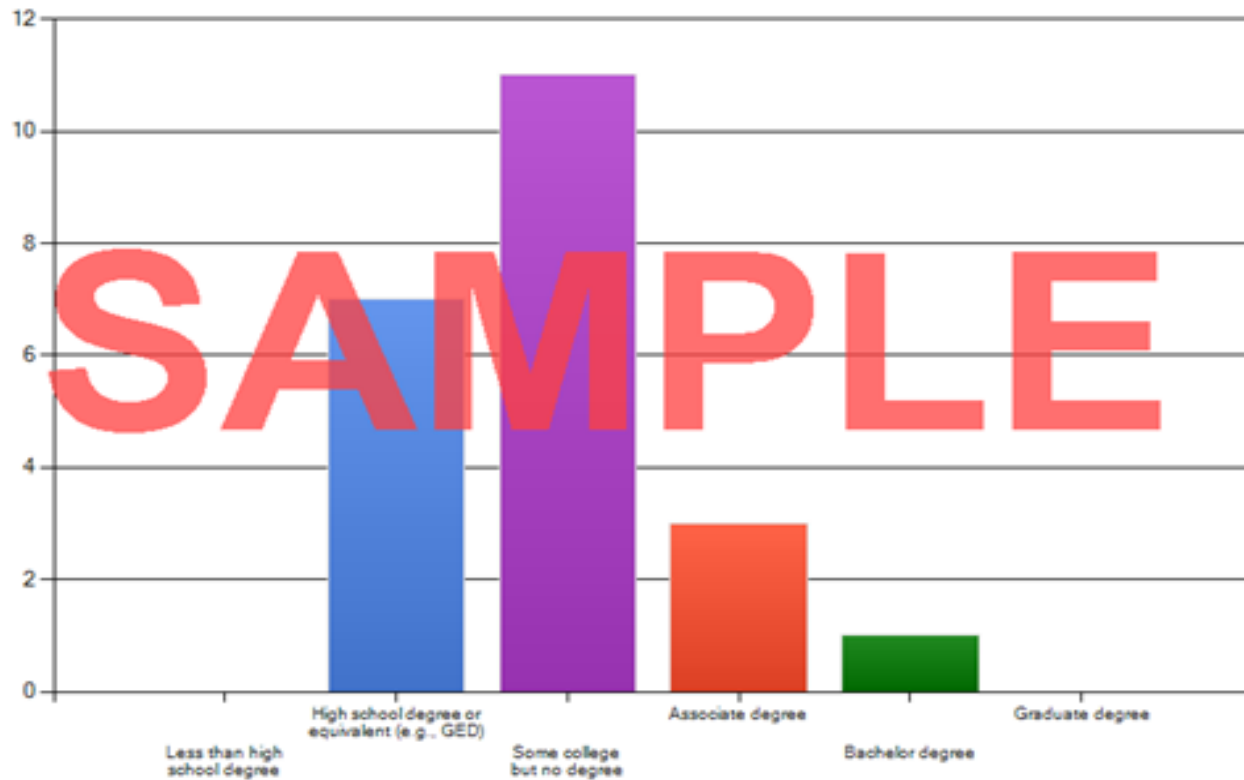
Customer Satisfaction



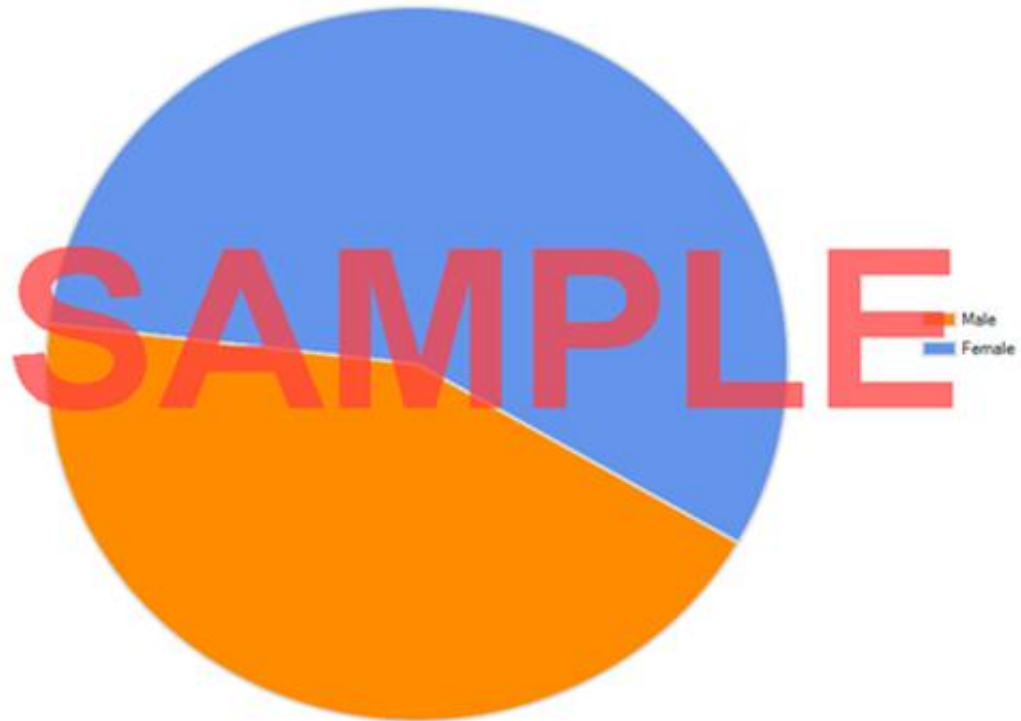
METHOD 3: CONTENT ANALYSIS

- Community Reading
 - Magazine Publication
- Marketing
 - TV Broadcast
- Community Media
 - Web Publication

What is the highest level of school you have completed or the highest degree you have received?



Are you male or female?



CONTENT ANALYSIS OF SOCIAL MEDIA THROUGH ONLINE RESEARCH

⌘ Online research websites:

www.quantacast.com

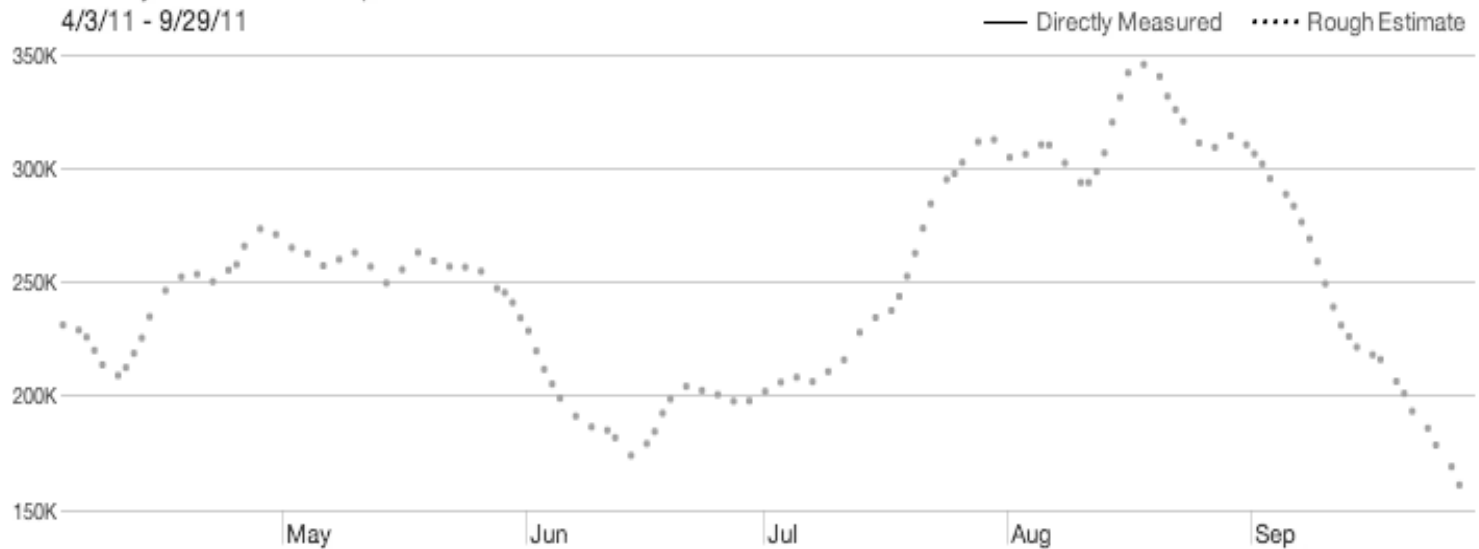
www.forrester.com

⌘ Various audiences:

- Spectators
- Joiners
- Critics
- Creators

Monthly United States People

4/3/11 - 9/29/11



vans.com

● US 151K Max: 346K 8/17/11

Global global stats not yet available for estimated data

Rough Estimate ⚠

quontcast
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DISCUSSION

- Research

Online and focus group

Objective to gather feedback on Vans website, brand and social media usage

- Demographic Summary

Average age 21 -- 56% female 44% male -- 70% in college -- 91% white

- Brand Attitudes and Impression

Most identify with active boarder lifestyle

Reputation, color & style and the brand itself has historically attracted buyers to Vans

- Social Media

Facebook and Twitter most common networks

RECOMMENDATIONS

- Brand Recognition & Position

The Vans brand is "unique" and attracts buyers based on color, comfort and style

Must escape the skater "shoe company" image to grow market share

- Online Improvements

Vans needs to improve "buyers" traffic to its online store by leveraging social media more aggressively

Develop a better link to Facebook and Twitter with a design that makes it easy to navigate from a mobile device

More effective coupons and online discounts

Expand the use of photos and online video to improve online interaction and engagement



Thank You,

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