

Rebranding Proposal

Reebok International Ltd.



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Executive Summary

Campaign Challenge

To develop a campaign focused on increasing the brand recall of Reebok while promoting a top-of-mind casual athletic shoe and apparel brand image that can assist consumers in achieving their athletic goals.

Creative Strategy

The creative strategy for the campaign revolves around the unifying element, “Dreams within reach.” Creative elements include social media, esports games, and print in sports arenas.

Target Audience

The campaign's primary target audience are young athletes between the ages of 13-18 with families of low to mid income. The campaign's secondary target audience is parents aged 40-55 with low to mid annual income.

Public Relations

Public relations efforts include sponsorships of sporting events, news releases on rebranding efforts, and philanthropy with Good Sports non-profit to get involved with the youth in communities.

Budget

The campaign budget is \$154 million.

Media

The campaign media objectives are prioritized around frequency. The media selected is digital media and OOH media including social media, movies, cable TV, and outdoor print/digital.

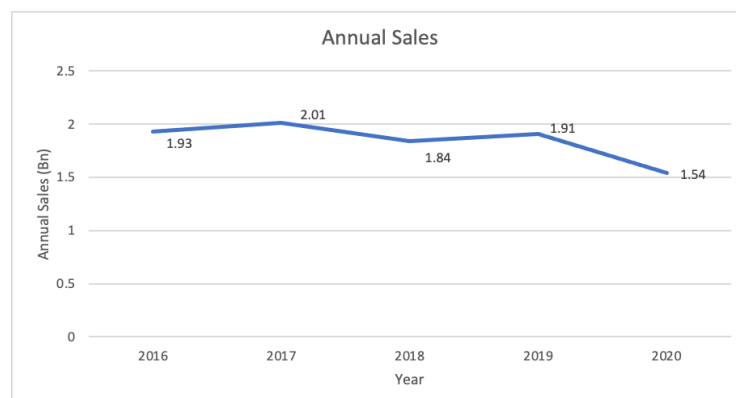
Objectives

The objective of the campaign is to increase brand awareness by 30% and to promote Reebok to young athletes.

Situation Analysis

Company Growth

Reebok's industry is textile sports equipment with industry segments being footwear, apparel and accessories and gear. As of 2020, the current sales volume is \$1.54 billion. The company's growth can be categorized as declining.



PEST Analysis

Political

Reebok has helped reduce the unemployment rate worldwide by emerging in countries like India and China. The company is already well known and favorable in the United States and offers many employment opportunities. The U.S. has a good economy for big corporations like Reebok, and now other countries are altering their rules to favor corporate activities (Shamsul, 2021). Like any successful business, Reebok will ensure the business environment is favorable to a corporation before entering another country. Additionally, Reebok has created jobs in other countries by outsourcing production at a lower price (PESTLE Analysis, 2020).

Economic

Reebok earns millions of dollars in sales every year. However, the customers are primarily middle-class individuals. Reebok directly competes with brands like Nike and Adidas. Although Reebok is a well-known corporation, they have lost investors due to weak economic

conditions (PESTLE Analysis, 2020).

Social

Reebok's encouragement for consumers to live a healthy lifestyle is on track with the trend to be healthy. Reebok must continue to keep up with social trends to appeal to younger consumers. Fans who enjoy sports teams, events, and activities tend to shop at Reebok (Shamsul, 2021). The brand has created awareness about activewear and encouraged people to feel fit and young when wearing their products (Reebok Company's Market Environment | Business Paper Example, 2015).

Technological

Reebok has a very effective website where consumers can purchase and browse through products. Easily accessible technology is key to a company's success (Shamsul, 2021). Reebok needs to stay updated with new technological advances in the sports equipment industry to not fall behind its competitors. Their website has modern tools to assist customers like a chat box,

a heart button to create a wishlist and a search function. It was smart of Reebok to include these functions and in turn obtain customer email addresses. That way, they can send these potential customers promotional emails. Additionally, the company has introduced new technological shoes to help advance an athlete's performance (PESTLE Analysis, 2020). Technology is constantly changing, and a company must maintain its online presence (Reebok Company's Market Environment | Business Paper Example, 2015).

Reebok's products are different from other competing brands for the following three reasons: Reebok has innovative technology for personalized fit and comfort, Reebok is affordable and categorized for each class of society and lastly, Reebok has equipment for sports varying from cricket to cross fit to motorsport. Reebok is promoted in the following five ways: sponsoring international teams, clubs and athletes, sports and entertainment celebrity endorsements, offline/ online campaigns like billboards, magazines, ads in

newspapers, radio, television and social media, changes of tagline to promote the product in a unique way and lastly, promotions to create discounts and loyalty rewards.

Reebok has many strengths and weaknesses that are relevant for the campaign. Three of the brand's strengths are: having many products endorsed by famous athletes and campaigns globally, operating through many distribution channels like department stores, sporting goods, specialty retailers and company-owned stores, and lastly sponsoring many international teams, clubs and players from several sports. Aside from strengths, Reebok also has weaknesses. Three of Reebok's main weaknesses are: excessive commercialization, poor awareness, and negative public relations. Reebok has made their products too mainstream and there is no specialized brand image. Additionally, Reebok is unsuccessful in educating consumers about their specialty in sporting goods products, so they really only sell sneakers. Lastly, Reebok has poorly executed marketing campaigns.

Company Profile

The company has a 1.1% share of the sports footwear industry and a 0.3% share of the apparel industry (Salpini, 2021).

Origin

Reebok was founded in 1958 by brothers Joe and Jeff Foster as a line extension to their J.W Foster & Sons company. J.W Foster and Sons focused on producing athletic footwear created with innovative design with spiked soles that grip the ground (Highsnobiety,

2021). Foster Running Pumps became famously worn by well-known athletes, including Olympic runners (Highsnobiety, 2021). As J.W. became popular across Britain, Joe and Jeff Foster wanted to create a companion company. They named their new companion company Reebok after the gray rhebok antelope from South Africa (Highsnobiety, 2021).

Growth

In 1979, Reebok hit the U.S. market and expanded into 28 countries worldwide. A year later, they expanded their products into apparel and sports accessories (Highsnobiety, 2021). Reebok released one of its most successful product lines shortly after, The Newport Classic range. By 1983, the Reebok Classic Leather was created and was the first model designed for casual wear and style over performance. In the height of the aerobic craze, Reebok's Freestyle line became popular and was promoted by celebrities at the Emmy Awards in 1985. With celebrity recognition boosting brand image, Reebok begins to promote with professional athletes and sponsorships and rebrands with the vector logo (Highsnobiety, 2021).

In 1989, Reebok introduced its new Pump technology, which allowed wearers to pump up inflatable chambers in the shoe's upper to provide a more personalized fit (Highsnobiety, 2021). Well-known basketball athlete, Dee Brown, inflated his Reebok Pumps in front of the audience, then scored a title-winning dunk in the 1991 NBA Slam Dunk Contest. Around the same time, U.S. Tennis player Michael Chang endorsed the Pump sneaker in a multi-million dollar deal (Highsnobiety, 2021).

In 1995, Reebok created a collaboration with Shaquille O'Neal, naming it the Reebok Shaqnosis basketball shoe (Snobiety, 2021). In 2000, Reebok signed a ten-year licensing agreement with the NFL and an NBA deal in 2001, which was a primary way for Reebok to separate itself in the sports space (SGB Media, 2021). In 2003 they launched their first non-athlete collaboration with Jay Z called the S Carter collection (Highsnobiety, 2021).

Changes

In 2004, Reebok's sales peaked at \$3.2 billion. In 2005, the Adidas Group acquired Reebok for \$3.5 billion, and Reebok suffered significant setbacks over the ownership (Highsnobiety, 2021). In its first year of ownership, Adidas took over the NBA license, then the NHL licensee in 2017. In addition, Reebok lost considerable brand reputation in 2012 when Nike took over as the NFL uniform provider (Highsnobiety, 2021).

In June of 2020, when Reebok explained its plans to fight racial injustice in the United States, Adidas, which is Reebok's parent company, decided to sell Reebok due to its lack of sales (Ziady, 2021). This decision was made when Adidas began outlining its strategy

for the next five years (Ziady, 2021). Adidas explained that pandemic related forced store closures combined with a failure to capitalize on a surge in demand for athleisure wear dented sales in 2020 (Ziady, 2021). Reebok's revenues slipped 7% in the third quarter compared to the previous year, compared to a 2% decline in Adidas sales (Ziady, 2021). CEO Kasper Rorsted stated, "Reebok and Adidas will be able to significantly better realize their growth potential independently of each other" (Ziady, 2021).

As of March 1, 2022, Authentic Brands Group (ABG) completed the acquisition of Reebok from Adidas (Reebok, 2022). AGB is a global brand development, marketing, and entertaining company that plans on preserving Reebok's DNA and brand heritage in professional sports, sneaker culture, and performance apparel (Reebok, 2022). This acquisition is a transformative time for Reebok and will allow them the opportunity to rebrand and reignite their brand reputation and revenue.

Corporate Mission and Values

To be the best fitness brand in the world by pushing boundaries. To promote an active life so wearers can be the best version of themselves physically, mentally, and socially. Through the Fitness sport, Reebok has the power to change lives by being curious, provocative, witty, and unexpected (Adidas Group).

Consumer Segment Profile Secondary Research

Demographics (MRI Simmons)	Geodemographics (Brandwatch)	Psychographics (Brandwatch)
<p>Age: 25-29, 35-39, 50-54 highest, 55-59, 70-74</p> <p>Education level: High School, Some High School, No Diploma, MD/DDS/JD</p> <p>Ethnicity: Black/African American, Other</p> <p>Gender: 64% Male, 36% Female</p> <p>Income bracket: \$5,000-\$7,500, \$12,500-\$15,000, \$15,000-\$20,000, \$20,000-\$25,000</p>	<p>Top five cities in terms of the number of mentions:</p> <ol style="list-style-type: none"> 1. New York, NY 17K 2. LA, CA 6K 3. Atlanta, GA 5K 4. Chicago, IL 2.5K 5. Houston, TX 2K 	<p>Top Interests:</p> <ol style="list-style-type: none"> 1. Sports 18% 2. Family & Parenting 10% 3. Music 10% 4. Business 9% <p>Top Professions:</p> <ol style="list-style-type: none"> 1. Artists 34% 2. Executive 20% 3. Journalist 8% 4. Sports person & Trainer 6%

Lifestyle and personality characteristics of the consumer segment (MRI Simmons):

- I enjoy taking risks
- A lot of money is the best measure of success
- I would participate in a civil protest if I feel strongly about an issue
- I am willing to sacrifice time with my family in order to get ahead
- There is little I can do to change my life

Usage: Our consumers are occasional users of Reebok shoes, accessories, and apparel.

Benefits Segments

Brand Category Benefits	Brand That Has It
Packaging Quality Familiarity Customization Price Functionality	New Balance Nike Adidas PUMA Reebok Under Armour

Consumer Profile Analysis

The current consumer segment profile is a 25-29 year old or 50-54 year old Black/African American or Other male with a high school degree or lower and an income of <\$25,000 annually (MRI Simmons). This tells us while they may be individuals of this age purchasing the product, they could very likely be parents of children purchasing the product for their kids. The top five cities where Reebok is being mentioned on social media, specifically Twitter, are high populated metropolitan areas on the East Coast, West Coast, Midwest and South (Brandwatch). The top interests of Reebok consumers are sports, family/parenting, music, and business (Brandwatch) which correlates well with the geodemographic display. The lifestyle and personality characteristics tell us that the consumer profile is passionate, hard working, risk-takers, and is willing to make sacrifices for the things they want. When comparing benefit segments to competing brands, Reebok has the benefit of price and affordability. This identifies a great opportunity for building brand strategies around hard working low to mid income families in urban communities who get their children into sports, and where music and art are prevalent industries.

The demographic the campaign wishes to reach is primarily male teenage athletes between the ages of 13-18 with families that have low to mid annual income, and secondarily parents ages 40-55 with low to mid annual income.

Media Contacts

- Teens see ads on social media, mobile ads, websites, e-sport games, recreational centers, sporting good stores, retail centers
- Adults will see ads on social media, tv, fitness centers, websites, sports arenas

Our brand messages should include these places:

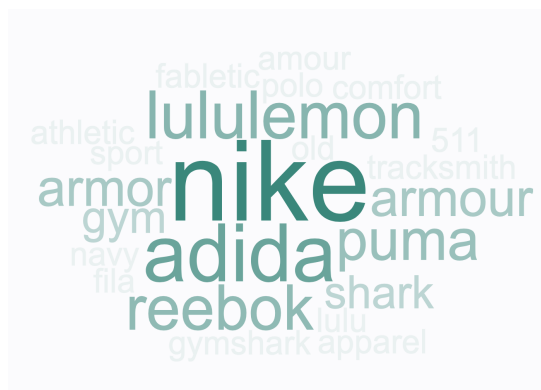
1. Social Media
2. E-sport Games
3. Sports Arenas

Consumer Attitudes Survey Primary Research

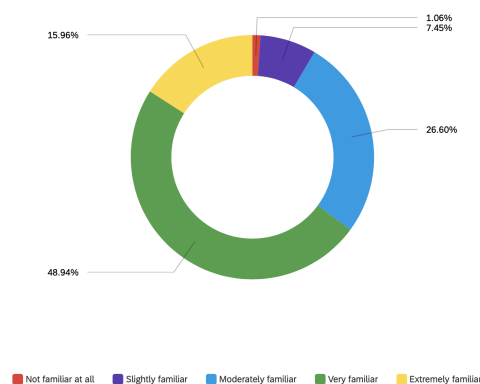
A total of 105 participants attempted the survey of Reebok's brand perception. Out of the 105, a total of 87 participants qualified for survey data, as they were users that purchased or invested in name-brand sportswear. Participants that do not purchase or invest in name-brand sportswear, 18 participants, were excluded from the survey data.

Top-of-Mind Awareness Levels

When survey participants were asked what sportswear brands come to mind, the top three brands mentioned were Nike, Adidas, and Lululemon. Nike was the highest followed by Adidas and Lululemon, with Reebok being mentioned sometimes.

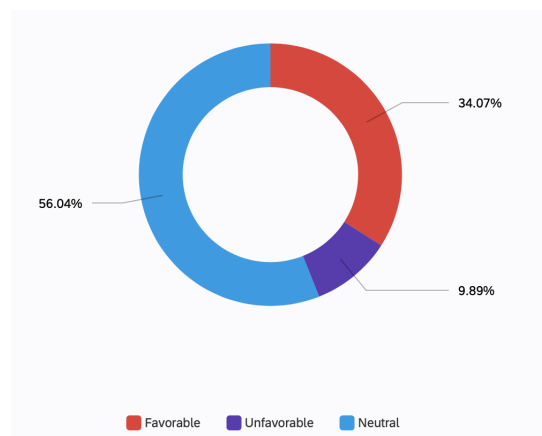


When asked how familiar survey participants are with Reebok, 49% of participants answered very familiar, 16% were extremely familiar, but 27% were only moderately familiar. This tells us that our top-of-mind awareness of Reebok is neutral.

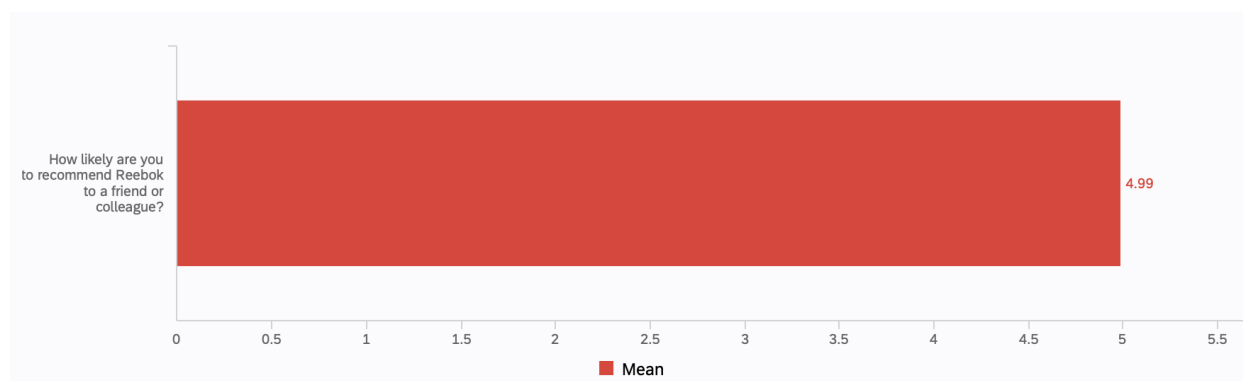


Brand Attitudes

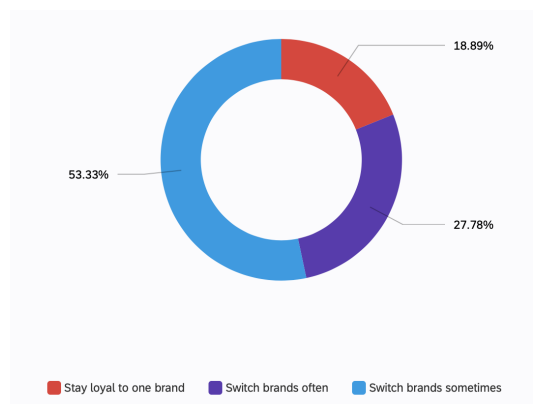
When it comes to attitudes around Reebok, the participants of the survey have a generally neutral attitude towards the brand. This is a negative result for consumer feedback, as Reebok should strategize ways to ensure the consumer segments have a positive attitude towards the brand. It would be beneficial to Reebok to focus strategies on increasing brand attitudes towards its brand.



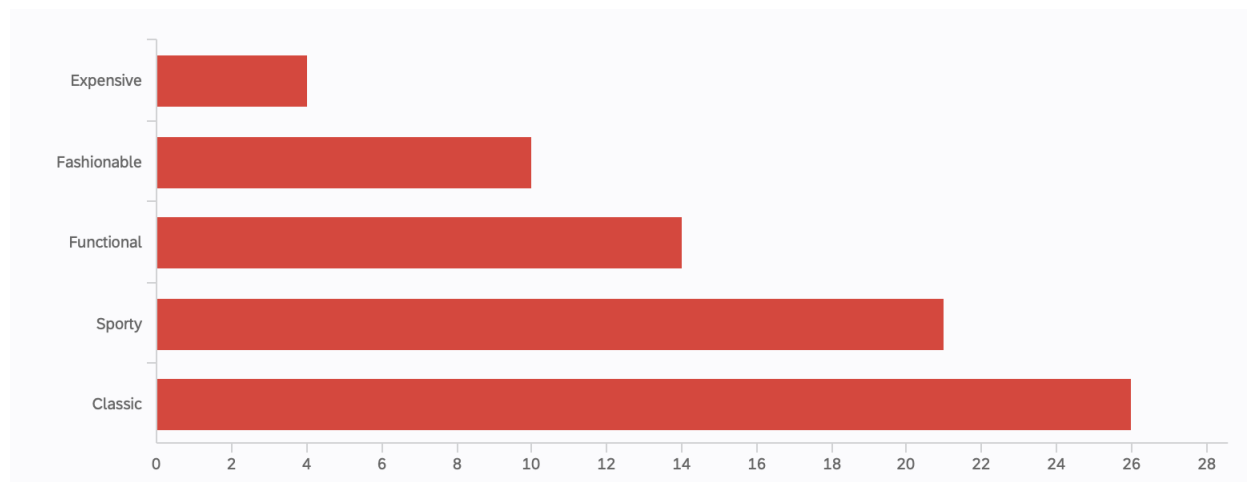
When participants were asked on a scale of 1 - 10 how likely they are to recommend Reebok to a friend or colleague, participants answered an average of 5 meaning consumers are unlikely to recommend Reebok to others. This is a negative result from the data showing the discrepancy between desire and likability of the product. It would benefit Reebok to market their products in a way that would promote referral benefits and mutual advantages to investing in the brand.



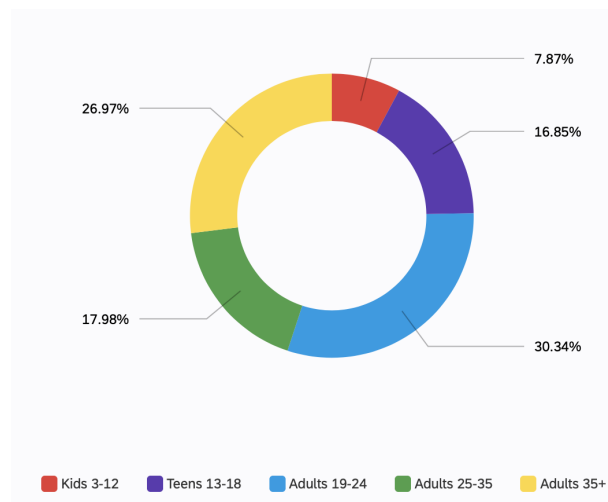
When it comes to loyalty to a brand of the product category, the majority of the survey participants (53%) tend to switch brands sometimes. Followed by those are participants that switch brands often at 28%. Only 19% of participants stay loyal to one brand, which gives Reebok a great opportunity to build brand loyalty with the 81% that switch brands.



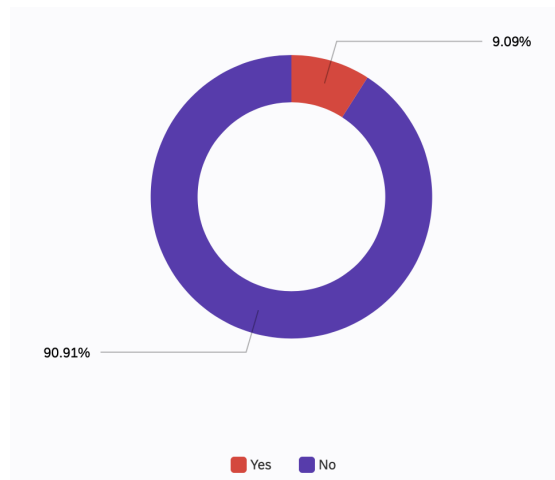
Survey participants were asked to rank from 1 - 5 (1 being most accurate, 5 being least accurate) which of the following description words describe Reebok. The description words were: Expensive, Fashionable, Functional, Sporty, or Classic. Majority of participants selected Classic as the most accurate description of the Reebok brand. This could be due to the popular Reebok Classic shoe line that was the first shoe to prioritize casual wear over sports performance (Mellor, 2021). This data identifies an opportunity to launch a comeback line that incorporates the brand value with the Classic line and positions Reebok as casual athletic footwear and apparel.



Survey participants were asked what age group they think Reebok is directed towards. 30% of respondents feel Reebok is directed towards adults ages 19-24. Following that, 27% of participants feel Reebok is directed towards adults ages 35+. A small number of participants think Reebok is directed towards kids, but 18% feel it's directed towards adults ages 25-35, and 17% feel it's directed towards teens 13-18. What this tells us is that Reebok is not targeting a specific target audience age group well enough to create a strong brand perception in the mind of the consumer. It would be smart for Reebok to identify a specific age group to target so that customers can recall what age group Reebok is creating products for.



Following the survey question regarding the age group Reebok is targeting, survey participants were asked if they are able to recall a Reebok advertisement or celebrity promotion, and if so, which one it is. The majority of participants (91%) were not able to recall an advertisement or celebrity promotion from the brand. Consumers that answered yes (9%) recalled the Cardi B celebrity collaboration the most. This is negative data to receive because it displays the lack of brand recall which is one of the main factors to brand value. Reebok needs to make significant changes to their advertising and promotional efforts in order to obtain a strong brand presence in their audiences mind.



Key Insights:

- Top-of-mind awareness level is neutral
- Familiarity with the brand is high, although top-of-mind is low, so overall brand value is neutral/low
- Brand attitude is neutral
- Majority of respondents are not likely to recommend Reebok to a friend or colleague
- Survey participants feel Classic describes Reebok the most
- Reebok does not have an identified age demographic in the mind of consumers
- Majority of participants could not recall a Reebok advertisement or promotion

Competition



- **Promotion Vehicle:** High profile athletes/celebrity ambassadors
- **Slogan:** Just Do It
- **Brand Position:** High quality, high price, comfort
- **Strength:** Top-of-Mind
- **Weakness:** Labor & Wage Law Allegations



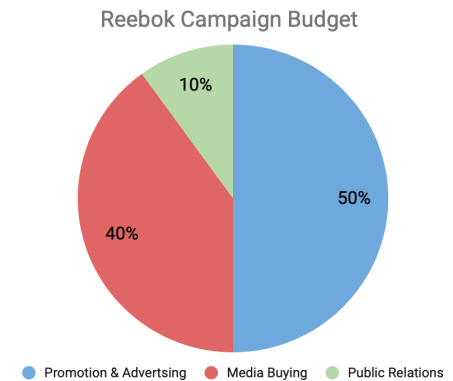
- **Promotional Vehicle:** sponsors significant sporting events: olympics
- **Slogan:** All In; Impossible is Nothing
- **Brand position:** Passion for sports, diverse, high brand value
- **Strength:** Stiff Competition
- **Weakness:** High brand switching



- **Promotion vehicle:** Luxury partnerships, athlete sponsorship
- **Slogan:** Be Light; Celebrate Anytime Anywhere
- **Brand Position:** International; creativity, energy and style affordable
- **Strength:** International, strong R&D, online presence
- **Weakness:** Low market share, less brand value

Budget

The budget allocated for the campaign is \$154 million. The budget will be distributed among three sectors: promotion/merchandising, media buying, and public relations. Half of the budget will be allocated to promotion and merchandising (\$77 million). Media buying will use 40% of the budget (\$61.6 million), and the remaining 10% will go towards public relations (\$15.4 million).



Brand Positioning Strategy

Brand Strategy:

Position Reebok to a specific consumer segment

Justification

Reebok will have two target segments. The primary target is 13-18 year old male athletes. The secondary target is 40-55 year old parents. Current research suggests that older consumers are purchasing the product since Reebok is a mature brand. This brand position will focus Reeboks efforts on reaching the teenage demographic to gain top-of-mind positioning.

Brand Position Statement

Globally and locally, Reebok will position itself as a leading sporting good brand amongst young consumers/athletes and their parents. Reebok will promote affordable yet innovative sneakers to young athletes who look up to professional athletes as role models. In addition, Reebok can partner with professional athletes to promote new products and influence their fans

Communication Objectives and Campaign Message

Communication Objectives

Brand Attitude

The campaign message is aimed at changing young athletes' attitude towards Reebok to a top-of-mind athletic shoe and apparel brand that can assist them in achieving their athletic goals - just as their role models do.

Communication Objective

Enhance brand attitudes

Market Segment

Young athletes and parent consumers

Position Statement

Preferred by more NBA athletes than any other brand

Campaign Message

Our advertising will enhance brand attitudes among young athletes and parent consumers that Reebok is preferred by more professional NBA athletes than any other brand

Reebok Attributes	Benefits	Values
1. Technological Advances 2. Fashionable 3. Economical Price 4. Variety of Product Lines	Functionality Stylish Products Affordability Diversification	Performance Design Economy Optimal Specialized Resources

Unifying Element

“Dreams Within Reach”

This unifying element promotes hope and depicts Reeboks position of providing innovative products for youth to achieve their athletic and personal goals.

Creative Brief

Problem & Opportunity

Reebok is not considered a top-of-mind brand in the sports apparel market. The campaign's goal is to create a strong brand presence among young consumers and their parents.

Consumer Segments Target

The primary target audience is young teenagers between the ages of 13-18 that are into athletics and look up to professional NBA athletes that are involved in social justice movements, philanthropy, and family such as NBA athlete Stephen Curry. The secondary target audience is parents between the ages of 40-55 and have a low-to-mid annual income who get their kids into sports/athletics and promote athletic role models to look up to. They take risks to get ahead and have strong opinions about social injustices.

Response Objectives

The key response we want to achieve from our audience is enhanced personal excitement and motivation to utilize Reebok products as a tool to accelerate and achieve their dreams. The attitude we are seeking is inspiration and motivation. The behaviors we are seeking are momentum and dedication to performance and acceleration in the consumers passions.

Objectives & Proof

The objective is to rebrand Reebok to appeal to a younger demographic so that it can increase brand awareness by 40%, brand value by 25%, and customer loyalty by 50%. Proof of these objectives are increased sales revenue by 25% and increased customer retention by 10% by the end of the first year of the rebranding campaign.

Campaign Brand Personality

The campaign is family-friendly, enticing, engaging, and motivating. Teenagers will be inspired by the creative advertisements, while adults will be attracted to the relevancy it poses to their kids.

Tonality

Visionary, Motivational, Exhilarating, Fun

Response Tactics

The campaign will promote the mid-priced products that have both casual wear and athletic performance enhancements. Diversification will be promoted through identifying the mid-level performance enhancing technology with functionality, usability, and fashion. Attributes around style and design will promote being a part of current social trends.

Media & Budget Considerations

Our preferred media is digital media and out-of-home. Digital media includes social media and esports games. Out-of-home media would be print and digital displayed in sports arenas, sporting events, and around athletic themed communities.

Our media budget is \$61.6 million. 30% (\$18.5 million) of the budget will go towards digital media strategies. 20% (\$12.3 million) will go towards OOH strategies.

Digital media ads should include pictures of famous professional athletes on and off the court with Reebok products. It can also include young athletes (such as a basketball team) wearing Reebok products to show other young athletes that Reebok is affordable and within their reach. More digital media ads can be photos of new sneakers that have arrived in stores.

Out-of-home strategies can be Reebok videos that are promoted on big screens at sporting events and print ads with the tagline 'Dreams Within Reach'.

Technical Considerations

Economic impacts might affect the creative direction. Reebok needs to appeal to more investors in order to compete effectively against competitors such as Nike and PUMA. Social influences will need to stay up to date and change with consumer demands. Approaches on healthy lifestyles, inclusion, and gender-neutral options might be important considerations in their future creative directions. While Reebok positions themselves well in technological advancements, it's important to invest in engaging technology that can keep consumers' attention. Considering AI, AR, and VR would be an important consideration in enhancing their target audiences' experience. Advertising guidelines set by local, state, or federal governments should not have a huge effect on Reebok's creative direction.

Media Objectives and Strategies

For Reebok, **frequency** is the priority since the rebranding campaign's objective is brand recall, and is directed towards a specific consumer segment.

Media Selection

Reebok targets young consumers through digital media and OOH. The following chart explains the medium Reebok will use and how frequent the medium will be used to support media activities:

MEDIUM	USAGE		
	Seldom	Usually	Always
Newspaper	X		
Magazines	X		
Network TV	X		
Cable TV		X	
Outdoor			X
Radio	X		
Digital/Social			X
Movies (product placement)		X	

The four mediums Reebok will use the most to promote their rebrands are: social media, movies, cable TV and outdoor media. The vehicles that will support each of these mediums vary. For social media, Reebok will use Instagram, TikTok, Youtube, Snapchat and Twitter. When advertisements and graphics are created, these platforms can help reach the right target audiences and make social media users excited about new products. For movies, Reebok has a large enough budget to pay for product placement with their shoes and apparel. Additionally, cable TV would be a smart idea, especially for sports channels, and perhaps Disney Channel and MTV. Reebok would be able to reach young athletes who are excited about sports through commercials. Lastly, outdoor media would utilize traditional and digital billboards and transportation to publish ads.

Rewarding Promotions

Sales Promotion

The campaign will use a combination of a push tactic and pull tactic for sales promotion.

Push Tactic: Instruction and education of the sales staff

Ensuring instruction and education of sales staff on sales promotion is a top priority to provide high quality customer service, enhanced sales awareness, and increased purchase decisions.

Pull Tactic: Loyalty Rewards

The Reebok loyalty rewards program should create an incentive for kids and young athletes to create an account from when they are young and continue using it into their adulthood. With the new rewards program, Reebok will offer the following deals:

- Buy 10 pairs of sneakers, receive a free T shirt.
- Buy 25 pairs of sneakers, receive a free sweatshirt.
- Buy 50 pairs of sneakers, receive a free matching workout set.
- Buy 75 pairs of sneakers, receive a \$100 credit to the store.
- Buy 100 pairs of sneakers, receive a free pair of any Reebok shoe of your choice with an engraving.

Consumers must include their phone number and email address and create a loyalty rewards account with the company. The account will showcase how many pairs of shoes the individual has already purchased with a detailed purchase history. Consumers can also opt in to receive personalized shoe recommendations.

Public Relations

The goal of public relations efforts is to enhance the relationship between Reebok and young consumers in metropolitan areas. The objective for public relations efforts is to educate young consumers and athletes on the benefits and value of Reebok in contributing to their personal and athletic goals in sports and attire.

Sponsorships

Reebok will sponsor NBA athlete Stephen Curry to promote the Dreams Within Reach campaign to young consumers and athletes in metropolitan areas. Stephen Curry is known to the public as being a skilled NBA player, but in addition, the model family man (Caldwell, 2015). The Golden State Warriors star and his wife established their foundation, Eat.Learn.Play, in 2021 with efforts to feed around 16 million children and families based in Oakland (Chua, 2021). With Reeboks rebranding campaign being geared towards youth in metropolitan areas of low-to-mid income families, Stephen Curry will promote Reeboks initiative to provide affordable yet high quality (mid-priced athletic and casual) shoes and apparel.

Press Release

In order to increase the awareness of Reeboks rebranding campaign, Dreams Within Reach, a press release will be posted on the company website and social media. The release will entail the sponsorship of Stephen Curry, and well as its shift to target the youth in metropolitan areas.

Evaluation

The primary evaluation of our campaign will be determined if the brand recall and value of Reebok among young consumers and parents increases or decreases. The ultimate goal of the campaign is to position Reebok as a top-of-mind sports shoe and apparel brand. We can measure the success through social listening tools such as mention count, sentiment around mentions, and social media discussion of promotional efforts. We can also measure the success of the campaign through increased social media followings, increased sales, and loyalty reward sign-ups. The campaign will be evaluated throughout the year and previous annual sales will be compared to determine the success of the rebranding decisions.

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Appendix

Social Media Posts:



Dreams Within Reach 



These three social media posts can be posted on Instagram and other media platforms like Twitter. These can also be multi functional and used for transit ads.

Press Release

Dreams Within Reach 

For release on:

April 21, 2022

For more information contact:

Catherine Pergolis and Alexis Stoebner, Media Relations Specialists

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Reebok Partners with Steph Curry to Launch Rebrand

April 21, 2022 – (BOSTON) Today, Reebok announced that the sporting goods company will partner with Steph Curry to promote and develop new sporting equipment for young athletes. The products are technologically advanced, as well as fashionable and affordable.

Young athletes will have the opportunity to look up to well known professional athletes, like Curry, and connect through Reebok apparel, such as basketball sneakers. The company's campaign message explicitly states: "Our advertising will enhance brand attitudes among young athletes that Reebok is preferred by more professional athletes than any other brand."

Reebok has completed a major rebranding to reflect the impact that high quality and fashionable sporting equipment can have on young athletes. To purchase new equipment, Reebok suggests finding a local store near you or ordering online at www.reebok.com. Loyalty programs are available for young athletes who are interested in becoming part of the Reebok community.

Reebok enthusiasts can find more information about the campaign and new product features on Reebok's social media platforms like Instagram, TikTok, Youtube, Snapchat and Twitter. Be sure to keep an eye out for more messaging from Reebok at sporting events, in movies and on billboards!

For more information, visit www.reebok.com.

###

Reebok campaign photos and videos can be made available before launch via email to the media relations specialists

Dreams Within Reach 

Survey

Reebok Survey

Thank you for taking this short survey. The purpose of the survey is to understand your opinion of Reebok. This survey is a class project for a marketing communication course. The information collected in this survey is confidential. All results are collected and reported to the instructor in aggregate. Your computer IP address is not collected or recorded. You will receive no compensation for taking the survey.

Q1 Do you purchase or invest in name brand sports wear?

- ☐ Yes (1)
- ☐ No (2)

Q2 When you think of sports wear, what brand comes to mind?

Q3 How familiar are you with the brand Reebok?

- ☐ Not familiar at all (1)
- ☐ Slightly familiar (2)
- ☐ Moderately familiar (3)
- ☐ Very familiar (4)
- ☐ Extremely familiar (5)

Q4 What is your attitude towards Reebok?

- ☐ Favorable (1)
- ☐ Unfavorable (2)
- ☐ Neutral (3)

Q5 How likely are you to recommend Reebok to a friend or colleague?

- ☐ 0 (0)
- ☐ 1 (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)
- ☐ 6 (6)
- ☐ 7 (7)
- ☐ 8 (8)
- ☐ 9 (9)
- ☐ 10 (10)

Q6 When it comes to a brand, do you

- ☐ Stay loyal to one brand (1)
- ☐ Switch brands often (2)
- ☐ Switch brands sometimes (3)

Q7 Ranking from 1-5 (1 being most accurate, 5 being least accurate) which of the following words describe Reebok?

- ___ Expensive (1)
- ___ Fashionable (2)
- ___ Functional (3)
- ___ Sporty (4)
- ___ Classic (5)

Q8 Who do you think Reebok is aimed at?

- ☐ Kids 3-12 (1)
- ☐ Teens 13-18 (2)
- ☐ Adults 19-24 (3)
- ☐ Adults 25-35 (4)
- ☐ Adults 35+ (5)

Q9 Can you recall a Reebok advertisement or celebrity promotion? If yes, which one?

- ☐ Yes (1) _____
- ☐ No (2)

Q10 What gender do you identify as?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Non-binary / third gender (3)
- ☐ Prefer not to say (4)

Q11 Please specify your ethnicity:

- ☐ White (1)
- ☐ Black or African American (2)
- ☐ American Indian or Alaska Native (3)
- ☐ Asian (4)
- ☐ Native Hawaiian or Pacific Islander (5)
- ☐ Hispanic or Latino (6)
- ☐ Other (7) _____

Q12 What is your age?

- ☐ 18 - 24 (1)
- ☐ 25 - 34 (2)
- ☐ 35 - 44 (3)
- ☐ 45 - 64 (4)
- ☐ 64-84 (5)
- ☐ 85 or older (6)

Q13 What is your income range?

- ☐ Less than \$29,000 (1)
- ☐ \$30,000 - \$49,999 (2)
- ☐ \$50,000 - \$69,999 (3)
- ☐ \$70,000 - \$99,999 (4)
- ☐ \$100,000 - \$149,999 (5)
- ☐ More than \$150,000 (6)