



Group 2: Anna, Catalina, Dhruv , Fernando, and Inés

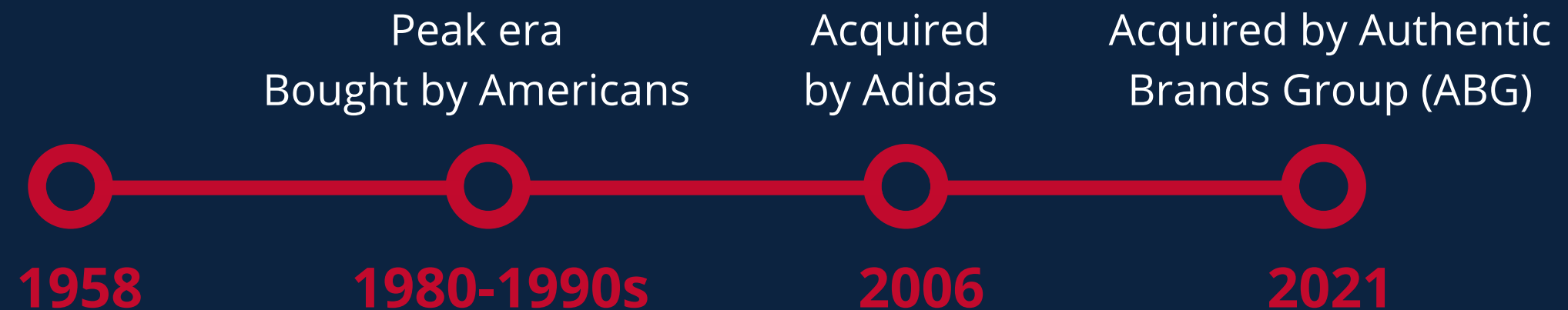


## ABOUT THE BRAND

**Origins:** Founded in 1958 UK (originally a spinoff from J.W. Foster & Sons, founded in 1895)

**Sector:** Originally a sports shoe company, Reebok expanded to sports clothing and accessories. Three main product categories:

- Sports performance shoes
- Lifestyle / Classics shoes
- Athleisure clothing and accessories



## REEBOK AT ITS PEAK: 1980 - 1990S



### THE FREESTYLE

Reebok capitalized on the booming aerobics trend, creating a dedicated women's sportswear line.

#### Key drivers of success:

- Innovation
- Endorsements: Shaquille O'Neal, Allen Iverson, Dee Brown



### THE PUMPS

The Pump technology was used in a basketball shoe featuring inflatable air chambers



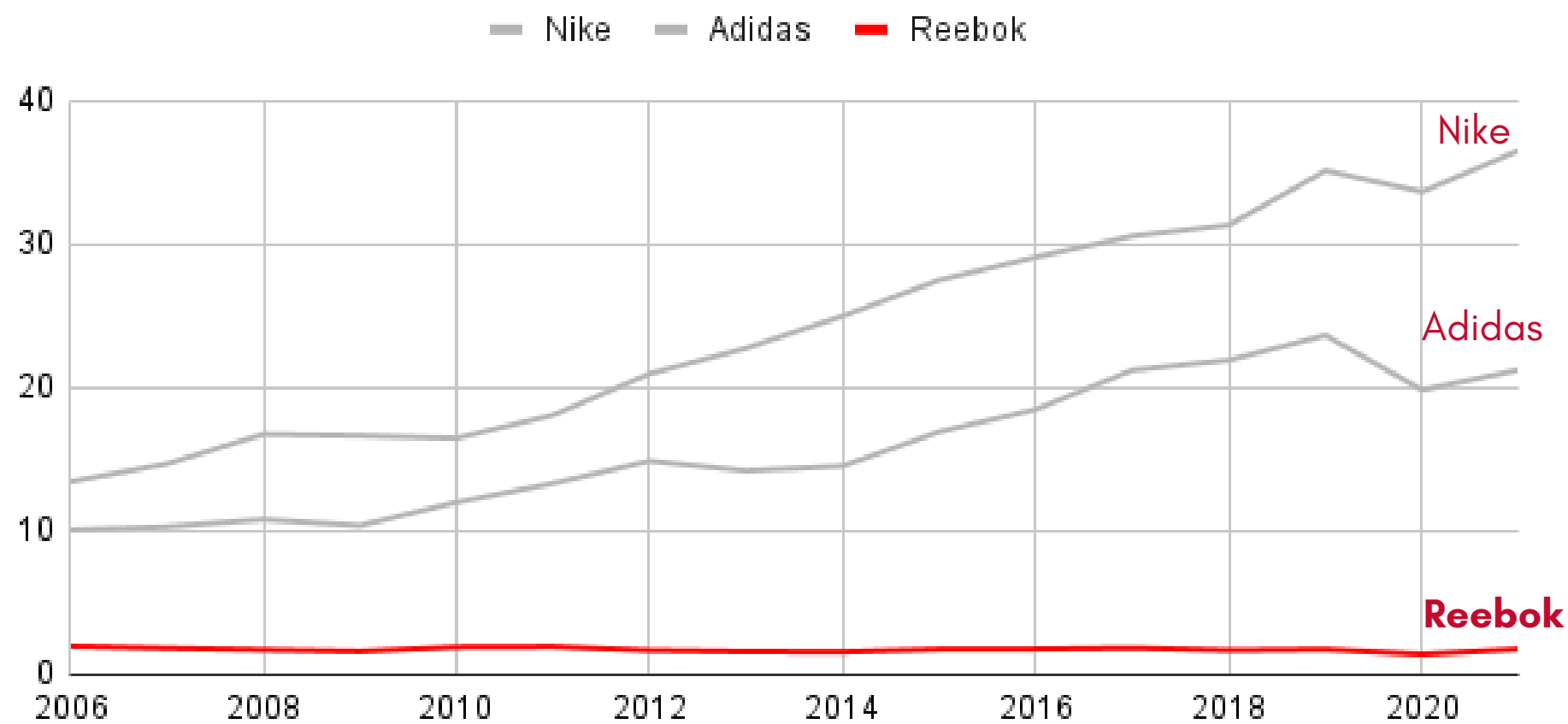
Reebok's sales skyrocketed, reaching \$310 million in 1985 and over \$1 billion in 1987. In 1986, Reebok even took the number one market share spot in U.S. shoe sales surpassing Nike until 1988.





# WHAT HAPPENED TO THE NIKE KILLER?

Net Sales Over the Years



Source: Statista (2023)

## ACQUISITION BY ADIDAS IN 2006

Adidas took over Reebok's key contracts with the NHL, NFL and NBA.

Adidas pushed Reebok into the fitness and training categories, which were plateauing at the time

Lack of investment:

- No innovation → No "Hero Product"
- Few marketing campaigns
- Underdeveloped Retail & Digital Strategy

Reebok's identity and performance heavily suffered after the acquisition, resulting in an adverse impact on Reebok's brand equity and cultural impact in comparison to their main competitors.





# REEBOK IN THE 2000 - 2020S

## NO CLEAR BRAND IDENTITY

- Stuck in between:  
Neither lifestyle brand nor a performance driven athlete brand
- CrossFit era: 2013 to 2019
- Vintage / Classics Era: 2019 - 2024
- Sports era again: 2024

2005: "I Am What I Am"  
2007: "Your Move"  
2014: "Be More Human"  
2024: "Sport is Everything"

## POOR MARKETING STRATEGY

- Less aggressive and noticeable marketing campaigns, with some regrettable choices
- Doesn't ride trends or leverage social media  
→ Low follower count
- Failed sponsorships and collabs (Jay Z, Cardi B and Victoria Beckham).



## WEAK RETAIL AND DIGITAL STRATEGY

- Weak presence in flagship stores and key retail points.
- Underdeveloped DTC and e-commerce strategy.
- Bad inventory management  
→ products end up in discount stores, hurting brand reputation.



Reebok 

1977



@ДмитроБураков

Suscribime

Reebok logo history

Once Was · Kwon



# REEBOK TODAY



- Owned by ABG since 2021
- Revenue (2023): \$279 Mill
- Present in 80+ countries in all continents
- Pricing strategy: Hybrid of Skimming in early stages + Penetration pricing as the product matures.
  - Nano x5: 140€

## The "Sport is Everything" Campaign:

- Highlights the brand's return to sport and emphasizes that sport is not confined to traditional definitions, but rather a force that can inspire, entertain, and unite people.
- Focus in basketball: Shaq and Allen Iverson return + WNBA (Angel Reese). They are launching a Netflix series called "Power Moves" about the stars leading the revival of Reebok basketball.
- Collabs with athletes in golf, cricket, soccer and running and with urban artists like Anuel AA.





# SWOT ANALYSIS FOR REEBOK



- Strong Brand Heritage
- Iconic Classic Products & Retro Appeal
- Global Brand Recognition
- Association with fitness
- Global distribution network

S

- Lack of clear positioning and brand identity
- Poor marketing strategy
- Declining profitability
  - Overreliance on footwear
- Weak Retail and Digital strategy
  - No hero product

W

- Capitalize on Retro Nostalgia
- Undergo a digital transformation: Strengthen DTC & E-commerce
- Focus on emerging markets
- Leverage ABG resources for innovation and marketing

O

- Overcrowded and competitive market
- Changing consumer expectations
- Social and environmental concerns
- Counterfeit products and piracy

T





# COMPETITOR BENCHMARKING



## The Market Leader

- Iconic, single-minded brand identity & narrative
- Relentless product-performance innovation
- Early, data-rich direct-to-consumer ecosystem
- Community-and-culture flywheel built on athlete storytelling



## The Runner Up

- Culture-first icons + high-fashion collaborations
- Sustainability built into the innovation roadmap
- Global football dominance & marquee athlete equity
- Membership-driven DTC engine & supply-chain speed



## The Stylish Athlete

- Owning speed as a brand-wide north-star
- Smart celebrity and fashion icon collaborations + Inventory Management Strategy
- Women-centred growth platform
- Sustainability as a part of sourcing strategy



## The Performance Warrior

- Strong focus on athlete only positioning
- High focus on scientifically verified, proven innovation
- Strong athletic partnerships and grassroots programmes
- Shift from wholesale to DTC strategy



# COMPETITOR BENCHMARKING



## The Comfort King

- Comfort-tech obsession
- Value-for-money range that captures market share
- Strategic joint ventures used to grow global presence
- Pop culture campaigns and strategic celebrity collaborations

## The Quiet Climber

- Home-court manufacturing gives speed and authenticity
- Performance-running credibility + targeted athlete rosters
- Leveraging collabs to turn heritage into fashion
- Wide variety of product options and fit

## The Retro King

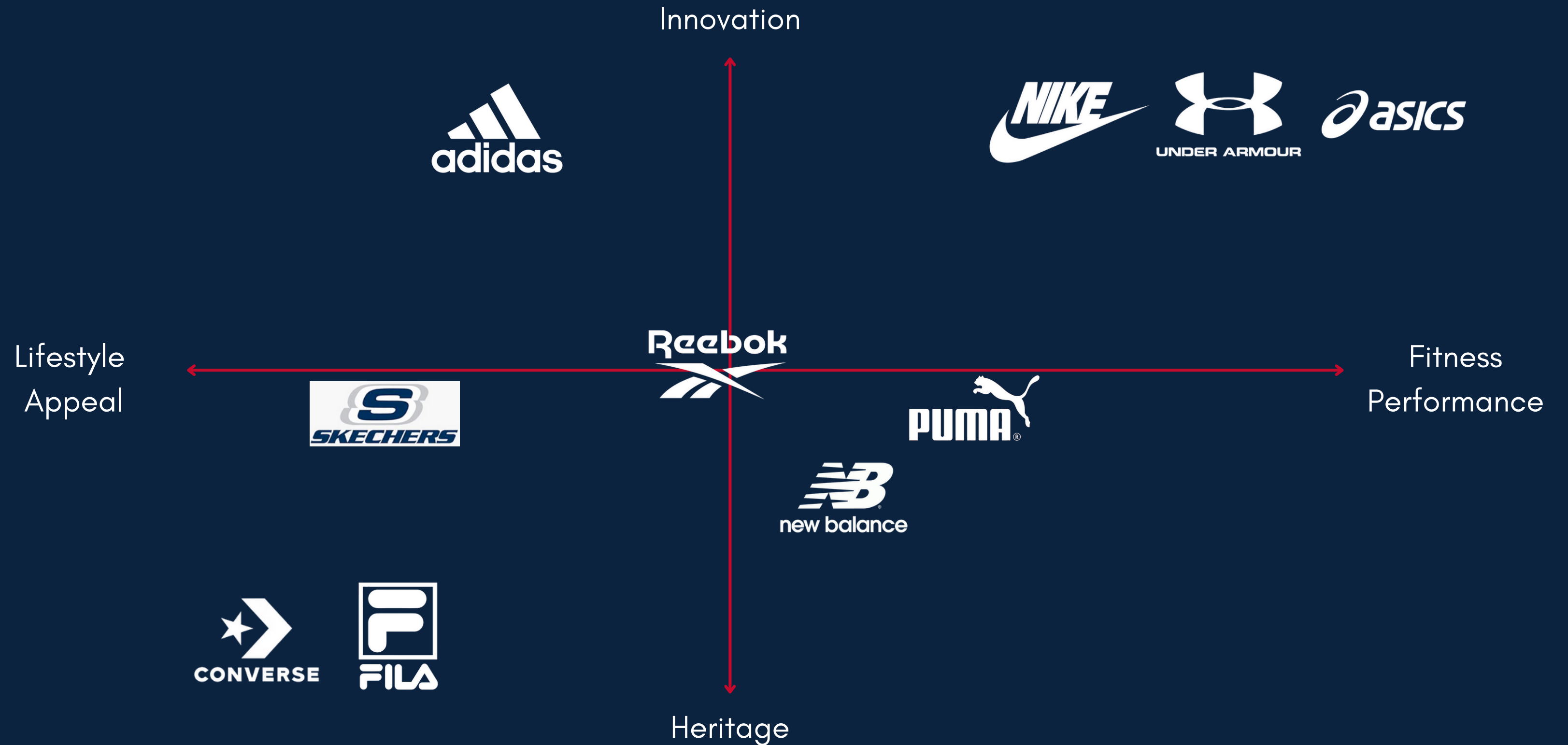
- Hype built around iconic product
- Good use of high fashion partnerships and streetwear collaborations
- Mass customisation through "Converse by You"
- Strong sustainability and upcycling programme

## The 90s Comeback kid

- Strong retro positioning
- Asia-first, localisation-heavy operating model
- Category diversification through golf & tennis credibility
- Asia-first collaborations that focus on that market



# REEBOK POSITIONING ANALYSIS





# CUSTOMER PERCEPTIONS & INSIGHTS

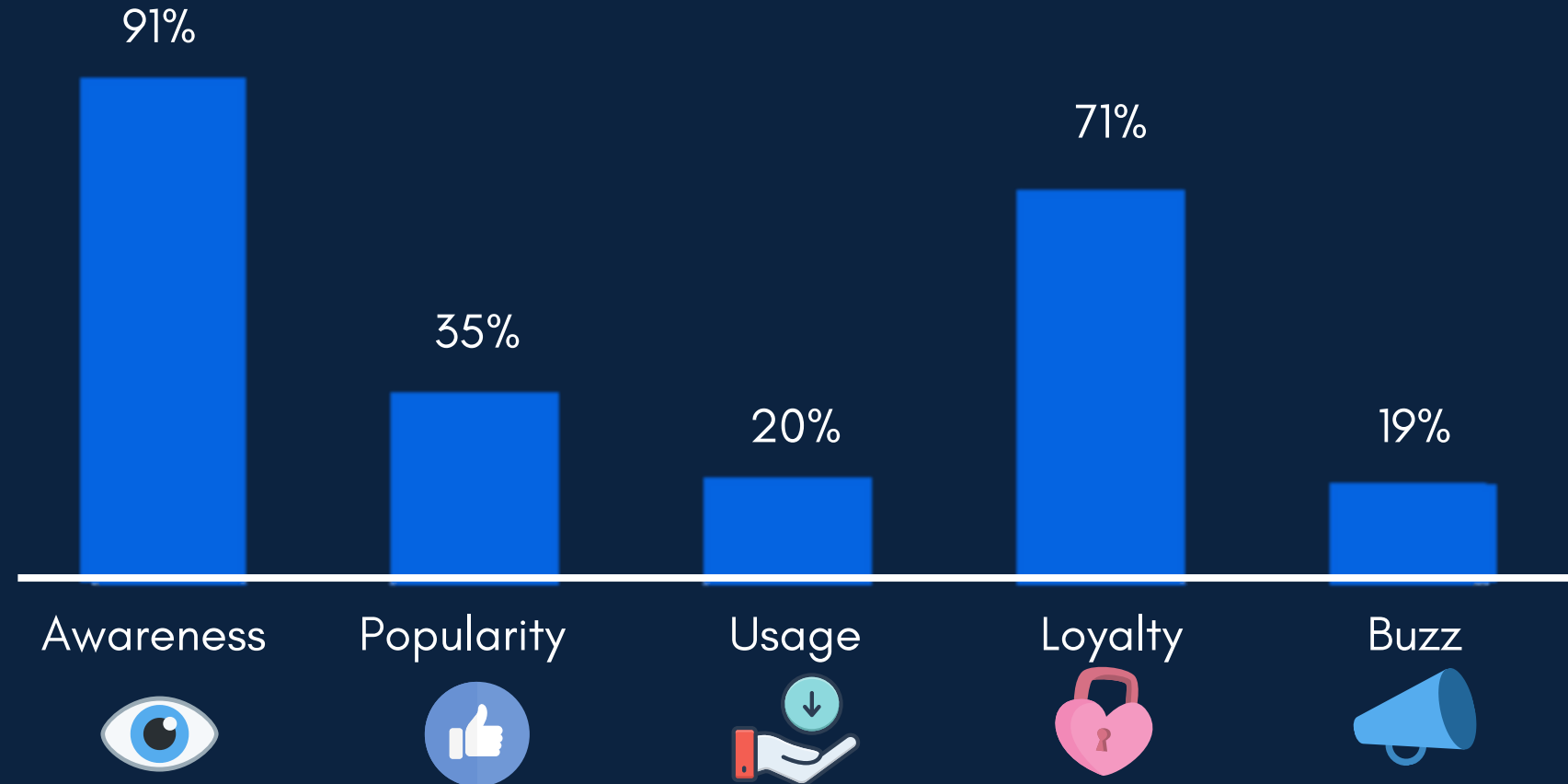


## BRAND ASSOCIATIONS

- |                             |  |
|-----------------------------|--|
| ✓ Heritage and Legacy       | ✗ Not a "top tier" brand                 |
| ✓ Comfort and Quality       | ✗ Confusion on what the brand represents |
| ✓ Affordability             | ✗ No sport associations                  |
| ✓ Brand seen as Trustworthy | ✗ Brand is seen as neutral               |
|                             | ✗ Brand is not seen as innovative        |

# CUSTOMER PERCEPTIONS & INSIGHTS

## Brand Performance of reebok in the US sneaker market



Source: Statista (December 2024)



Reebok's branding resonates more with **Gen X**, followed by Millennials. It also appeals more to **women** (52%) compared to 48% of men.



### High brand awareness.

- 5th in the sneaker market after: Nike, Adidas, Puma, Jordan
- 4th in the sportswear market after Nike, Adidas, Puma
- Shows high level of aided and unaided awareness, but no top-of-mind awareness



### Reebok marks low in popularity and usage in the sneaker market but does slightly better in the sportswear market

- Popularity: 9th place in the sneaker market (35%) and 5th in the sportswear market (41%).
- Usage: 9th place in both markets



### Even though loyalty is high, Reebok is outside the Top 10 in the U.S sneaker and sportswear market



### Reebok has a score of 19% for media buzz, ranking low

- 10th place in the sneaker market
- 9th place in the sportswear market





## THE FIX: LEGACY REEBOT

Lean towards Heritage and select “Hero Products” in the Classics and Fitness Performance categories, for women and for men.

### Why this is the right call:

- **Reebok’s Strength Is Its Past**
  - Cultural credibility from the 80s-90s with iconic models that have residual brand equity
- **The Innovation Territory Is Owned**
  - Nike dominates innovation + performance and Adidas leads in innovation + lifestyle
  - Competing with them on innovation requires R&D scale and tech credibility Reebok no longer has
- **Nostalgia & Retro Are Trending**
  - Gen Z and Millennials are driving the return of 80s-90s aesthetics
  - Brands like New Balance, Converse, and even FILA have seen massive rebounds by embracing their heritage rather than fighting it





# REPOSITIONING STRATEGY

## New Brand Purpose

**"To support people on their journey to becoming the best version of themselves—at every stage, and every step."**

- Belief: Growth is personal, not linear.
- Value: Consistency, authenticity, self-expression.
- Impact: Reebok becomes a lifelong partner in self-development.

## Target Audience



**Nostalgic Millennial**  
(Ages 30-45)

**"Reebok was their first sneaker. Now they want it back—with grown-up comfort and style."**

- Grew up in the '80s/'90s
- Prioritize comfort and familiarity
- Value authenticity, durability, and subtle performance features



**Gen Z Mover**  
(Ages 16-29)

**"Style-driven, purpose-led, and nostalgia-obsessed—even for eras they didn't live through."**

- Fashion-conscious and expressive: mix retro, streetwear, and performance
- Discover trends through TikTok, influencers
- Seek bold, purposeful brands with identity and history



# REPOSITIONING STRATEGY

## Positioning Statement

For nostalgic Millennials and Gen Z movers who seek authenticity, self-expression, and style rooted in meaning, **Reebok** provides iconic, heritage-driven footwear and apparel because we've been part of their journey from the start—and continue to evolve with them through timeless products that connect the past to the present.





# GROWTH STRATEGY: MARKET PENETRATION

 **Goal:** Convert awareness into trial and repeat purchase through market penetration.

## Product Selection

Hero Products that have strong legacy:  
The Pumps Classic Leather Freestyle Hi



- Better quality
- Sustainable materials
- Variety of colors

## Target Audience

**Geographically:** Mature markets where Reebok had previous cultural traction:

- US, UK, Western Europe, Canada, and Japan

**Demographically:**

- Nostalgic Millenials
- Gen Z Movers

## Pricing Strategy

Accessible pricing but premium enough to signal quality (mid-range).

- The Pumps: €120
- Classic Leather: €95
- The Freestyle Hi: €80

Undercutting Nike and Adidas to feel accessible, without looking cheap.

## Promotion Strategy

Social media and influencer collabs (fashion, streetwear, retro-themed), nostalgia content series, in-store activations (retail partners)

## Place / Distribution

- Direct-to-Consumer: Reebok website
- Retail partnerships: Foot Locker, Finish Line, JD Sports, Sports Direct, Amazon, ABC-Mart





# BRAND IDENTITY REFRESH



EVERY STEP, EVERY STORY



## Visual Identity

**Logo and Slogan:** Same logo but new slogan.

- The typography continues to be Motter Tektura, a geometric sans-serif font characterized by its bold, modernist letterforms, which convey strength and clarity.

**Color Palette:** Conveys heritage, timelessness, and emotional connection.

- Navy Blue #0c2340 → Strong, elegant, timeless.
  - Will be the primary brand color (website, packaging, campaigns).
- White → Clean, universal, sharp contrast
  - Will be used for logos, type, and clean layouts.
- Red #c30a2d → Adds energy
  - Will be used only as an accent—for Buttons/CTAs, Limited edition tags, Hero product highlights

**Imagery:** High quality images that align with the brand's aesthetic, ensuring they complement the color scheme.

# BRAND IDENTITY REFRESH

 <b>Slogan</b>	 <b>Brand Archetype</b>
"Every Step, Every Story"	The Caregiver
 <b>Brand Voice (Who We Are)</b>	 <b>Brand Tone (How We Speak)</b>
<ul style="list-style-type: none"><li>• <b>Authentic</b> – rooted in real history, not hype</li><li>• <b>Empowering</b> – focused on individual growth</li><li>• <b>Approachable</b> – friendly, relatable, not loud or aggressive</li></ul>	<ul style="list-style-type: none"><li>• Warm and clear in product/brand copy</li><li>• Uplifting and emotional in campaigns</li><li>• Conversational and human on social/digital</li><li>• Grounded and respectful in heritage storytelling</li></ul>
 <b>Core Messages (What We Want to Say)</b>	 <b>Storytelling</b>
<ul style="list-style-type: none"><li>• <b>Reebok has always been a part of your journey.</b> → We're not just a brand; we're part of your story.</li><li>• <b>Our classics are more than retro—they're timeless.</b> → We revive icons that defined eras, because great design never fades.</li><li>• <b>We're here for your lifestyle, your fitness, and your self-expression.</b> → Our products flex with your life, not the other way around.</li><li>• <b>We believe growth is personal, not performance-only.</b> → Reebok supports real people, not just elite athletes.</li></ul>	<p>"Every Step, Every Story" is not just about movement—it's about memory, meaning, and momentum.</p> <ul style="list-style-type: none"><li>• <b>Past:</b> Celebrate the legacy → what Reebok meant to different people at different stages.</li><li>• <b>Present:</b> Showcase how Reebok fits into their lives now through fashion, fitness, and lifestyle.</li><li>• <b>Future:</b> Empower people to move forward with confidence, individuality, and timeless style.</li></ul>

# BRAND IDENTITY PRISM



# BRAND EXPERIENCE

Reebok’s comeback is emotional and social. We’re reconnecting not through hype—but through shared history, personal meaning, and the stories that made us who we are.

## FEEL

Reebok will trigger emotional connection through nostalgia, memory, and personal storytelling.

**PURPOSE:** Trigger personal memory and emotional connection

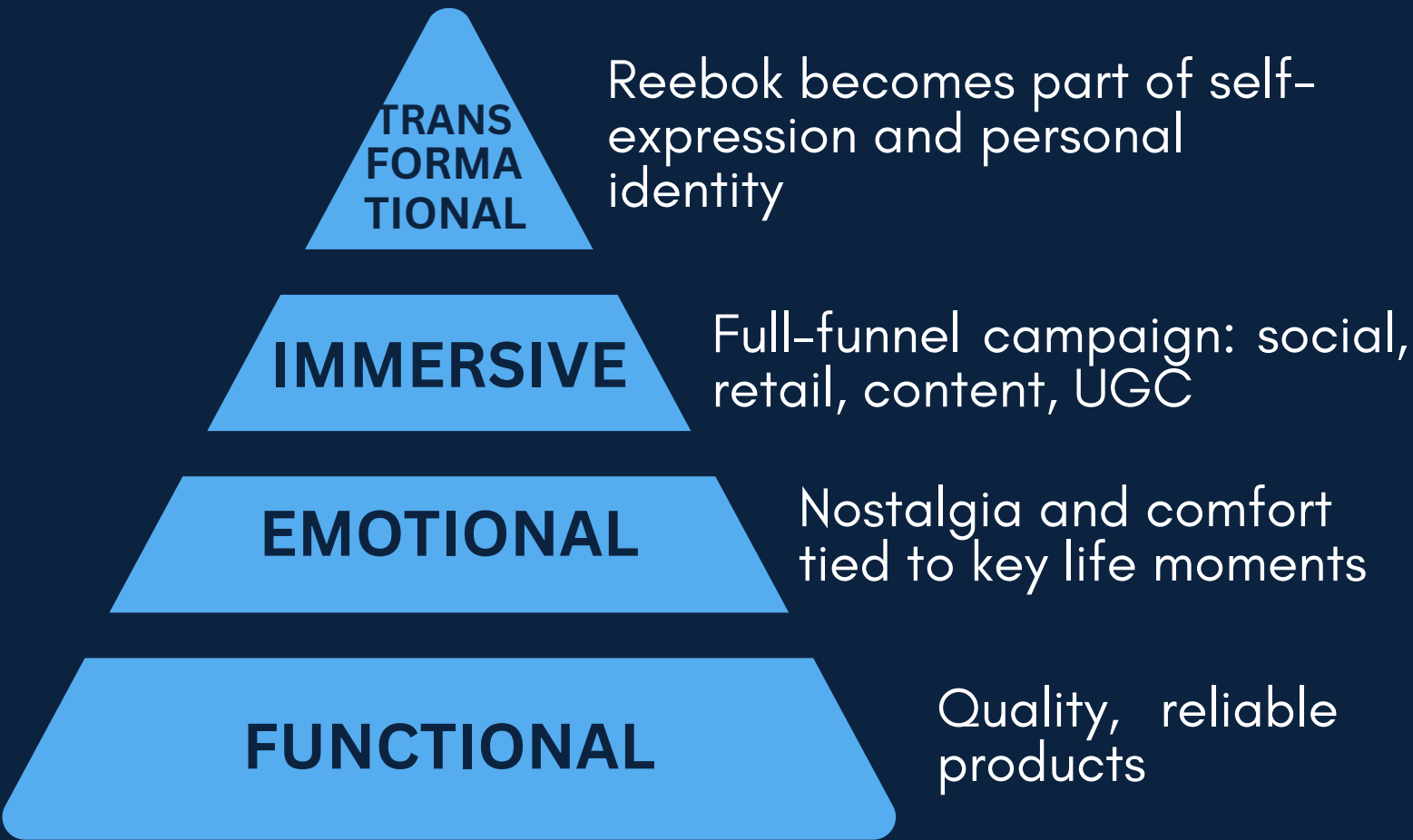
- Nostalgic campaign visuals
- Life-stage storytelling
- Emotional testimonials (“I remember my first Reeboks...”)

## RELATE

Reebok will foster a sense of community by inviting customers to share stories and recognize themselves in others.

**PURPOSE:** Build social identity, shared values, community

- UGC campaigns
- “Reebok stories” from fans
- Influencer collabs that honor the past and reimagine the future





# COMMUNICATION STRATEGY



## Main Idea

“Reebok has always been with you—and still is.”

## Core Communication Objectives

- Rebuild emotional trust through authentic heritage stories
- Reignite belonging through shared culture and personal storytelling
- Reclaim relevance among lapsed fans while drawing in new style-conscious consumers
- Trigger reappraisal: “Maybe it’s time I wear Reebok again—for who I am today.”

## Messaging Pillars

- **Heritage:** Reebok’s role in your past gives it meaning in your present → FEEL
- **Relatability:** Reebok isn’t aspirational, it’s personal and accessible → RELATE
- **Support:** Emotional and physical comfort. The brand that grows with you.







## THE CAMPAIGN: "MY REEBOK MEMORY"

### Campaign Concept

#### "#MyReebokMemory – A Story That's Yours to Tell"

Reebok isn't just relaunching sneakers—it's relaunching the memories, moments, and self-expression tied to those shoes. Whether you grew up with Reebok, or you're discovering it through retro culture, this campaign invites you to bring your story to life.

### Objective

- **GET** Nostalgic Millennials and Gen Z movers
- **TO** Reconnect emotionally with the brand and feel inspired to share, reappraise, and repurchase Reebok products
- **BY** Launching a storytelling campaign (#MyReebokMemory) that invites them to share or reinterpret personal moments tied to Reebok
- **BECAUSE** Reebok is a timeless brand rooted in real-life memories, and ready to grow with them today



# CONTENT STRATEGY ACROSS THE JOURNEY

## Awareness

Grab attention, spark curiosity, and emotionally reintroduce Reebok as relevant and personal.

### Audience Mindset:

Millennials: "Oh wow, I remember those!"

Gen Z: "I've seen these before, they look cool."

### Tone

Emotional, real, and empowering. Blend nostalgia with style energy

### Channels

TikTok, Instagram Reels, YouTube Shorts, Meta Ads, streaming services ads, influencers, OOH, stores

### CTA

"What's your Reebok memory? Share yours."





# CONTENT STRATEGY ACROSS THE JOURNEY

## Consideration

Build emotional relevance, product interest, and brand trust—move users from curiosity to connection.

### Audience Mindset:

- Millennials: “Maybe Reebok is still for me.”
- Gen Z: “Can I make this retro look mine?”

### Tone

Relatable, nostalgic, and story-rich

### Channels

Website, email marketing, influencer, social media UGC, Pinterest (for Gen Z styling inspo)

### CTA

“Find the shoe that fits your story.”





# CONTENT STRATEGY ACROSS THE JOURNEY

Decision

Drive action—purchase, sign-up, or participation

## Audience Mindset:

Millennials: “This is the pair I always wanted.”

Gen Z: “I want the retro version that fits my style.”

## Tone

Supportive, affirming, and confident

## Channels

Website, pop up store activations, email, paid retargeting (Meta, Google)

## CTA

“Bring your Reebok memory home.”

“Step into your next story.”

## Experiential Marketing





# CHANNEL MIX

## PAID MEDIA

- Google & Meta Ads, YouTube, TikTok, CTV, Influencer Collabs



## OWNED MEDIA

- Website, Email Marketing, Social Media Profiles



## EARNED MEDIA

- UGC, Reviews, PR, Reddit/TikTok trends



# BRAND EQUITY METRICS

Metric	What it measures	How to track it
UGC Volume	Total content created under the campaign	Count of #MyReebokMemory posts, shares, reshares on TikTok/IG
Brand Recall	Unprompted memory of Reebok	Post-campaign brand lift study or survey (e.g., “Which sneaker brands come to mind?”)
Sentiment	Emotional tone of online conversation	Social listening tools (e.g., Brandwatch, Sprinklr, Meltwater) tracking sentiment keywords
Engagement Rate	Likes, comments, saves, shares	Social analytics (TikTok, IG Reels, Pinterest, etc.), UGC participation under #MyReebokMemory
Brand Reappraisal	Change in brand perception post-campaign	Pre/post-campaign surveys ( “Would you consider buying Reebok in the next 6 months?”)
Incremental Sales	Increase in sales of campaign-related products	Compare to baseline sales (before/after) by SKU, region, or time period
Sell-Through Rate	Speed of inventory sell-out	Track how quickly limited drops or bundles sell through (especially for pop-ups)



# Reebok



EVERY STEP, EVERY STORY



**THANK YOU!**