



Pulsar Case Study – August 2017

# How Anomaly used data to validate a significant shift in creative direction for their Converse SS17 campaign

## The Challenge

Anomaly piloted Creative Insights for their latest work for Converse. They wanted to gain a deeper understanding of their EMEA audiences, how they engage with fashion and most importantly to provide validation into the change of direction Converse were taking for the region in SS17. This was one of the research methods they used and it complemented a larger global research program.





## The Solution

They set up a number of studies on Creative Insights focusing on a range of specific styles and looks (e.g. gender-neutral, athleisure, boho chic etc.), on how people engaged with fashion and style inspiration, and on specific sneaker conversations. These were set up across the UK, Germany, France and the Netherlands with a focus on their target audience of 18-24 year olds. Their main hypothesis was that new styles such as Athleisure and Gender neutral would be most popular and talked about amongst the target demographic.

### They saw:

- Proportional prominence of Athleisure and Gender Neutral styles amongst target audience compared to the style distribution in older demographics, confirming the over-arching direction hypothesis
- People use social media as a first port of call for inspiration and therefore interactions rather than necessarily content creation
- That the majority of online social behavior for this was engagement with content rather than creating a lot of their own content
- Content creation was done by people who wanted to draw attention to their choice of styles and validations of that
- Sneaker brands that are embedded into culture tend to do better when it comes to generating buzz





### The Outcome and Learnings:

- The shift in direction for SS17 was a viable one based on the behaviors of the target audience
- Don't focus on a content creation call to action because the current behavior shows that the majority of people are more willing to react to a stimulus rather than create their own content
- Feed into and support the current main behavior: using social media as a place to find inspiration
- Provide contextual content (products placed in context of specific styles) to help inspire consumers and give ideas on how to wear product

“

Working with Pulsar on this project has been a valuable experience. The data available from Pulsar's Creative Insights has added a layer of robustness to our research process, elevating it to a data source that allows for deep audience analysis that inspired our creative thinking.

—Anna Hughes, Anomaly

”