



CONCEPT DIRECTION

BOBS - Sneakers - Athletic: Game On for Style & Comfort

GAME ON FOR STYLE & COMFORT

Concept Summary

Athletic shoes don't mean having to sacrifice style or comfort. Skechers Casual Athletic sneakers keep your feet supported and a model of sporty chic style. Vegan materials help customers make an eco-friendly statement while machine-washable fabrics turn athleisure into aspirational.

Overarching Message

Adding style to comfortable athletic shoes is the savvy play.

Positioning

These deliver the right blend of support and style. It's not choosing between comfy and chic, it's getting the best of both.

Messaging/Tone of Voice/Vibe

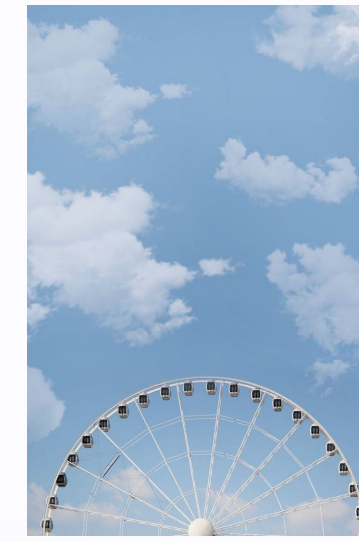
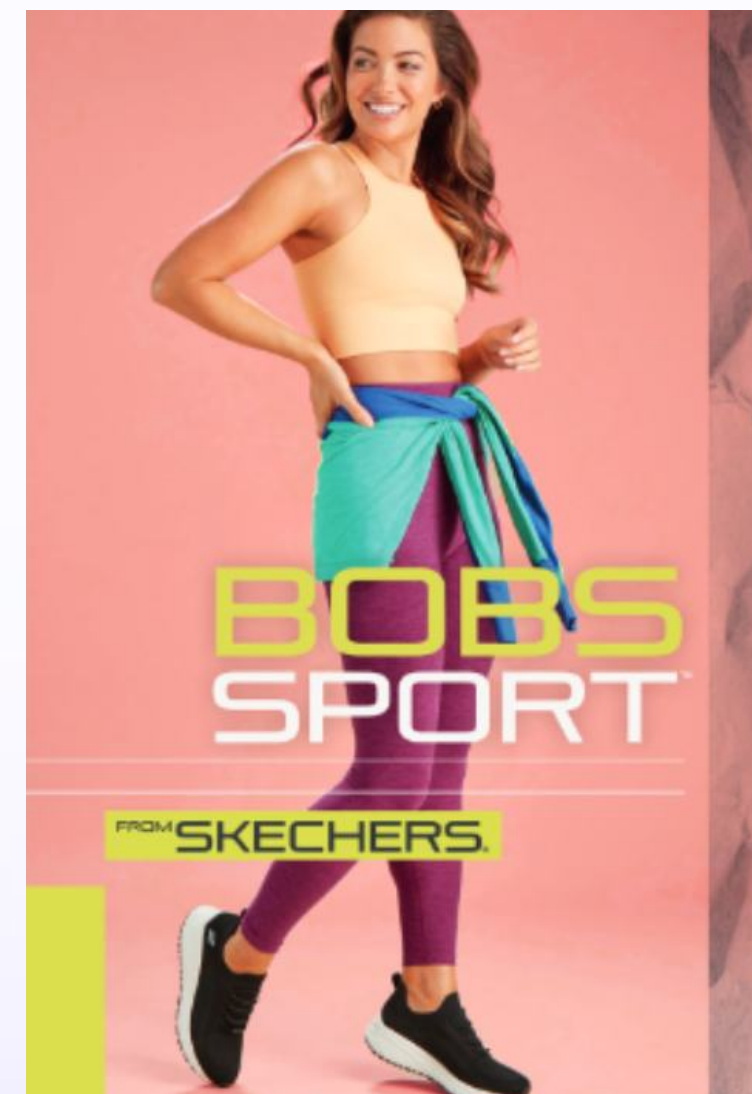
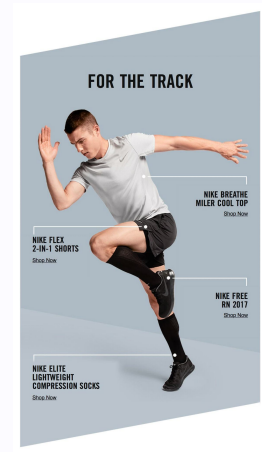
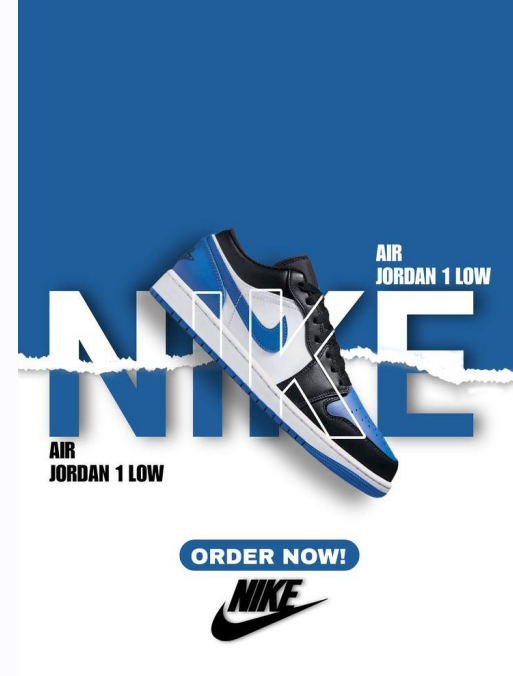
Keep your feet feeling fresh on every step, walk, or strut. These sneakers make all the right moves, and copy/imagery should show customers feeling happy, empowered, and ready to get going.

Desired Perceptions

- Comfy
- Stylish
- Athleisure
- Convenient
- All-day

Sample Taglines

- Game Day Style
- Athleisure All-star
- All-day Comfort
- Sporty & Eco-friendly
- Slip Into Winning Style



Game On for Style & Comfort: Mood Board

