

# REEBOK'S AFRICAN AMERICAN MARKET EXPANSION



Client: Reebok

Account Planner: XXXXXXXXX

## BACKGROUND

Reebok, a legacy athletic brand rooted in innovation, fitness, and self-expression, aims to reconnect with Gen Z and Millennial sneaker buyers. In a market dominated by hype and celebrity culture, Reebok seeks to understand what consumers truly value in footwear, advertising, and brand identity.

## OBJECTIVES

Repositioning/ rebrand Reebok as a brand who is about innovation, balancing sport comfort and fashion.

## TARGET AUDIENCE

The target audience for the campaign is women in Gen Z and Millennials age group. Mostly African American or hispanic. This group is fashion-forward but budget-conscious; values individuality and relatability; influenced more by peers than celebrities; prioritizes comfort, design, and versatility; regular social media users (Instagram, TikTok, YouTube).

## PROPOSITION

Reebok sneakers are a smart, stylish, and comfortable way to express your identity—with design and performance features that let you move confidently in your everyday life.

## TONE

Authentic. Empowering. Effortlessly cool. Visuals and language should reflect real users—not perfection. Make Reebok feel like the trusted, reliable choice you didn't expect to love.

## CONSUMER INSIGHTS

- Gen Z sneaker buyers are 900% more likely to seek out technological innovation in footwear.
- African American and multiracial consumers are significantly more likely to choose Reebok than the general population.
- Consumers are more influenced by peer recommendations, product use in real life, and brand authenticity than by celebrity endorsements.
- Many feel overwhelmed by excessive branding and prefer brands that feel "cool without trying too hard..
- Comfort, fit, and personal expression ranked above trendiness or brand legacy in buying decisions.

## UNIQUE SELLING POINT:

"Reebok champions self-expression and movement with sneakers rooted in decades of innovation and a legacy of empowering women—designed for those who lead with individuality, not hype."

## DESIRED RESPONSE

"I didn't realize Reebok had shoes like this."  
"I could see myself wearing these every day."  
"I trust this brand—and these sneakers are worth it."