

REEBOK'S AFRICAN AMERICAN MARKET EXPANSION



Client: Reebok

Account Planner: XXXXXXXX

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."