

FASHION FORWARD EXPRESSIONISTS

These people see footwear as an important part of their outfit, but not all of it. They primarily shop for style.

MEDIA CONSUMPTION, HEAVIEST



GAMING
43%



INTERNET
(MOBILE)
40%



SOCIAL MEDIA
36%



RADIO/AUDIO
33%



ONLINE VIDEO
29%

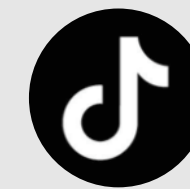
TOP SOCIAL PLATFORMS, WEEKLY



159i



150i



147i



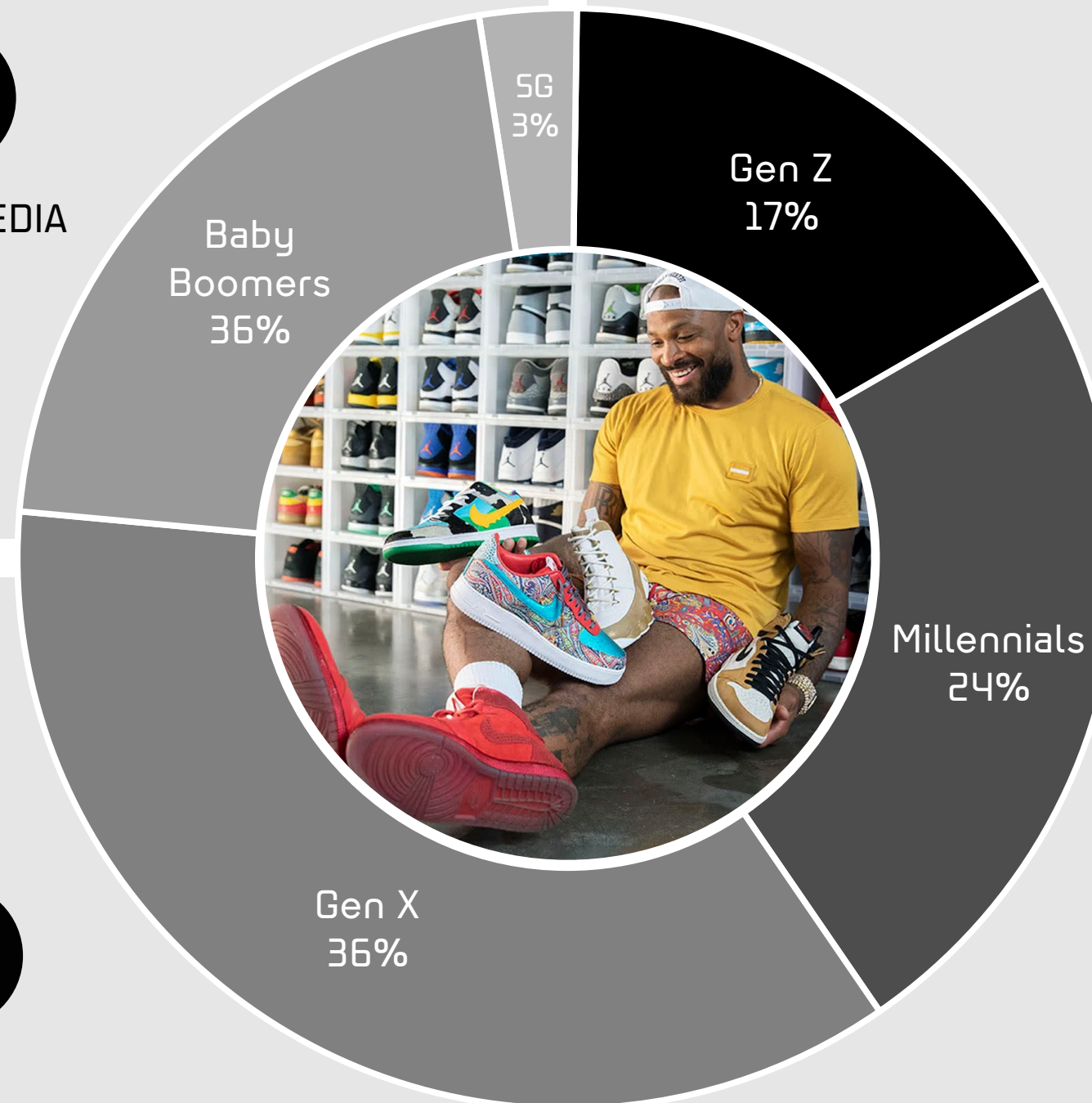
142i



138i



117i



SHOPPING BEHAVIORS

- People come to them for advice before buying things.
- 74% are persuaded by promotional offers to try alternative brands
- 61% only buy well-known brands
- 61% like the convenience of BOPIS and in-store pickup options

VALUES & MOTIVATIONS

- 74% are willing to spend more on things that benefit their health & well-being
- 73% consider themselves to be a very stylish person
- Very happy with their social lives
- Career is very important to them

SNEAKER MAVENS

Their identity starts with their feet. They are always on top of the latest releases. They shop for status.

MEDIA CONSUMPTION, HEAVIEST



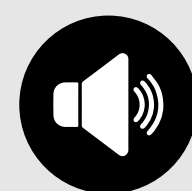
GAMING
41%



INTERNET
(MOBILE)
39%



SOCIAL MEDIA
35%



RADIO/AUDIO
33%



ONLINE VIDEO
28%

TOP SOCIAL PLATFORMS, WEEKLY



145i



136i



131i



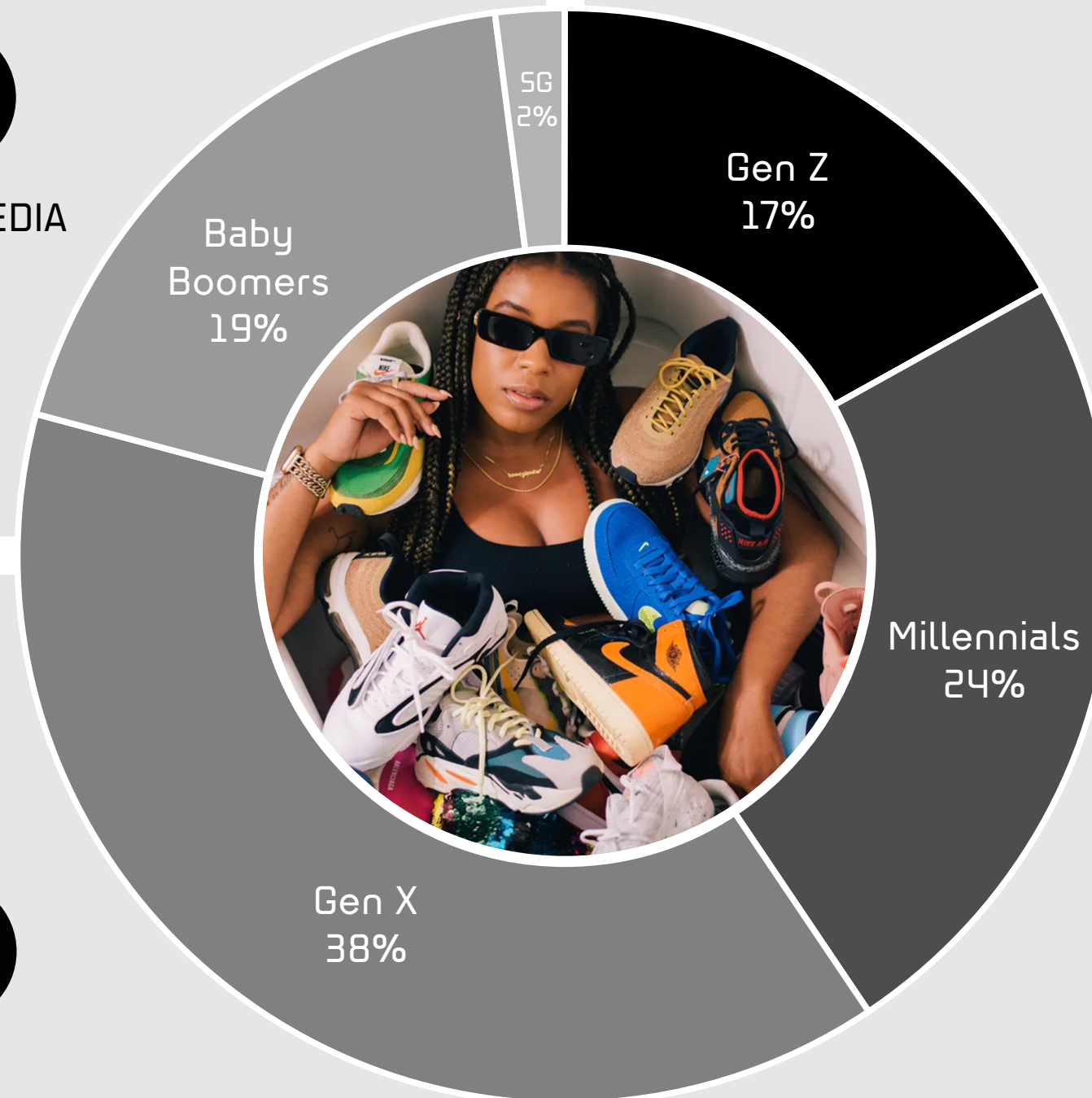
130i



129i



116i



SHOPPING BEHAVIORS

- 79% enjoy browsing in stores
- 78% prefer to buy from brands that reward them for being loyal customers
- 72% often pay more for good quality
- 1 in 2 like to treat themselves to luxury items

VALUES & MOTIVATIONS

- 56% notice what is advertised on posters/digital screens that others regularly pass
- 54% are good at finding ways to influence others
- They find sponsored content/ads on social media feeds to be relevant

ACTIVE ATHLETES

These folks get looks and function out of their sneakers. They shop for stats.

MEDIA CONSUMPTION, HEAVIEST



GAMING
36%



RADIO/AUDIO
34%



INTERNET
(MOBILE)
32%



TV (LIVE + DVR)
29%



SOCIAL MEDIA
28%

TOP SOCIAL PLATFORMS, WEEKLY



117i



115i



115i



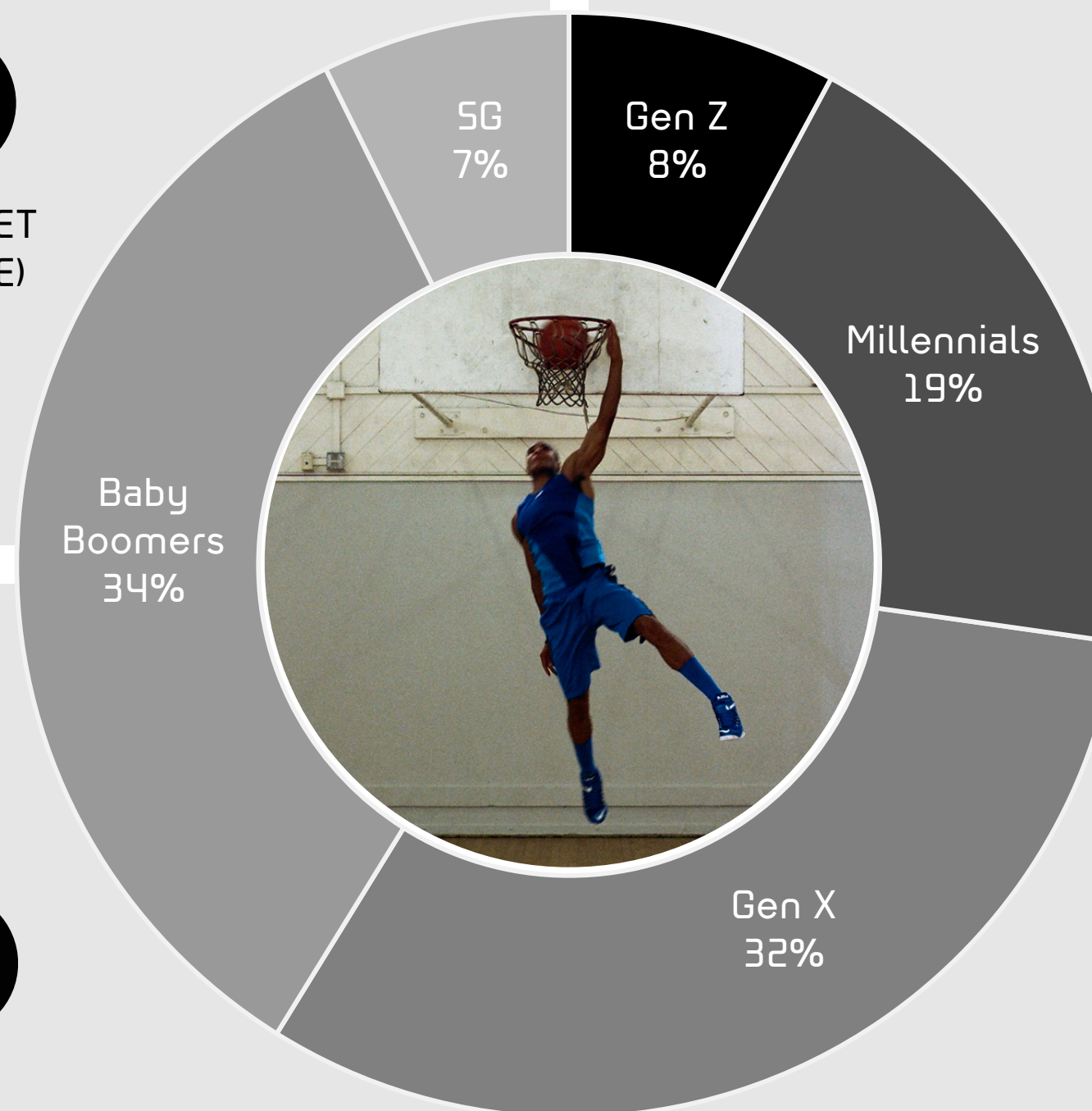
109i



107i



105i



SHOPPING BEHAVIORS

- 84% are firm believers in making fewer, but better and higher quality purchases.
- People come to them for advice before buying things
- 63% prefer to buy from brands with a social & environmental commitment
- 43% like to treat themselves to luxury items

VALUES & MOTIVATIONS

- 81% are willing to spend more on things that benefit their health and well-being
- Actively look for lifestyle changes that can improve health
- More than half will go out of their way to experience new food and music from other cultures
- Good at finding ways to influence others