

The Company:

The Converse Rubber Shoe company was founded in 1908 by Marquis Mills Converse, in an attempt to allow retailers to deal directly with the shoe manufacturer and not have to go through the rubber trust. From the 1950's until the 1970's, Converse was the official shoe of the NBA. Converse has always embodied the ideals of individuality, rebellion, and was an instrumental part in representing two growing trends; basketball and Rock and Roll.

The Product:

The iconic shoe of Converse is the Chuck Taylor classic shoe. This will be the focus of my ad campaign.

The Audience:

The audience of these ads are teens who want to have the image of individuality and rebellion, while at the same time fit ting into the popular culture of being "cool".

The information:

You need this shoe to be "cool". (To fit in with modern social fashion trends)

The Words:

Rebellious Individual Fashionable

The Tagline:

I chose the phrase "Be Your Own Cool" as my tagline.

The Concept/Image:

My concept is to show individuality and uniqueness (Your own cool-ness) through breaking of pattern in a visual image.

I have not found an image yet; I plan on taking my own photograph since that is another one of my areas of interest. However, I have not had the opportunity to do this due to illness.

The image I want to produce is an image of a row of people's feet; all the pairs of shoes will be regular mundane shoes except for one pair that will be a pair of brightly colored Converse Chuck Taylor shoes. This conveys the concept of "being your own cool" by standing out and being different.

10 Font Experiments

LHF OLD BLOCK REGULAR 14PT LHF OLD BLOCK REGULAR 11PT

LHF OLD BLOCK REGULAR 14PT BE YOUR OWN COOL BE YOUR OWN COOL

Futura Medium 14pt Futura Medium 12pt BE YOUR OWN COOL be your own cool

Helvetica Bold 14pt Helvetica Bold 11pt BE YOUR OWN COOL be your own cool

Aerohop Black 14pt Aerohop Black 11pt BE YOUR OWN COOL be your own cool

SF New Republic 14pt
SF New Republic 11pt

BE YOUR OWN GOOL be your own Gool

SF ATARIAN SYSTEM 16PT SF ATARIAN SYSTEM 12PT

BE YOUR OWN COOL BE YOUR OWN COOL

Impact 16pt Impact 12pt **BE YOUR OWN COOL be your own cool**

Rockwell Bold 14pt
Rockwell Bold 11pt

BEYOUR OWN COOL be your own cool

Mondern No. 20 14pt Modern No. 20 11pt BE YOUR OWN COOL be your own cool

Baskerville Old Face 16pt Baskerville Old Face 12pt

BE YOUR OWN COOL be your own cool

Final Font Choice:

Aerohop Black. I think this font embodies the idea of the concept; it's bold, but simple and modern. It has a rebellious feel, and is unique.