

HELLO



FROM THE BOTTOM OF OUR HEARTS

SKECHERS

BOARDING NOW...

ITINERARY

ONBOARDING ✦ ✦ ✦ ✦

Ø1. THE RESEARCH

✦ COUNTDOWN ✦ ✦ ✦ ✦

Ø2. THE STRATEGY

✦ ✦ LAUNCH ✦ ✦

Ø3. THE EXPERIENCE

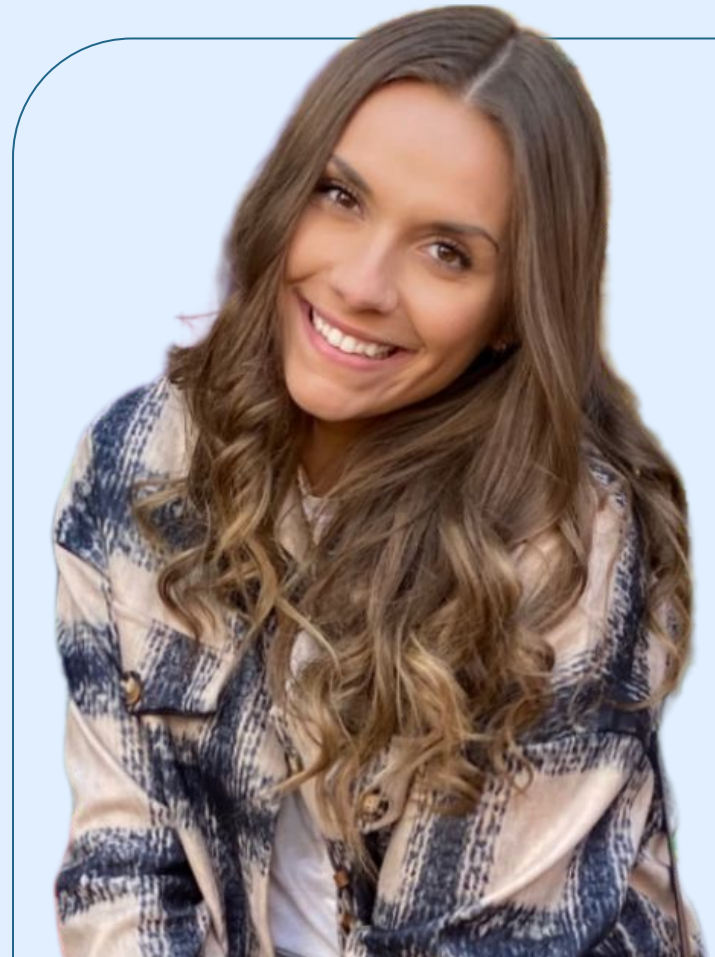
✦ ✦ ✦ ASCENSION ✦

Ø4. THE MARKETING

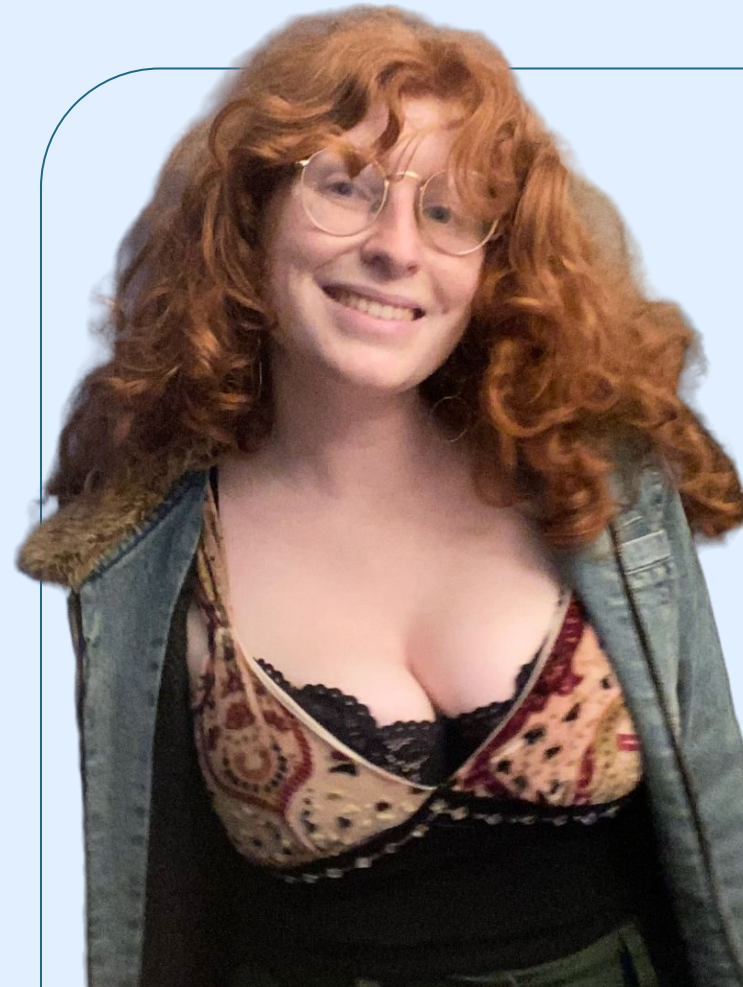
✦ ✦ ✦ ✦ REPORT

Ø5. THE RECAP

FLIGHT TEAM



SAMANTHA



REBECA



BERNICE



STEPHANIE

ALL ABOUT

SKEECHERS®

(YOU)

LET'S GO BEYOND



THIRD LARGEST SHOE BRAND
IN THE US



COMFORT TECHNOLOGY



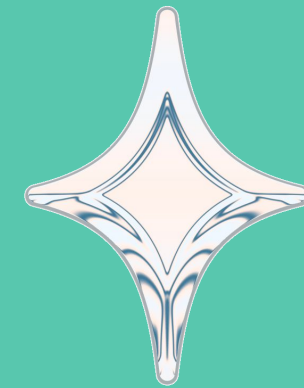
MALE-DOMINATED
CONSUMER BASE



MORE THAN

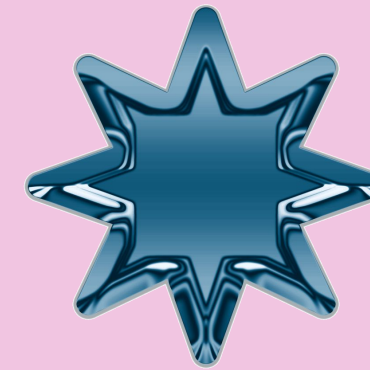
90%

OF GEN Z ARE AWARE
OF SKECHERS



BUT, LESS THAN

20%



OF GEN Z
FIND IT “COOL”



SKECHERS NEEDS AN



ITFACTOR





INSIGHTS ON GEN Z

59%

OF GEN Z SAID THEY TRUST THE BRANDS THEY GREW UP WITH

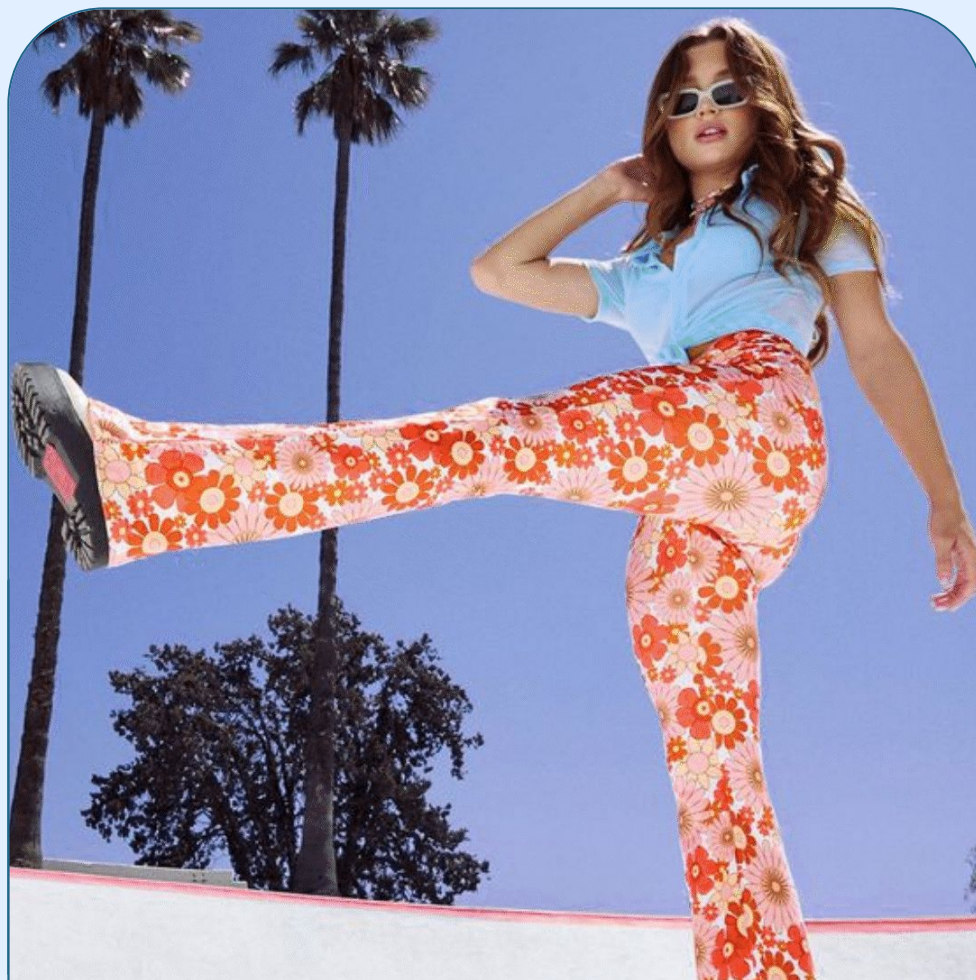
42%

OF GEN Z ARE SEEKING CONTENT DESCRIBED AS FUN, MAKING THE CHARACTERISTIC MORE POPULAR THAN ROMANTIC (29%), EXCITING (27%), SCARY (24%).

92%

OF ALL GEN Z CREDIT SOCIAL MEDIA INFLUENCER RECOMMENDATIONS
AS THE MOST IMPORTANT DRIVER OF PURCHASE DECISIONS ONLINE,
ABOVE BRANDS, RETAILERS, CELEBRITIES AND STORE ASSOCIATES

TARGET AUDIENCE



REMINISCERS



FOLLOWERS



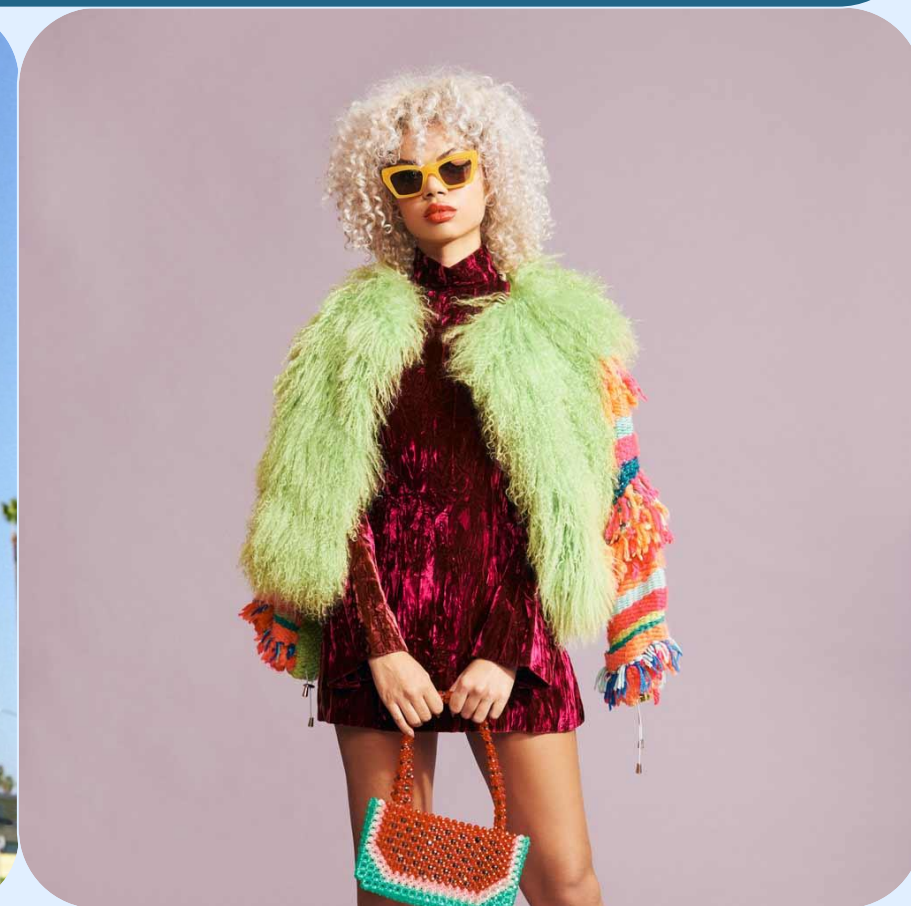
INFLUENCERS



HOT TAKES ABOUT GEN Z & SKECHERS RELATIONSHIP

HOT TAKE 1

SKECHERS MUST EMBODY GEN Z SENTIMENT, RHETORIC AND PERSONALITY TO INFLUENCE THEM.



HOT TAKE 2

BY UTILIZING INFLUENCERS' FANBASES
AND THE MICRO-COMMUNITIES THEY
REPRESENT,

SKECHERS CAN REACH NUMEROUS
SUBCULTURES OF GEN Z ALL AT ONCE.



HOT TAKE 3



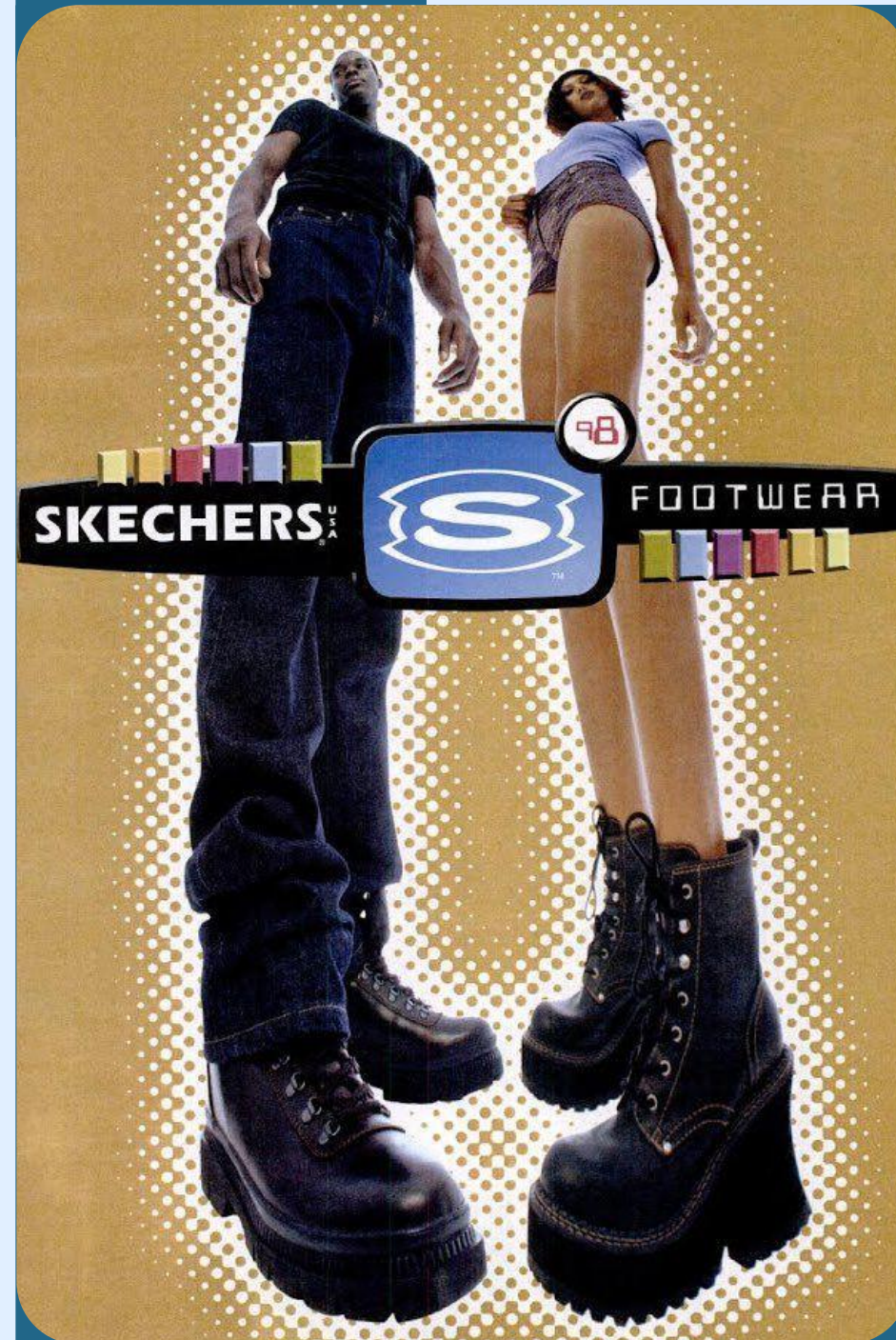
BY TAPPING INTO GEN Z'S RELENTLESS
DESIRE FOR THE NEW AND NOVEL,
SKECHERS CAN CRAFT AN EXPERIENCE THAT
TRANSFORMS CONSUMER PREVIOUS
PERCEPTIONS OF THE BRAND.



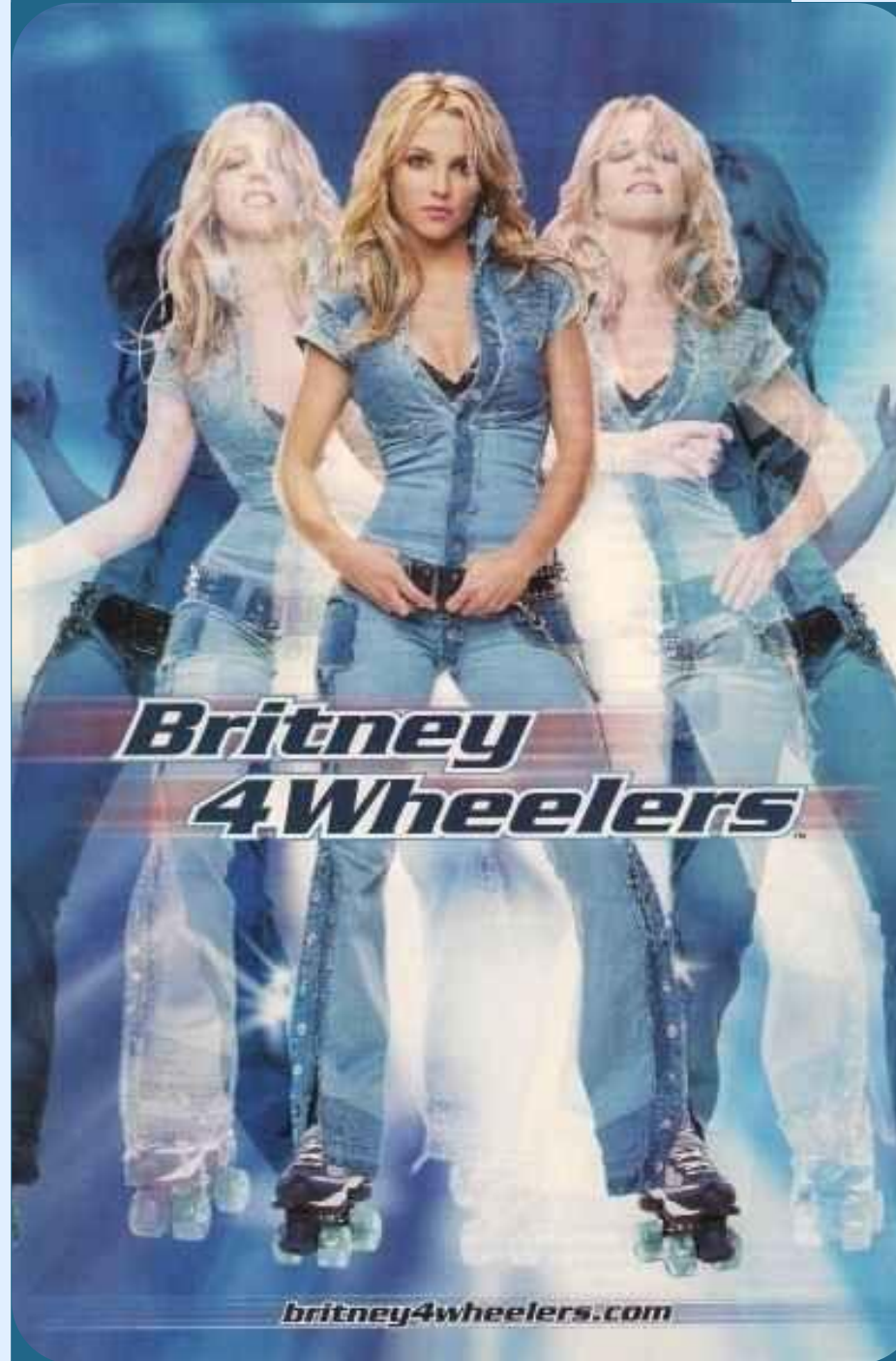
CRAFTING A NARRATIVE



UTILITY BOOTS



CELEBRITY ENDORSEMENTS



MODERN SKECHERS



POWER OF TRANSFORMATION



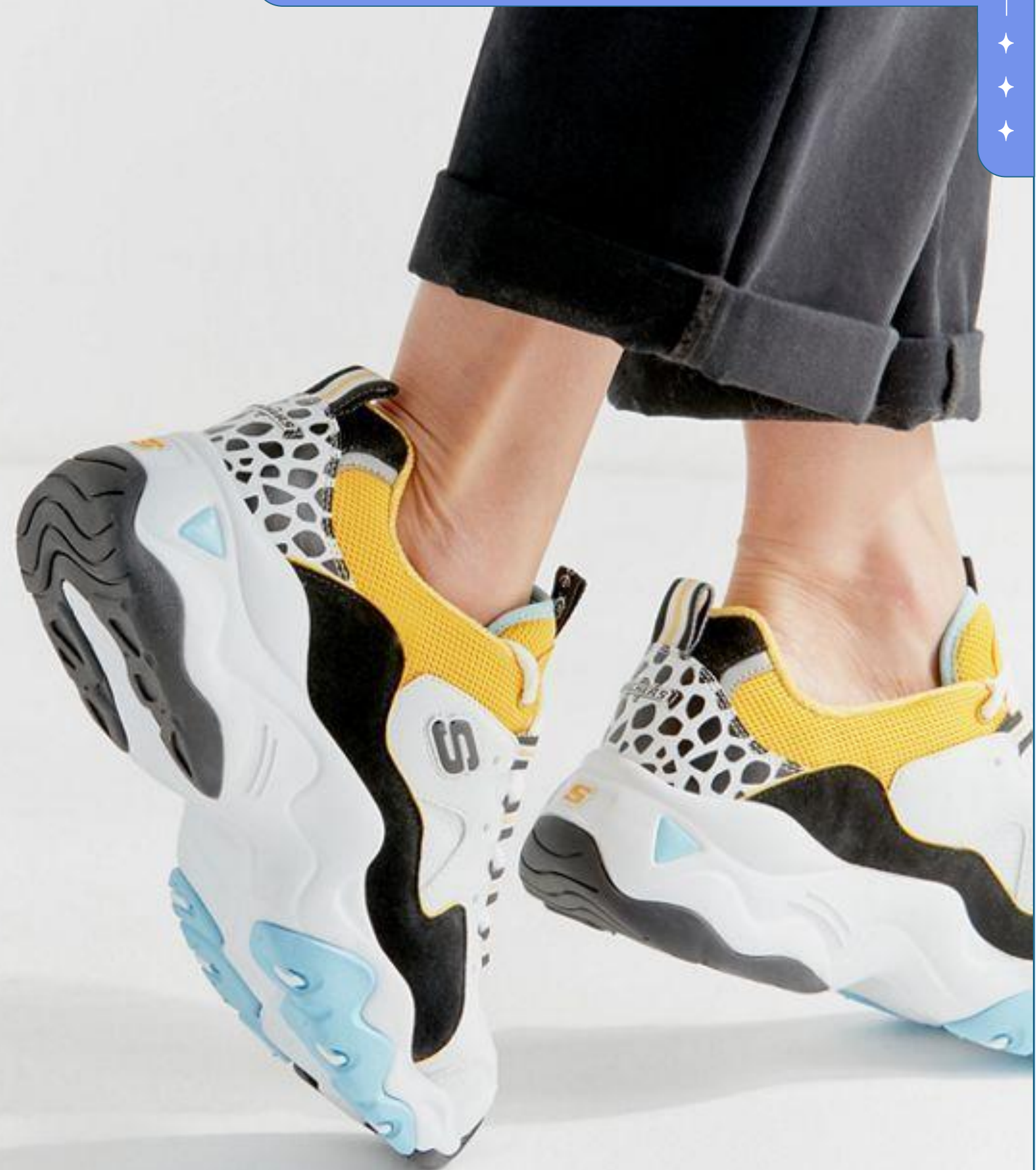
INNOVATION & NOVELTY



COMMITMENT TO ADAPT

SKECHERS IS EVOLVING FOR
THE NEXT GENERATION OF
STYLE, PUSHING OUR LIMITS
AND EXPLORING THE PLAYFUL
AND AMBITIOUS ENERGY OF
GEN Z.

ONBOARDING



LET'S GO BEYOND



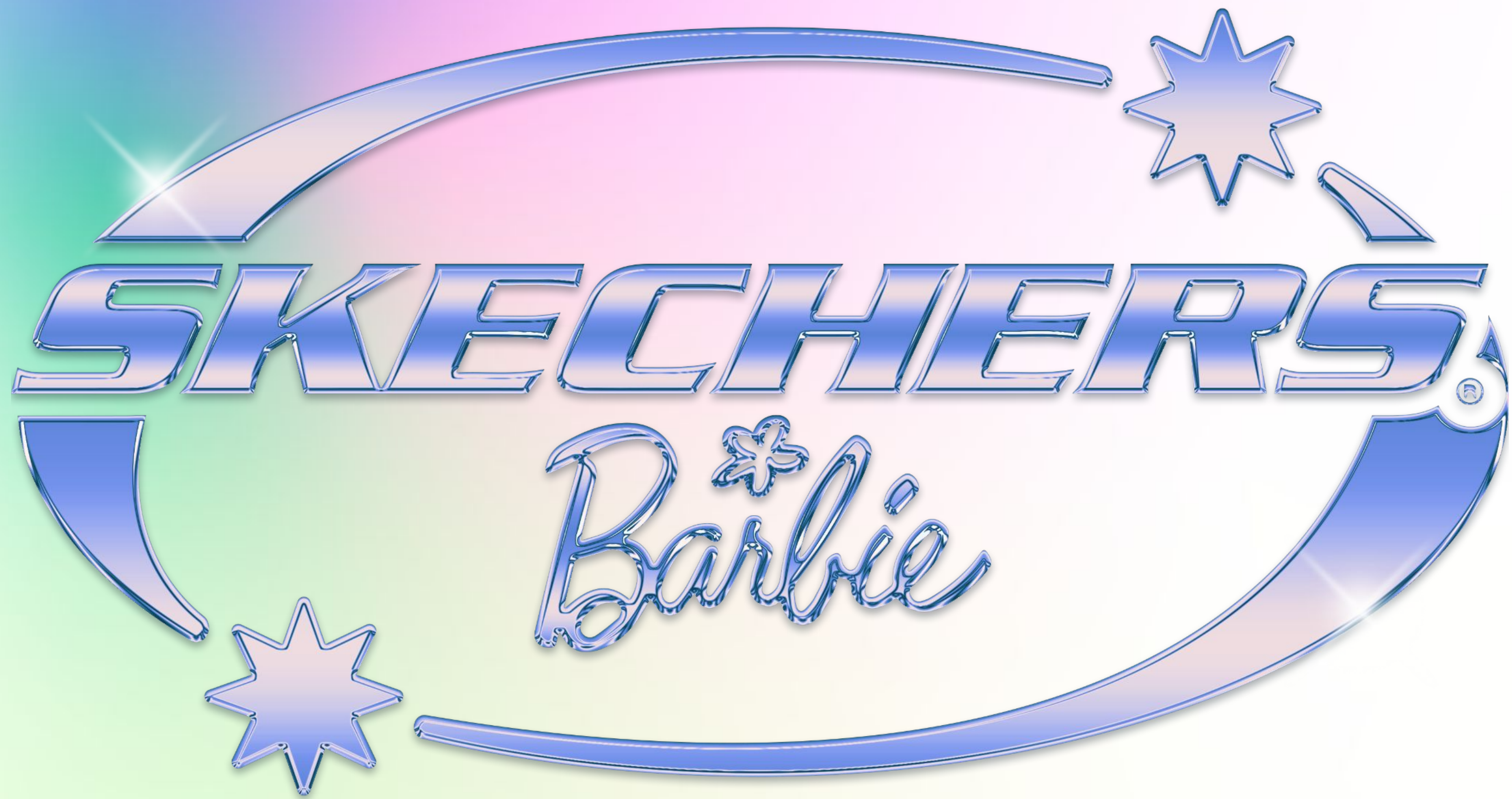
HIGH BRAND RECOGNITION



RELENTLESS EVOLUTION



WELL-LOVED BY GEN Z



Barbie

THE BEGINNING

1959



DIVERSIFYING DOLLS

1998



CALI GIRL

2005

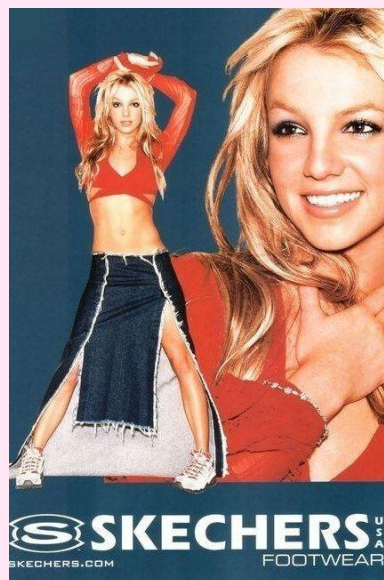
1992

THE BEGINNING



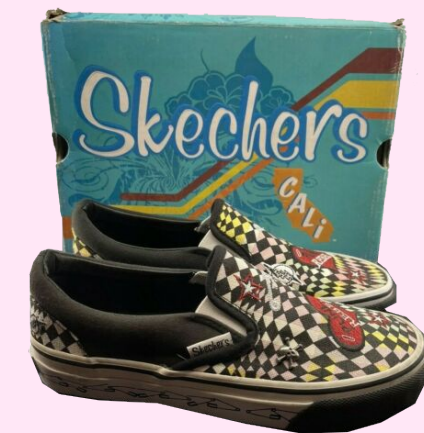
2000

DIVERSIFYING
& EXPANDING
WOMEN'S LINE



2007

CALI LINE





COMMITMENT TO INCLUSION
& DIVERSITY
2016



2016

DIVERSIFYING
COLLABORATIONS

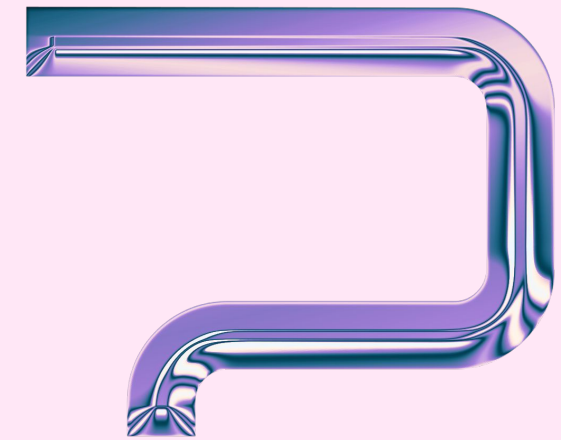


ECO-LEADERSHIP
2022



2021

CLIMATE CONSERVATION



2023
THE FUTURE

✦ COUNTDOWN ✦ ✦ ✦

REFRESHING PERSPECTIVE



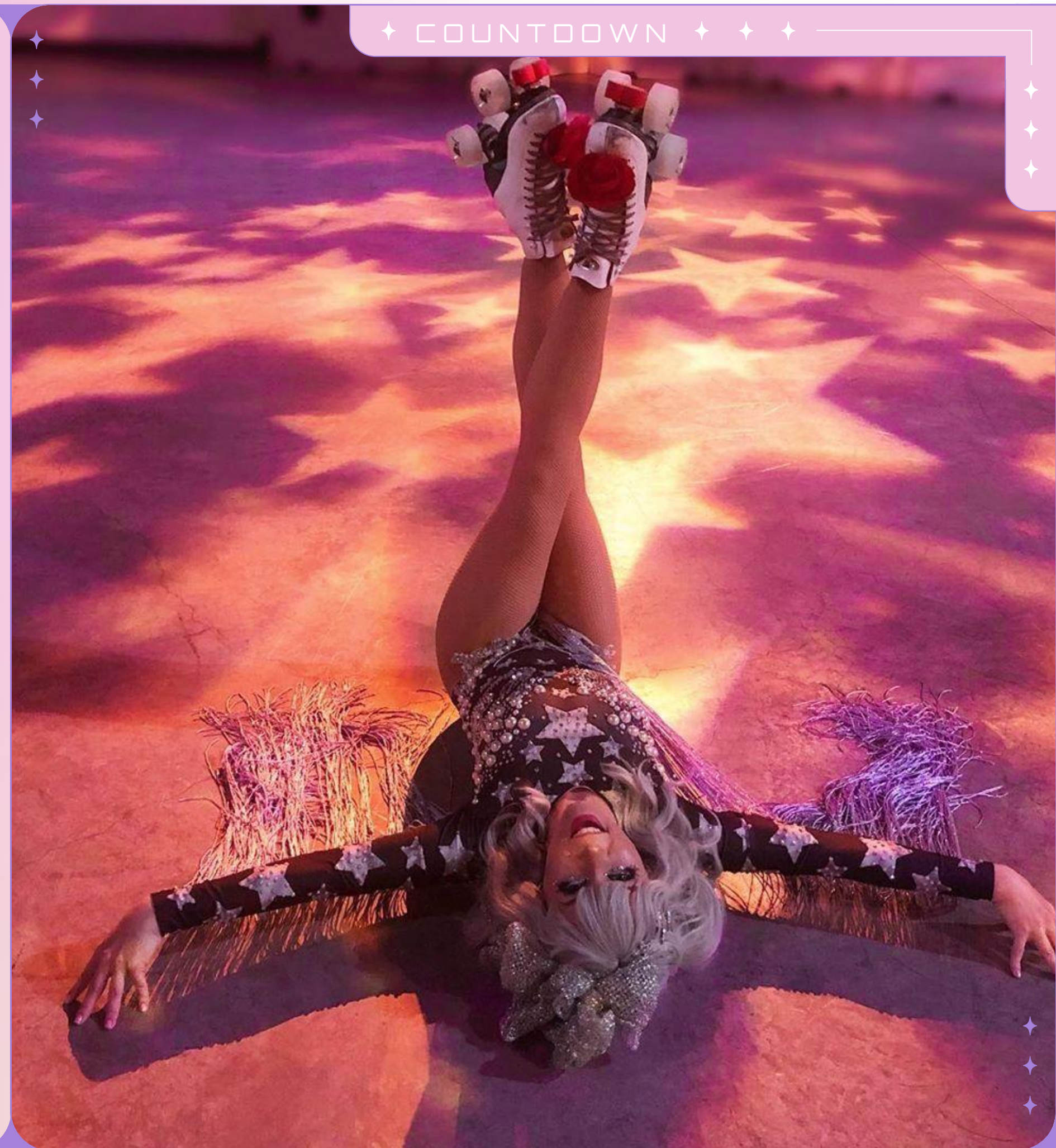
PLAYFUL EXPERIENCE



CONTEMPORARY BRAND

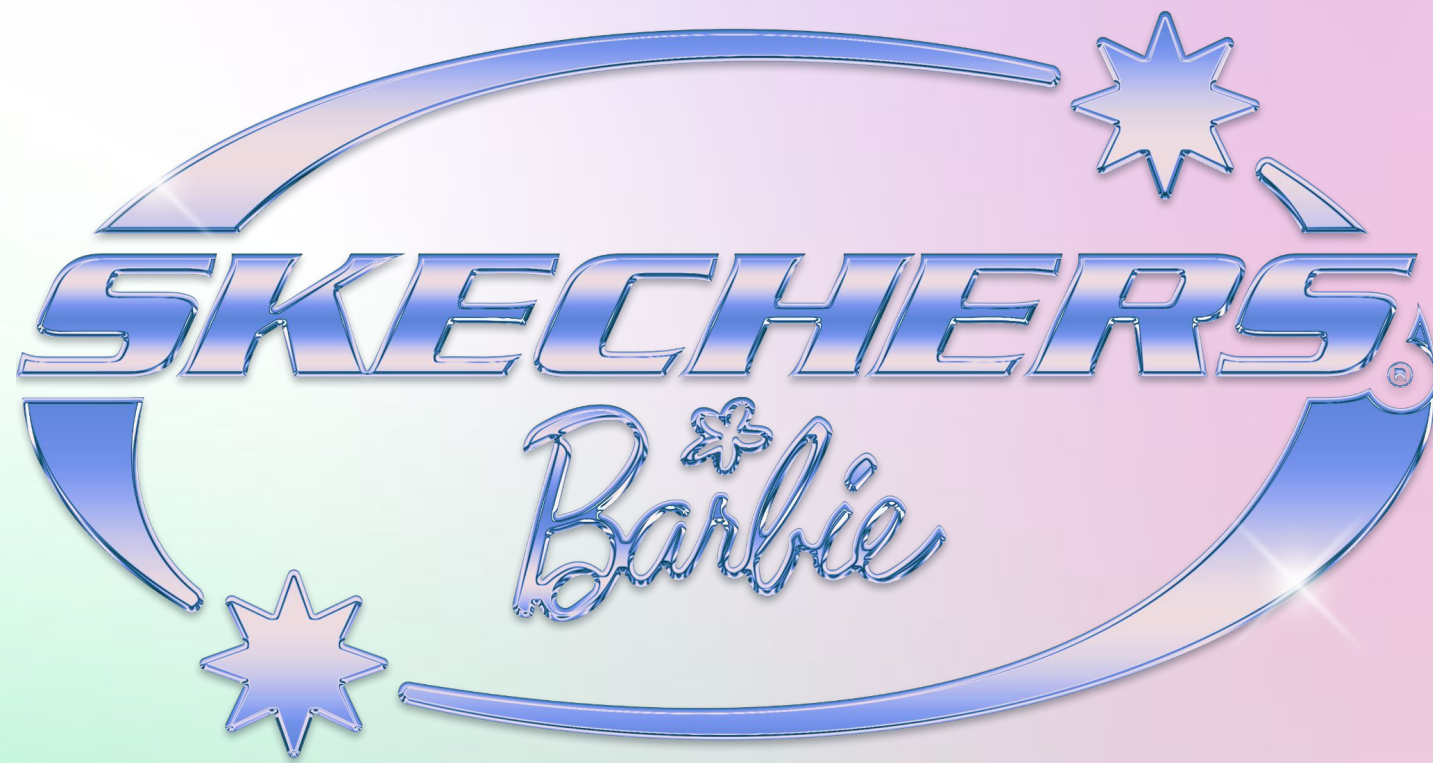


AN EVENT LIKE NO OTHER,
SKECHERS X BARBIE HOSTS THE
LARGEST PARTY IN THE GALAXY
SINCE 2023, FEATURING RADIANT
ROLLERSKATING AND PLENTY OF
OTHER STELLAR SURPRISES.



THESE NOSTALGIC ICONS WILL
PAIR UP TO PRODUCE AN
OUT-OF-THIS-WORLD SHOE LINE.





★
BESPOKE SHOE COLLECTION

★
IMMERSIVE EXPERIENCE

★
SOCIAL & INFLUENCER
MARKETING



BESPOKE
SHOE COLLECTION

SHOE COLLECTION



THE MOMENT



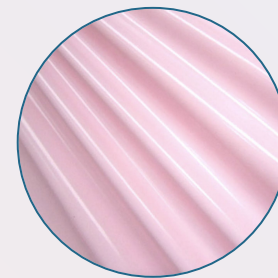
GRAVITY



MAGNETISM

THE MOMENT

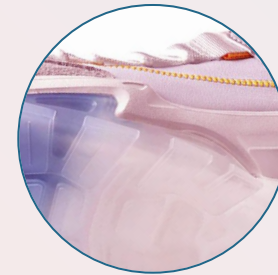
BE LOUD AND BE YOU.



SYNTHETIC TEXTILES
& LEATHER



ALTERNATIVE
BUCKLES & ZIPPERS



STATEMENT RUBBER
SOLE

★ ★ LAUNCH ★ ★

SNEAKERS:



GRAVITY

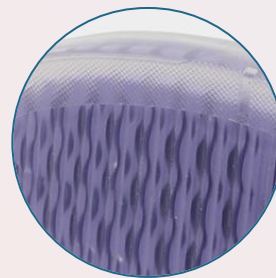
STAND YOUR GROUND. STAY GROUNDED.



VERSATILE STRAPS



ELEVATED PLATFORM



SHOCK-ABSORBING SOLE

★ ★ LAUNCH ★ ★

SNEAKERS:



MAGNETISM

GENERATE ENERGY. CHARGE YOUR SPIRIT.



RECYCLED FABRIC
& MATERIALS



TRANSPARENT
SEE-THROUGH
MATERIAL

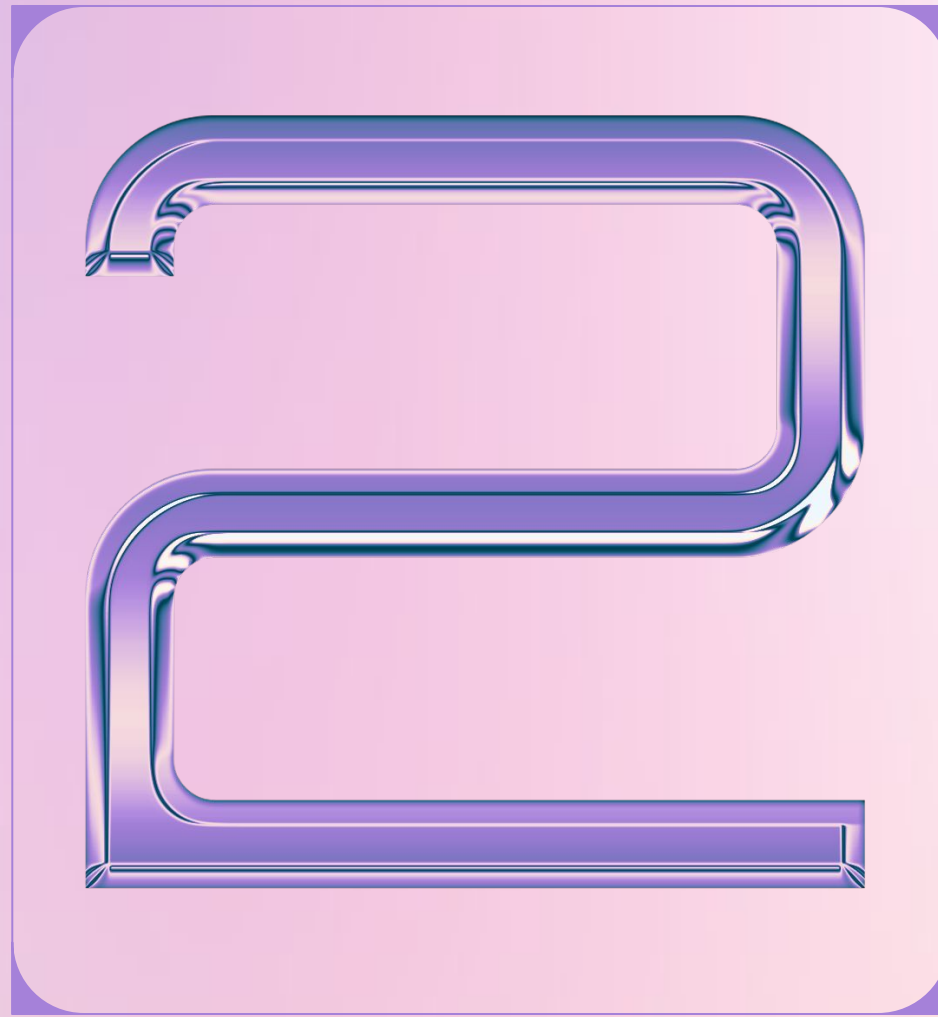


SKATE WHEELS WITH
MOTION-POWERED
LED'S

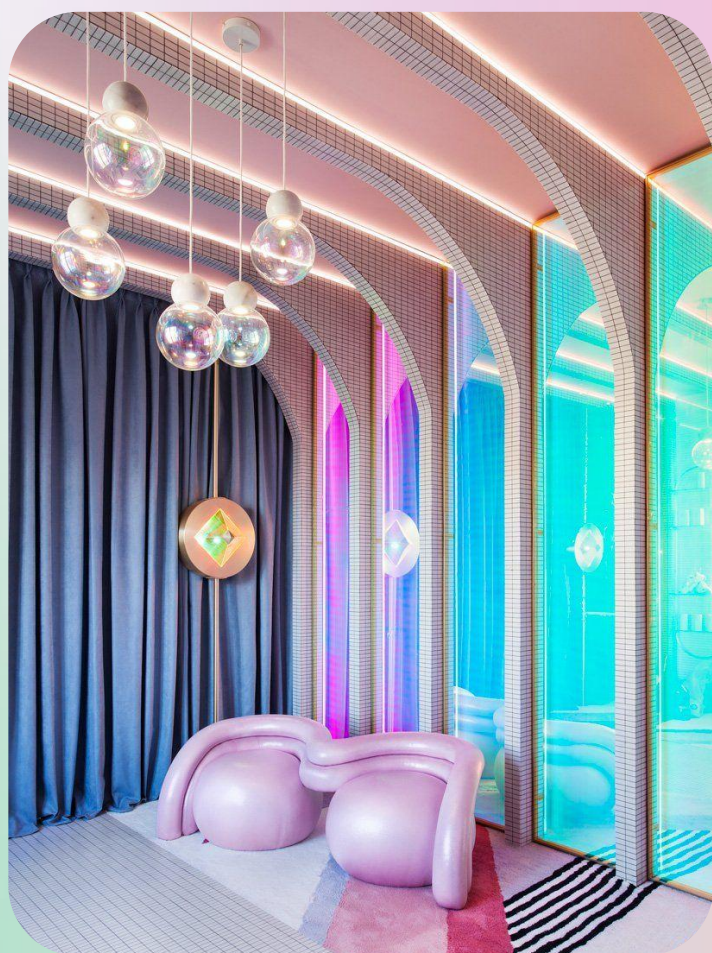
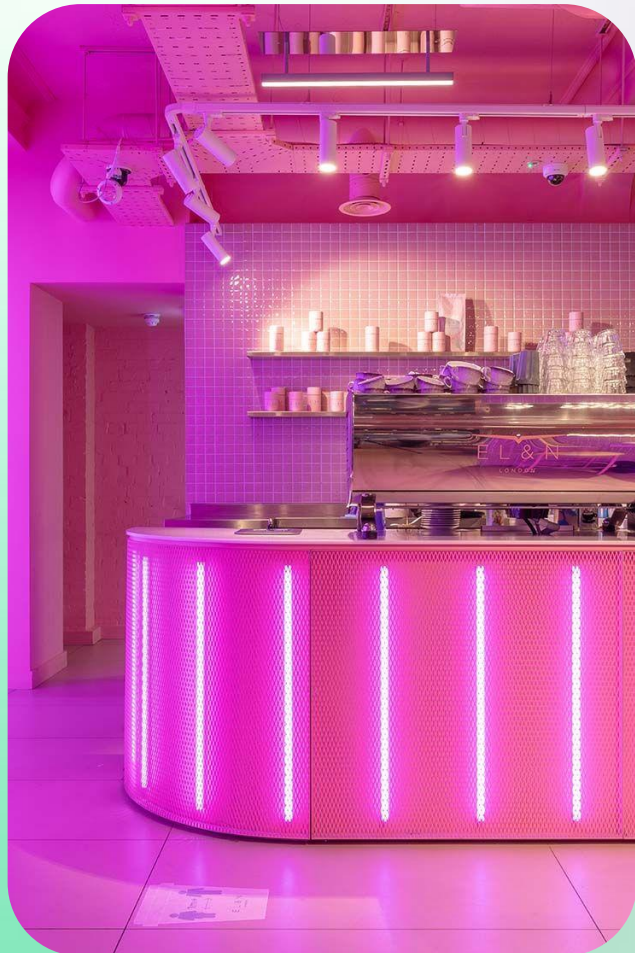
★ ★ LAUNCH ★ ★

SNEAKERS:





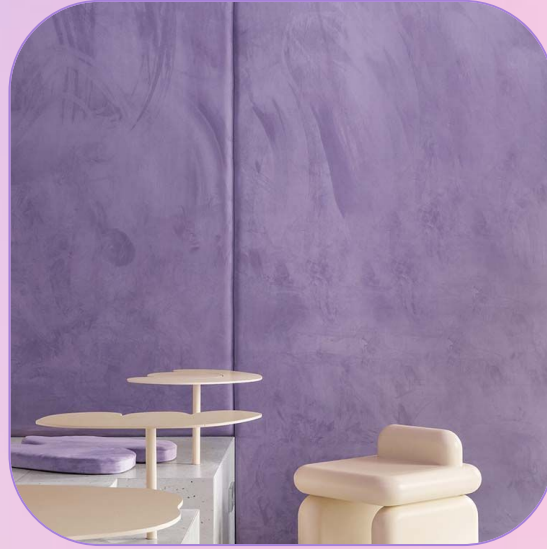
THE EXPERIENCE



✦ ✦ LAUNCH ✦ ✦

A SENSE OF THE
ENVIRONMENT

MATERIALS



DESIGN ELEMENTS



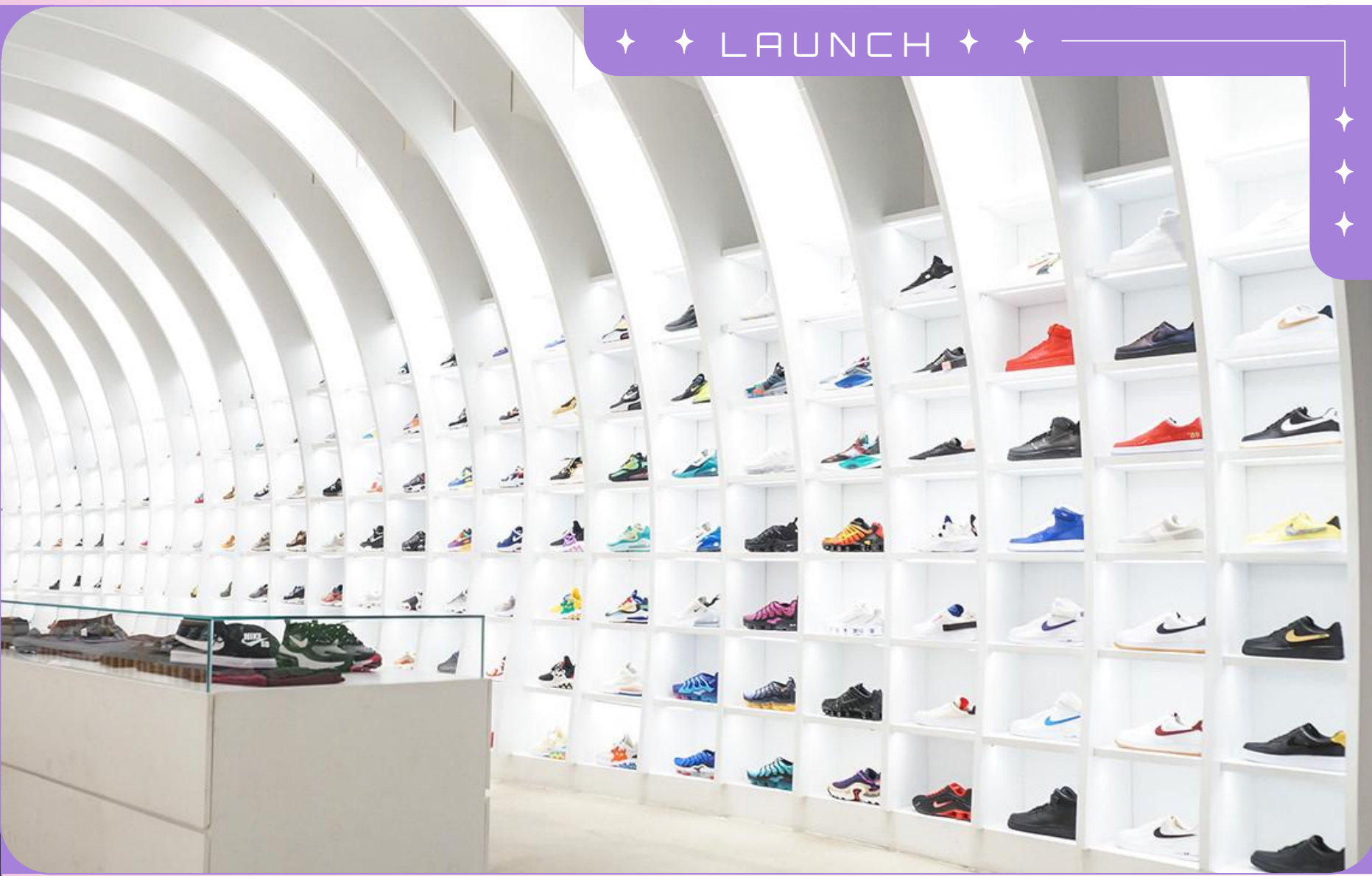


BARBIE VLOG

An introduction like no other, Barbie sets the stage for guest arrival.



★ ★ LAUNCH ★ ★



Time travel through our timeless shoe tunnel, featuring Skechers historic lines and monumental shoe-stopping moments.

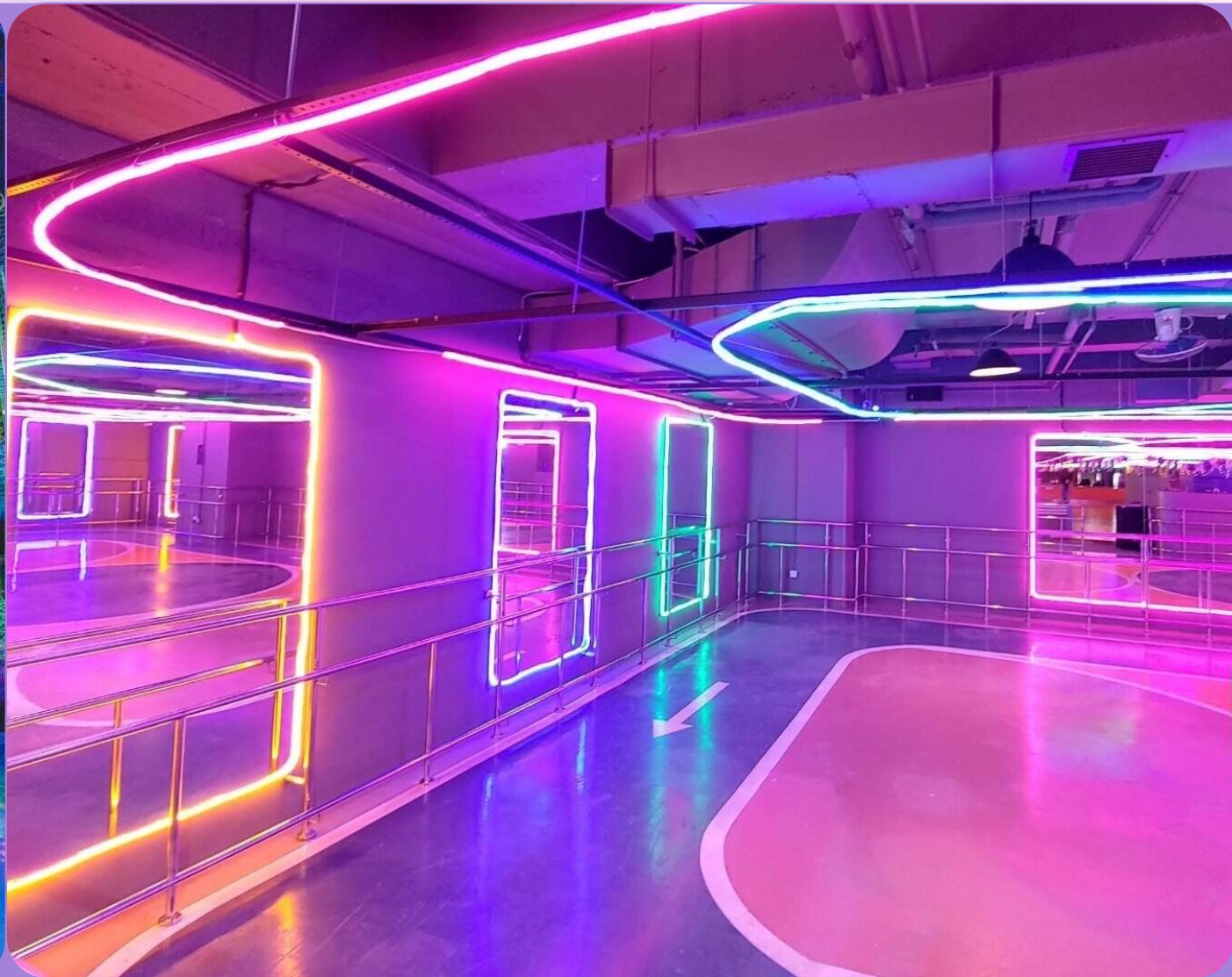
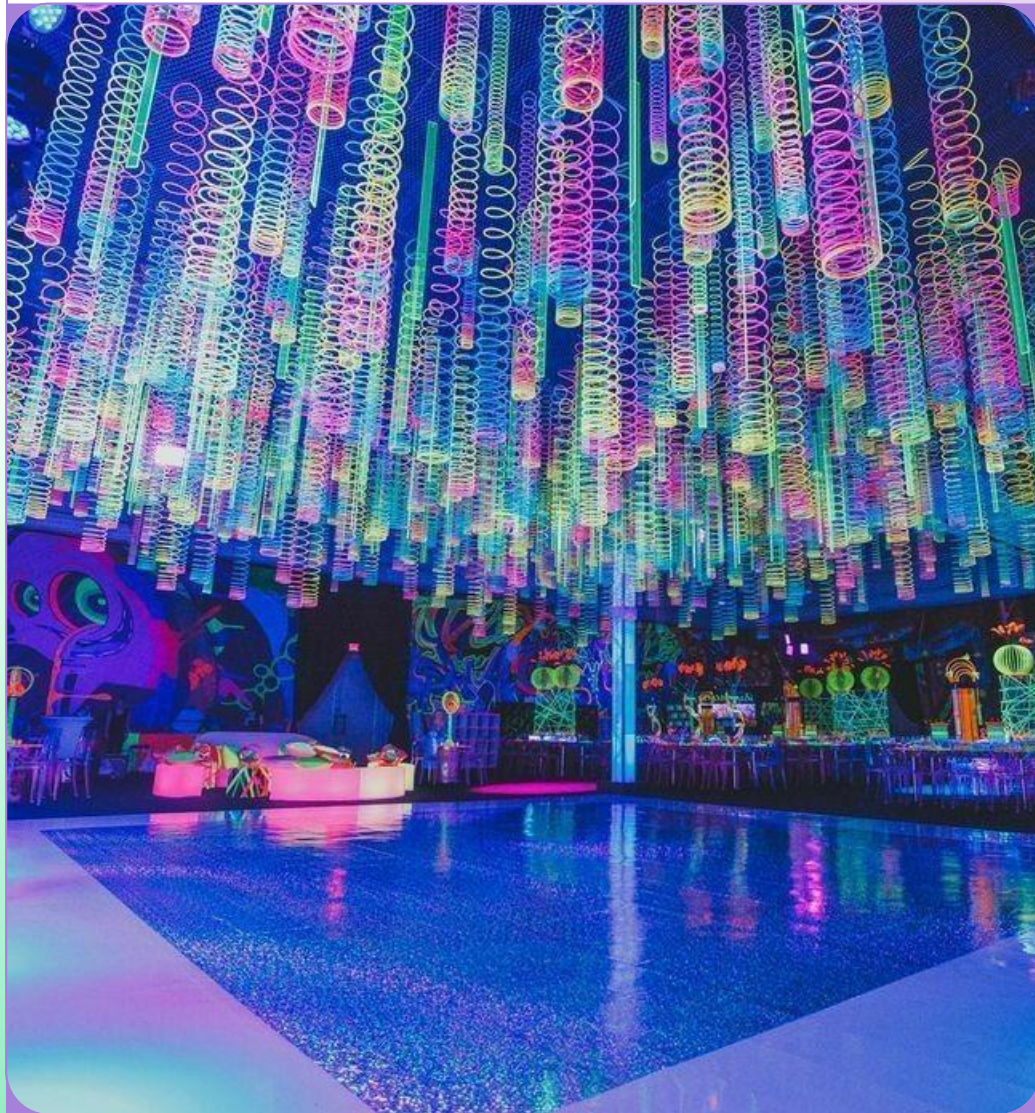
SHOE TUNNEL





ROLLER RINK

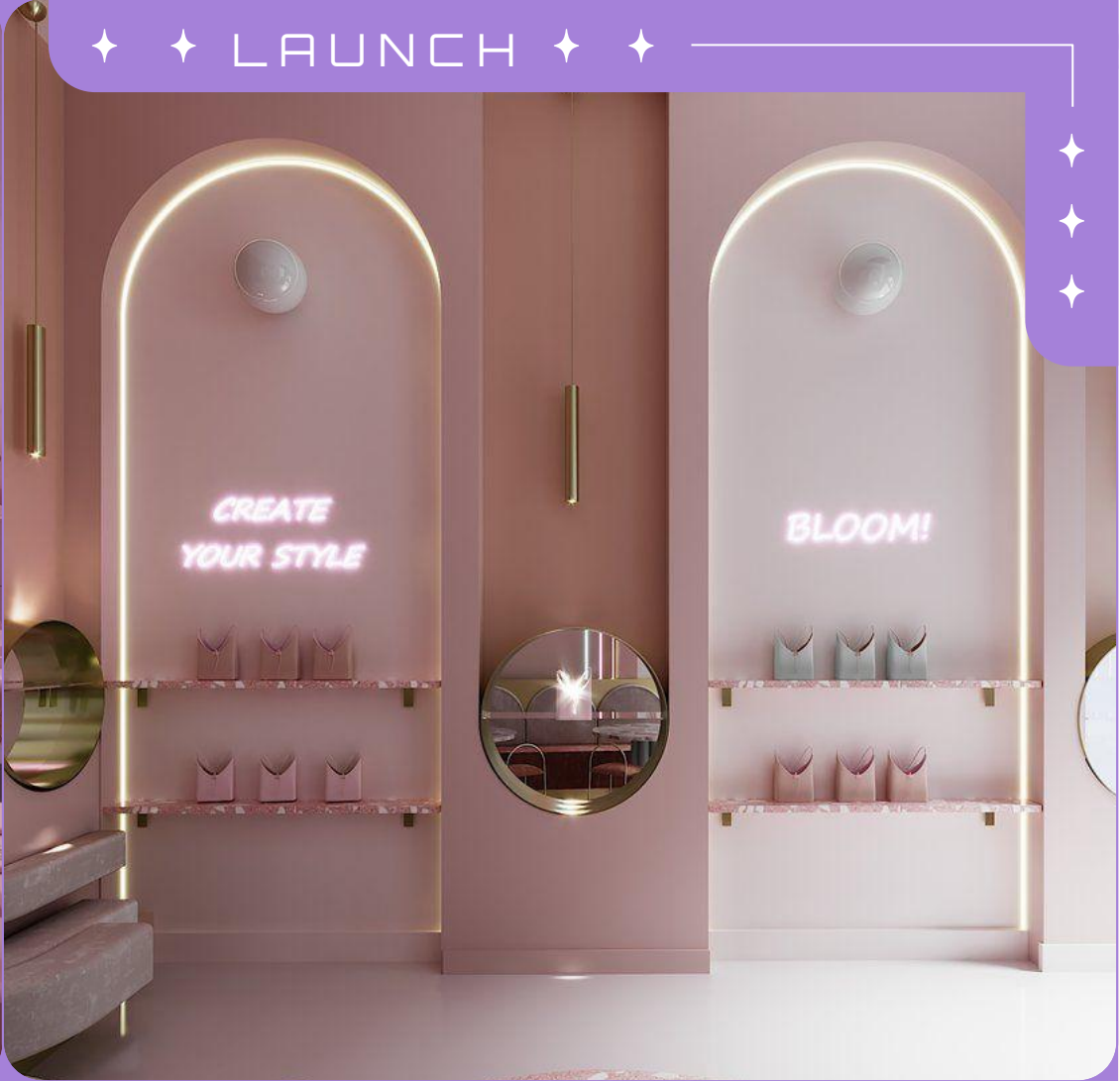
Grab your" Magnetism"s , and get ready to roll on our custom "S" kechers rink.



◆◆◆

SHOE STORE

Stop by the stellar shoe store, to purchase the Skecher x Barbie line On-site.



Match your shoes to your outfit with special charms and shoelaces in the customization station.

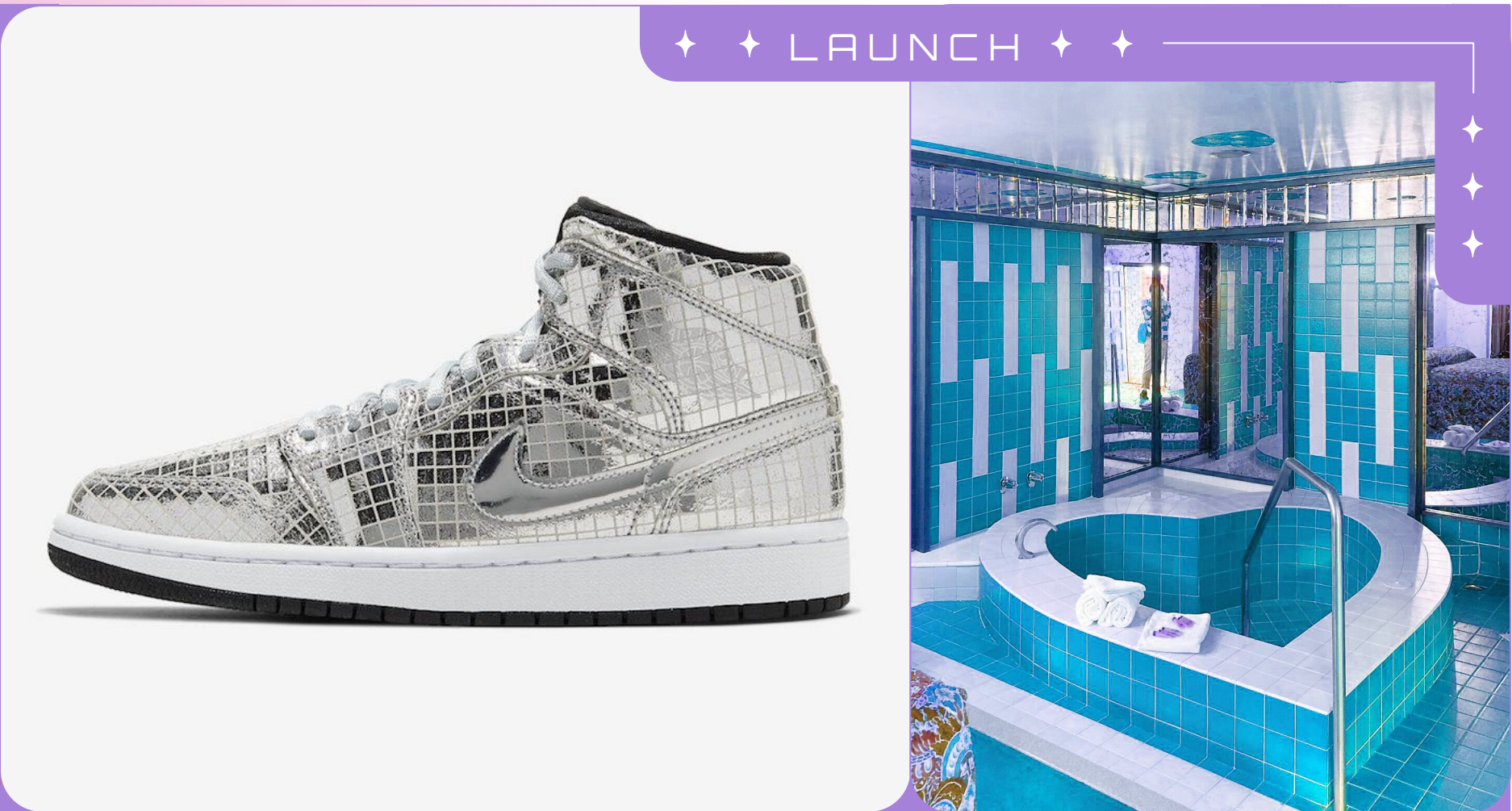
CUSTOMIZATION STATION

◆◆◆



Roll right up to our Nova bar, for mocktails named after Skechers shoes, and cosmic cotton candy.

NOVA BAR



From our heart stopping hot tub to our stellar sculptures, we invite guests to share their galamourly galactic photos online.

**PHOTO
OPPORTUNITIES**



PROGRAMMING

More shoe-stopping moments ahead, with specialty programming moments occurring daily.

BARBIE IMPERSONATOR



NOVA RUNWAY

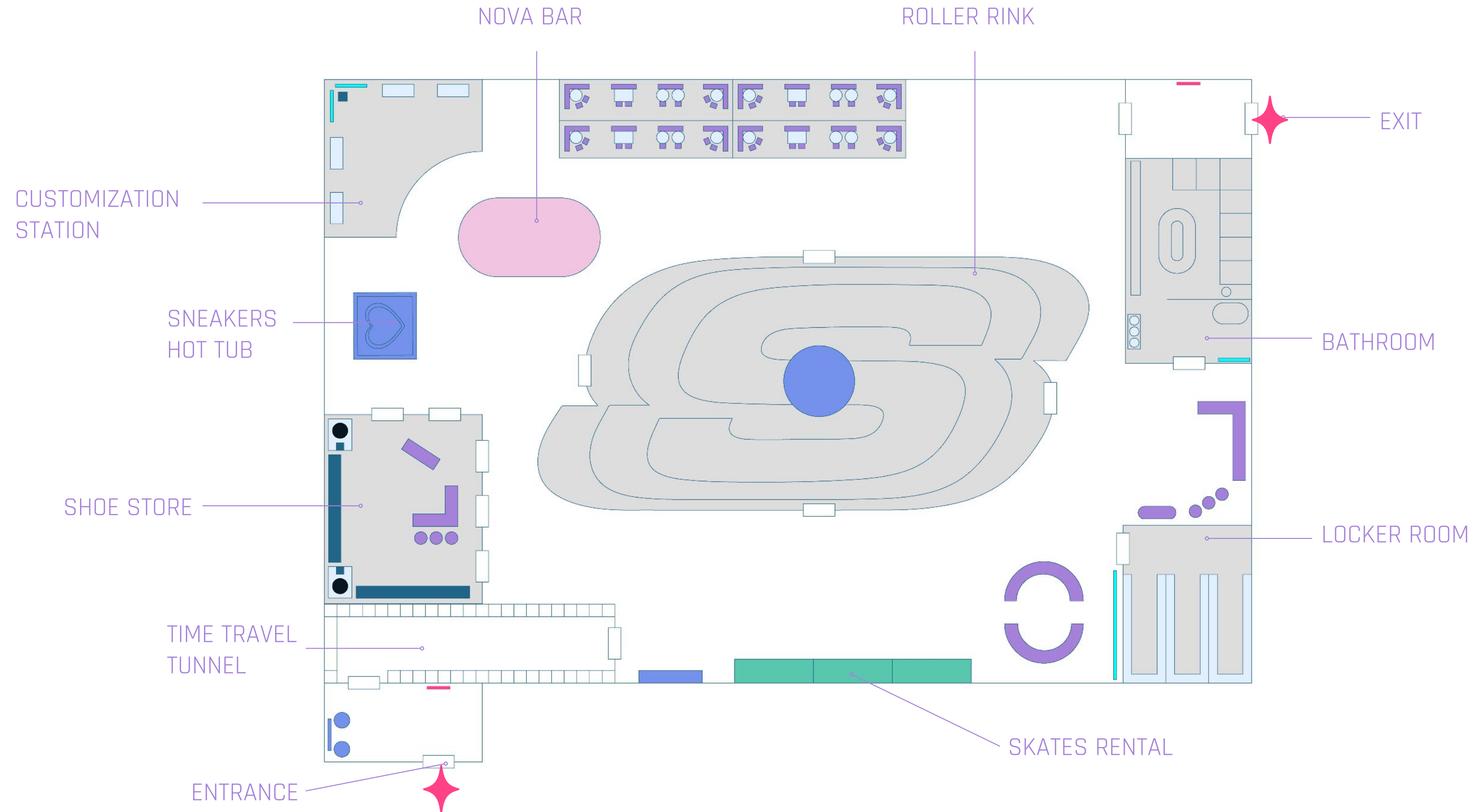


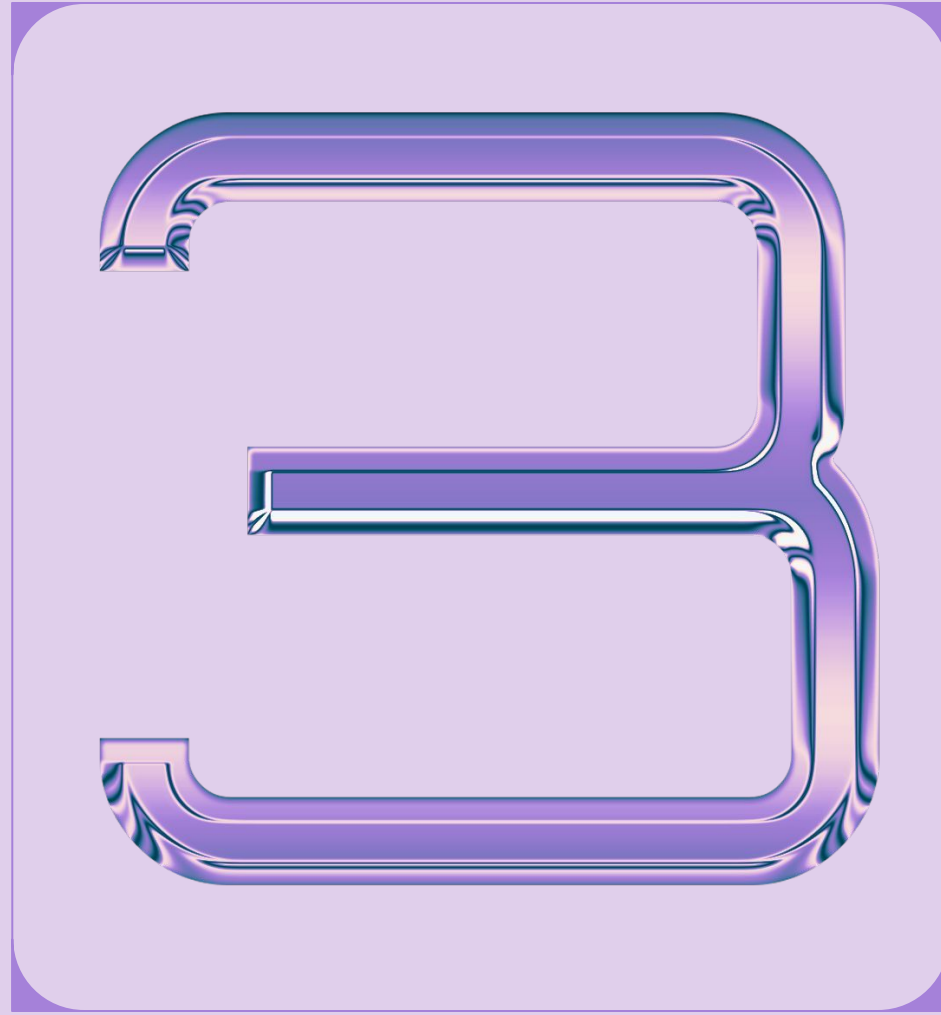
PROFESSIONAL STUNTS PERFORMANCE



EVENT MAP

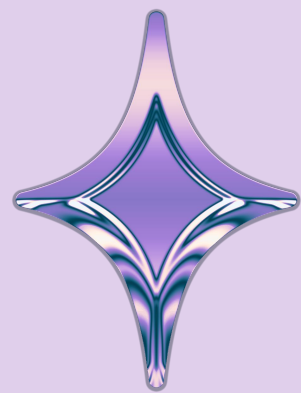
★ ★ LAUNCH ★ ★





SOCIAL & INFLUENCER MARKETING

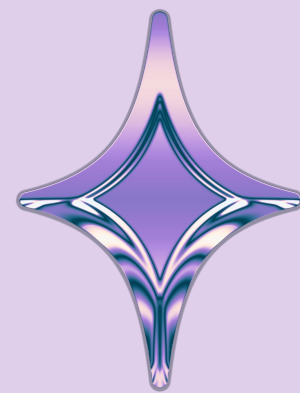
STEPS TO LAUNCH



0-6

WEEKS

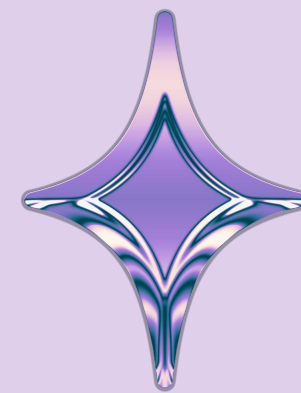
PRODUCT
LINE DROP



0-5

WEEKS

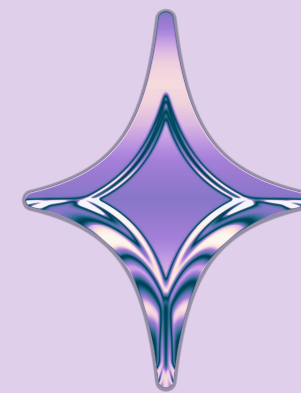
EVENT ANNOUNCEMENT
& SOLE-MATE QUIZ RELEASE



0-4

WEEKS

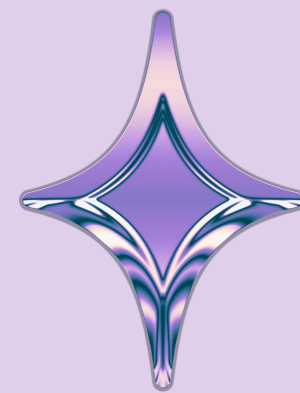
INFLUENCER PR PACKAGE
SENT



0-3

WEEKS

GA TICKETS
LAUNCH



0-1

DAY

INFLUENCER
EVENT

SOLE-MATE QUIZ



LANDING PAGE

HOW WOULD YOU DESCRIBE YOURSELF?

ATHELETIC



STUDIOUS



SOCIAL



ARTISTIC



UNBOTHERED



EARTHY



QUESTIONS

CONGRATS! YOUR SOLE-MATE IS...

MAGNETISM



YOU HAVE ENERGY THAT BRIGHTENS UP THE WHOLE ROOM! YOU ARE A SPIRITUAL PERSON WHO THINKS HAVING FUN IN LIFE IS MOST IMPORTANT! JUST LIKE BARBIE, YOU'RE IN TOUCH WITH YOUR GIRLY SIDE, BUT YOU HAVE A RETRO AESTHETIC. WHY WEAR SNEAKERS WHEN YOU CAN ROLLERSKATE EVERYWHERE INSTEAD?

RESULT

MARKETING PLAN

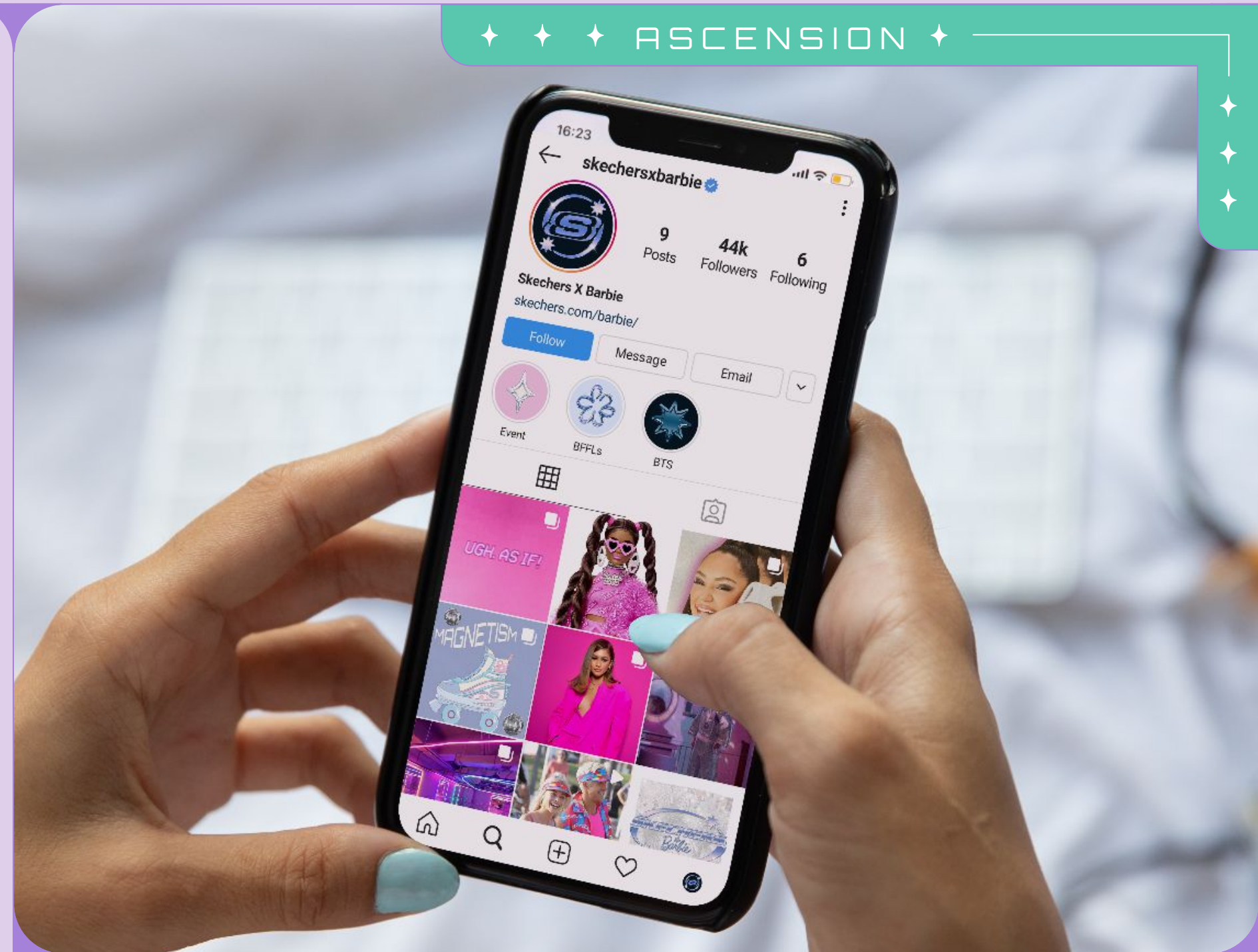
PAID SOCIAL ADS

SKECHERS X BARBIE CAMPERS

DIGITAL AND PRINTED BILLBOARDS

MAGAZINES SUCH AS SEVENTEEN, ELLE

ASCENSION



SOCIAL GRID

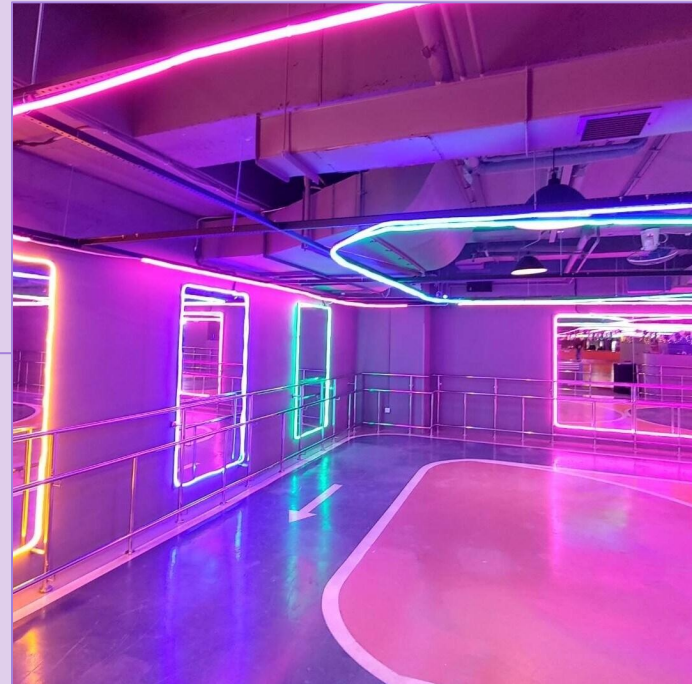
Skechers X Barbie will have an all out launch of the collaboration and advertising of the roller rink event on Instagram.

SOCIAL POSTS

The social media branding is retro and refreshing, while the tone of voice is playful and quirky.



COLLAB ANNOUNCEMENTS



RINK TEASER



SHOE COLLECTION REVEAL



EVENT OUTFIT TEASER

INFLUENCER EVENT

Influencers will receive an exclusive PR package, and invite to the private experience.



1 KEY AMBASSADOR



75-100 INVITED INFLUENCERS



100+ INFLUENCER
IMPRESSIONS ON SOCIALS

INFLUENCERS

Influencers that encompass the values of Skechers and Barbie



BEAUTY



LIFESTYLE



SKATING



CONFIDENCE



GLAMOR



FEMININE POWER

POST-EVENT



SOCIAL COMPETITION



FUTURISTIC IN-STORE DISPLAY



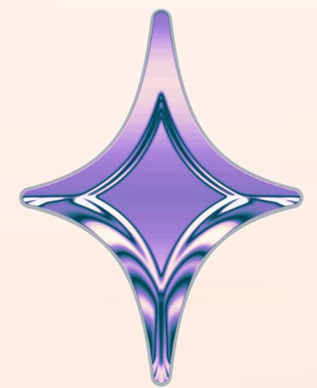
RECAP

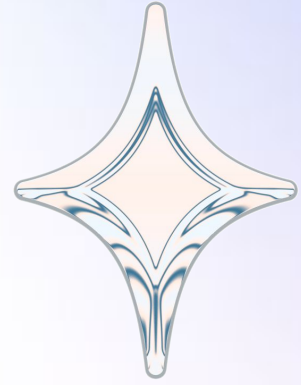
BY OFFERING A REFRESHING PERSPECTIVE. THIS PLAYFUL
EXPERIENCE MOVE SKECHERS FROM A BRAND THAT IS

NOSTALGIC

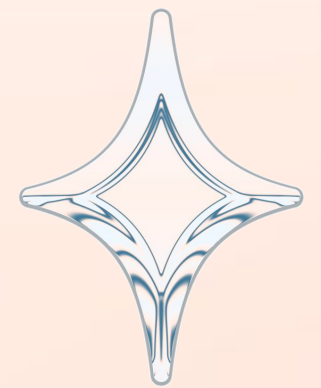
TO A BRAND THAT IS

CONTEMPORARY





SKECHERS IS THE
SHOE OF THE FUTURE.





Good! Oh my gosh my cheeks are killing me. I can't keep smiling like this anymore. I'm exhausted.

THANK YOU