

# CASE STUDY

TURNING LOCAL FANS INTO  
GLOBAL BRAND ADVOCATES



## RESULTS

- **149%** increase in SA fans on Converse Global Facebook
- **7.5 million** impressions, with the campaign hashtag trending on Twitter 3 times
- Matthew Mole won and landed a major record deal—becoming the first SA artist to debut at #1 on iTunes
- Contributed to Converse SA's best sales in 8 years, outperforming category growth

*By harnessing cultural relevance, fan participation and smart challenger thinking, Converse didn't just migrate followers—it turned them into brand believers.*

## THE COMPANY

Converse is an iconic sneaker brand synonymous with creativity, individuality, and music culture. Its deep grunge roots made it a must-have for trendsetters, but its influence was growing in suburban markets as well.

## THE CHALLENGE

Converse's local social media presence was thriving, but a global directive forced South Africa to shut down its local Facebook page and migrate fans to the global platform—without using forced migration tools. At the same time, Converse needed to drive awareness for its global Music Marathon campaign, despite a tiny budget.

## INSIGHT & SOLUTION

Making it in the music industry is tough—but every great band starts in a garage. This insight led to "Get Out of the Garage", a nationwide competition to send one local artist to perform at London's legendary 100 Club and record at Converse's Rubber Tracks Studio in New York.

- Undiscovered artists uploaded their songs to the Converse global Facebook page, driving organic migration.
- Fans voted for their favourite musician, ensuring high engagement on the global platform.
- Low-cost, high-impact digital activation: social media, radio, blogger engagement, and artist-driven promotion.