



new balance

SURVEY MARKET

Questions:

Have you heard of the product?

George: Yes, I have owned a pair.

Habtom: Yes.

Mark: Yes.

Andor Senior: Yes.

Ricky: Yes

What is your opinion of the Product?

George: It's a very good product. It lasts forever.

Habtom: Very fantastic. Not my first choice of fashion.

Mark: No opinion, never used it.

Andor Senior: Absolutely good product. Love it. The clothing is good. Have a couple of shoes.

Ricky: Own a couple of pairs of those shoes. They're good shoes.

Based on those surveyed, what is the overall perception in terms of positive, negative, and neutral reactions to specific aspects of the product?

The overall perception of New Balance shoes seems to be predominantly positive, with some negative and neutral aspects.

Positive Aspects:

Comfort: Respondents generally perceive New Balance shoes as comfortable, highlighting this as a positive attribute of the product.

Style: Many respondents appreciate the style of New Balance shoes, indicating that the brand offers designs that are appealing.

Brand Recognition: New Balance enjoys a high level of recognition among the respondents, indicating that the brand has made a significant impact and is well-known.

Negative Aspects:

Fashion Choice: Some respondents mentioned that New Balance shoes may not align with everyone's fashion preferences. This suggests that the style of the shoes might not appeal to certain individuals.

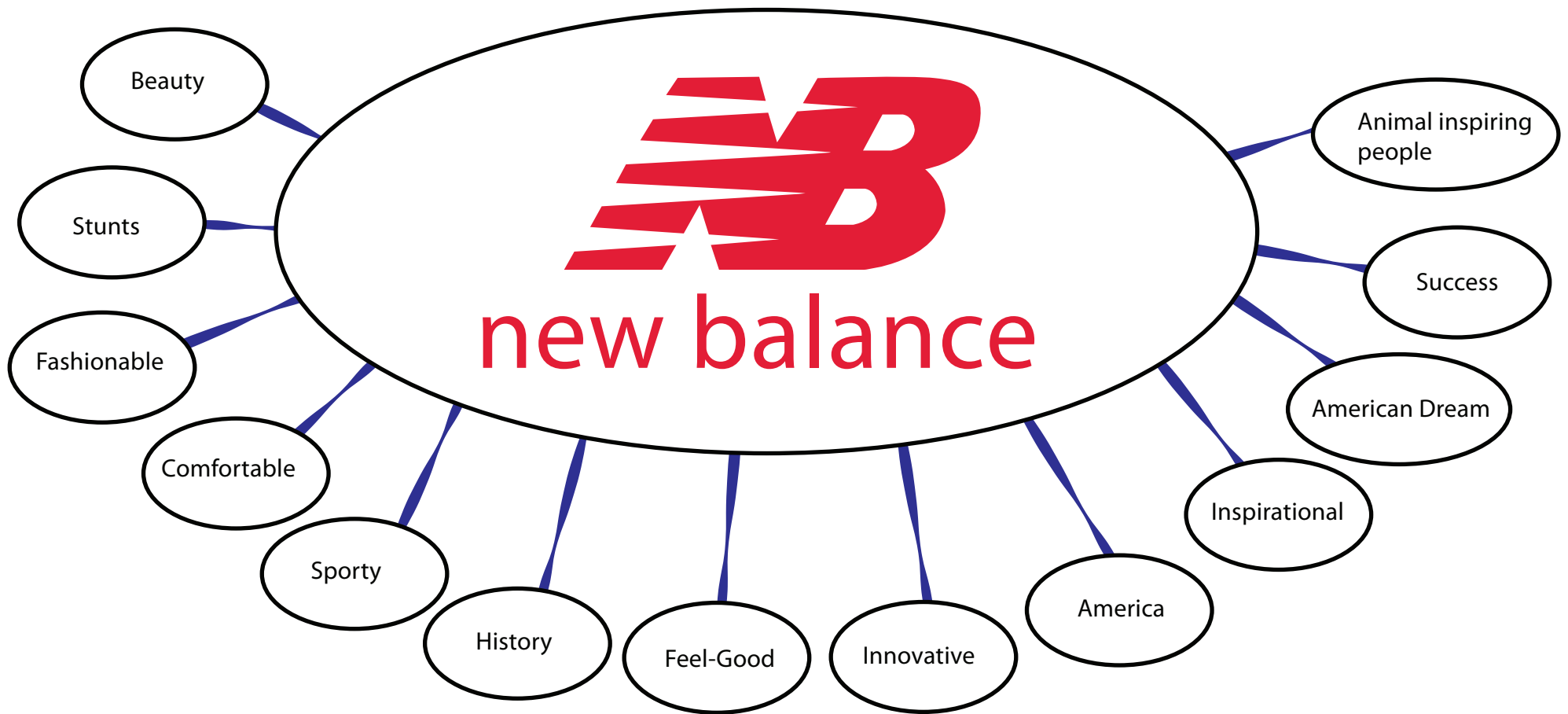
Neutral Aspects:

Good Product and Value: The survey reveals a neutral sentiment towards New Balance shoes regarding their quality and value. Respondents consider them to be good products with reasonable pricing.

Overall, the survey suggests that New Balance shoes are generally perceived positively, with comfort and style being highlighted as strengths.

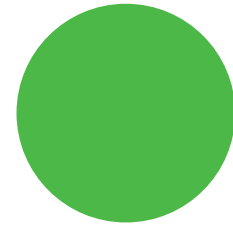
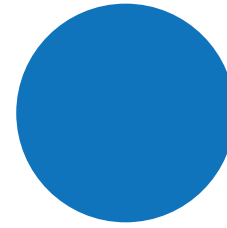
While some respondents mentioned that the brand may not suit everyone's fashion tastes, it appears to have a strong reputation and recognition in the market. The neutral aspects indicate that New Balance offers a good product with a fair value proposition.

BRAINSTORM

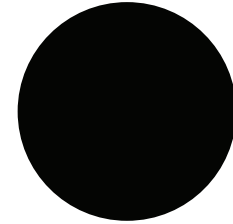


MOOD BOARD

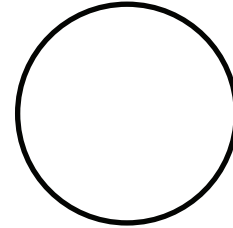
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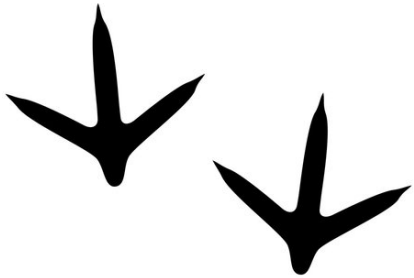
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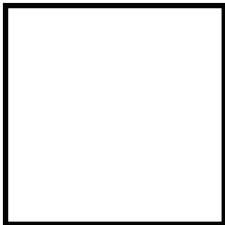


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CONCEPT

The concept for a New Balance commercial combines elements of fashion, exercise, company history, and patriotism to create a well-rounded narrative.

Commercial Concept: "Simple is Beautiful"

Opening: The commercial begins with a visually appealing portrayal of the owner of New Balance shoes using them in both basic fashion and exercise settings. This showcases the versatility and functionality of the shoes.

Symbol of Athletics Tools and Company History: A symbol representing athletic tools, such as running shoes or a sports equipment, is introduced. This symbolizes New Balance's commitment to performance and highlights the brand's connection to sports.

Company History: The commercial incorporates a brief segment that emphasizes the heritage and history of New Balance. It mentions that the company started in Boston, Massachusetts in 1906 by William J. Riley, who created arches shoes inspired by the design of chicken feet. This historical snippet adds a unique and intriguing aspect to the brand's story.

Made in America: The commercial highlights New Balance's commitment to being "made in America." This could be represented by showcasing the manufacturing process or featuring scenes that evoke American pride.

Comfort and Longevity: The commercial emphasizes the comfort and durability of New Balance shoes, highlighting their ability to withstand the test of time. This could be depicted through scenes of individuals wearing New Balance shoes in various activities over an extended period.

Tagline: The commercial concludes with a powerful tagline: "New Balance, The sneaker for YOUR life." This emphasizes the brand's ability to cater to the individual needs and lifestyles of its customers.

Company Logo: The commercial ends by showcasing the New Balance company logo, creating a lasting impression.

By incorporating these elements into the commercial, you create a narrative that combines style, performance, history, and patriotism, all while emphasizing the unique aspects of New Balance as a brand.

Commercial Scenes:

Opening: The commercial starts with a cloud and a wiggling toe colliding, symbolizing the comfort of New Balance shoes. This scene showcases the initial impact of the shoes on the viewer.

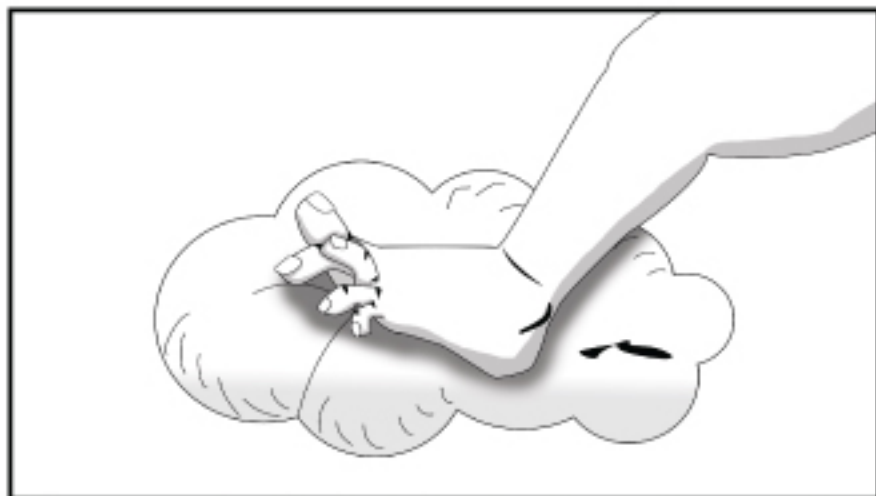
Company History: The second scene focuses on the story of William J. Riley and the inspiration behind New Balance. It depicts the evolution of the original idea for comfortable arch shoes, inspired by a chicken foot. This scene aims to intrigue viewers and encourage them to further explore the brand's history.

Footprint in Field: The commercial transitions to a field where a pair of New Balance sneakers moves autonomously. The sneakers kick a soccer ball into a goal, symbolizing the brand's connection to sports and active lifestyles. This scene highlights the performance aspect of New Balance shoes.

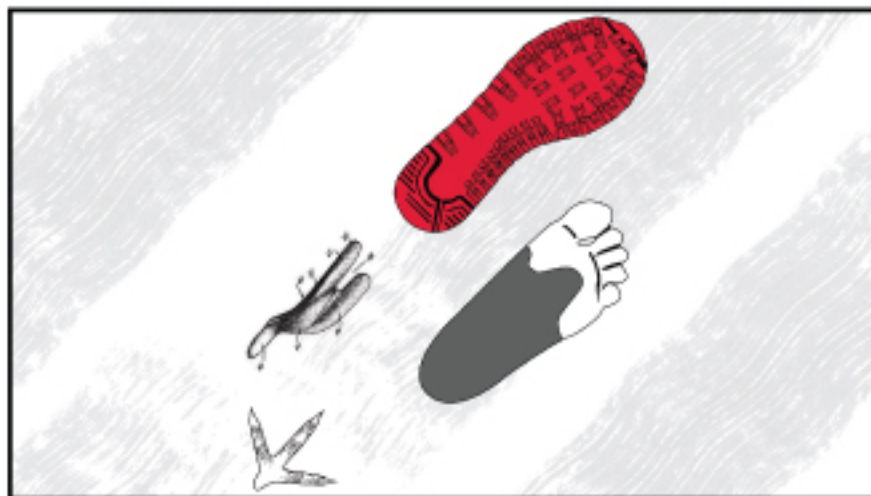
Sunset in Yellowstone National Park: The soccer ball hitting the net transforms into a sun, which sets in Yellowstone National Park. This iconic American national park represents the beauty of America and serves as a backdrop to convey the idea of New Balance as an American brand. The sneakers from the previous scene walk into the sunset, further emphasizing their connection to the American identity.

Ending: The New Balance logo rushes in from the right scene, concluding the commercial with a strong branding element.

By connecting these scenes together, I create a visual narrative that captures the comfort, history, sports performance, and the essence of being an American brand. The transitions and symbolic elements add depth and meaning to the commercial, making it memorable for viewers.



A foot on comfortable cloud, then descendent to the ground and then slips into a cozy New Balance shoes.



New Balance inspiration Shoe Design come from the Chicken foot how well it balance and how well the arche is supported.



A Pair of shoes kicking a soccer ball representation of sports.



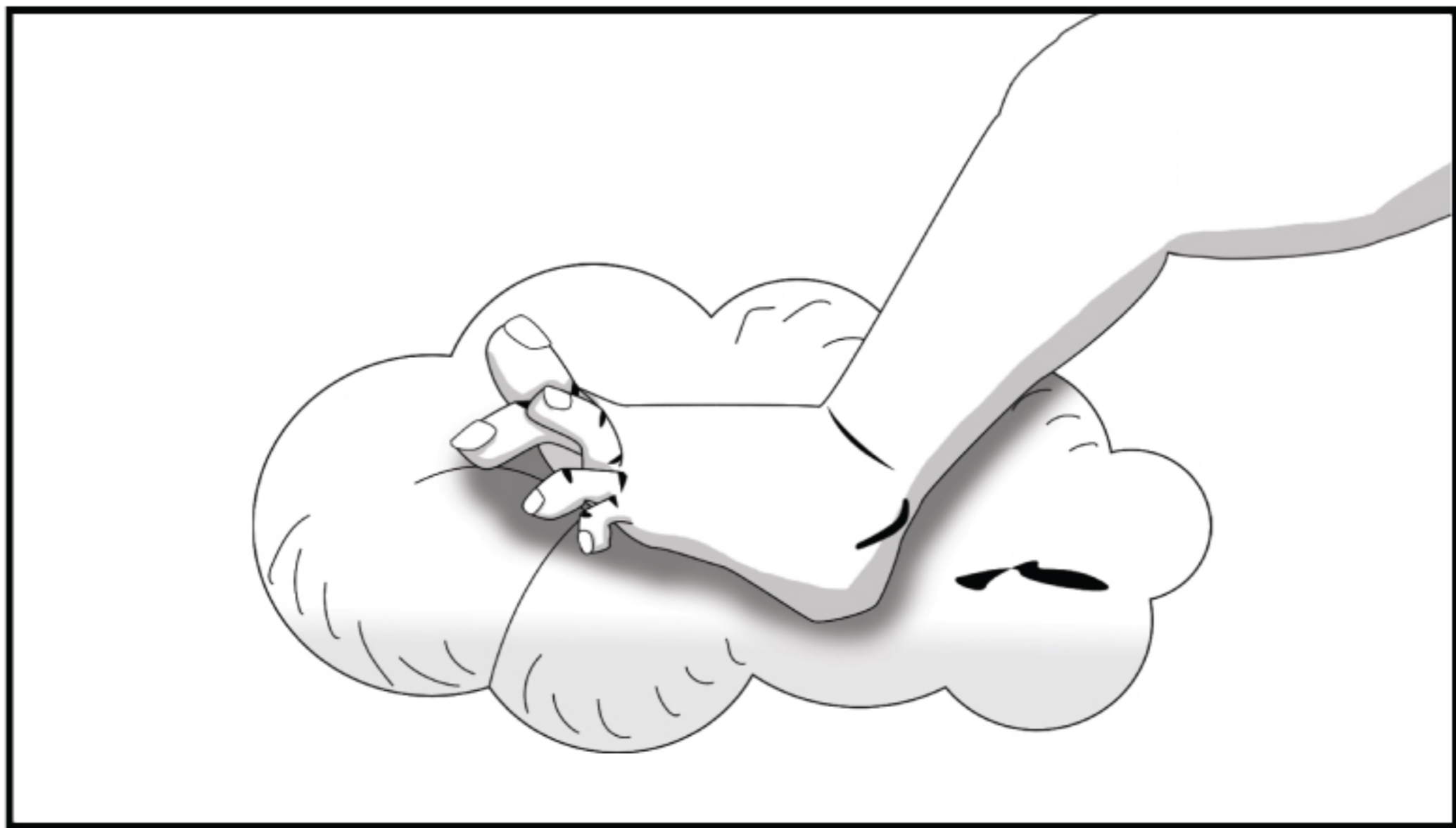
As the soccer ball hits the net, it will transform into a sun for the next scene.



Sneakers walk off into the sunset. Tagline: New Balance is the sneaker for your life.



Ends with New Balance Logo



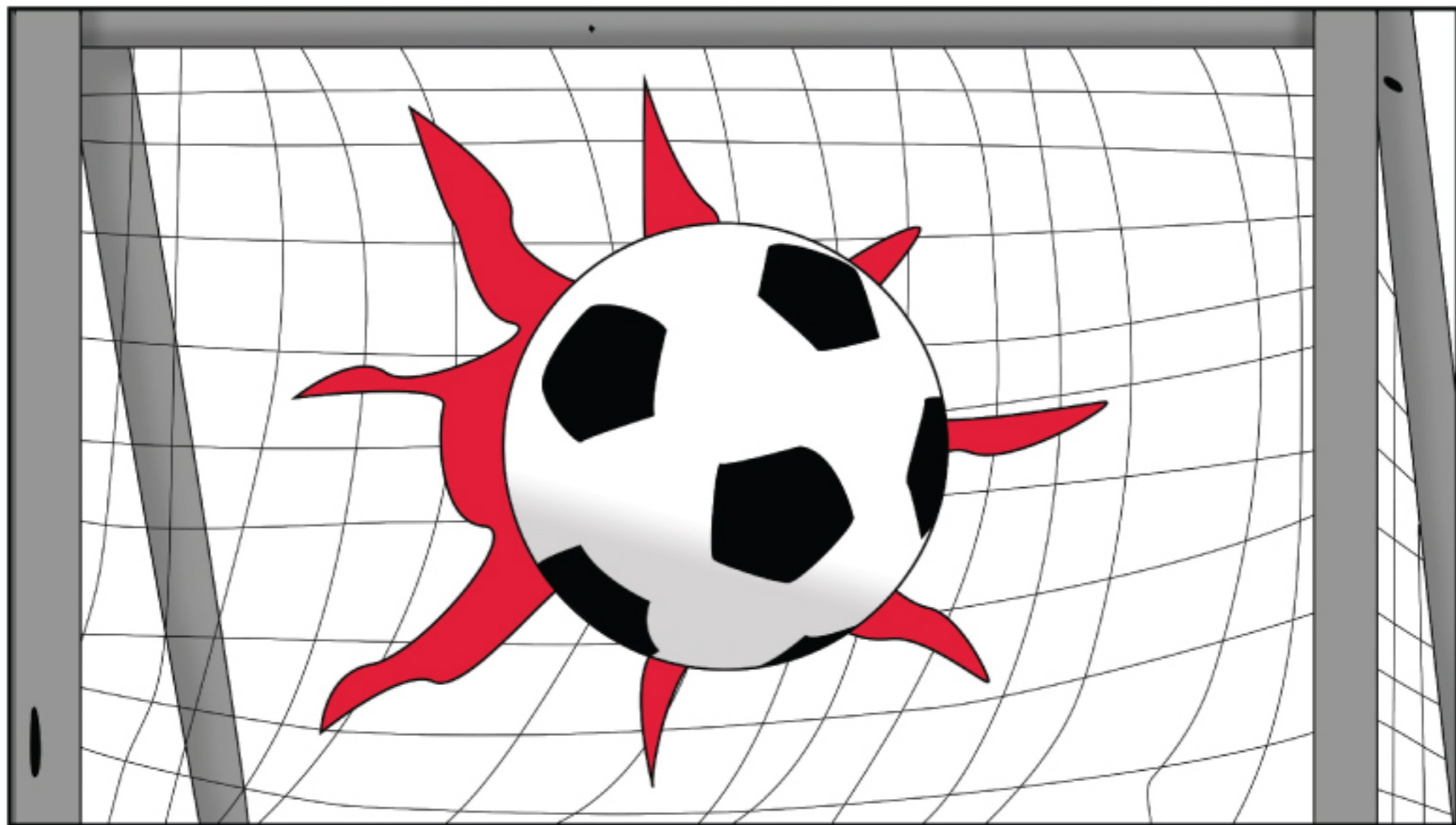
StyleFrame 1: A foot on comfortable cloud, then descended to the ground and then slips into a cozy New Balance shoes.



StyleFrame 2: New Balance inspiration Shoe Design come from the Chicken foot how well it balance and how well the arche is supported.



StyleFrame 3: A Pair of shoes kicking a soccer ball representation of sports.



StyleFrame 4: As the soccer ball hits the net, it will transform into a sun for the next scene.



StyleFrame 5: Sneakers walk off into the sunset. Tagline: New Balance is the sneaker for your life.



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StyleFrame 6: Ends with New Balance Logo