



Objective Statement

Increase sales in major US cities for apparel amongst **adolescent demographics** through a OOH marketing campaign that reflects back to OBEY's history of anti-establishment ideology.

Target Audience

- People interested in skateboard brands
- Gen-Z & Millennials
- Teenagers/Adolescents

Rationale

- Renewal of faith from **Gen-Z & Millennial audiences** is needed because many dedicated customers have stopped purchasing because currently they see OBEY as a "sellout" brand.
- The brands strongest era in terms of sales & notoriety was in the time where founder Shepard Fairey made designs politically charged and filled with scathing social commentary
- There are multiple national crises that have polarized the general consumer sphere, OBEY taking a stance in regards to this can further align I was our old consumer base while attracting a new one