

COMD THEORY

SNEAKER AND SPORTSWEAR

INSTAGRAM ADVERTISING

@footlockernyc

Theory

My theory is that @footlockernyc is doing a fair job keeping customers updated and engaged about sneakers and sportswear.

First of all we need to know when did instagram started advertising.

“Designers entering the field Friday must master an astonishing range of technologies and prepare themselves for a career whose terms and demands will constantly change.”

- Helen Armstrong

Instagram

According to the New York Times, Instagram offered its first ads in November **2013**, but it has been subsidized by Facebook, it has had time to develop an ad strategy.

By **2017** Instagram has improved the advertising experience. This means that businesses can finally start to see the benefit of their investment in growing an Instagram community.

Up to **2020**, Instagram developed call to action buttons, stories, highlights, live videos, statistics, shop and usability updates, making it easy for the user and the business owners to engage and interact with each other.

@footlockernyc on Instagram

“Time changes all things”

- Ferdinand De Saussure, Course in General Linguistics

For that exact reason, foot locker NYC started advertising on instagram June 19, 2018. They wanted to engage with their audience through social media and ended up discovering how important it is for the market

Designing for social media

"Anyone working in the field of design has a hard task" ... "the better designed it is, the more it will sell"

- Munari, Design as Art

As you can see, their start on Instagram was not very solid at the beginning, their posts were not that good as they are now but it was a good start. But over time, they started

"The designer is therefore the artist of today, not because he is a genius, but because he works in such a way as to reestablish contact between art and the public."

- Munari, Design as Art

Typophoto on social media

Typophoto: the integration of word and photographic image.

László Moholy-Nagy

@footlockernyc has been using this technique in order to promote events, they do not mix imagery with type very often.

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