

FILA



By: The Sprinters

Why Fila?

The reasons why we chose to advertise the brand FILA is because it is a good quality brand that faded over time and we thought it would be a good idea to rebuild the popular image it first had and get our customers back.

Marketing Review

Fila Inc. is a South Korean sporting goods company that is one of the world's largest sportswear manufacturing companies. Fila was founded in Italy 1911, but has been taken over by Korea in 2007, it has been owned and operated from South Korea by Headed chairman and CEO Yoon-Soo Yoon. Fila primarily started their brand with underwear, then they started to make sportswear in 1970's. Now that Fila is coming back slowly, and the vintage "old school" look is in Fila is bringing back all those looks, which also gives them a better chance

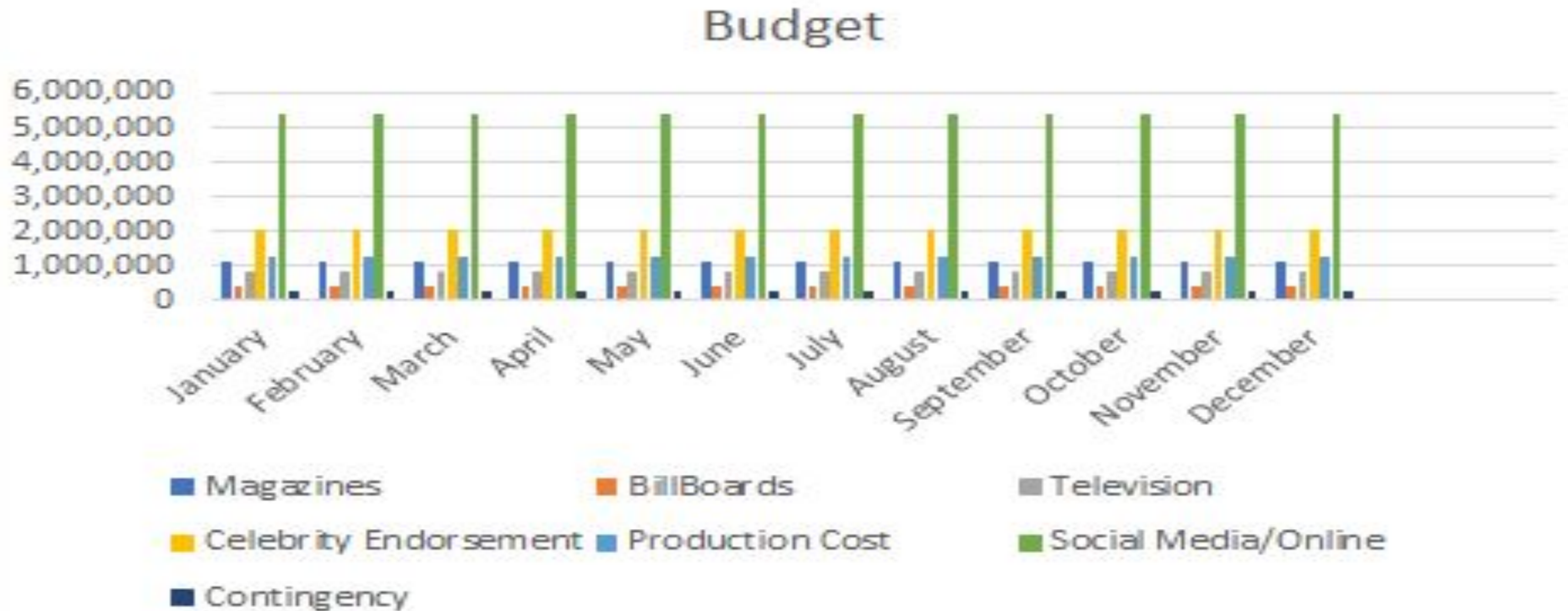
Target Consumers

FILA is targeting the young and fashionable generation who devote themselves to athletic activities and want the look of comfortability, while wearing fashion-forward sportswear on and off the courts.

FILA creates apparel and footwear for women, men, and kids ages 4-35 with affordable prices ranging from \$20-\$80. By having such affordable prices the company is trying to reach those who might be on a budget yet, settle for nothing less than great quality clothing. FILA's proposed target consumer has a variety of people who may have totally different lifestyles. CEO or part-time, single or married, if sports is a priority of yours, something you take great pride in, and take very seriously, from the boardroom to the factory, FILA is thinking of you!

Budget

(Latoya and Melissa)



Slogan & Theme

Slogan: “ It doesn't take over”

Theme: “ Feel alive with every beat”

- Fila main goal was to create an athletic wear that does not discomfort or overshadow the athlete.
- Partnered up with The Heart Association to help raise money for a cause, to show consumers that the brand cares about consumers lives.
- Every purchase that a customer makes they will have the opportunity to donate money to heart association.



FILA's Endorsers

(A\$AP ROCKY & SERENA WILLIAMS were used as our FILA brand endorsers because they both equally have a major impact on our target market.

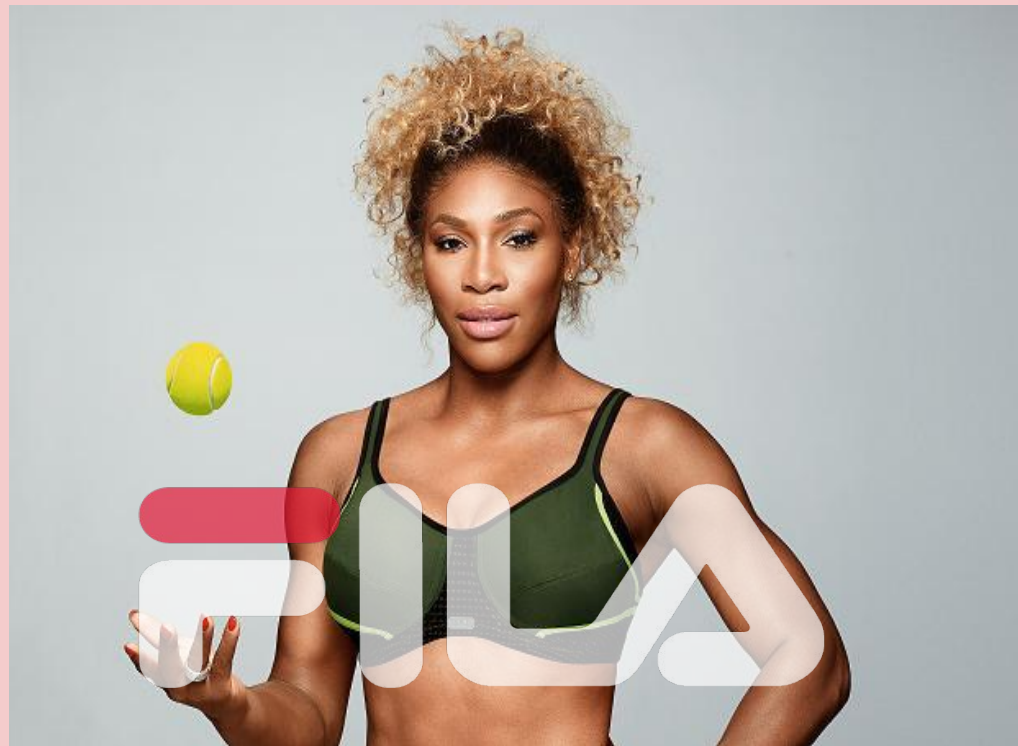
A\$AP Rocky- A\$AP Rocky is an influential figure in the music industry. Having him in our advertising campaign will help us reach the younger consumers in our target market. ASAP Rocky has a social media following of 5.9 million on Instagram and 1.54 million on Twitter.

Serena Williams- Serena Williams is a star tennis player, who has been ranked number one in singles on seven different occasions between 2002 and 2017. She is also an influential person, who many girls look up to. Serena has a following of 5.7 million on Instagram and 8.23 million on Twitter, staggering numbers.

A\$AP ROCKY



Serena Williams



Time and Print Advertisements

When it came to print media we chose GQ magazine, Vogue, Teen Vogue and Athlon Sports. We felt as if these magazines were read frequently by consumers ages 18-24.

As for billboards we chose, Time Square, yellow cabs, as well as 5th Ave. These are the top three locations in New York City to place an advertisement.