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Building a Globally Consistent Brand With Local Relevance

November 23, 2020

Slide 9 has video



VANS
BUILDING A GLOBALLY CONSISTENT
BRAND WITH LOCAL RELEVANCE

A CONSISTENT BRAND FROM 1966 TO 2020



VANS

"OFF THE WALL"

SUCCESS IS DEPENDENT ON THREE FACTORS



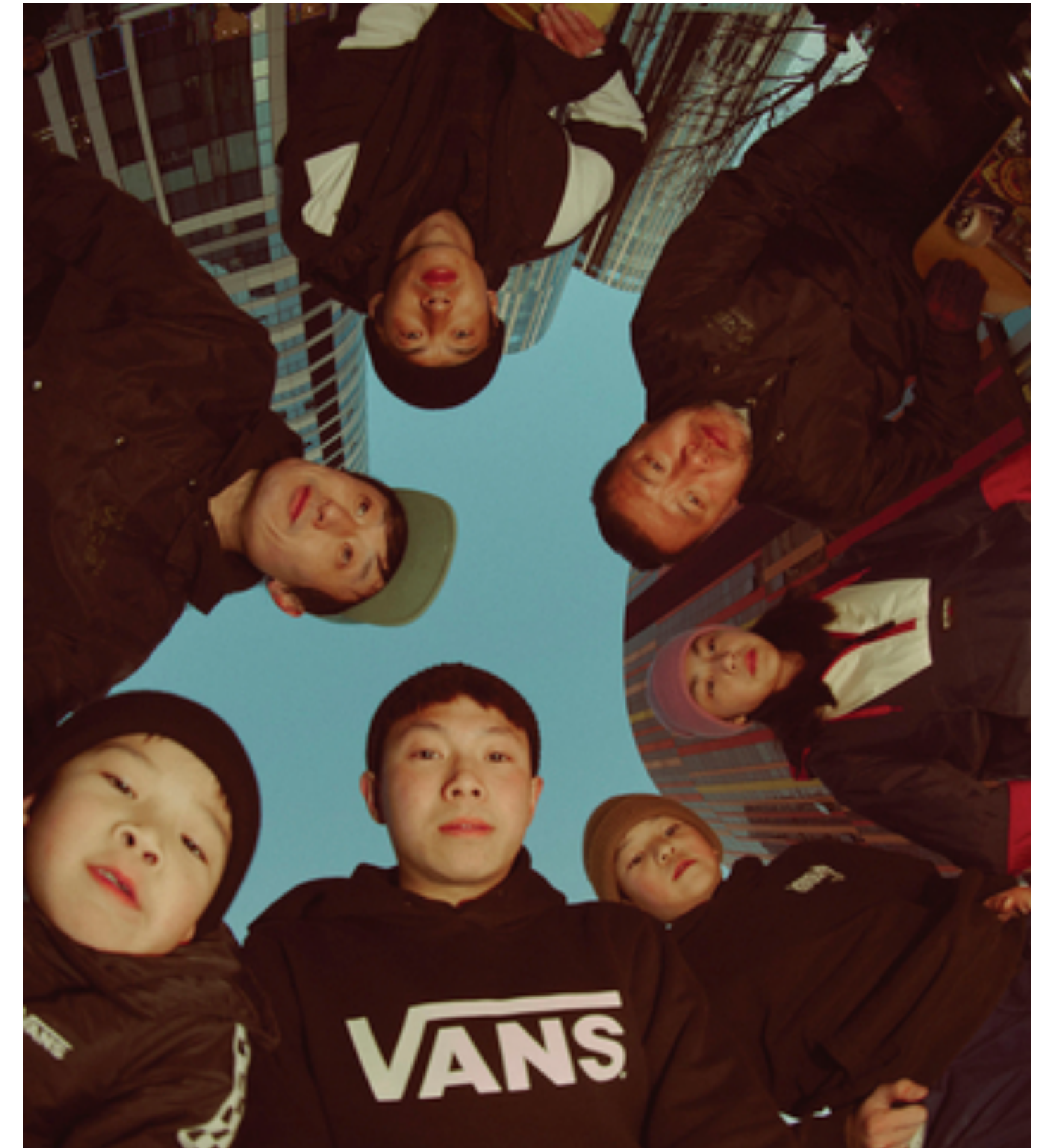
Brand Purpose

Nurture why the brand exists



A Unique Approach

Consistent authenticity



Uplift Culture

Play a meaningful role

BUILDING BRAND LOVE AROUND THE WORLD



VANS

"OFF THE WALL"



THE NEW CONSUMER REALITY

VANS

FINANCIAL HARDSHIP



ISOLATION & ANXIETY



LOSS OF COMMUNITY



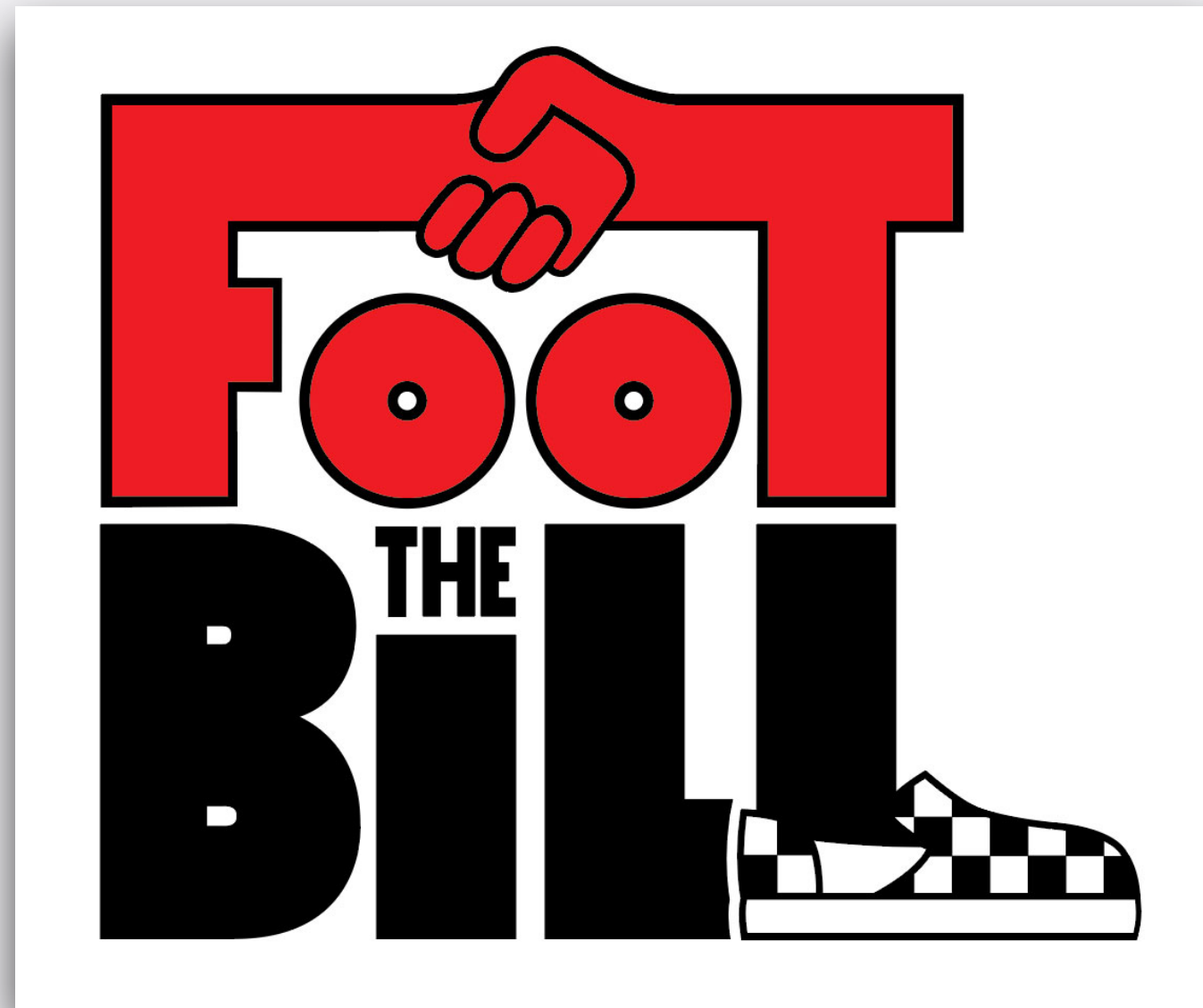
NEED FOR EXPRESSION



"OFF THE WALL"

COMMUNITY SUPPORT

\$4M IN NET PROCEEDS



BRAND ENTERTAINMENT

DAILY MUSIC, ART, STREET CULTURE AND ACTION SPORTS CONTENT SERIES



BUILDING CONNECTIONS

10,000 UGC SUBMISSIONS IN 48 HOURS



UPLIFTING VOICES

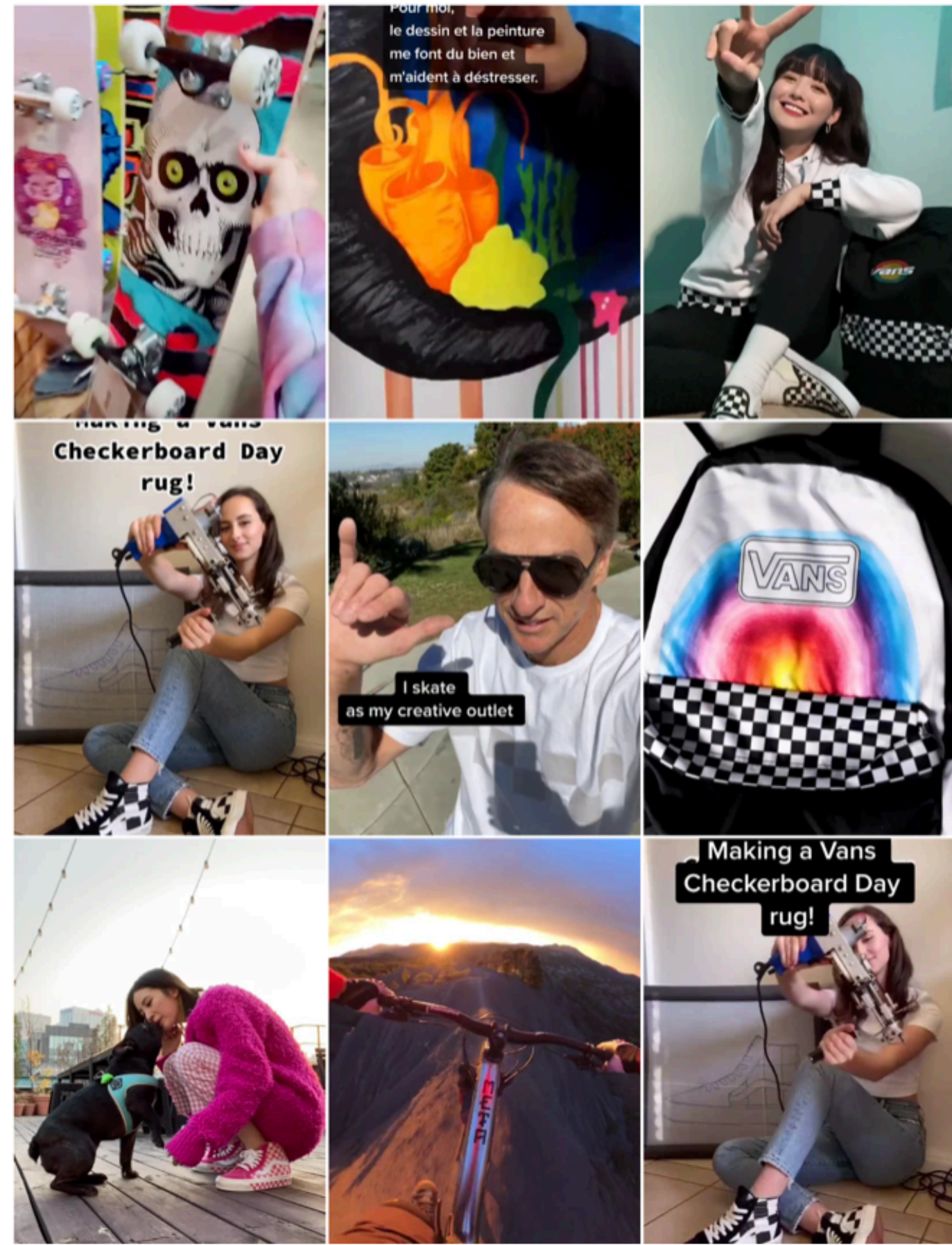
OVER 20,000 GLOBAL SUBMISSIONS





2 BILLION

#VansCheckerboardDay
2B views



4 KEYS TO SUCCESS

AUTHENTICITY THROUGH PURPOSE

EXPERIMENT TO SCALE

ASK - LISTEN - RESPOND

CONTINUE THE DIALOG