



VANS[®]

CREATIVE SPRINT

December 2023



CM CONSCIOUS
MINDS
STUDIOS

HOW CAN VANS BECOME THE FOREFRONT OF YOUTH CULTURE?



YOUTH ARE THE BIGGEST STORY SNOBS ON THE PLANET.

Attention spans aren't shrinking; the tolerance for boring stories is,
whether it's digital content or IRL stunts (and we're here for it).





WE'RE NOT HERE TO GET THEIR ATTENTION. BUT SERVE THEIR **INTENTION.**

This goes deeper than eyeballs. They expect brands to participate in their culture and add value to their interests. Even if they love the product, they never want to be sold to.

VANS CREATIVE SPRINT

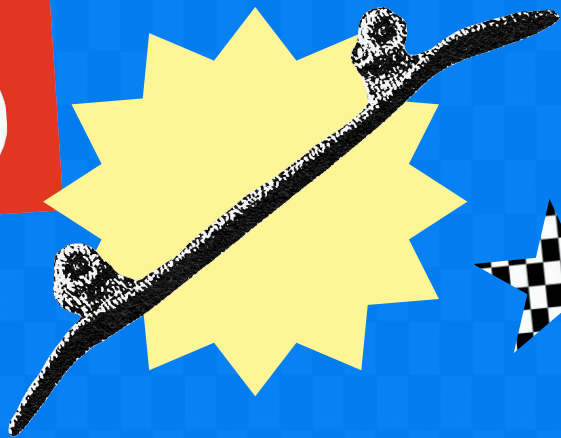
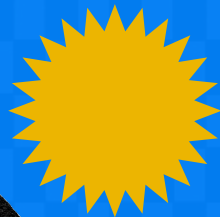
WE HAVE TO MEET THEM WHERE THEY ARE, **ON THEIR** **TERMS**

This is about showing up in the spaces where they spend their time, leading with the entertainment they crave, reflecting their rich diversity, and empowering their growth in a way only Vans can.



NEW

IDEAS





ALTERNATE REALITY

WHAT IT IS

Teaming up to shift the paradigm with digital artist **Ian Padgham** to mix realities by creating skate installations for landmarks all across the globe and bring Vans to the forefront of the conversation.

HOW IT WORKS

Imagine the iconic checkerboard swirling around the Sphere in Las Vegas or giant Vans slip-ons floating above the massive solar panels at Primavera Sound.

Ian has made the internet question reality multiple times. He's responsible for the [Jacquemus' Viral Bags-On-Wheels](#), [Apple's NYC Store filled with pink balls](#) spilling onto the street and the [Maybelline eyelashes and mascara on the Tube](#).

With Vans' iconic checkerboard print and Padgham's captivating style, we're sending dispatches from SoCal all over the globe to create over-the-top and imaginative installations that will have people questioning their realities.

NEW (KNU) SCHOOL

WHAT IT IS

An In Residence with artists, creatives and personalities who push the culture in the cities they call home to curate a year of House of Vans events to create third spaces for Gen A+Z.

HOW IT WORKS

We'll collab with specially selected curators across House of Vans cities and hand over the keys to the space. We'll give them the resources to bring their local House of Vans to life in their own vision. Curators like Chicago based musicians [Divino Niño](#) CDMX based skater [Jennifer Muñoz](#) will turn House of Vans into a radical multipurpose space that facilitates new and engaging experiences for the community.



URBAN SWELL CHALLENGE



WHAT IT IS

A day long event where contestants compete in Urban Surfing; a new sport invented and promoted by Vans. Think Red Bull's Flugtag meets Jackass' Urban Kayaking stunt.

HOW IT WORKS

Riders from all over will have to show off their ability to shred and be creative. They'll attempt to complete a downhill course that includes ramps and obstacles. The catch? Whatever they ride, they have to build. Oh, and they have to cross the finish line riding it upright, like a skateboard or surfboard.

Points will be awarded for performance on the course and killer ride designs. It could be a yeti cooler with wheels or door frame made into a skateboard. Whatever works. Winners will get merch, sponsorships, glory and probably a few gnarly-ass bruises.

FOLLOW THE CHECKER PRINT ROAD

WHAT IT IS

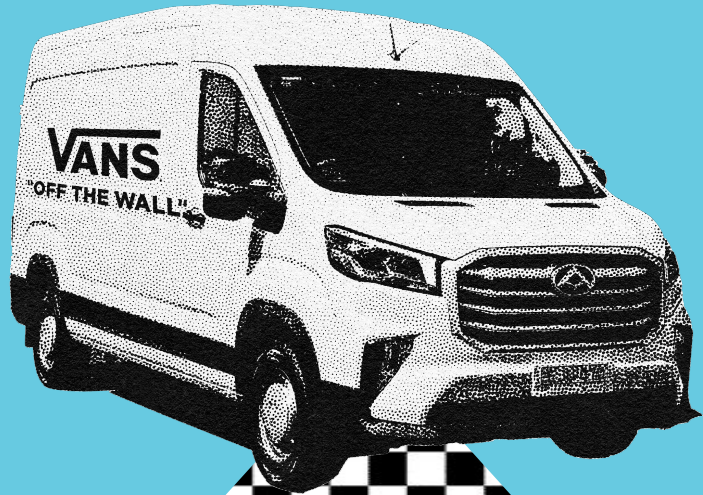
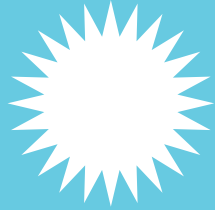
A multi-city, multi-day scavenger hunt so big, it'll attract players and watchers, as people search for one-of-a-kind Vans merch designed in collab with popular creators, musicians and artists from each city.

HOW IT WORKS

Starting in LA, Vans will go from city to city hiding one-of-a-kind merch designed in collab with Gen Z's favorite creators. Think [Victoria Paris](#). Players will hit the streets in search of the merch, led by clues that our collabs drop on their platforms. There will be challenges along the way that test your fandom to Vans and the artist. We'll make sure to have hidden camera to capture all the drama.



VANS MYSTERY MACHINE



WHAT IT IS

Custom “Vans vans” with a simple task: upgrade festival goers experience by getting them through the festival traffic, even if that means dropping them off at the main gate, front row or backstage.

HOW IT WORKS

Partnering with Uber, we'll swap out Primavera and Coachella attendees' normal cars and surprise them with Vans vans. We'll make sure the ride is loaded up with swag, prizes, and even celebrity ride-alongs, for a lucky few. The cherry on the top? We'll give our riders best night with upgraded seats and even dropping some off backstage for the ultimate experience.

FASHION WEEK OFF THE WALL

WHAT IT IS

We infiltrate Fashion Week by asking people on the street to freshen up their fits by swapping out their uncomfortable shoes for a pair of Vans.

HOW IT WORKS

We'll get real guerrilla-style and have literal vans filled with Vans and street teams descend on Fashion Week cities. They'll approach stylish folks who need a break from their uncomfortable shoes - the people who are out and about, at after parties, and waiting in insufferable lines. We'll offer them a fresh pair of free Vans if they're willing to swap out their current shoes and pose for a pic to prove who their fit is still great. We'll plant a few key style influencers in each city to build awareness and show everyone how it's done.



FILM GNAR FEST

WHAT IT IS

A Vans x TikTok film festival where we showcase and award the next generation of directors and filmmakers.

HOW IT WORKS

In its day, the skate video was where many filmmakers, like Spike Jones, got their start. Similarly, TikTok has become Gen Z's content creation launch pad.

We'll partner with TikTok to create Film Gnar Fest, a film festival that celebrates the self-expression and creativity of these up and coming digital creators. Well known video creators will be invited to submit, but we'll make sure to leave space for not-so-well known creators. Anyone with a killer-ass video can enter. Once the submissions have been finalized, we'll hold the very first Film Gnar Fest, with filmmaker and skate enthusiast Spike Jones as the host.

The audience and fans will vote on winners in categories like, "Biggest Spill, Best Transition, Most Adventurous, and Best New Format."



WARPED TOUR REIMAGINED

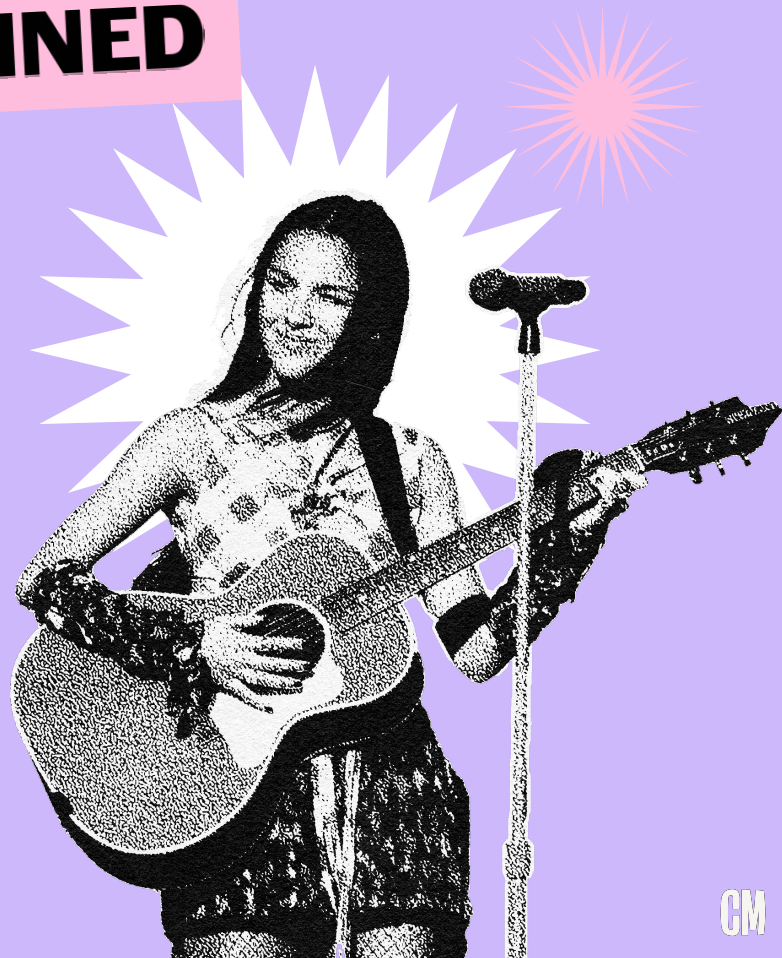
WHAT IT IS

The Vans Warped Tour reimaged by a new generation of badass women rockers across the globe.

HOW IT WORKS

The Vans Warped Tour spanned 25 years and defined a generation. Warped Tour Reimagined looks to the 25 years ahead..... and it's led by women rockers.

From Wet Leg to Olivia Rodrigo, more and more the rock music landscape is being shaped by women. To celebrate this, in each House of Vans city we'll bring back the Vans Warped Tour with a one-night-only line-ups of each city's best women-led musical talents.





**THANK
YOU!**

