

Yeezy Crocs

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Yeezys

- "Adidas Yeezy" is a collaboration between German sportswear brand Adidas and rapper Kanye West

- Released in February 23, 2015 was the first ever marketed shoe "Yeezy 750 Boost Grey"

- Limited to 9000 pairs that were only sold in NYC via the Adidas smartphone app



350 Boost

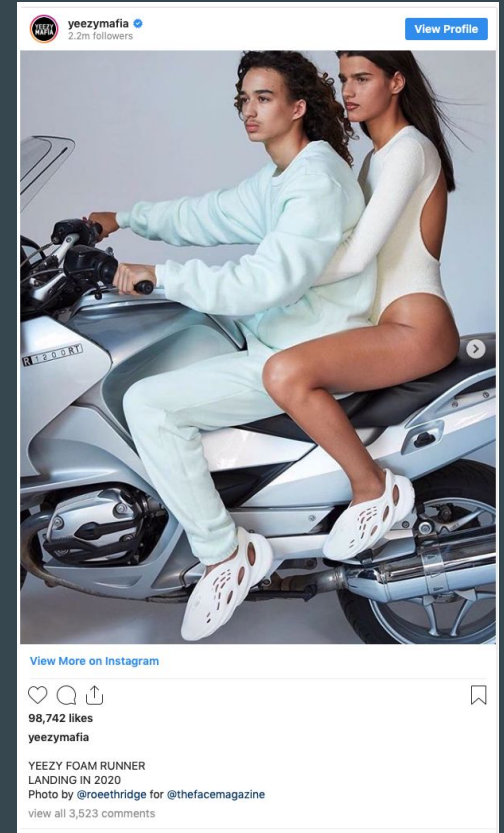
750 Boost



The Yocs

-Kanye West's brand Yeezy posted a picture of their latest shoe design to be released in 2020

- Named the "Yeezy Foam Runners" ; estimated to cost hundreds



Power of social media

-By posting on social media in advance of the actual sale of the shoes, hype and excitement is created

-Social media is one of the cheapest ways to advertise

Twitter Can't Stop Laughing at Kanye West's 'Yeezy Cross'

BY BRANDON RICHARD
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SEP 12, 2019



"It's Crocs on crack," wrote on **Twitter** user, while another one called them "Disruptive Crocs."

Power of branding

-Business Insider: “Kanye is a marketing genius”

-People attracted to the brand name not the actual shoes themselves

-Buying Yeezy foam runners just so people know you have Yeezy foam runners

-If people were really looking for this type of shoe, they could just purchase crocs for a ¼ of the price

-Just like Supreme: product excellence is created by high perceived value (dropping products in limited numbers creating high demand and low availability)



Little Annie Adderall

@isackgmanalo



I want these ugly ass yeezy crocs so I can flex on people when running errands

♡ 2,654 1:23 PM - Sep 12, 2019

💬 550 people are talking about this



Eljha

@influencedyou_

Twitter: Those Yeezy Crocs Are Ugly Af

The Same Twitter On Release Day:



12:37 PM · Sep 12, 2019 · Twitter for iPhone

2.1K Retweets 8.9K Likes

“Gross, can’t wait to see hundreds of people wearing hypebeast crocs next summer,” commented another Twitter user. “Kanye is trolling all of you.”

Kanye's Marketing Strategy

-Low availability, high demand

-1 hour after the Boost 350 shoes went on sale they were sold out

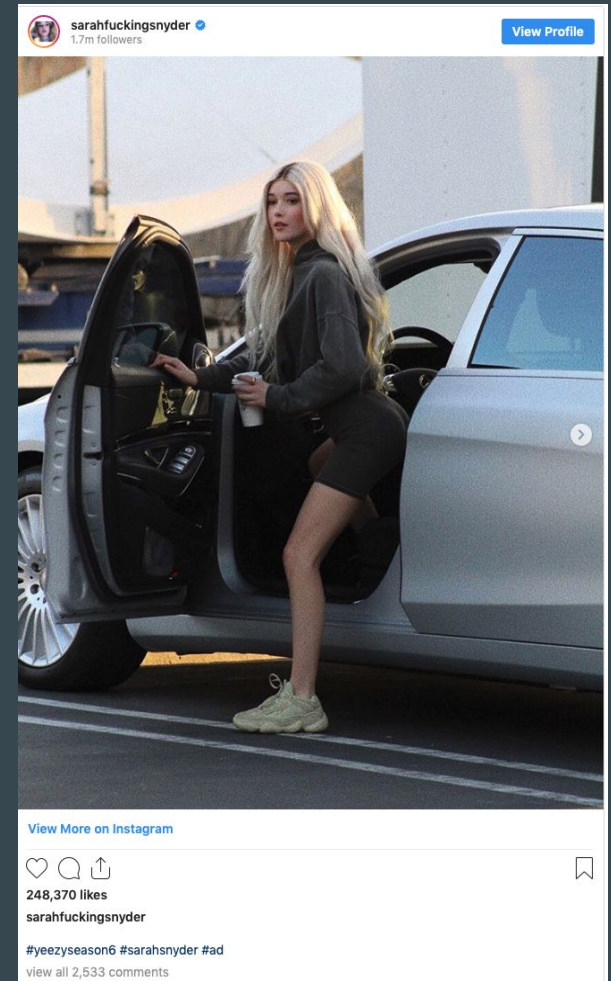
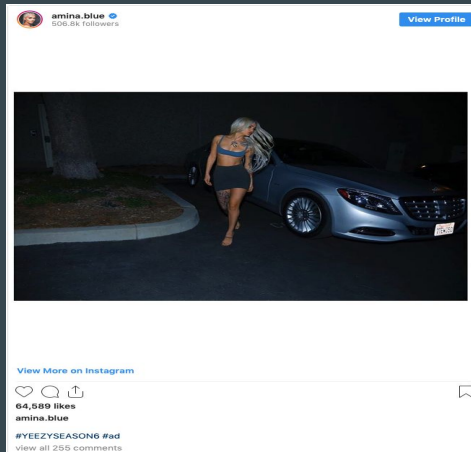
-Letting hype build within the media

-With his Yeezy season 6 release, Kanye recruited social media influencers to recreate paparazzi pictures taken of Kim Kardashian (wearing pieces from the collection)

-Social media presence:

-Kanye West himself also has a very noteworthy presence on social media (somewhat polarizing)

-Creates interest for him and his brand



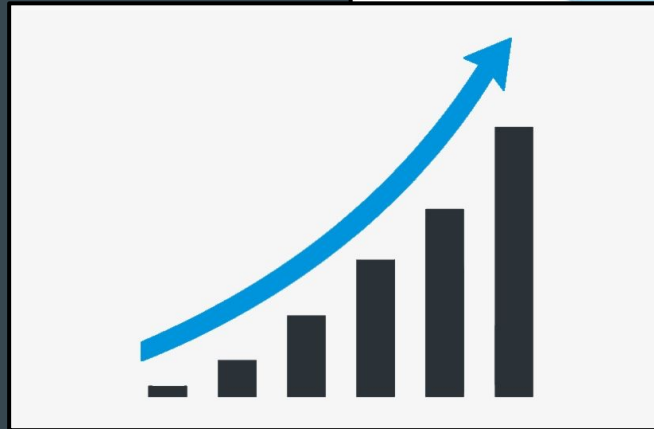
Marketing Mix (4 Ps)

Product: Unique aesthetic;
differentiated product

Price: Estimated to cost
hundreds of dollars

Place: Purchase will be
online; Available for resell

Promotion: Celebrity
influence; Limited quantity

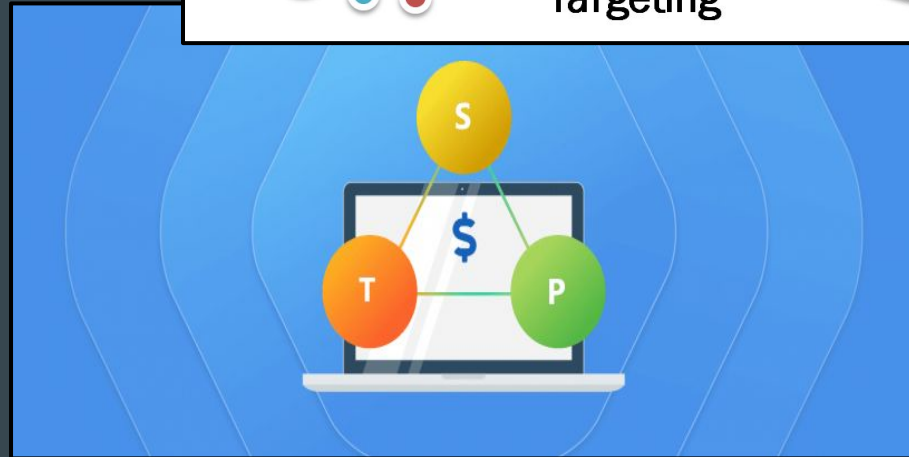
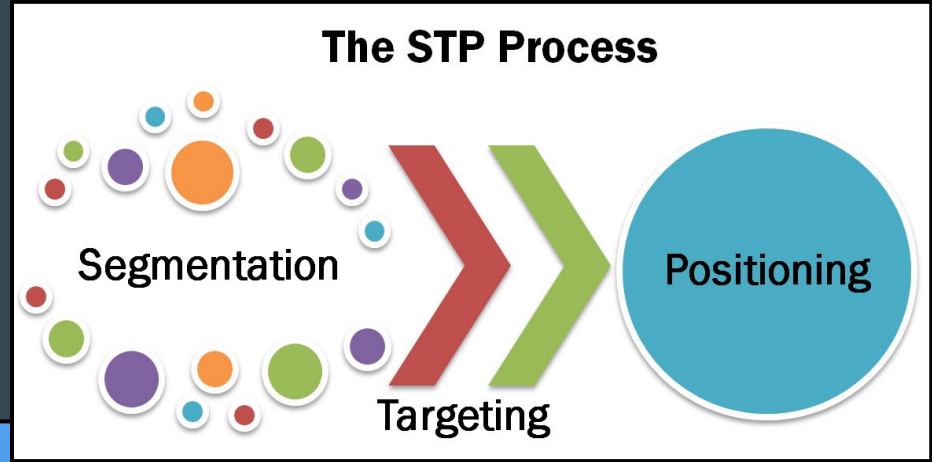


STP- Segmentation, Targeting, Positioning

Segmentation: Leisure activities; Everyday “casual” use

Targeting: Wealthy consumers; collectors

Positioning: Competitive advantage



SWOT Analysis

Strengths: Strong brand recognition; Publicity

Weaknesses: Negative internet feedback; May deter customers

Opportunities: Limited quantity catalyzes a surge of interest

Threats: Imitation brands; Fake knock offs



Thank You!

