



# UNSTAD

a norwegian influenced design agency

# INSIGHTS

## CHAPMAN INTRO

Born and raised in New York, Chapman is east coast skateboarding.

Chapman stay's true to core values as skateboarders, whilst welcoming all people and their ideas. Chapman has shaped New York skateboarding one board at a time since 1991, and continue to do so every single day.

## CHALLENGE

Chapman has a rich history and a unique brand positioning that has not yet seen it's full potential. Unstad believes that there is a great opportunity to capitalize on the current brand value. In the event of the 25th anniversary, Chapman can thrive and grow as an original and independent east coast skateboard brand.



# MARKET OVERVIEW

## GENERAL MARKET

After researching the target market which we identified as prominent male millennials; we discovered these key takeaways:

- Generational shift from quantity to quality
- A rise in the appreciation of craftsmanship
- Shift from globalization to personalization
- Attention span is getting shorter
- People don't buy products, they buy into the lifestyle the product represents

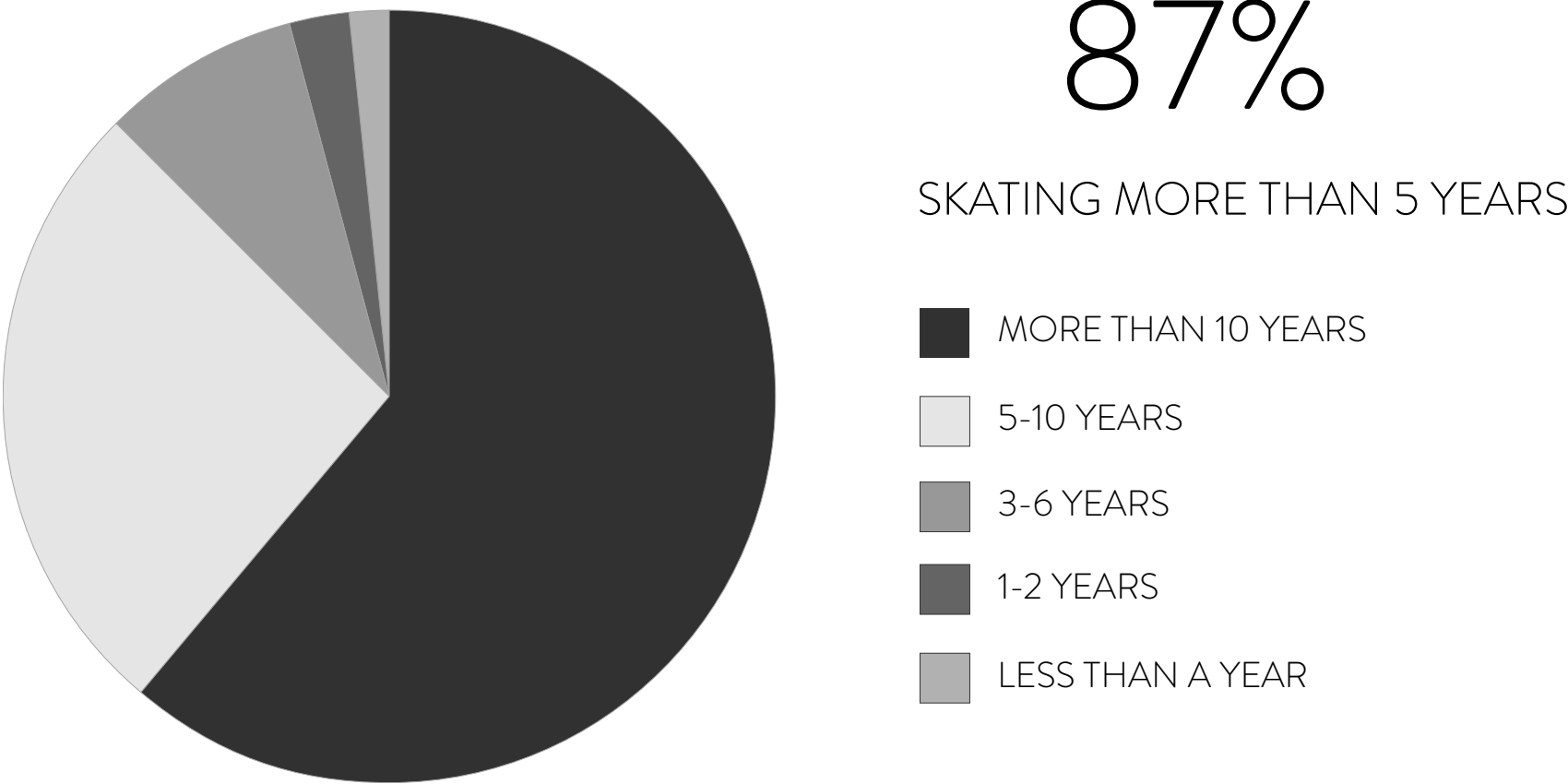


# MARKET OVERVIEW

STATE OF SKATE 2015

Skateboarders are getting older.

- In 2006, 71% of the group were in the 12-17 age demographic. Today only 45% is 12-17.
- 61% of skateboarders today, have skated more than 10 years.

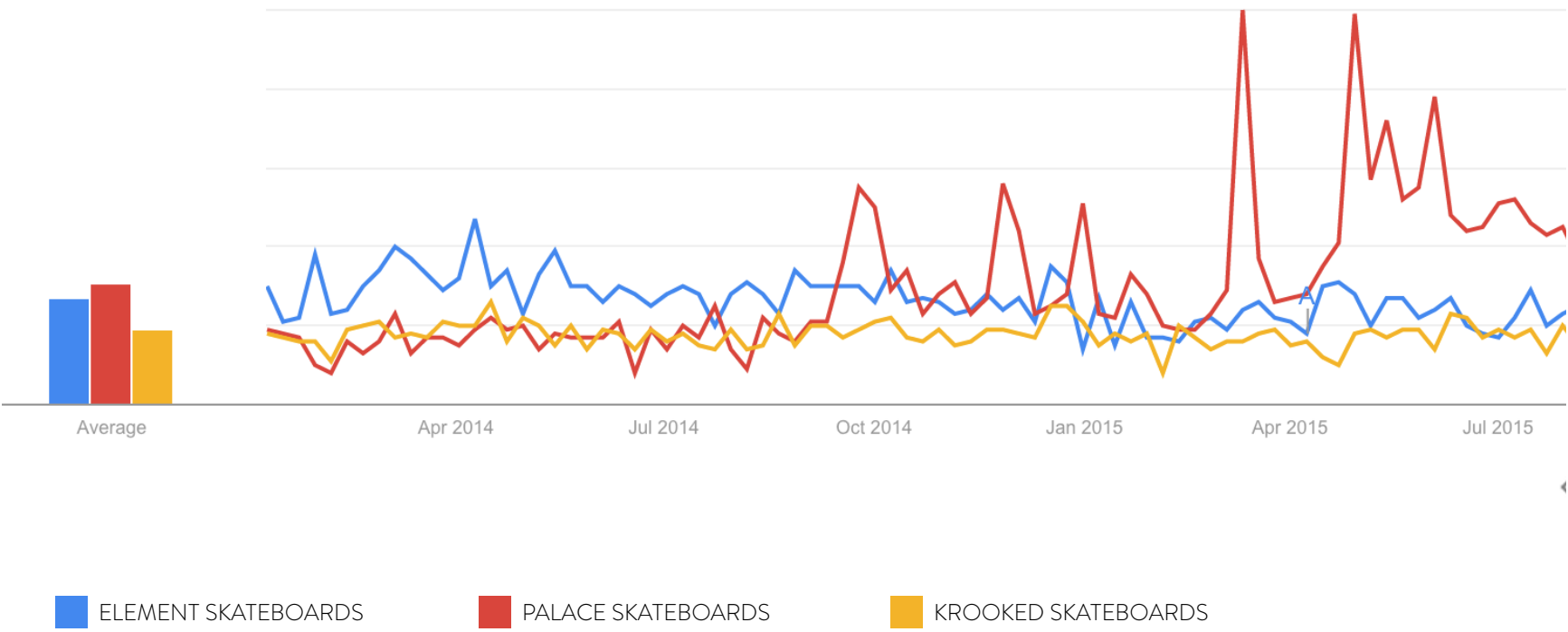


# MARKET OVERVIEW

## BRAND COMPARISON

Niche brands are surpassing large brands in popularity, nostalgia is celebrated.

## SEARCH INTEREST





# MARKET OVERVIEW

## MARKET ADAPTATION

Skateboarding is being utilized as a marketing tool by the fashion industry and the mainstream media.

Eg: Louis Vuitton FW 15 accessories launch campaign.

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# MARKET OVERVIEW

## KEY FINDINGS

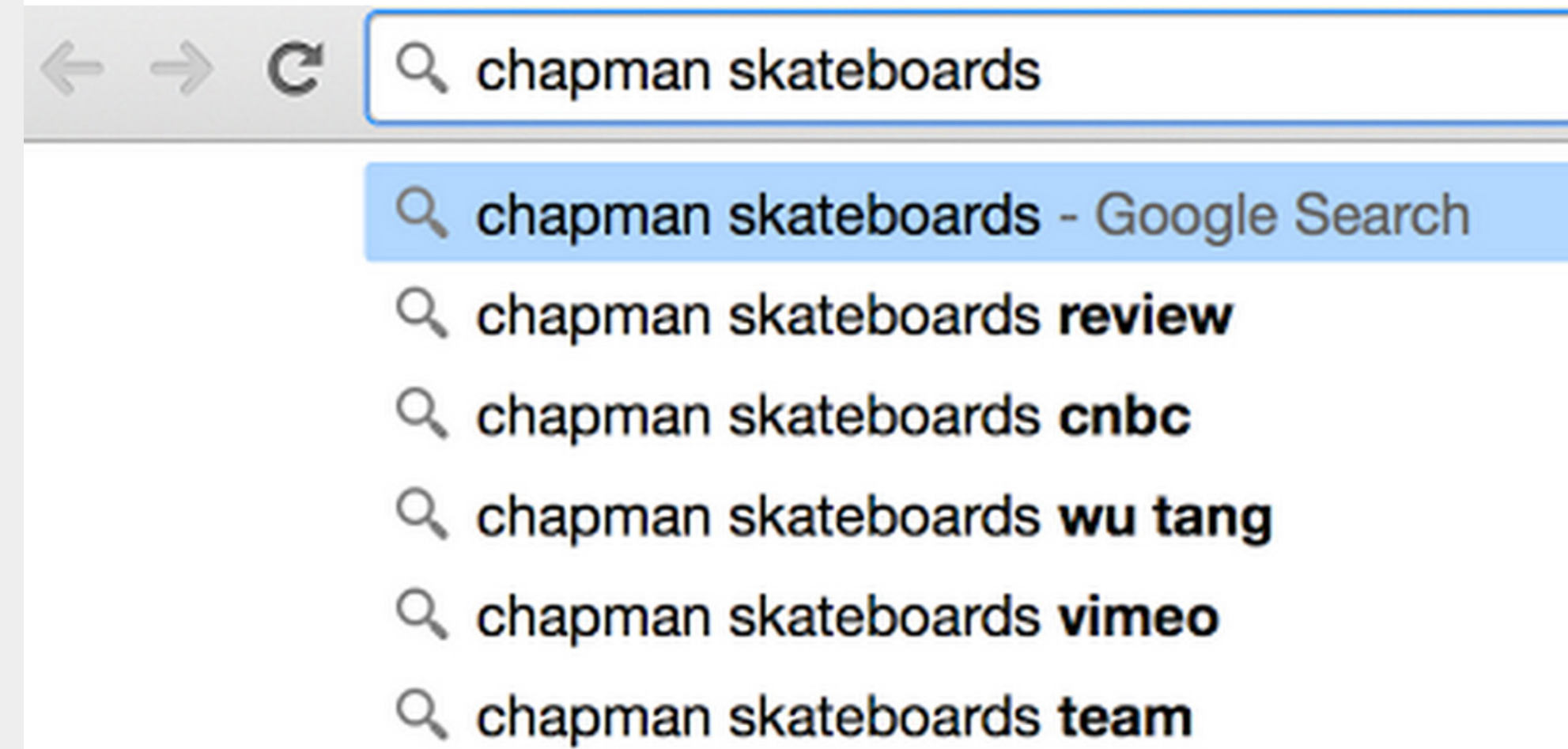
Skateboarding is increasingly popular within a mature non-endemic market and smaller brands are thriving. Chapman's potential consumers are attentive to detail and appreciate authenticity and craftsmanship.



# CHAPMAN

## INTEREST

Chapman review is #1 searched. The audience is attentive to quality and craftsmanship.



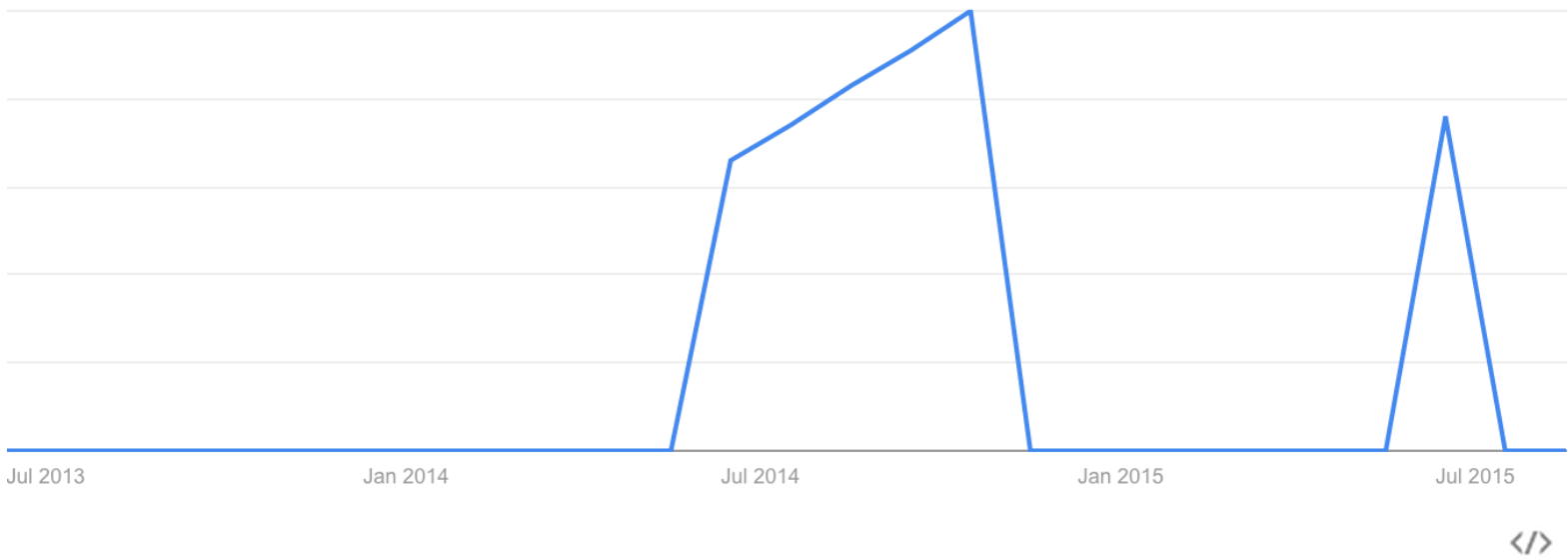
# CHAPMAN

## INTEREST

Video of craftsmanship is highly effective.

- June 2014 - Search increase started - Trigger: One skateboard at a time.
- Highest focus on craftsmanship out of any brand in the industry.

CHAPMAN SEARCH INTEREST



# CHAPMAN

## MARKET POSITION

Mood

Palace

Magenta

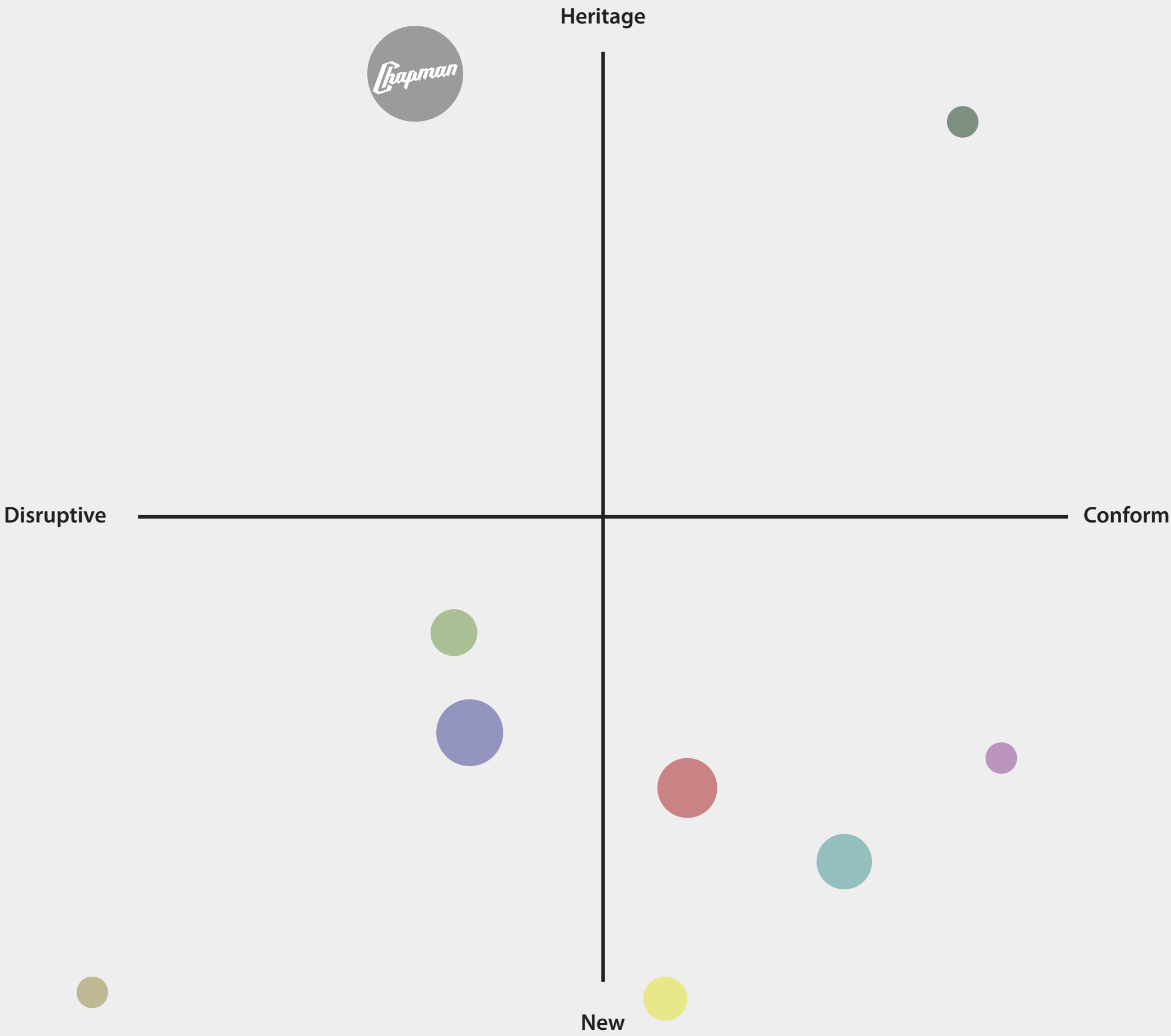
Quasi

Polar

FA

3d

Shut





# CHAPMAN

## BRAND VALUES

- **Craftsmanship**

Chapman has the highest attention to detail and a unique focus on the craftsmanship behind the boards.

- **Heritage**

Chapman has a rich history and represents the growth of east coast skateboarding since the early 90s.

- **Contrast**

Chapman represents a contrast between city and beach, and the contrast between core skateboarding and artistic expression.

- **Community**

Chapman has an open mind and represents a fellowship without judgement.

# OUR SOLUTION

# UNSTAD SUGGESTS

## CONCEPT STORE

Every product has a story to tell.

Give context to content - Meaning changing the way a product is presented.

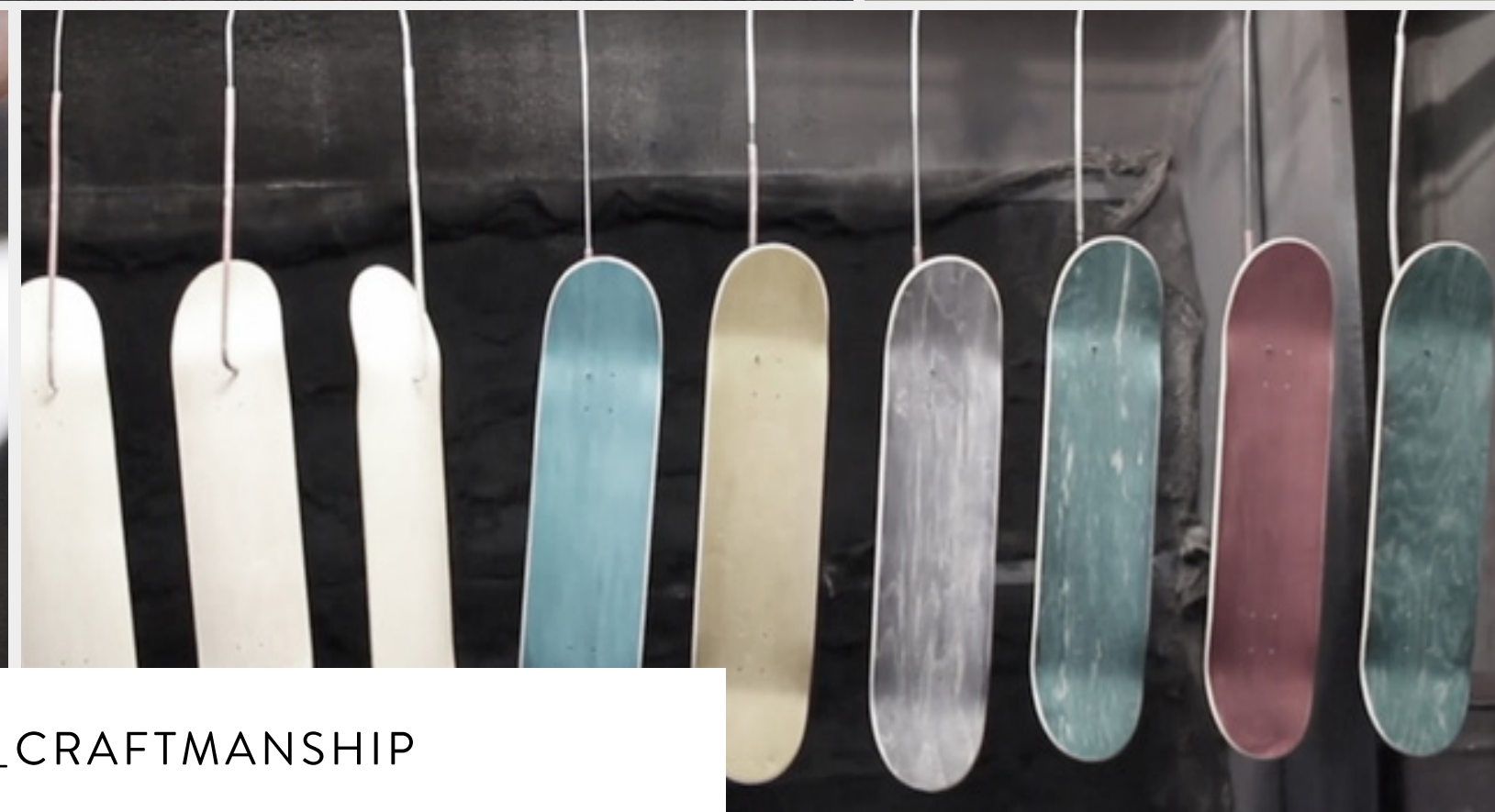
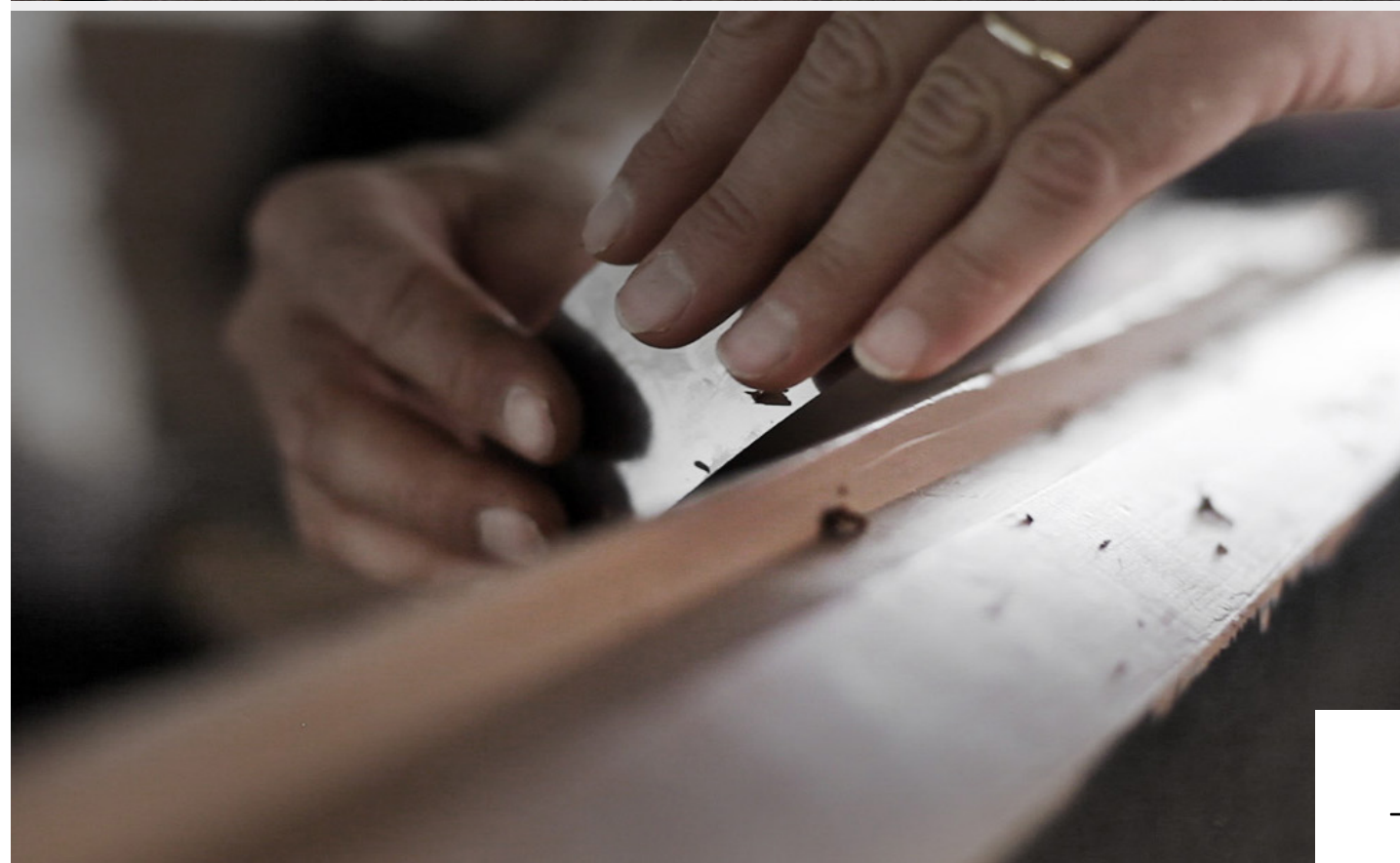
Every product is based on a story, Unstad suggest to tell that story, tell the reasoning for the product. By doing so we shift the focus from product to content.

Chapman promote's a lifestyle not a product.





\_COMMUNITY



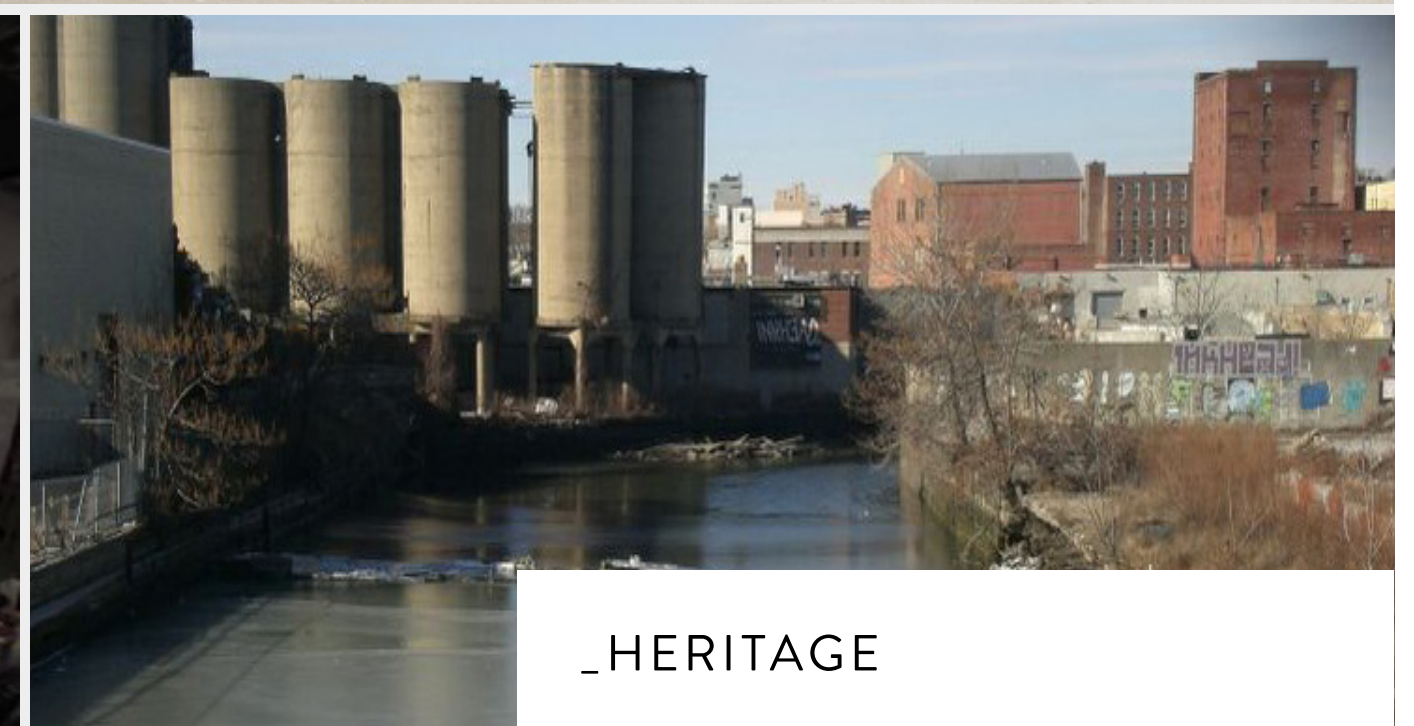
\_CRAFTMANSHIP



\_CONTRAST



\_CONTEXT



\_HERITAGE



# CONCEPT STORE

## THE SCOOP

Products are presented with context, as stories.  
It's the newest and freshest, we call it "The Scoop".





# CONCEPT STORE

## ONE BY ONE

Inspired by the great impact of One Board At a Time, One By One tells the story of the process, product and people behind the brand. We carefully design, select and produce every single board, One By One.

We encourage the community to take part in our brand by submitting their ideas for a new graphic.

Ideas can be submitted in store or via **#myChapman**.

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# CONCEPT STORE

## OUR LINE

Our Line communicates the path taken to get where we are today. It celebrates the great community within skateboarding. We are engaging customers by bringing out their curiosity, a story is told behind each and every deck.



# UNSTAD SUGGESTS

## DIGITAL CONCEPT

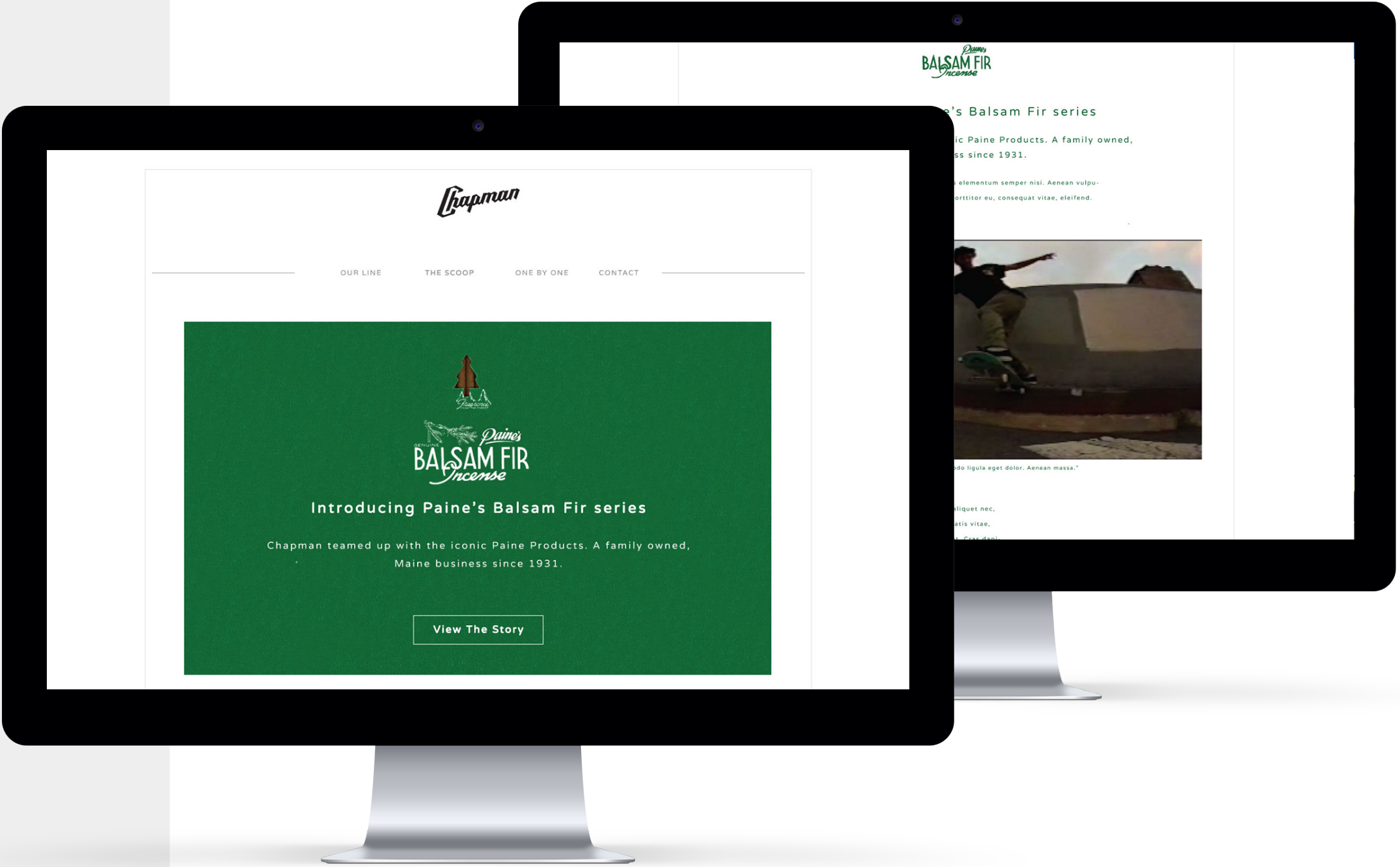
We are suggesting a seamless feel between the digital and physical narrative. Meaning that all content should be presented with the same narrative online and in-store.



# DIGITAL CONCEPT

## THE SCOOP

All new edits, images, and stories should be uploaded weekly. Presented as stories and complemented by products after the click. It's the newest and freshest, it's “The Scoop”.

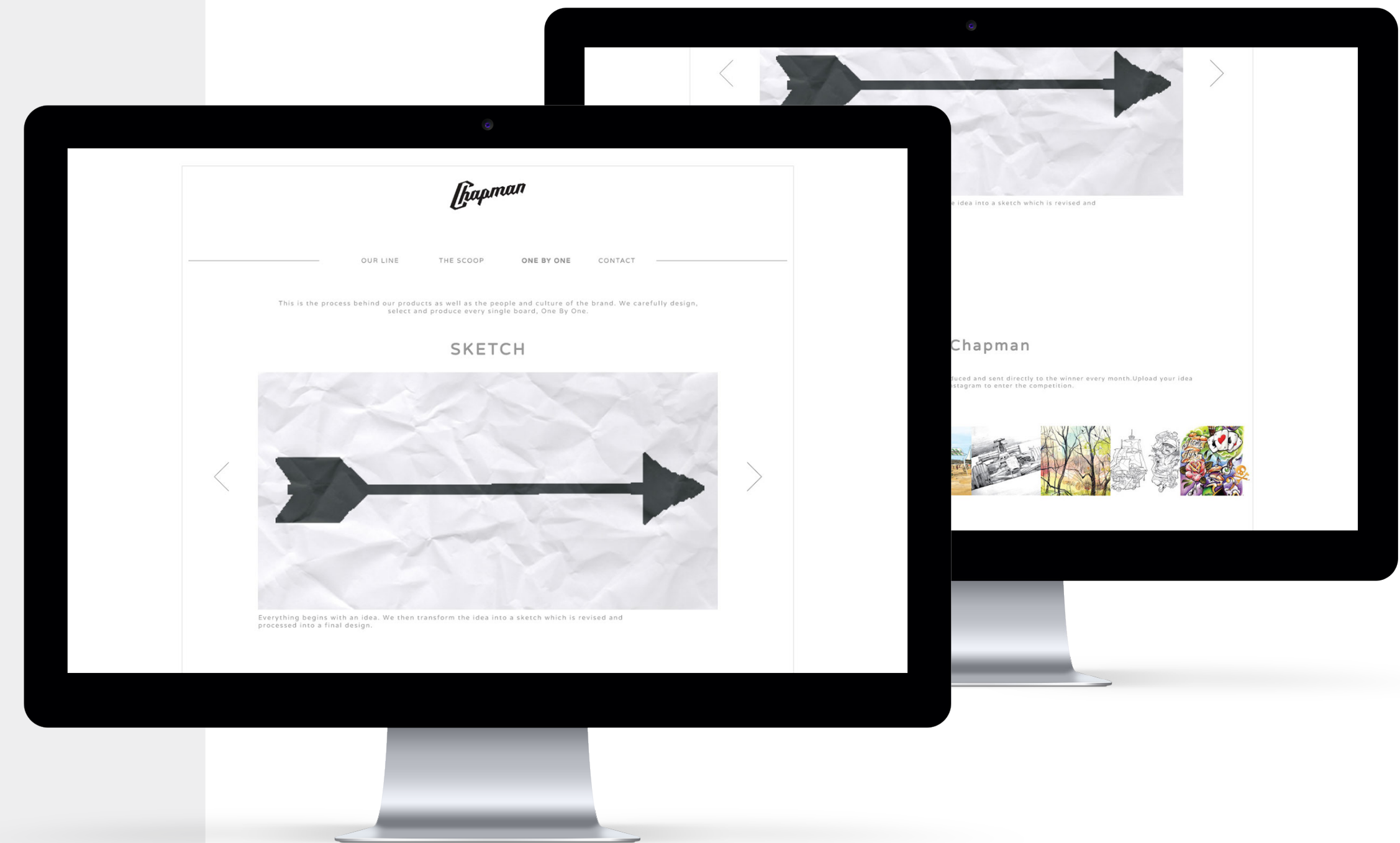


# DIGITAL CONCEPT

## ONE BY ONE

One By One tells the story of the process, product and people behind the brand. Images are complemented by short stories.

Serves as the landing page for #myChapman ideas via Instagram aggregation.

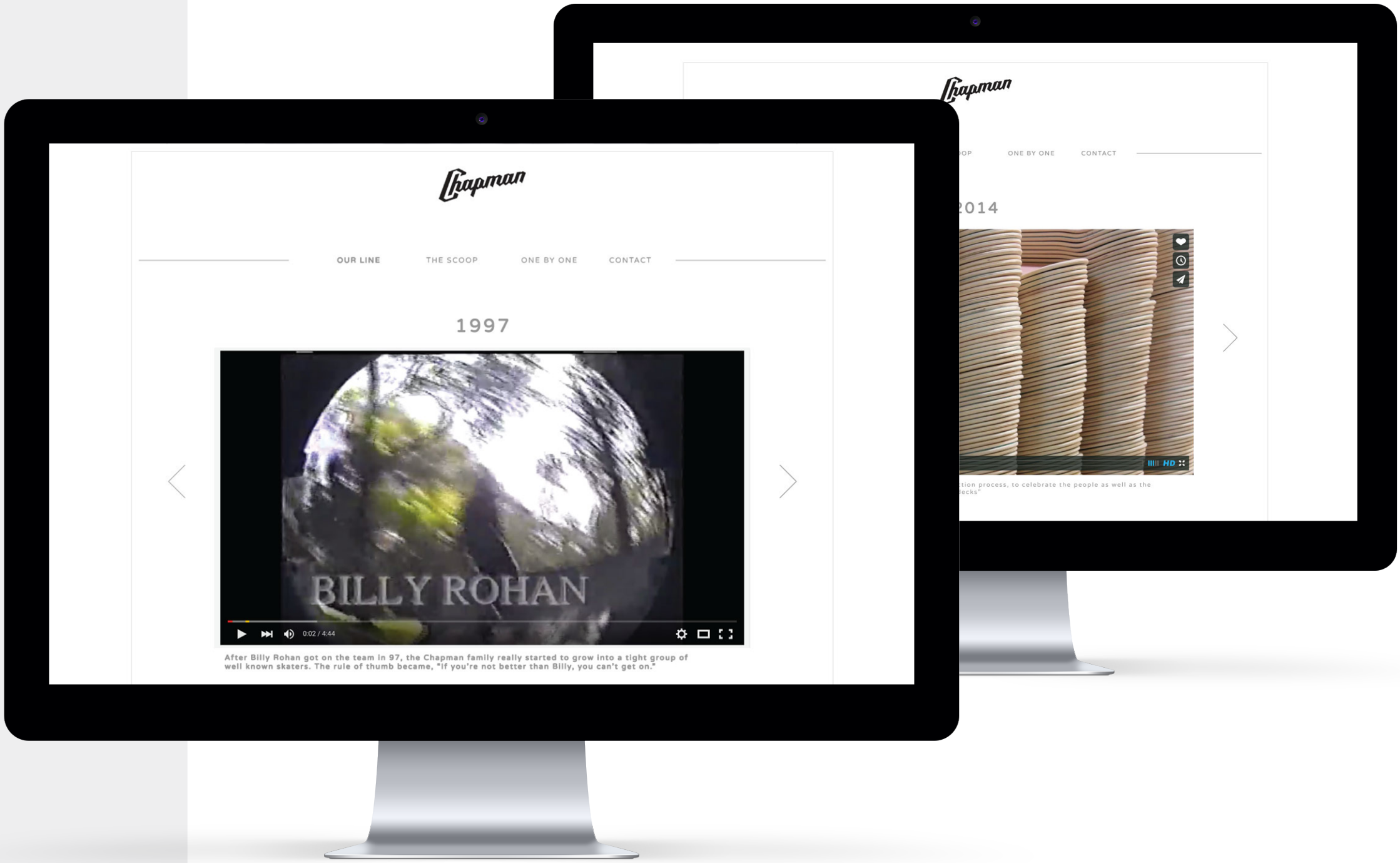


# DIGITAL CONCEPT

## OUR LINE

Our Line is the the path we took to get where we are today.

Images and videos are complemented by short stories.



# CHAPMAN x UNSTAD

## NEXT STEPS

### 1 Brand workshop

- Leadership, employees and team.

### 2 Retail development

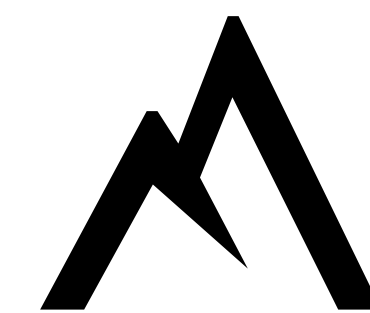
- Revise and develop design strategy based on brand findings.

### 3 Content strategy & development

- Eg: Allocate resources for shorter videos with a higher frequency.
- Develop content to all current products.

### 4 Social strategy

- Platform & content focus.
- Campaign Strategy for #mychapman.



**THANK YOU!**