CONVERSE

Discussion Guide for focus group

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Brand chosen: Converse (shoes)

Target Audience:

- 10 people aged between 18-24 years old
- All must used to like sneakers but not anymore
- Ever own a pair of Converse

Issue

Despite Converse being ranked 2nd in the top 10 sneakers brand around the world, it is facing a diminishing market value which lead on to a depleting market share in the sneakers' realm.

Objective of the campaign

To revive Converse back to its good old days and capture the market share that it lost.

Research objective

The purpose of this Focus Group is to find out:

1. The target audience's perception of sneakers
2. How to make Converse appealing to the target market
3. Target audience's purchase consideration for sneakers
4. Target audience's perception of Converse and against its competitors
5. What medium/media to use in order to reach out to the target audience

Opening paragraph

Good (insert time of the day), thank you for taking some time out of your busy schedule to be here for this focus group session. Do not worry; everything discussed in this focus group be kept confidential. The purpose for this session is to find out what are your perceptions on sneakers.

Warm up Exercise (Approx. 5-10mins)

To help break the ice, we will ask participants what is their favourite pair of sneakers and in 10 words or less, describe why they like it.

<u>Focus group questionnaire</u>

<u>Find out their perception of sneakers</u>

    1. What is your definition of sneakers?

> Probe:
> (a) What material is it made of?
> (b) How does it look like?

    2. What's the 1st brand that comes into mind when someone mentions 'sneakers'? Why?

> Probe:
> (a) Define 'sneakers' to participants (canvas shoes with rubber soles)

<u>Purchase consideration of sneakers</u>

    3. What are some of your purchase considerations when you buy sneakers?

<u>How to make Converse appealing to the target market?</u>

    4. If Converse were to collaborate with the artists/celebrity of your choice, would you buy it?

> Probe:
> (a) If yes, move on to Q5
> (b) If no, ask why?

    5. Which of the following do you think can best represent and be a good collaboration partner?
>   (a) One Direction
>   (b) Taylor Swift
>   (c) Katy Perry
>   (d) Big Bang

> Probe:
> (a) If any participants do not know any of the above options, ask them for their own suggestion
> (b) Ask why they choose whatever option from above

    6. Other than the options I've given to you earlier, let us know whether there are other celebrities that you think would be a good representation and collaboration with Converse?

> Probe:
> (a) Ask why

Perception of Converse against its competitors

7. (Draw a perception map with the axis price and design). With the brands listed (Converse, TOMS, VANS, Macbeth, Adidas), where do you think they should be marked at?
8. Who do you think wears Converse nowadays?

> Probe:
> (a) Age, purchasing power, occupation, sense of style, trend setter/follower

What medium/media to use?

9. Which 2 most social media platform do you frequent?

10. If you were to be the Marketing Communication Director who is in charge of Advertising for Converse, what type of media would you use?

> Probe:
> (a) TV, Magazine, Newspaper, Radio, Internet, Social media
> (b) Example: Which Magazine would you choose to place your ad in?)

11. Where do you usually get your latest sneakers updates from?

> Probe:
> (a) Friends & Family, Magazine, Word of Mouth, Online (Fashion Blog)
> (b) Example?

12. (Show them some example of previous Converse advertisements). Which is your favourite?

> Probe:
> (a) Why?
> (b) What would you improve on it?