ADBR-341

Tretorn Campaign

By Mackenzie Snider

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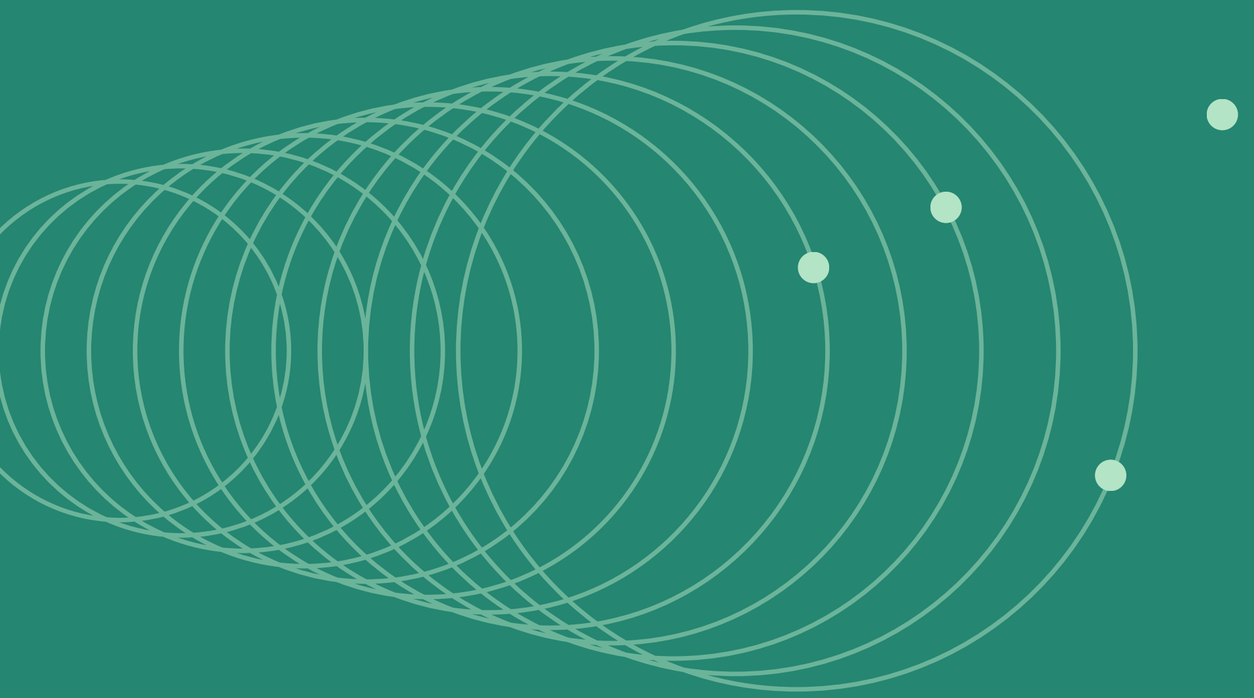
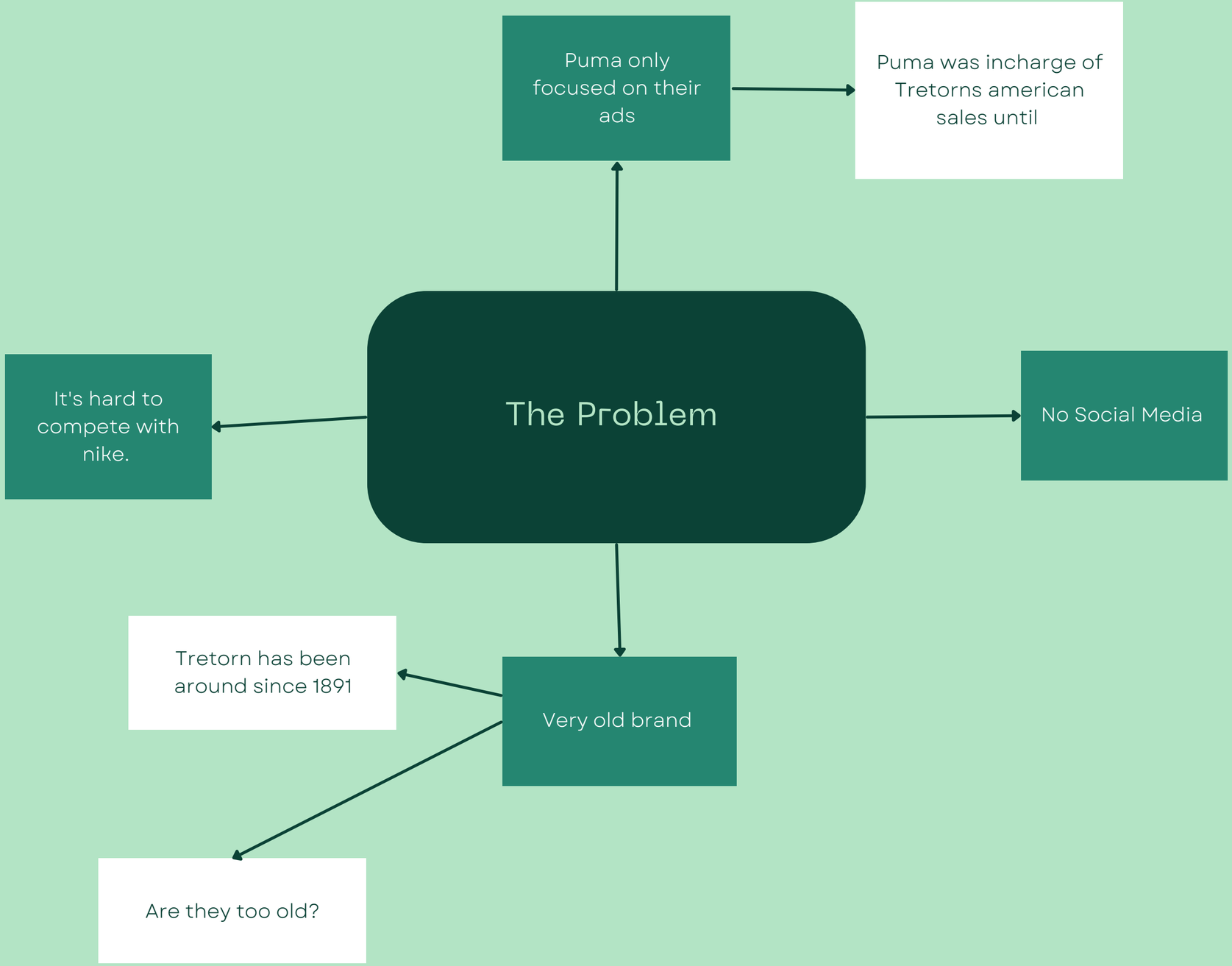


1. Brand Selection
2. Moodboard
3. Rebranding the Brand
4. Rational and Ideation
5. Layouts and Prototypes
6. Final Designs

The Brand

The brand that I have chosen to do for this project is, Tretorn. The well established Swedish Olympic Tennis shoe. They have been around since 1891.


Puma only focused on their ads
Puma was incharge of Tretorns american sales until
It's hard to compete with nike.
The Problem
No Social Media
Tretorn has been around since 1891
Very old brand
Are they too old?

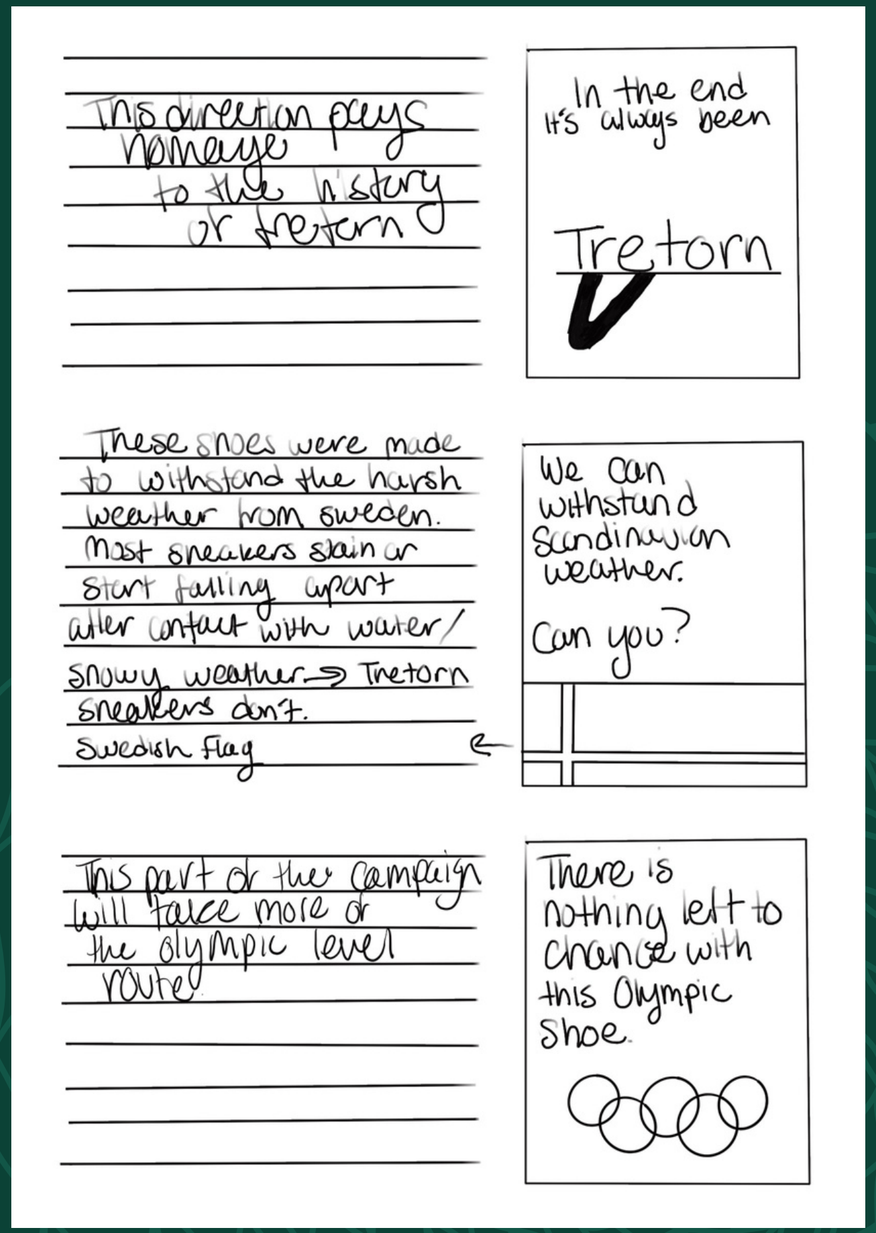
The Solution

Mood Board

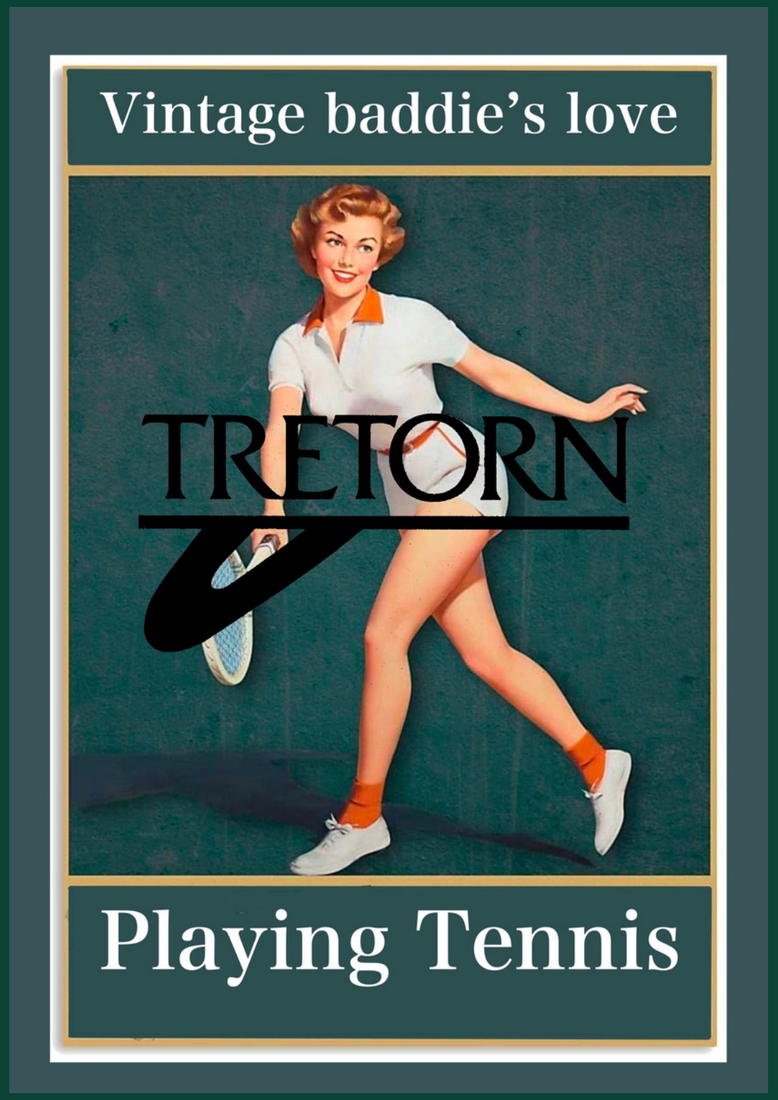
- Keep it vintage but new
- Make it their statement that they are olympic rated their main message.
- They are a tennis shoe focus on that.

The rough Skectches

- The Media channels that I plan to use Social media Carousel Post, Billboard, Packaging, Posters.
- The Four different directions that I plan to focus on is, tennis, Olympics, Scandinavian weather durability, Vintage Baddie



More Developed Rough



Background

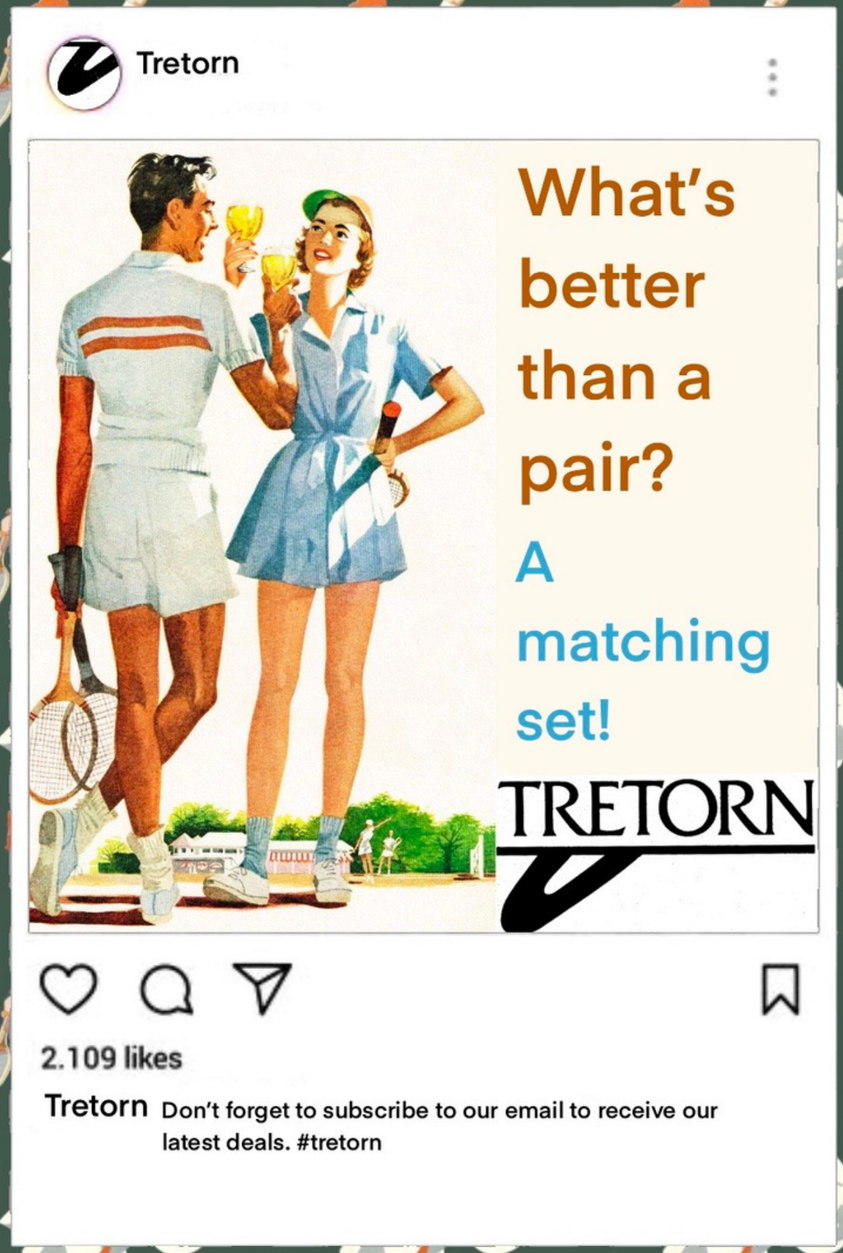
When I decided that the overall theme of the campaign would be vintage I designed this background to keep everything cohesive.

Final Campaign

Twitter post

Instagram

What's
better
than a
pair?
A
matching
set!
TRETORN


Tretorn
What's
better
than a
pair?
A
matching
set!
TRETORN
2.109 likes
Tretorn Don't forget to subscribe to our email to receive our latest deals. #tretorn

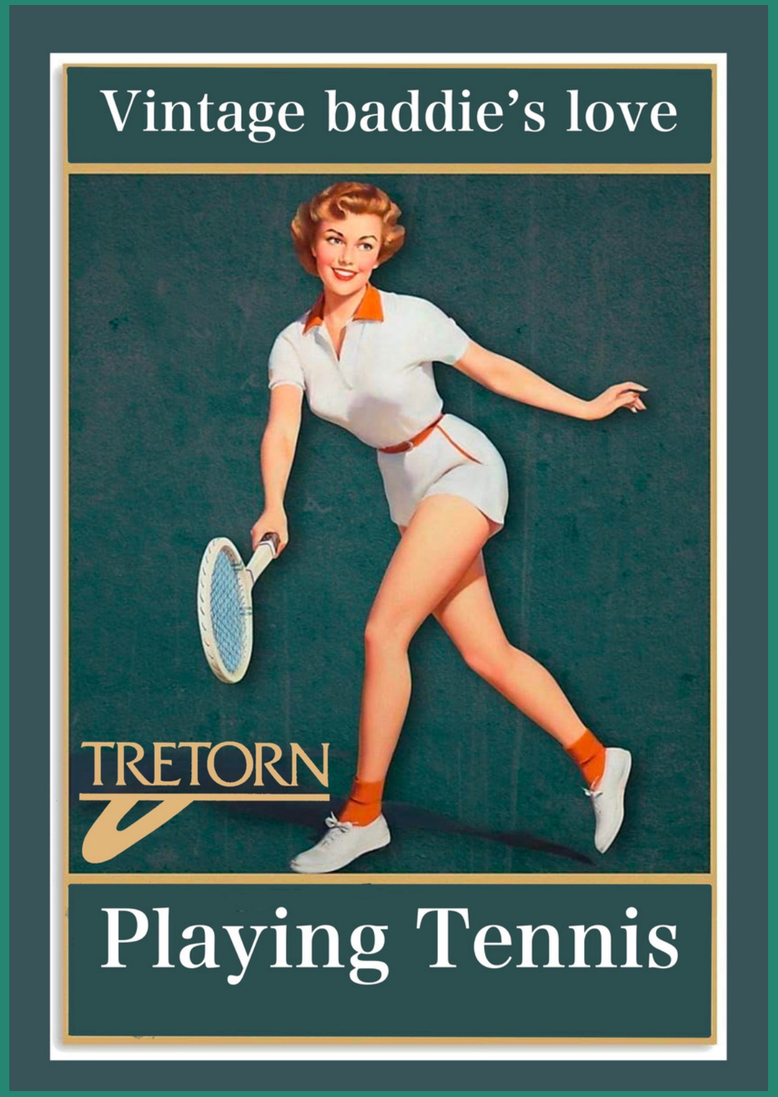
Instagram

When
he
forgets
his
Tretorns
at
home...

TRETORN

Shoe Box Design

Poster


Vintage baddie’s love
TRETORN
Playing Tennis

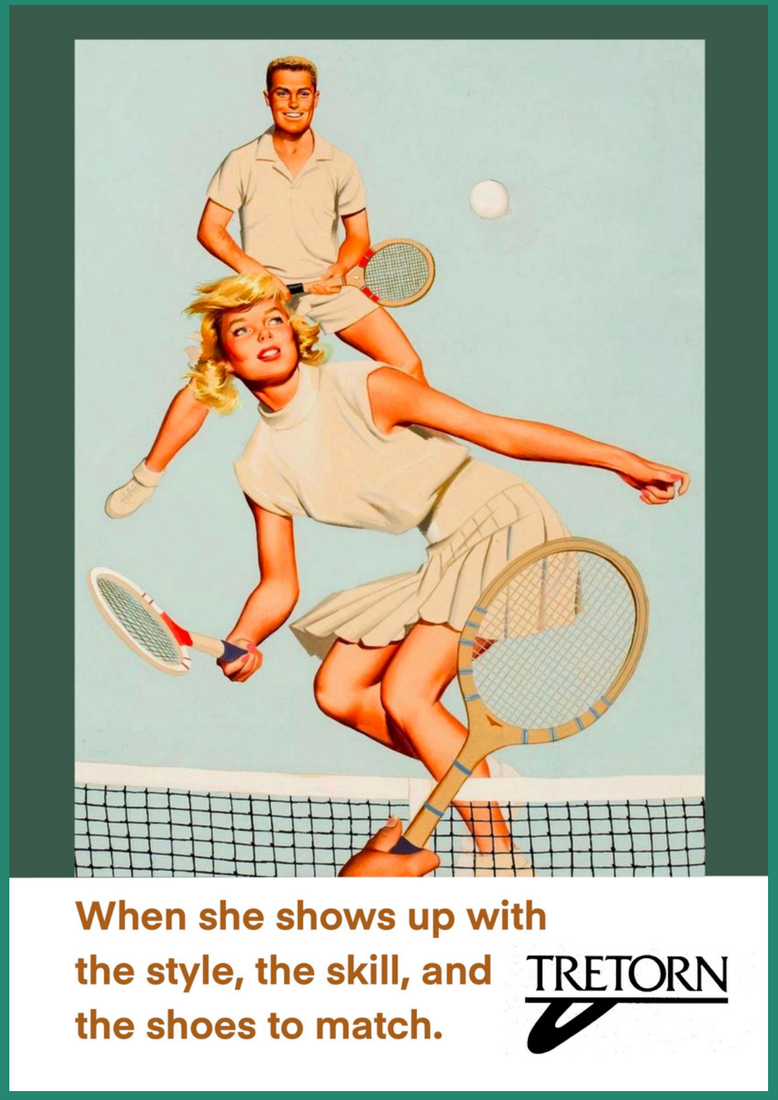
Vintage baddie’s love
TRETORN
Playing Tennis

Poster

When you realize her shoe choice is just as good as her backhand return.
TRETORN

When you realize her shoe choice is just as good as her backhand return.
TRETORN

Poster


When she shows up with
the style, the skill, and
the shoes to match.
TRETORN

When she shows up with
the style, the skill, and
the shoes to match.
TRETORN

Email

All Inbox (2)

Search

Compose

Adobe XD Now
XD news - Issue 21
Prototyping in XD, automatic padding, 500 device mockups ...

Clark from InVision Yesterday
This is UX
Plus - Design thinking of chatbots, visual attention and motion design and more

Dropbox
You and 1 other made changes
Heres what happened in your shared folder lastweek

IT Notifications
Process Awareness Programme (PAP)
In continuation to our previous mails on PAP (P2P Process Awareness Programme)

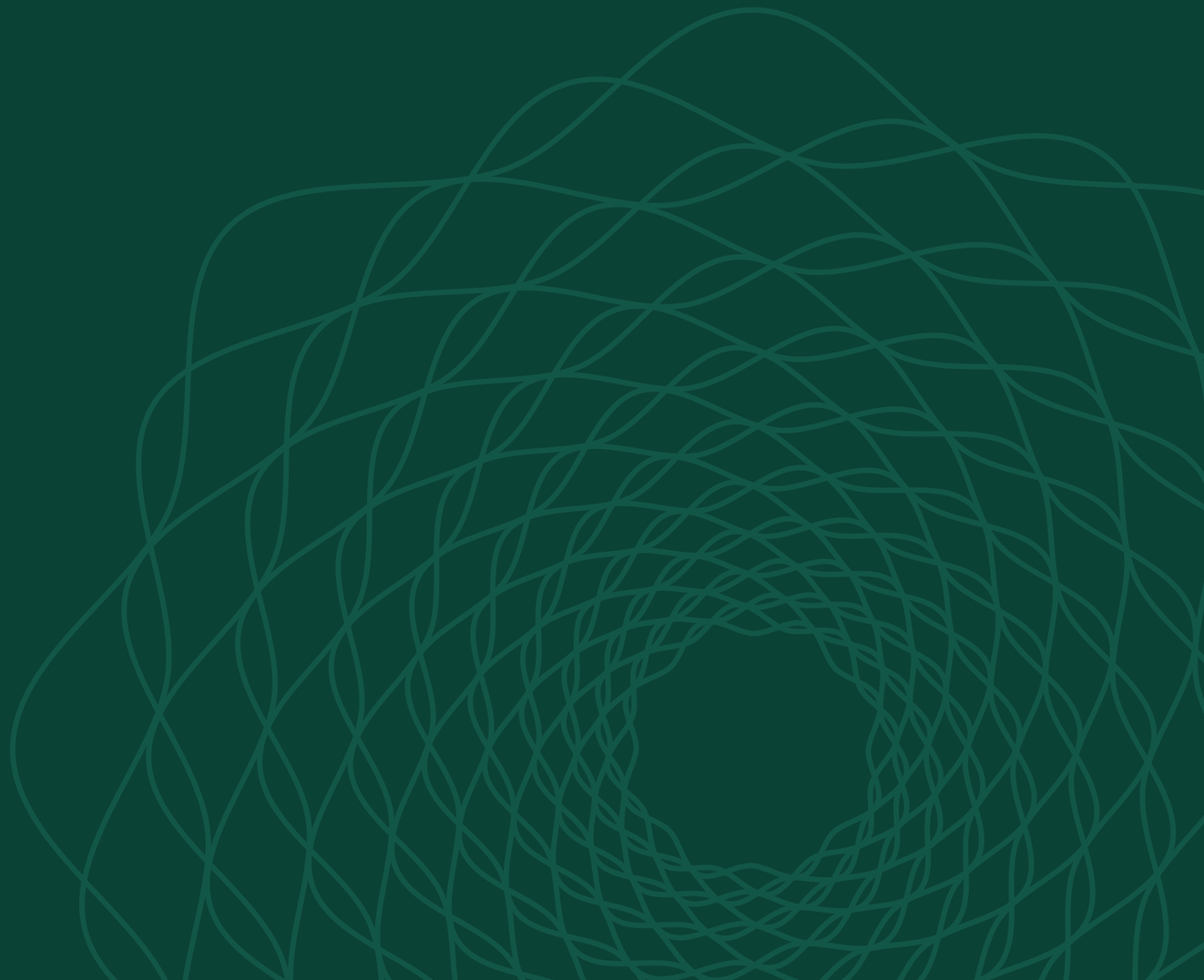
Tretorn
Tretorn is more than just a vintage brand . We are a 120 year old company in the making. Now we are having our

Google
Security Alert

Shhh we have a secret.

Tretorn is more than just a vintage brand . We are a 120 year old company icon in the making. Now we are having our biggest sale yet.

80% site wide for only 48hrs!

Learn more.

Thank you for viewing!