

# Converse SNEAKER AD CAMPAIGN



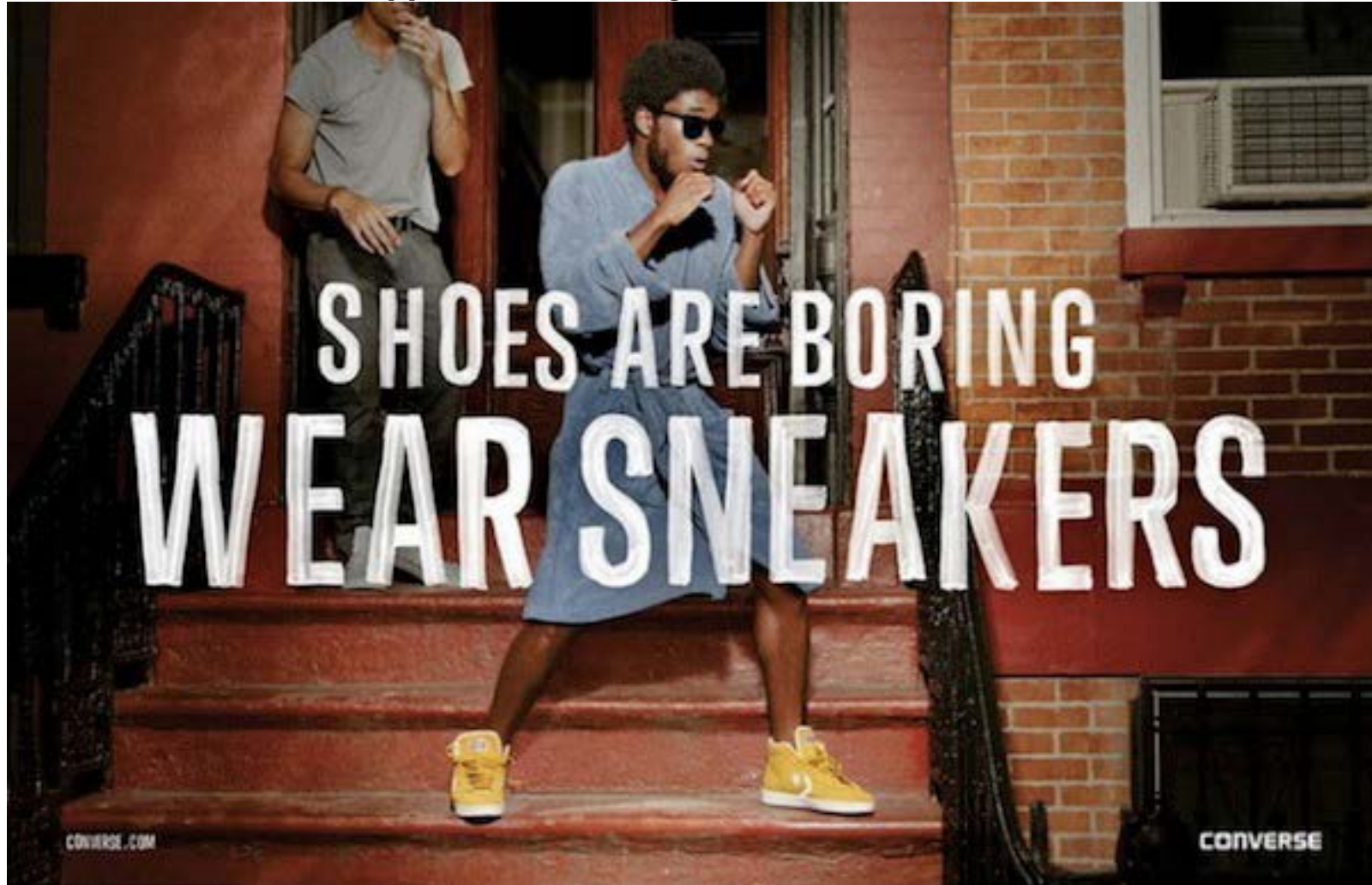
PROMOTING  
SNEAKERS AS FUN  
AND EXCITING.

ANALYSIS

DESIGN

## BOLD, BALANCED PHOTOGRAPHY

Adds to overall visual appeal and message of advertisement.



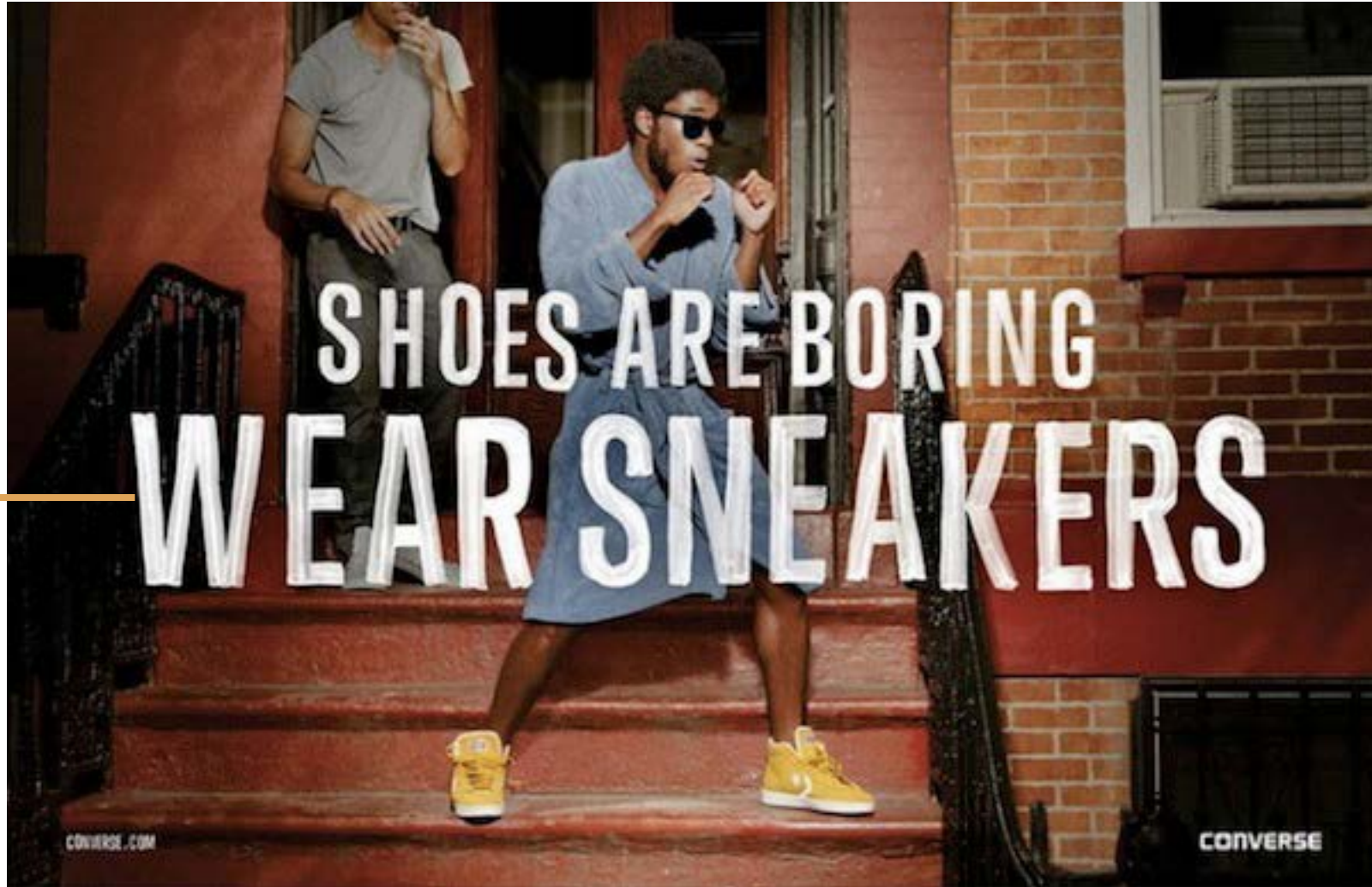
ANALYSIS

TYPOGRAPHY



# SANS SERIF, BRUSH STYLE TYPE

Adds a bold and handwritten feel



ANALYSIS

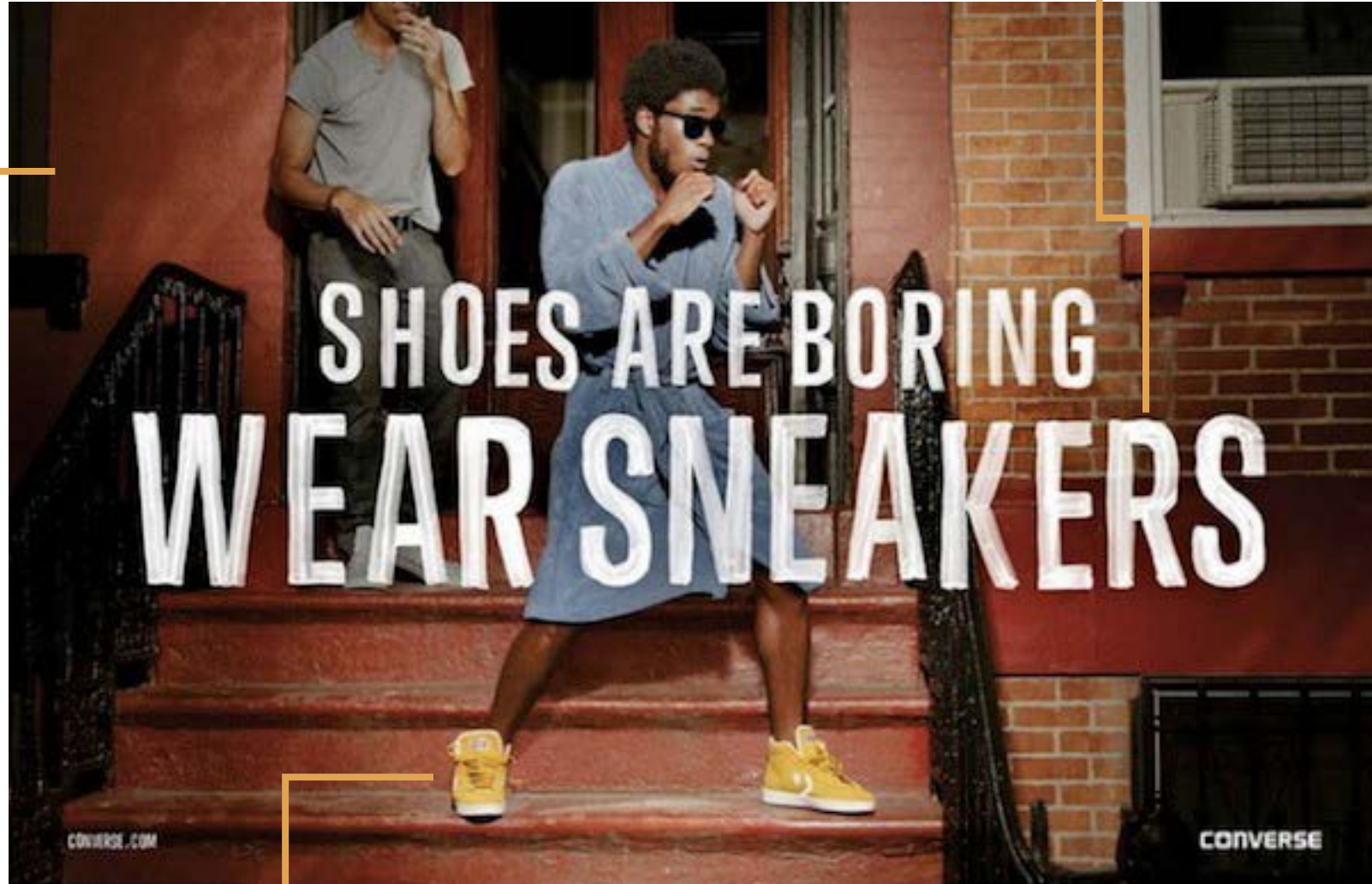
COLOR

**RED**

**Bold and repeated color, adds to visual appeal**

**WHITE**

**Adds contrast**



**YELLOW**

**Analogous color adds to visual appeal**



NEW AD



# BALANCED PHOTOGRAPHY

Consistent with visual appeal of the original ad



WHITE

Adds contrast & is consistent with original ad

# SANS SERIF, BRUSH STYLE TYPE

Adds a bold, handwritten feel, consistent with original ad



converse