



FOUR CHAMPS 4 YOUTH – A COMMUNITY PROJECT



TARGET COMMUNITY

DEMOGRAPHIC: 12-14 year olds [*pre-teens*] within the four cities of the Grand Slam Tournaments [*London, Melbourne, Paris, New York*]

WHY THIS COMMUNITY: Due to the recent global pandemic, this age group would've been isolated from their peers in a pivotal time in their development when it comes to self-confidence & self-esteem.

GOAL FOR THIS COMMUNITY: To make tennis more accessible for young people from all backgrounds in addition to utilizing the sport of tennis as an outlet to maintain and support their mental health.



OVERVIEW OF PROJECT

4 LIMITED EDITION STAN SMITHS DESIGNS

4 CITIES

4 FEATURED SUSTAINABLE MATERIALS

4 YOUTH CLUBS THAT SUPPORT MENTAL HEALTH THROUGH SPORT

4 LIMITED EDITION STAN SMITH DESIGNS

EACH OF THE 4 DESIGNS WOULD REFLECT THE CITY OF THE GRAND SLAMS, FEATURING SUSTAINABLE ELEMENTS OF MATERIALS OF THE COURT FROM EACH GRAND SLAM.

- CLAY / FRENCH OPEN / PASTEL YELLOW
- GRASS / WIMBLEDON / PASTEL GREEN
- RECYCLED SYNTHETIC MATERIALS / AUSTRALIAN OPEN / PASTEL RED
- RECYCLED ACRYLIC MATERIALS / US OPEN / PASTEL BLUE [AQUA]



MENTAL HEALTH FOCUS

GIVEN THE APPALLING TREATMENT OF NAOMI OSAKA, MENTAL HEALTH AWARENESS IN SPORT IS A MAJOR TALKING POINT IN SOCIETY AT THE MOMENT. COMBINED WITH THE CURRENT CORONA VIRUS PANDEMIC RESULTING IN YOUTH AROUND THE GLOBE LOSING OUT ON PIVOTAL TIMES IN THEIR FORMATION OF KEY COPING SKILLS WHEN IT COMES TO MENTAL STRUGGLES, WE AIM TO COMBINE OUR STAN SMITH DESIGN CAMPAIGN WITH A PROGRAMME TO HELP EDUCATE YOUNG PEOPLE WITH TOOLS ON DEALING WITH MENTAL HEALTH STRUGGLES.

OUR AIM IS TO PARTNER WITH A MENTAL HEALTH COMMUNITY PROGRAMME IN EACH CITY TO GENERATE OPPORTUNITY FOR UNDER-PRIVILEGED YOUNG PEOPLE TO TAKE PART IN TENNIS, SPONSORED BY ADIDAS, AS A COPING MECHANISM TO USE SPORT TO DEAL WITH MENTAL HEALTH PROBLEMS.

WITH A FIGUREHEAD IN EACH CITY SPEARHEADING THE CAMPAIGN, WE BELIEVE YOUNG PEOPLE WILL BENEFIT FROM THE OPPORTUNITY TO LEARN A NEW SPORT AND A POTENTIAL OUTLET FOR MINDFULNESS.



Penguin

Aaron • Chibs • Runako • Lücy



Create new content that will engage
Young Adults to buy **Penguin books**.



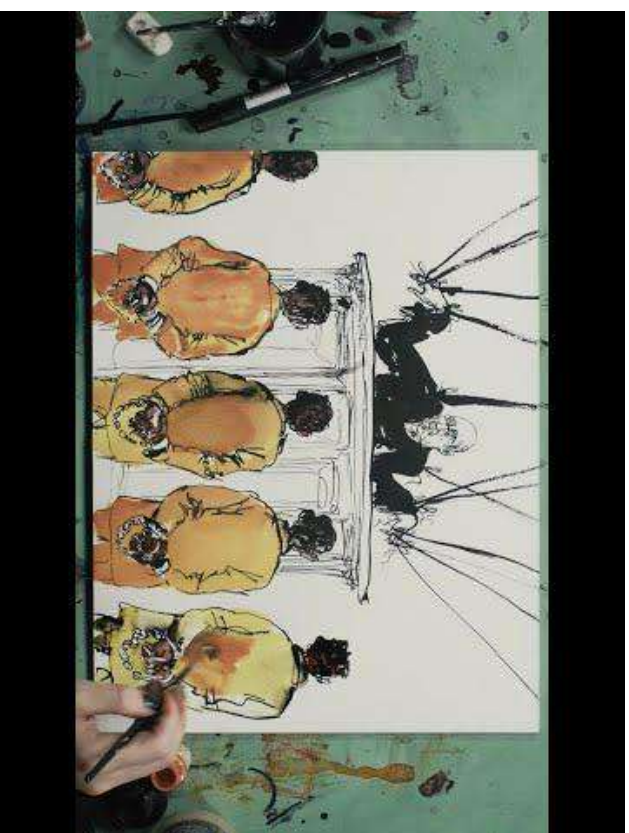
This video showcases the power of visual storytelling.



Execution Reference

[part 1: Story]

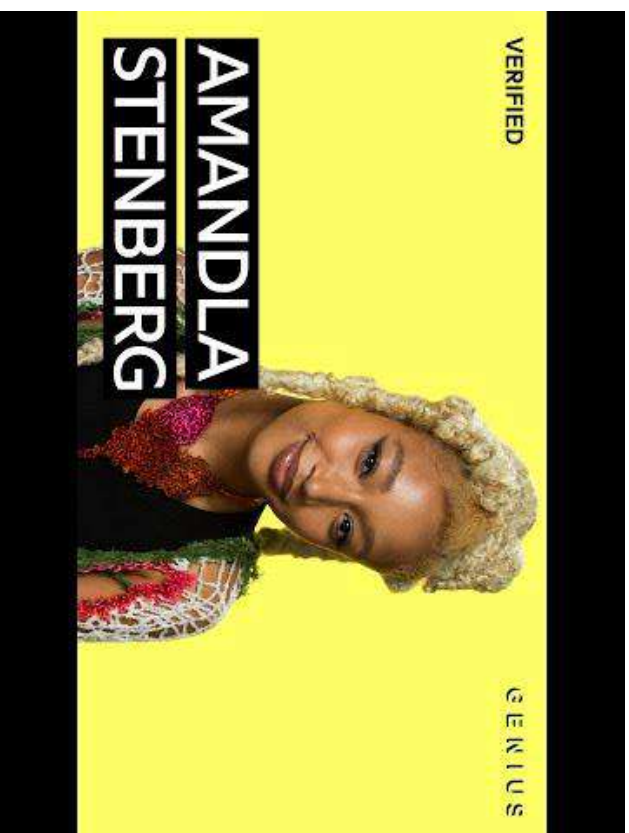
Elevate Penguin stories visually by creating animated trailers.



Execution Reference

[part 2: Teller]

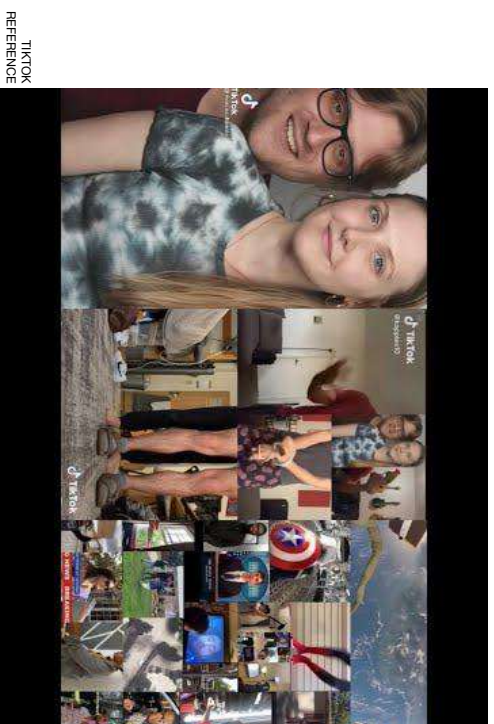
Authors give a deeper insight into the meaning of their books.



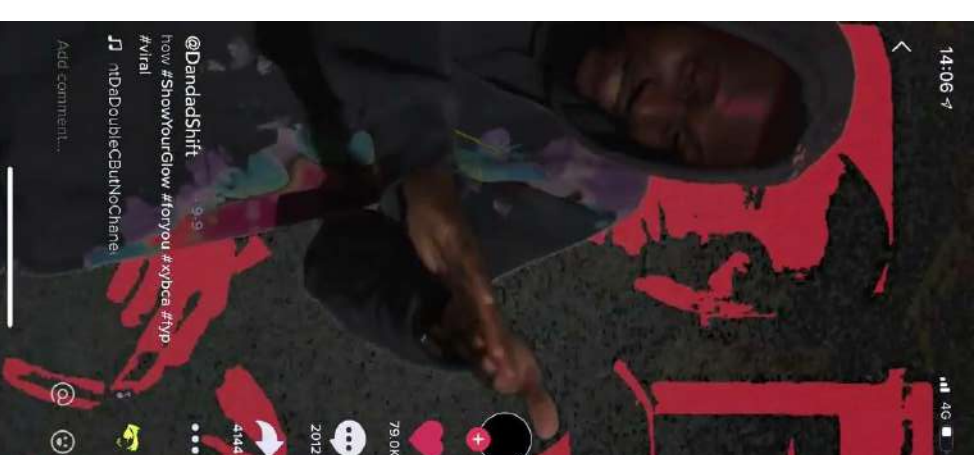
Execution [part 1: Story]

We'll create visuals to match the stories, acting as trailers for the books. This will also be released on YouTube and shared across Instagram, Twitter and TikTok.

We will also encourage Gen-Z to create their own visual stories via TikTok and share the best ones across Penguin's platform.



TIKTOK
REFERENCE



Execution [part 2: Teller]

We'll interview Authors to learn the meaning and intentions behind specific scenes in their books.

This content will also live on YouTube but snippets will be shared across Instagram and Twitter.



MOODBOARD



Coffee Co.

The Challenge

How can we help Coffee Co. understand why their second store isn't doing as well as their first?

The Brief

Create a research plan for Coffee Co, and help Founder Michelle understand what to improve to increase sales at Coffee Co HQ2

Peckham Rye

Initial assumptions/Biases

- New residents of Peckham are likely to be young and liberal-minded creative professionals
- They favour independent stores over mainstream and commercial brands where possible
- They're likely to be working remotely from the store, or popping in for meetings
- Trendy and stylish individuals



Research plan

- Find out who their customers are
- What do they do for a living?
- What are their coffee purchasing habits?
- How long do they spend at the store?
- Who do they get coffee with?
- How often do they spend at the store?

Next steps

After using our research to validate or disprove our assumptions, we should:

- Distil insights
- Create a persona
- Create a customer journey map
- Analyse what works best and why
- How can our findings be applied to Holborn in the most efficient and user-centric way possible?

Peckham Rye Customer Journey Map (based on assumptions)



Jamie
33 years old
Works in the music industry

Jamie's new to the area and wants a cool place to work remotely from during the week. He has meetings with other music industry professionals and artists in the morning and occasionally will stay well into the afternoon.

Phase of journey	Awareness	Consideration	Purchase	Post-Purchase
Actions What does the customer do?	<ul style="list-style-type: none"> Jamie goes online to check out the menu and opening hours He then begins to check customer reviews 	<ul style="list-style-type: none"> After walking past a couple of places in the area, he decides to grab a coffee and sandwich takeaway during a weekend stroll 	<ul style="list-style-type: none"> He spends his Monday morning sending emails from the coffee shop 	<ul style="list-style-type: none"> Jamie sets up a coffee meeting with a colleague for later on in the week at the shop
Touchpoint What part of the service do they interact with?	<ul style="list-style-type: none"> Jamie sees the coffee shop pop up on a delivery app He rides past the shop on the bus 	<ul style="list-style-type: none"> Impressed with the friendly customer service and nice atmosphere 	<ul style="list-style-type: none"> Reliable WiFi Comfy seating Good food 	<ul style="list-style-type: none"> He makes use of the 2 for 1 lunchtime promotion
Thoughts & Feelings What is the customer thinking?	<ul style="list-style-type: none"> Jamie's intrigued and looking forward to seeing what the area has to offer 	<ul style="list-style-type: none"> Excited for a change of scenery and a new, relaxed place to work 	<ul style="list-style-type: none"> Relieved that he's had an easy and relaxed working day He enjoys working from this space 	<ul style="list-style-type: none"> He's happy that he's found a local and cosy going cafe to attract regular clients and now has a nice alternative to Soho House
Opportunities	<ul style="list-style-type: none"> Optimised SEO Local adverts Promotions and special offers or delivery apps 	<ul style="list-style-type: none"> Take email address to send receipt and add to mailing list Soil coffee beans Branded cups Small cheap and memorable takeaway gifts eg. wooden cutlery, straws 	<ul style="list-style-type: none"> Reduced rates for customers spending long hours Reduced coffee prices when bought with lunch 	<ul style="list-style-type: none"> Loyalty cards to encourage repeat customers

Holborn

Initial assumptions/Biases

- They're busy working professionals
- Corporate working environments
- Regimented set schedules
- They're commuting to work and don't live locally
- They're popping in for a quick coffee
- Potentially a lunch meeting or stopping for a quick bite to eat outside of the office
- More likely to stick to what they know than to seek out new experiences
- Trusting of chain stores eg. Starbucks, Pret or Costa



Research plan

Conduct field research to found out the following:

- What are the other coffee shops in the area and which ones are most successful?
- What are those other coffee shops doing so well?
- Who are Coffee Co's customers?
- What do they do for a living?
- How often do they frequent the store and with who?
- What does a typical lunch look like for them?
- What time do they go to the shop?
- What's their daily routine?

Next steps

After using our research to validate or disprove our assumptions, we should:

- Create a persona
- Customer journey map
- Use the learnings from Peckham and compare with Holborn
- What are the current pain points and how can we best solve them?
- Prototype new features & promotions
- Test new products

Holborn Customer Journey Map (based on assumptions)



Emily
38 years old
Business Analyst

Emily combines innovation techniques with business strategy at McKinsey, to advise clients across various sectors. Although her thinking patterns tend to be rather linear, she is constantly jumping across different projects, supporting teams across McKinsey. Her work is intense, and her lunch breaks help her to gain clarity and new perspectives.

Phase of Journey	Awareness	Consideration	Purchase	Post-Purchase
Actions What does the customer do?	<ul style="list-style-type: none"> Emily notices the coffee shop during her commute to work 	<ul style="list-style-type: none"> The next day she has a look at the menu but decides to head to Costa for lunch instead 	<ul style="list-style-type: none"> A colleague mentions the coffee shop, and they attend for lunch together 	<ul style="list-style-type: none"> A conversation about the coffee shop has started in the office
Touchpoint What part of the service do they interact with?	<ul style="list-style-type: none"> Minimal interaction 	<ul style="list-style-type: none"> The Japanese coffee making has caught her eye and asks the cashier for more information 	<ul style="list-style-type: none"> Buy Japanese paraphernalia to enjoy with her family 	<ul style="list-style-type: none"> Other colleague stop by for a quick coffee takeaway
Thoughts & Feelings What is the customer thinking?	<ul style="list-style-type: none"> Caught off guard by the rather quirky shop 	<ul style="list-style-type: none"> Very interested in the offerings 	<ul style="list-style-type: none"> Excited to have a new fun activity to enjoy with her loved ones 	<ul style="list-style-type: none"> Feeling pleased with herself with colleagues now looking to her for cool recommendations
Opportunities	<ul style="list-style-type: none"> Free coffee samples to passers by during lunchtime 	<ul style="list-style-type: none"> Storytelling around Japanese coffee making Different cultural treats each month 	<ul style="list-style-type: none"> Limited special editions and gifts sale Refills for paraphernalia sets using a razor & blade business model 	<ul style="list-style-type: none"> Loyalty cards to encourage repeat customers

Conclusion

My final assumptions are that these two coffee shops are in distinct and opposing locations, with a different customer base from different walks of life.

This means that they should be approached in different ways and not from a position of “one size fits all.”

This may result in promotions and menus being altered or designed differently to accommodate a different type of customer.

With that being said, there are over 10,000 coffee shops in London, and the Japanese cultural aspect in the Holborn shop may be a niche to hone in on.

PS. Personally I prefer a flat white with almond milk :)

thanks
a
latte



By Runako Bedeau