

## SW3 - Marketing, Sales & Promotions

The Vans logo is rendered in a bold, red, sans-serif font. The letter 'V' is stylized with a thick horizontal bar extending to the right, which then drops down to form the top of the 'A'. The letters 'A', 'N', and 'S' are also in a bold, sans-serif font, with the 'S' having a slightly rounded, friendly appearance.

# "OFF THE WALL"

### 3. History:

a. Who founded it and when?

b. Initial products/services and markets?

c. Private or public?

---- d. E-company or brick and mortar? (E-company: purely online business // brick and mortar: with a physical store/office but maintains online presence)

Vans

Vans is an American manufacturer of skateboarding shoes, based in Costa Mesa, California, owned by VF Corporation. The company also produces apparel and other products such as T-shirts, hoodies, socks, hats, and backpacks. As of August 2013, the brand is also active in other actions sports industry and sponsors surf, snowboarding, BMX, and motocross teams.<sup>[2]</sup> Since 1996, the company has also been the primary sponsor of the annual Vans Warped Tour traveling rock festival.

In 1944, Paul Van Doren dropped out of eighth grade at age fourteen when he realized he didn't like school. He had a strong passion for horses and found his way to the race track where he earned the nickname, "Dutch the Clutch" and for just one dollar he would give you the odds of the race.<sup>[3]</sup> Paul's mother, Rena, did not enjoy the idea of Paul being without a job and not in school, so she insisted he get a job at Randy's, a one-time shoe manufacturer in the U.S. His job

entailed him to sweep the floors and make shoes. He eventually made his way up the ladder and became the Executive Vice President at just 34 years old. Randy's became one of the biggest shoe manufacturers in the U.S. From Van Doren's quick success in Massachusetts he was ordered to turn around a failing Randy's factory in Gardenvale, California that was losing close to a million dollars each month. Paul and his brother Jim, moved their families and settled in Anaheim to help the factory. After just eight months of being in Gardenvale, the factory was functioning better than the one in Massachusetts.<sup>[4]</sup> Three months after saving the Gardenvale factory, Paul decided he wanted to start his own shoe brand.

On March 16, 1966, at 704 East Broadway in Anaheim, California, brothers Paul Van Doren and James Van Doren, Gordon C Lee, and Serge D'Elia opened the first Vans store under the name The Van Doren Rubber Company.<sup>[5]</sup> The business manufactured shoes and sold them directly to the public. On that first morning, twelve customers purchased Vans deck shoes, which are now known as "Authentic". The company displayed three styles of shoes, which were priced between US\$2.49 and US\$4.99, but on the opening day, the company had only manufactured display models without any inventory ready to sell—the store rack boxes were actually empty.<sup>[6]</sup>

Nevertheless, the twelve customers selected the colors and styles they desired, and were asked to return later in the afternoon to pick up their purchases. Paul Van Doren and Lee then rushed to the factory to manufacture the selected shoes. When the customers returned that afternoon to pick up their shoes, Paul Van Doren and Gordon C Lee realized that they had forgotten to maintain a cash reserve to provide change to customers. The customers were therefore given the shoes and asked to return the following day with their payments. All twelve of the customers returned the following day to pay for their items.<sup>[6]</sup>

The original version of the Vans skateboard logo was designed in Costa Mesa, California in the 1970s by Mark Van Doren at the age of 13. The son of then President- and co-owner James Van Doren, Mark designed the logo as a stencil to be spray painted on his skateboards. Initially introduced for the heel tab on an early Vans' skateboard shoe, the Style 95, this original Vans skateboard logo is an important part of Vans history.<sup>''[citation needed]</sup>

In 1988, Paul Van Doren and Gordon C Lee sold the Vans company to the banking firm McCown De Leeuw & Co. for US\$74.4 million. In 1989, many manufacturers of counterfeit Vans shoes were apprehended by the US and Mexican officials and ordered to cease production.<sup>[6]</sup>

In 2004, Vans announced it would merge into North Carolina based VF Corporation.<sup>[7]</sup>

Vans is a brick and mortar company

#### 4. Financials:

----- a. Most recent year's revenues?

----- b. Most recent year's profits?

The good times keep rolling for Vans: The cherished action sports brand owned by US-based VF Corporation grew revenues by 8% (9% currency-neutral) during the second quarter of 2017 and continues to be the standout performer in the Outdoor & Action Sports coalition

In an earnings presentation on July 23, the VF Corporation – also home of Timberland outdoor brand The North Face and Reef– presented stable results despite an insecure world economic climate

For the quarter ended April 1, 2017, revenues in the Outdoor & Action Sports coalition where Vans is the largest brand increased by 4% (up 5% currency neutral) to a total of \$1.46 billion.

Overall revenues for the VF Corp were reported at \$2.4 billion, a 2% increase on last year’s period and a course correction on last quarter’s 2-percent dip in revenues.

“VF’s second quarter results were solid and consistent with our expectations, driven by strong results from our largest global brands, the company’s international and direct-to-consumer platforms, and our growing workwear businesses,” said Steve Rendle, President and Chief Executive Officer.

5. What are its main products and services?

Shoes, Clothing and Accessories

6. What is its target market and who are its customers?

Kids, teens and young adults

7. Who are its main competitors?

Volcom, Quicksilver, Hurley

8. How is the company using the Internet for marketing, sales, and promotions?

Vans has amassed an impressive 1.2m followers on Instagram, double that of rival shoe brand Converse, thanks to a committed, highly prolific mix of regular diverse content.

Vans has a strong connection with its followers. This month it’s tapping into the creativity of its fans by asking them to submit entries for a documentary competition.

As YouTube has recently revealed in its Creator Playbook as featured in Content marketing for YouTube made easy, interactive content is the key way to drive engagement and long-term loyalty.

Vans posts updates at least once or twice a day making it the most prolific of branded Instagram accounts. It's a strong mixture of well-shot product images...

Vans has taken to Vine exceptionally well. Averaging seven posts a month and accruing 20,600 follower. These may not sound like incredible figures, but for the one-year old platform it shows a greater commitment than Converse, which has posted six Vines in the entire year.

It's also a major positive that Vans uses Vine as well as Instagram video, seeing the mutual benefits in each, and posts Vines that are exclusive to the channel, rather than cutting down existing content.

Again the content is all about community spirit. It shows the faces behind the brands and how the brand is involved in its community's everyday lives.

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