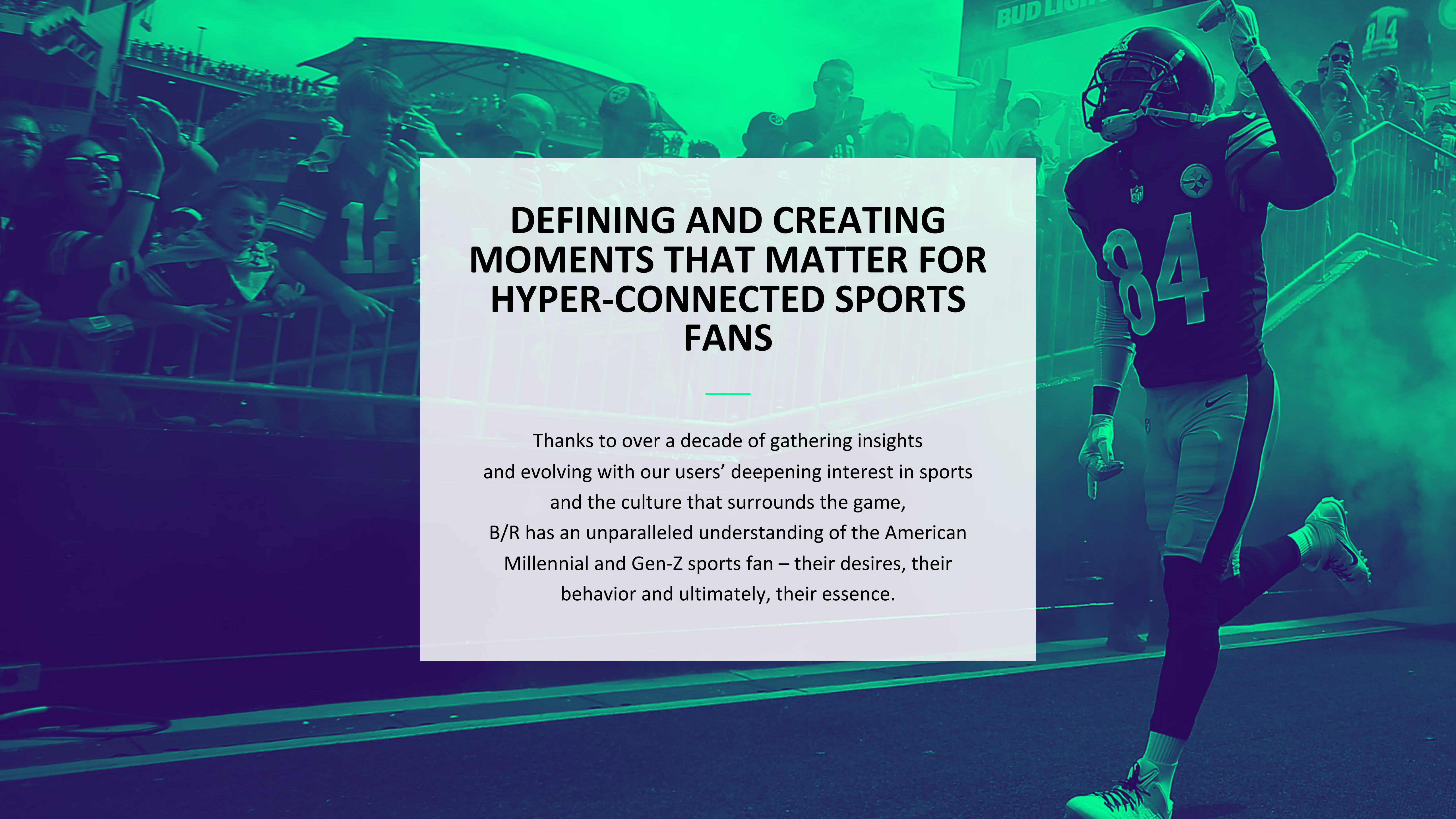


The background features a close-up, low-angle shot of a person's feet wearing sneakers. The image is heavily stylized with a color palette of purple, blue, and yellow. The sneakers are the central focus, with one shoe in the foreground and another slightly behind it. The lighting is dramatic, highlighting the textures of the shoes and the person's legs.

UNDERSTANDING SNEAKER CULTURE:

THE PRODUCTS, THE PLAYERS AND THE COMMUNITY –
AND HOW TO AUTHENTICALLY ENGAGE

B-R



DEFINING AND CREATING MOMENTS THAT MATTER FOR HYPER-CONNECTED SPORTS FANS

Thanks to over a decade of gathering insights and evolving with our users' deepening interest in sports and the culture that surrounds the game, B/R has an unparalleled understanding of the American Millennial and Gen-Z sports fan – their desires, their behavior and ultimately, their essence.



B/R KICKS

1.5MM

APP STREAM SUBSCRIBERS

81%

SOCIAL FOLLOWERS UNDER AGE 35

150%

SOCIAL FOLLOWER GROWTH YOY

THE DROP UP

“

B/R IS A BRAND THAT CONNECTS SPORTS AND CULTURE AND THERE IS NO BETTER DEMONSTRATION OF THOSE TWO AREAS COMING TOGETHER LIKE THE SNEAKER COMMUNITY.”

— Ed Romaine
B/R Chief Brand Officer
Adweek

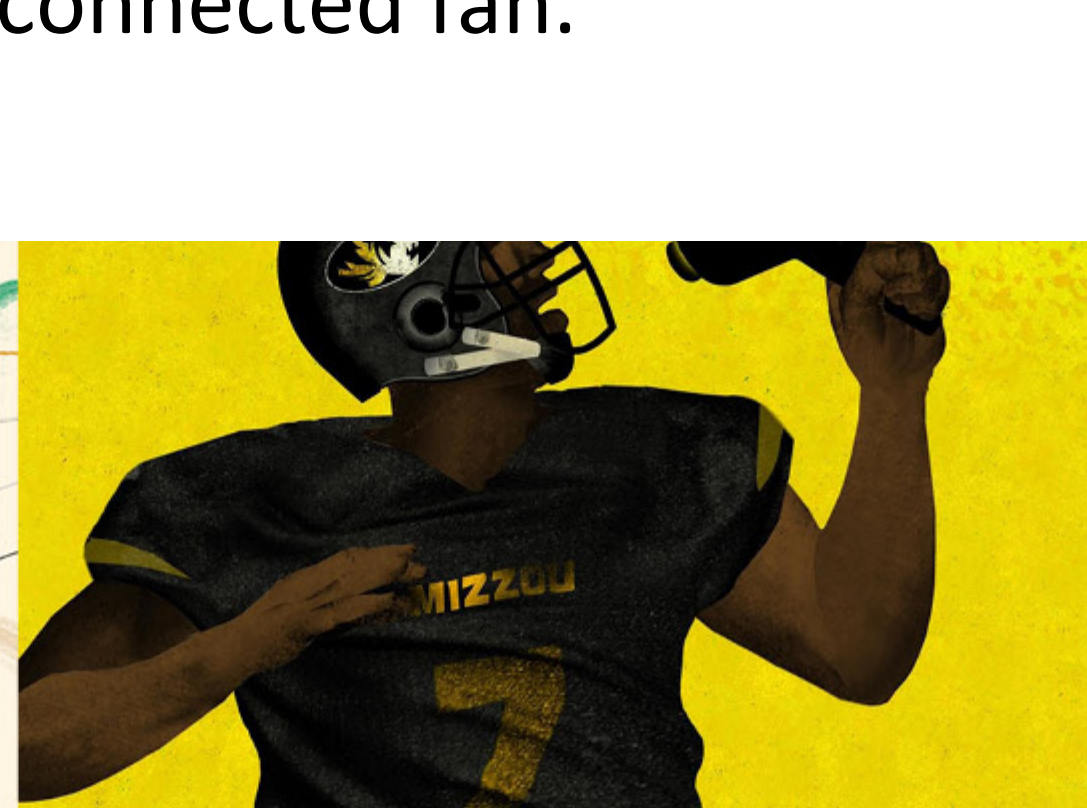
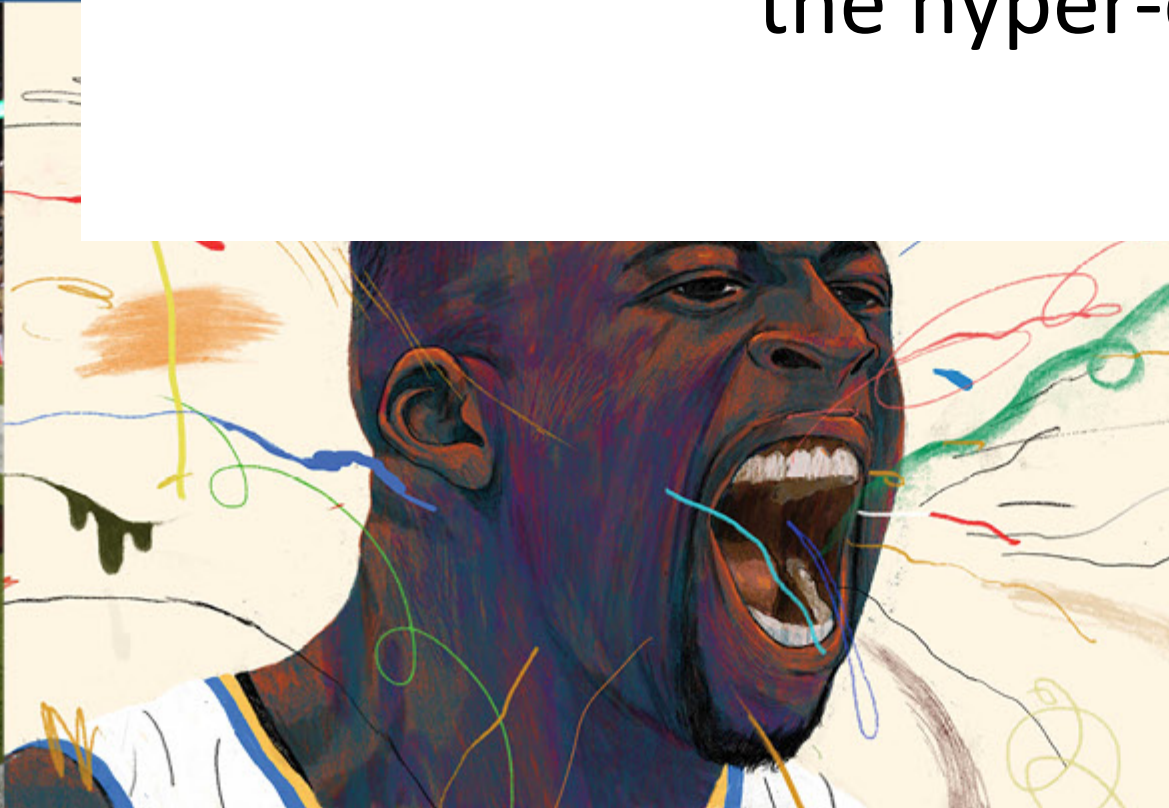
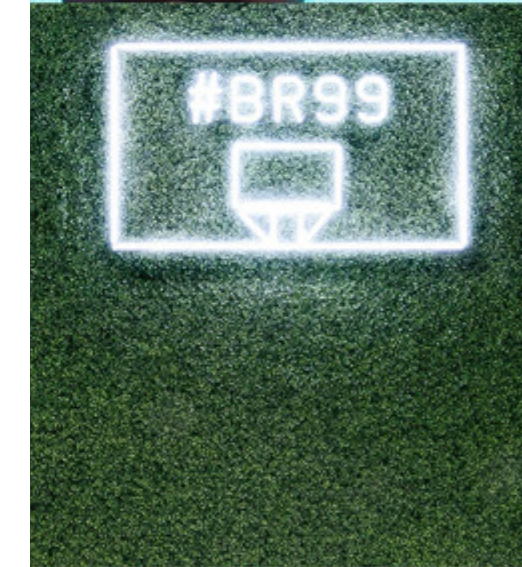




HEARTBEATS

OUR GOAL IS TO MAKE CONTENT
SOUGHT OUT VS. SERVED UP

Heartbeats is a thought leadership platform that combines first- and third-party data to contextualize user behavior and better understand the hyper-connected fan.





HEARTBEATS SNEAKER CULTURE



SNEAKERS ARE THE CENTER OF THE CULTURAL RENAISSANCE

THE PRODUCTS

THE PLAYERS

THE COMMUNITY

THE EVOLUTION OF THE SNEAKER LANDSCAPE: A SHIFT TO THE MAINSTREAM

#1

EXPRESSING ONE'S IDENTITY IS THE BIGGEST DRAW FOR THE SNEAKER COMMUNITY

76%

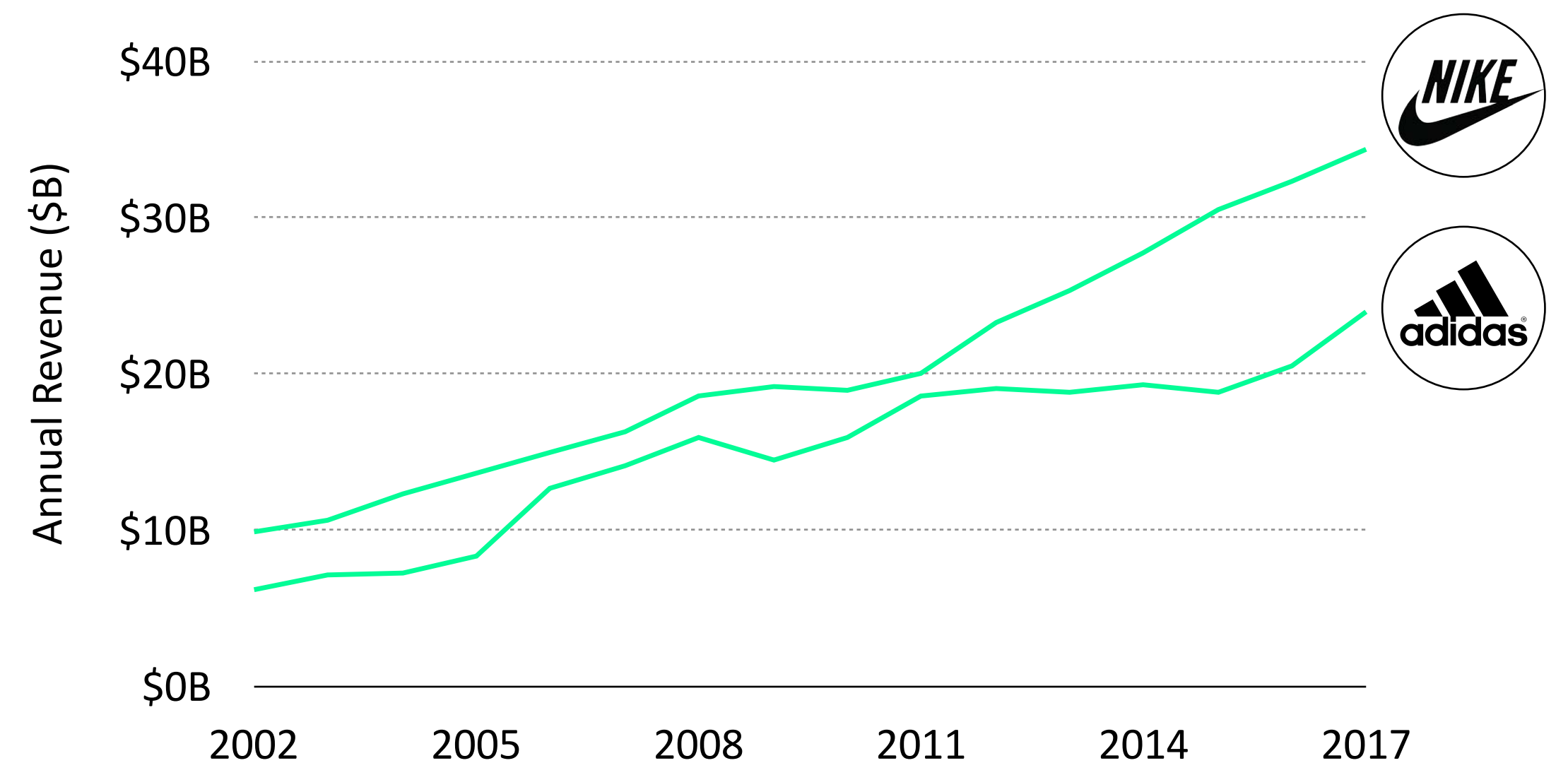
OF SNEAKERHEADS' REAL LIFE FRIENDS KNOW THEY'RE INTO SNEAKERS

60%

OF SNEAKER ENTHUSIASTS TALK TO THEIR FRIENDS ABOUT SNEAKERS ALL THE TIME



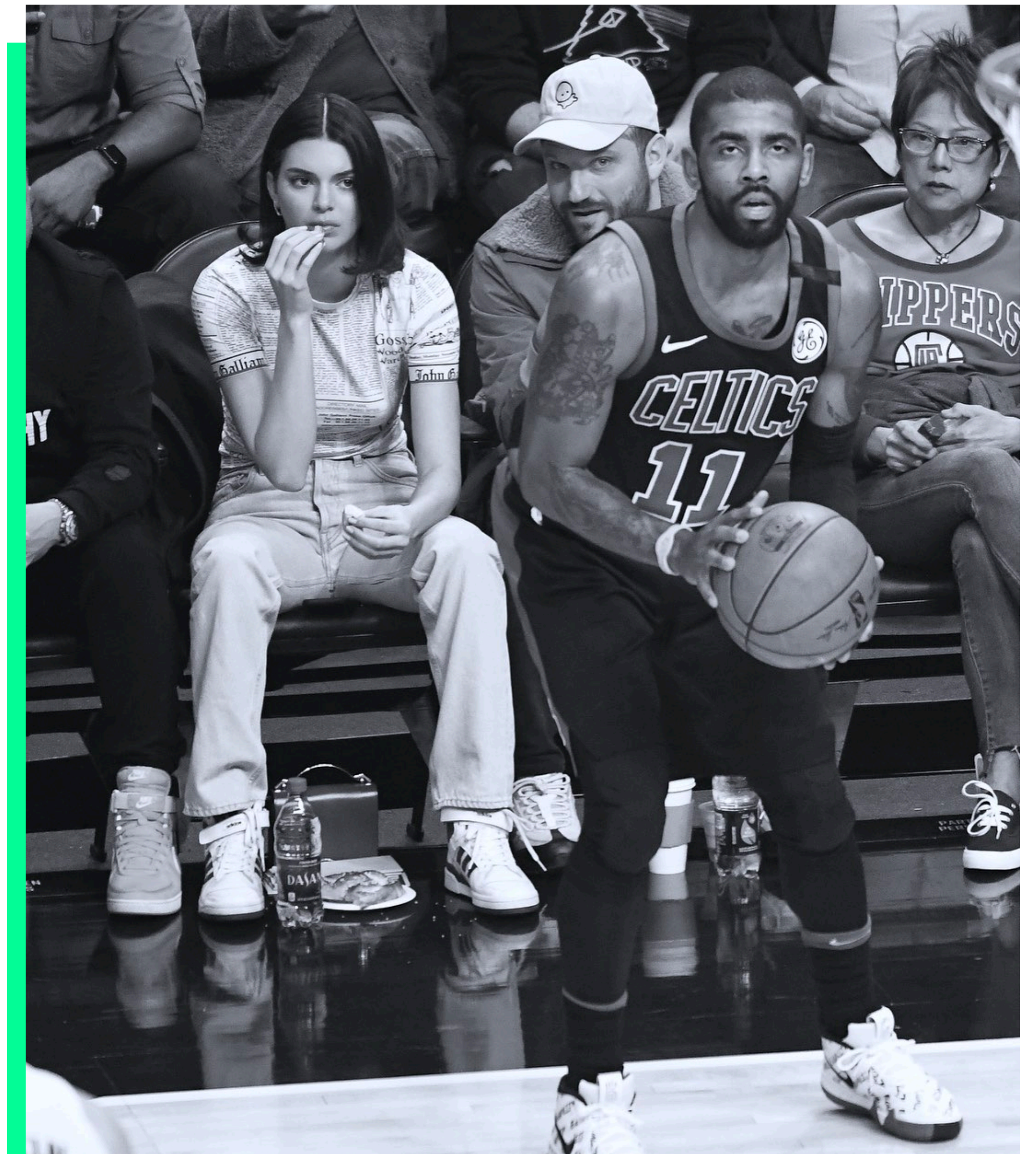
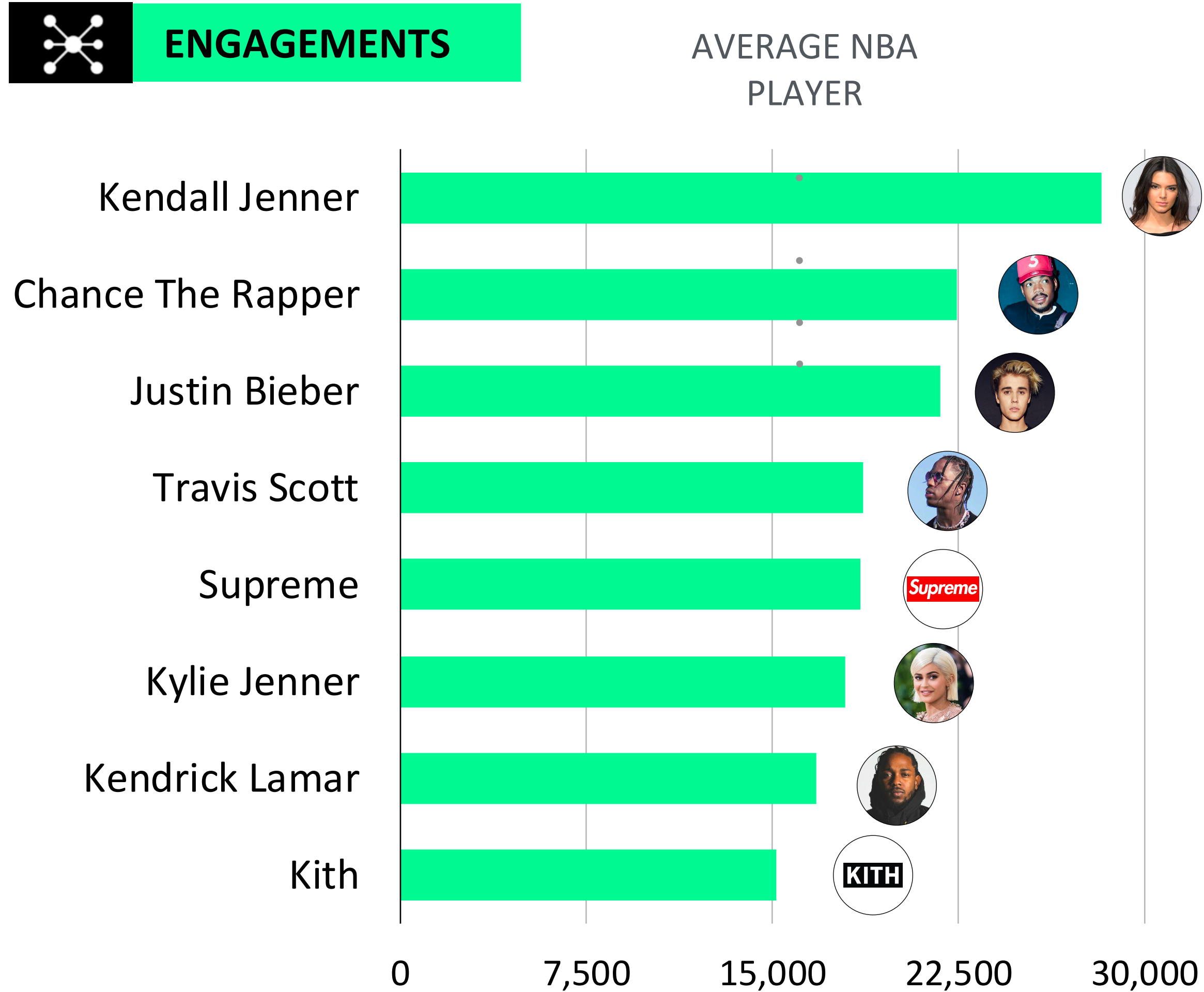
INDUSTRY GROWTH





THE UNITED STATES OF KICKS

ATHLETIC STAR POWER ≠ SNEAKER STAR POWER



KENDALL JENNER KICKS POSTS GENERATE 16% MORE ENGAGEMENTS THAN THE #1 NBA PLAYER, KYRIE IRVING

MEET THE SNEAKERHEADS

■ OGs ■ Culture Creators ■ Clout Chasers ■ Trend Trackers

Among
Millennial & Gen Z
Sneaker Fans



On B/R Kicks



■ Benchwarmers





THE OG

CONFIDENT. UNIQUE. ARTISTIC. IN-THE-KNOW.

OGs are all about the the full sneaker experience: camping out, watching new releases, bonding with others, flexing on the gram.

They feel inspired and creative thanks to sneaker culture.



I LOVE EVERYTHING,
THE WHOLE ASPECT OF
ANTICIPATING A RELEASE
DATE, THE HYPENESS OF
STANDING IN LINE TO GET
YOUR HANDS ON A PAIR OF
RETROS.”



THE CULTURE CREATOR

SOCIAL. ATHLETIC. ANALYTICAL. HYPED.

Culture Creators love the diversity of the community. However, they're also the de facto gatekeepers of what's cool based on their personal analysis and having a pulse on the underground.

They like showing off and starting conversations with their kicks.



ANYONE CAN BELONG TO THIS CULTURE. BE YOU A DOCTOR, ATHLETE OR EXECUTIVE, YOU CAN ROCK SNEAKERS."



THE CLOUT CHASER

THRILL-SEEKING. TRENDY. SOCIAL MEDIA SAVVY.

Image conscious and business minded, Clout Chasers relate to the visual appeal and economic opportunities sneaker culture can bring.

Sneakers help them stay ahead of the curve, impress their peers, and make new friends. The side hustle of resale is a draw for some.

“ BEING A PART OF SNEAKER CULTURE IS LIKE ECONOMICS, BUT FOR SHOES... AND THEY LOOK GOOD.”



THE TREND TRACKER

CHILL. STYLISH. EMPATHETIC. INDEPENDENT.

Trend Trackers are excited by variety in style and performance. They turn to brands, retailers, friends, and magazines, but wish they were more in-the-know and up on the latest sneaker news.

They see the culture as diverse, always new, and constantly entertaining.

“AS SOMEONE WHO IS EXTREMELY ACTIVE, SHOES ARE LIKE AN EXTENSION OF MY FEET. SNEAKERS THAT FOCUS ON STYLE DELIVER ART AND PERFORMANCE.”



THE AVG SNEAKERHEAD OWNS 17 PAIRS. WHO SPENDS THE MOST?

	THE OG	THE CULTURE CREATOR	THE CLOUT CHASER	THE TREND TRACKER
AVG FOR MOST EXPENSIVE PAIR:	\$439	\$661	\$255	\$181
MOST EXPENSIVE:	\$7,500	\$10,000	\$5,000	\$1,300
	 <p>"NIKE AIR FOAMPOSITE ONE: \$230"</p>  <p>"SIGNED JORDAN 13 HE GOT GAME: \$2,500"</p>	 <p>"NIKE AIR MAGS BACK TO THE FUTURE: \$10,000"</p>  <p>"SUPREME LOUIS VUITTON: \$2,500"</p>	 <p>"ADIDAS YEEZY BOOST 350: \$480"</p>  <p>"ADIDAS RAF SIMMONS: \$500"</p>	 <p>"CUSTOM NIKE HUARACHES: \$219"</p>  <p>"ISABEL MARANT: \$750"</p>

ENGAGEMENT ISN'T ONE SIZE FITS ALL



THE OG

Artistic inspo
Unique points of view
Cultural knowledge



**THE CULTURE
CREATOR**

Insider exclusives
Entertainment
Industry connections



THE CLOUT CHASER

Trendspotting
Expert opinions
Business savvy



**THE TREND
TRACKER**

Style advice
Real-life stories
Innovations

82%

OF SNEAKERHEADS WILL NEVER HAVE ENOUGH SNEAKERS

80%

OF SNEAKERHEADS PAY ATTENTION TO ADS THAT HAVE SOMETHING TO DO WITH SNEAKERS

71%

OF SNEAKERHEADS SAY THE CULTURE SHOULD BE MORE INCLUSIVE

69%

OF SNEAKERHEADS WISH THERE WAS AN EASIER WAY TO KEEP UP WITH SNEAKER CULTURE



The sneaker community is open and diverse — anyone can join. But for true fans, it's exclusive in that only the initiated can really appreciate what someone else is rocking.

**SNEAKER CULTURE COULD BETTER
RECOGNIZE AND CATER TO THE
DIFFERENT TYPES OF SNEAKERHEADS**



B/R
KICKS

AUTHENTIC
INCLUSIVE
ENGAGING

THANK YOU

David Liss
@bleacherreport

Jillian Kramer
@ypulse