

Strategic Communication Proposal - No-Comply Skateshop (ATX)

SITUATION

Beginning as an Austin, Texas skate shop in 2007 owned by Elias Bingham, the No-Comply skateshop has one brick and mortar outlet located at 812 W 12th St, right next to the public House Park Skatepark. It is a local small business with a developed website and sizable social media presence that currently stands at 52.2k followers on Instagram and 6.7k followers on Facebook (both handles @nocomplyatx). While No-Comply skatewear is only available on the website and at the Austin location, the brand also stocks shoes, apparel, and skateboard gear from other companies, such as Nike, Adidas, and Converse. Additionally, the brand frequently does collaborations with major athletic brands, influencers, and organizations, such as their recent project *Vans x No-Comply x Daniel Johnston Skateboarding Shoe* collection.

A major strength of the No-Comply is its position as the skateshop with the largest presence in Austin. This is helped by its location right next to the most popular public skatepark located downtown, House Park Skatepark. With this prime location, the shop has garnered a dedicated following of Central Texas skateboarders that is reflected in their strong social media presence and sizable online following. A weakness that the shop faces is their small retail space that currently consists of two small rooms. Also, their limited consumer demographic as skatewear is somewhat of a niche fashion market targeting those interested in the activity. A major opportunity that No-Comply has received is to expand their shop into a larger retail space that is still adjacent to the House Park Skatepark, which allows more room to display products and host in-store events. The company has also been given opportunities to collaborate with local and national partners, such as the *Hi, How Are You?* Foundation, Austin FC, and the national Thrasher Magazine. The business did face a major threat of being demolished to build a parking garage for a nearby ACC campus, however was able to negotiate with the community college to move the shop to a larger, adjacent location following a failed public appeal by over 100 people to declare the building a historical landmark.

TARGET PUBLICS

The targeted public for the No-Comply skateshop are Central Texas skateboarders, with an audience and showcase participants ranging from amateur to professional skaters. A general demographic for the event would be 16 to 28 year-old males. A profile that personifies the target public is “Zack,” a 19-year-old male who has grown up skateboarding at House Park Skatepark and at other parks around Austin with his friends since the age of 14. He wears apparel from No-Comply and other major skatewear brands like Vans and Santa Cruz, and wants to go to this event to meet other skaters in his community and see them perform skate tricks.

The general followers of the No-Comply Skateshop are 15-26 year old male skateboarders and skate culture enthusiasts. Additionally, the shop could also be reaching a demographic of sneakerheads and a fashion-oriented audience invested in streetwear style with the logo skate apparel. On social media, users are mostly based in Central Texas, since this is a small business instead of a national chain. The shop is most likely reaching a slightly older demographic on their Facebook Page (between 26-34) and receiving a younger demographic on their Instagram (between 12-24).

OBJECTIVES

- Increase awareness about No-Comply’s local partnerships with the Hi, How Are You? Foundation by 20% among Gen Z Austinites by December 2023.
- Expand interest in the No-Comply collaboration with Austin FC by 35% among Millennials living in Austin that are between the ages 28-42 by January 2024.
- Grow the No-Comply Instagram account followers by 50% for an increased online brand awareness by December 2023.

STRATEGY

No-Comply skateshop reflects a teenage to young adult demographic associated with skateboarding, hip-hop music, street culture, and rowdiness. The branding conveys an image of hanging out with friends, getting into mischief, and having a wild time. While the personality associated with the brand is not one of a slacker, it is that of a carefree prankster who enjoys

having a good time with friends regardless of the setting, which can range from the skatepark to the soccer stadium.

SAMPLE TACTICS

1) Instagram Reels Video Script

A video script would be an appropriate tactic to increase brand awareness for No-Comply as a majority of their consumer audience is actively following their social media accounts. The social media followers of the No-Comply Instagram account most actively engage with posts and reels surrounding the local skating community and events. Therefore, I propose an Instagram Reel script presented by a well-known and beloved skater from the House Park area that frequents of the skatepark and the shop may recognize. The Reel would highlight the special deals and incentives that No-Comply will be offering this season, presented by a public figure that many No-Comply customers admire.

2) Event Showcase (Pop-up) at Skatepark

Hosting a No-Comply showcase event is a good fit for the client and their retail needs as it provides a way to further cultivate and foster the existing dedicated local skateboarding community that supports No-Comply Skateshop, as well as bring more awareness to the product and media collaborations that they have done. This event will be as lucrative as the “Go Skate Day” celebration that the shop has already hosted which has proven to be a success in previous years. Most importantly, the localized focus on the company behind the event will increase brand awareness by encouraging more skaters to buy and wear No-Comply apparel and skate gear.

RATIONALE

The most important things that the client needs to focus on in regards to their current retail presence include working to cultivate their market in the local skateboarding community by hosting more events that will attract skateboarders from House Park and other nearby skateparks to come into the nearby shop. Another important facet of their current retail presence is to follow through on the plan to expand their business property and continue their local and national collaborations.

No-Comply is successfully reaching their target audience, those who will monitor the social media platforms for product announcements to buy in-store. Beyond reaching their consumer audience, No-Comply is also fostering a network in the greater local skate community by promoting the work of skate photographers and the premiers of skate filmmakers on their platforms.

POP-UP EVENT CONCEPT

The “No-Comply Skate Showcase,” will be an event focusing on the local skating community to be hosted at the nearby House Park Skatepark. Similar to the June 21 “National Go Skate Day” event, this concept will include showcases by professional and amateur skateboarders from Central Texas, as well as screenings of local skateboarding videos such as “Thrasher x No Comply.” The event will also have booths that display the various collaborations that No-Comply has been involved with, such as the *Hi, How Are You?* Foundation shoe collection and the Austin FC apparel and gear collection. The event could be co-sponsored with the previous collaborators, as well as national or international companies such as Thrasher Magazine and Liquid Death.

The theme of the event is “Austin Skate Culture,” with an emphasis on the presence of skating in the local urban community. Since the event will be hosted at House Park Skatepark, the skating showcase will be held on location with the audience watching from the perimeter of the concrete area. On the far side of the park, vendors and booths will be set up promoting the companies and organizations that have partnered with No-Comply, with merchandise from said collaborations available for purchase on-site. In the evening, a large screen could be erected within the skatepark to project screenings of skateboarding films that No-Comply has been involved in, on the local and national scale. The day events would include the skating showcase designated in hour-long blocks based on the style of skateboarding as well as hosting the vendors, while the evening events would consist of screening DIY skateboarding films.

The “No-Comply Skate Showcase” is a celebration of Austin’s skateboarding community in addition to the national “Go Skate Day” event that No-Comply currently hosts, but holds primary focus specifically on the company’s presence as the most prominent skate brand in town that’s located right next to the most popular skatepark.