

BROOKLYN



COLLEGE

Converse: Product, Services, and Branding Strategy  
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### Case Study Converse: We Love You, Chucks!

1. What are the core, actual, and augmented product benefits of the Converse Chuck?
2. When Converse sourced production of its shoes to India, it entered into a licensing arrangement. What are the advantages and disadvantages of that action. Do you think it has helped or hurt the company? The brand?
3. Converse and Chucks are great brands – known around the globe. What do these brands stand for today? What are the sources of their brand equity?
4. What should Nike do? Should it go second tier with Converse, position it as a fashion statement, develop it as a performance brand, or something else? Defend your position.