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Client Background

K-Swiss is a California-based global premium sports heritage brand that has expanded from tennis footwear, to lifestyle, running, training, nautical, and footwear that stands up to the performance demands of world-class athletes and trendsetters alike.

The Need

To support the launch of K-Swiss' "Vintage Classics" lifestyle line in a way that supported the brand's mission of aligning itself with the innovation and rich cultural history of California.

The Solution

ACG conceived, scripted, and produced a five-part music-based, trivia series called "**California Classics**" which spanned over the decades starting in the 1960's — the decade of K-Swiss' founding — to the present day. The videos were the centerpiece of a larger "California Music Month" campaign that was staged on multiple platforms/outlets.

The Results

"**California Classics**" provided K-Swiss with a marketing vehicle that had credibility to integrate seamlessly and authentically into tastemaker music platforms such as **MOG**, **MySpace**, **Adult Swim** and **MTV2**. As a result, **ACG** built upon K-Swiss' consumer credibility and retention by delivering non-evasive, original content.



Added Value

Through its relationship with restaurant entertainment network, indoorDIRECT, **ACG** was able to place the “California Classics” series in front of over 10 million quick serve restaurant consumers in over 100 outlets in the country’s top DMAs.

“ Amos Content Group curated and produced our California Music Month campaign which —along with gaining K-Swiss entry into multiple online music outlets — brought us into the restaurant space for the first time. We were guaranteed to be the only brand in our active sportswear category for 30 days allowing K-Swiss to be introduced to new consumers in a controlled, contextual, and relevant manner. Amos Content Group had the know-how, and the experience at an economical price — an all around big win and success for K•Swiss. ”

David Nichols

Executive Vice President K•Swiss