



Rollerblade: "Eye Roll" Proposal
Thomas James Lodato
Strategic Design Language

Table of Contents

Executive Summary

Research

- Brand & Company Heritage
- Brand & Product Image
- Market Comparison
- Personas & Customer Journey
- Summary of Findings

Design Brief

“Eye Roll” Collaboration & Contest

- Innovation Outline and Specifics
- Wireframes



Acknowledgements: David Sizemore, Chris Smith, Brian Starnes, and Carson Starnes for filming; Tom Hyser for being available for an interview; Kevin Dowling for advice and market knowledge.

Executive Summary

“Eye Roll” is a proposed collaboration between Rollerblade and Photojojo. A photo and video contest for the US market, “Eye Roll” aims to help transform Rollerblade from a sporting goods company into a lifestyle brand by affiliating Rollerblade with a younger company (Photojojo) and promoting documentation of inline skating as an activity associated with Rollerblade. Photojojo also offers Rollerblade access to a younger audience which is largely unaware of the sport of inline skating, as well as re-imagining of the company with low overhead. Rollerblade offers Photojojo national name recognition and an opportunity to break into the sporting goods market dominated by companies such as GoPro.

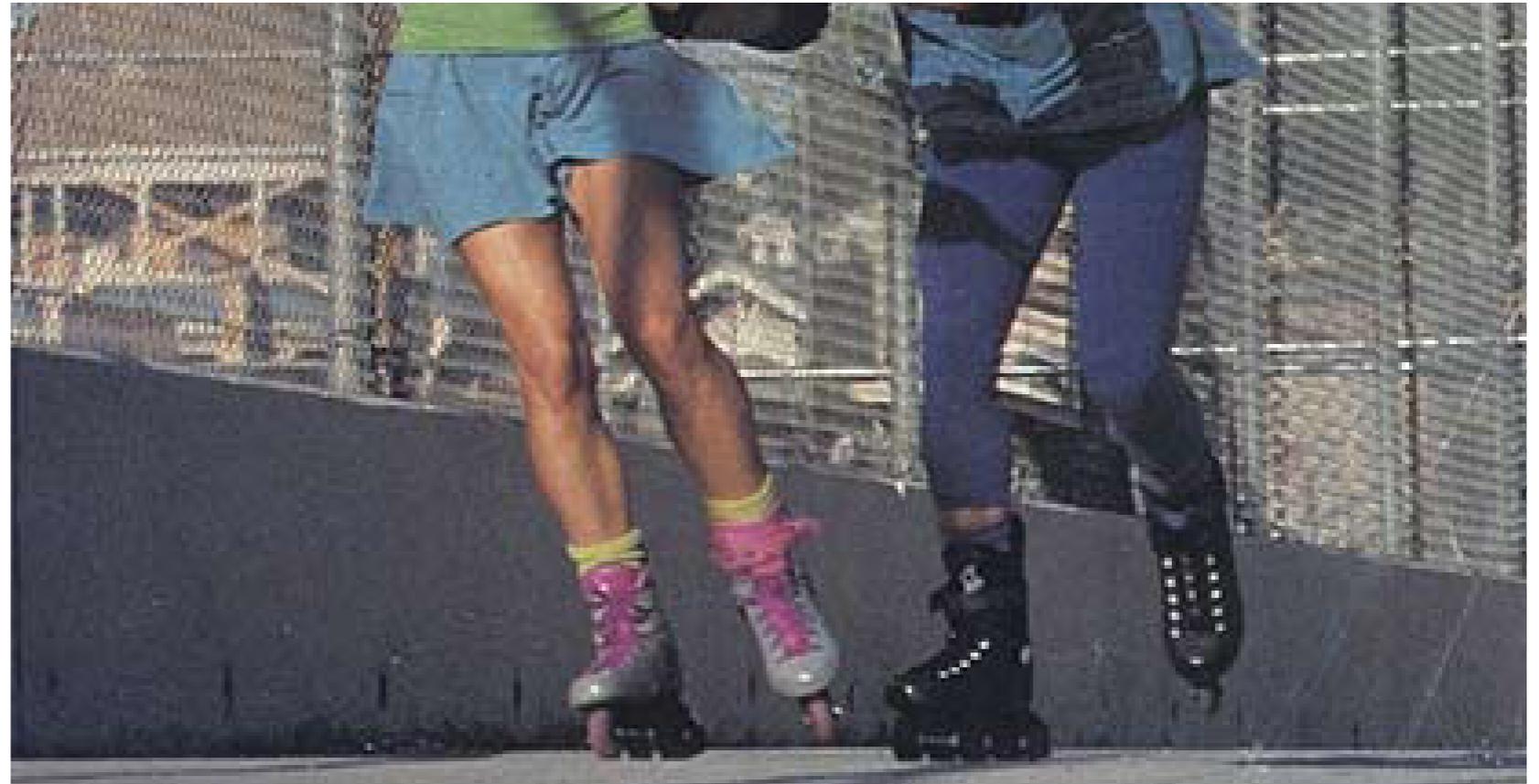
Supporting such a collaborative venture for Rollerblade are two main facts: Rollerblade is synonymous with inline skating and inline skating participation has declined over the past decade. The cost of releasing completely new products outside the inline skate market is too risky given the current name recognition of Rollerblade within the inline skating market and within the Tecnica Group. Additionally, Rollerblade currently offers a wide array of skates that span the market in terms of type and price. Decline in sales are so due to decline in participation. In turn, Rollerblade must promote inline skating by reaching out to new participants. The longevity of Rollerblade as a company depends on establishing a new brand image beyond a company which makes inline skates. Hence, Rollerblade needs to transition into being a lifestyle brand. This transition will eventually lead to new product offerings.

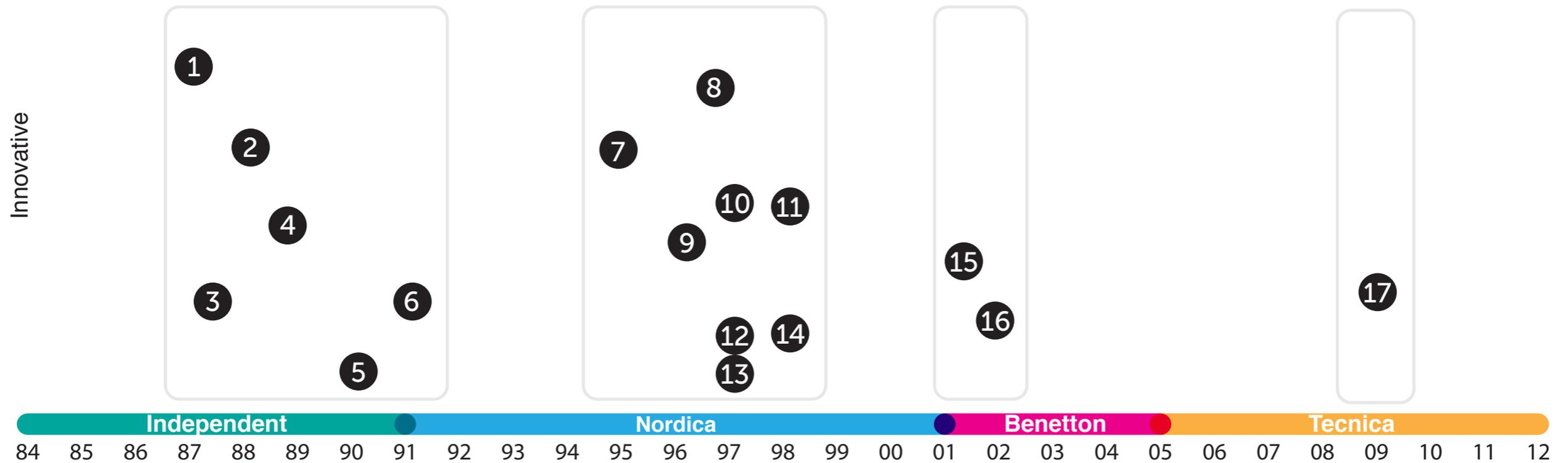
The contest asks participants to document various types of inline skating of by using their smart phones. These images and videos are uploaded or linked via Facebook, where the most “liked” image or video will receive product (a lens set from Photojojo and a pair of inline skates from Rollerblade). The choice of using Facebook rather than a website is to lower development cost while leveraging the possible viral “stumble upon” of “likes” appearing on an individual’s news feed. More over, encouraging the use of smart phones also lowers the overall barrier of entry and increases the number of participants, useful in creating a strengthened community around inline skating.

The contest will entail the development of web banner advertisements and a Facebook page, along with the investment of product and initial start-up time in promoting the contest. The return can be gauged in participation numbers as well as social media outputs such as entries, “likes”, “shares”, track backs, and unique page views. While the direct return is not tangible, this proposal a way of re-imagining Rollerblade quickly and with small capital investment and risk.

Brand & Company Heritage

Brand and company heritage contextualizes how Rollerblade has changed over time. The aim is to provide an initial trajectory of Rollerblade's current strengths and weakness.





- 1. First inline skate to market
- 2. First inline aggressive inline skate
- 3. Buckle closure
- 4. Graduated brake

- 5. Ventilated skates
- 6. Ventilated liners
- 7. ABT: active braking technology
- 8. Cored wheels

- 9. Women-specific skate
- 10. Dirk boot aggressive skate
- 11. First aggressive soft boot
- 12. First off-road skate

- 13. Adjustable aggressive frame
- 14. Quick adjustable ABT
- 15. TRS aggressive skate
- 16. Tool-less kids skate
- 17. Solo boot model (urban + street)

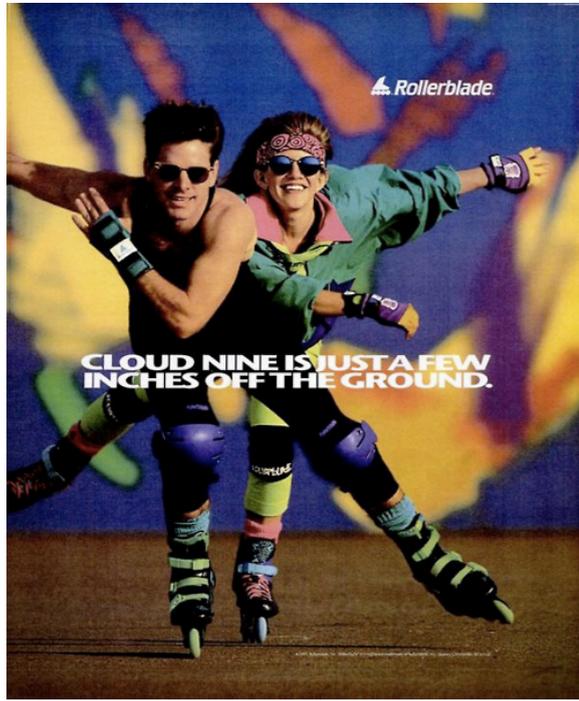
rollerblade.com via archive.org
 Google Patents/USTPO search

Innovations

The chart looks at innovations as highlighted by Rollerblade on the official website. Cross referenced with patent records, these innovations have been plotted on a time series.

There are two large periods of innovations during the beginning of the company. These innovations largely deal with a stabilization and refinement of the form of the inline skate. Since the early 2000s, very few notable innovations.

While Rollerblade claims to be “originators and innovators”, the company’s offerings have not supported such a claim recently.



Campaigns

The four advertisements show the changing image of Rollerblade.

- (1) The early period of advertisement is marked by campaigns about the novelty of inline skating. The color schemes were vibrant.
- (2) The second period of advertisement focuses on the benefits of inline skating as a form of legitimate alternative exercise. These ads begin to move away from foregrounding the skates and highlighting what the activity allows.
- (3) The next period of advertisement focuses on inline skating as an expressive yet individual activity. These ads continue to highlight the activity over the product. These ads arose as inline skating began declining and aimed to reframe the sport.
- (4) Currently Rollerblade advertisements are focused on inline skating as a communal and social activity; that is, Rollerblade currently promotes a type of active lifestyle that is shared with friends.

ROLLERBLADE

RB



First skate in inline industry designed for aggressive skating

Aggressive skates become more structural specialized, including a reinforced frame & grind plates

'Dirk' hard boot mold introduces, along with a soft boot, a direct reference to K2's Fatty; create flat sole, H-block, & adjustable axles

Aggressive Product Line

Looking at how the aggressive line has changed over time shows a shift in Rollerblade's commitments. Rollerblade has, more recently, made a shift back to producing skates where their technical detail is inscribed on the surface of the skate. Rather than be read as aesthetic, the Solo line focuses on displaying the various functional parts of the skate. Rollerblade has returned to an earlier aesthetic choice of obviating the technical components of a skate.



Mold adjusted & skins cover hard boot;
 RB logo retired & TRS arrow introduced;
 UFS frames & interchangeable sole plates;
 line focuses a great deal on style

TRS line retired & Solo mold introduced;
 line focuses on solid design &
 engineering over style



01

Benetton

05

Tecnica

12

Brand & Product Image

Brand and product image looks at the current state of Rollerblade to evaluate the various messages being communicated through the various offerings. Below is a chart of what those offers are.



MEN



RACEMACHINE 110



RACEMACHINE PRO
(BOOT ONLY)



TEMPEST 110



TEMPEST 90



RB 90



RB 100



CROSSFIRE 90



FUSION 84 GM



TWISTER 80

KIDS



SPITFIRE ALU



SPITFIRE TW



SPITFIRE TW G

ACCESSORIES



WORKOUT HELMET



WORKOUT HELMET



STREET BACK PACK
LT 25

WOMEN



RACEMACHINE 110



RACEMACHINE PRO
(BOOT ONLY)



TEMPEST 100 W



RB 90



RB 100



ACTIVA 90 W



TWISTER 80 W



SPARK 80 W



SPARK 84 W

STREET



SOLO ESTILO ROB
GUERRERO 2



SOLO TROOPER



NJ3

MEDIA



PRIMARY



SECONDARY

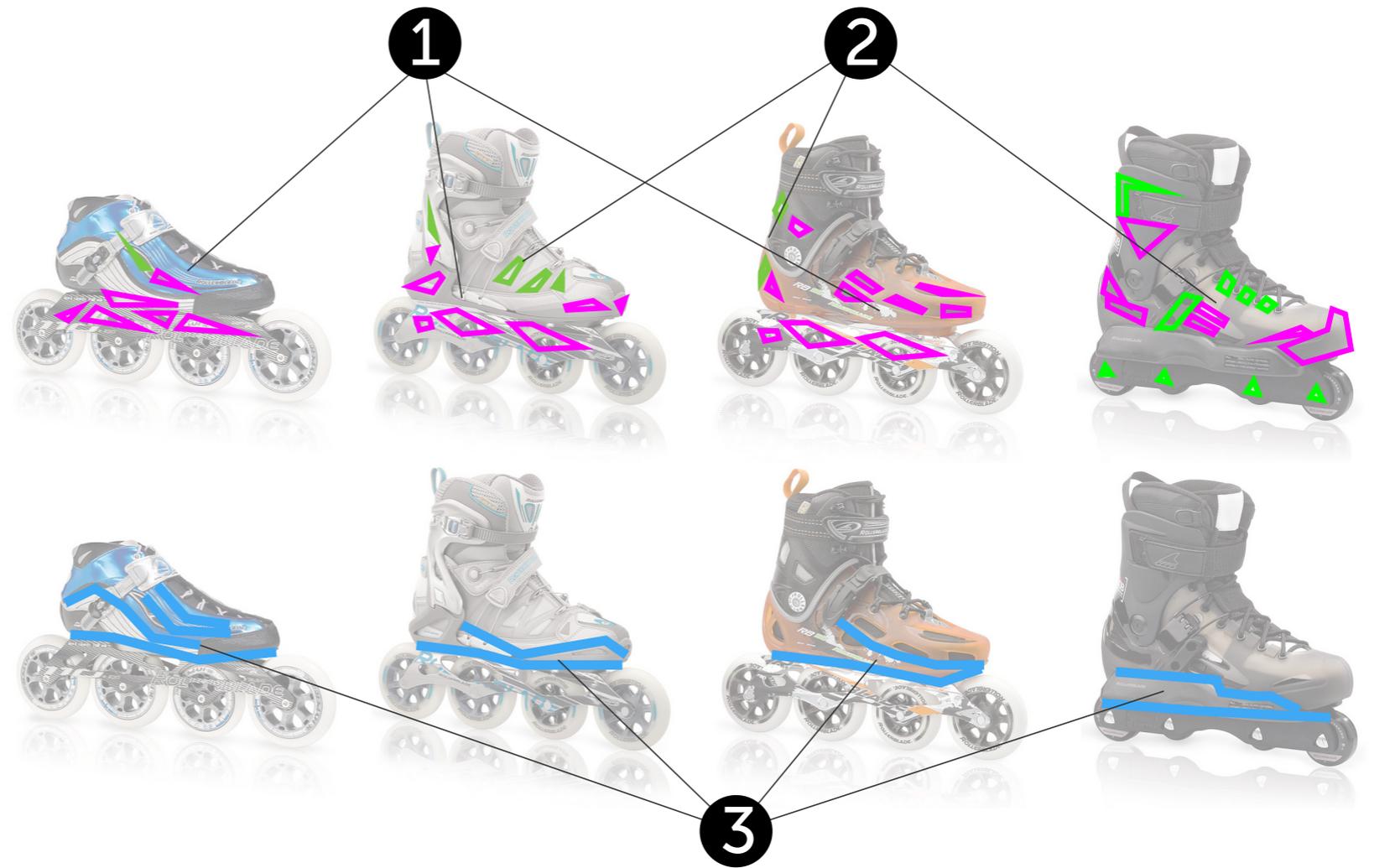


Color

The color palette is rather humble, dominated by black and white with secondary colors of grey and blue. While these colors are easily matched with the clothing of customers, they diminish people purchasing skates as a form of expression or personal exploration. Additionally, the various product offerings fall into the background foregrounding what one does with the skates themselves. In other words, Rollerblade offers products that avoid their own spectacle as objects.

Form Language

Rollerblades demonstrate an attention to three main functional characteristics: (1) support, (2) agility, and (3) speed. Combined these three form features present an aestheticization of the technical parts of these inline skates. *By obviating functional features, Rollerblade aestheticizes technicality, appropriate for certain lines and less so for others.*



Brand Image

This collage illustrates how Rollerblade envisions its brand. This a general impression based on research up to this point.



Sport Image

This collage illustrates the associations Rollerblade must work with and against to be perceived differently. As Rollerblade has become synonymous with inline skating, Rollerblade takes on the images of the sport as well.



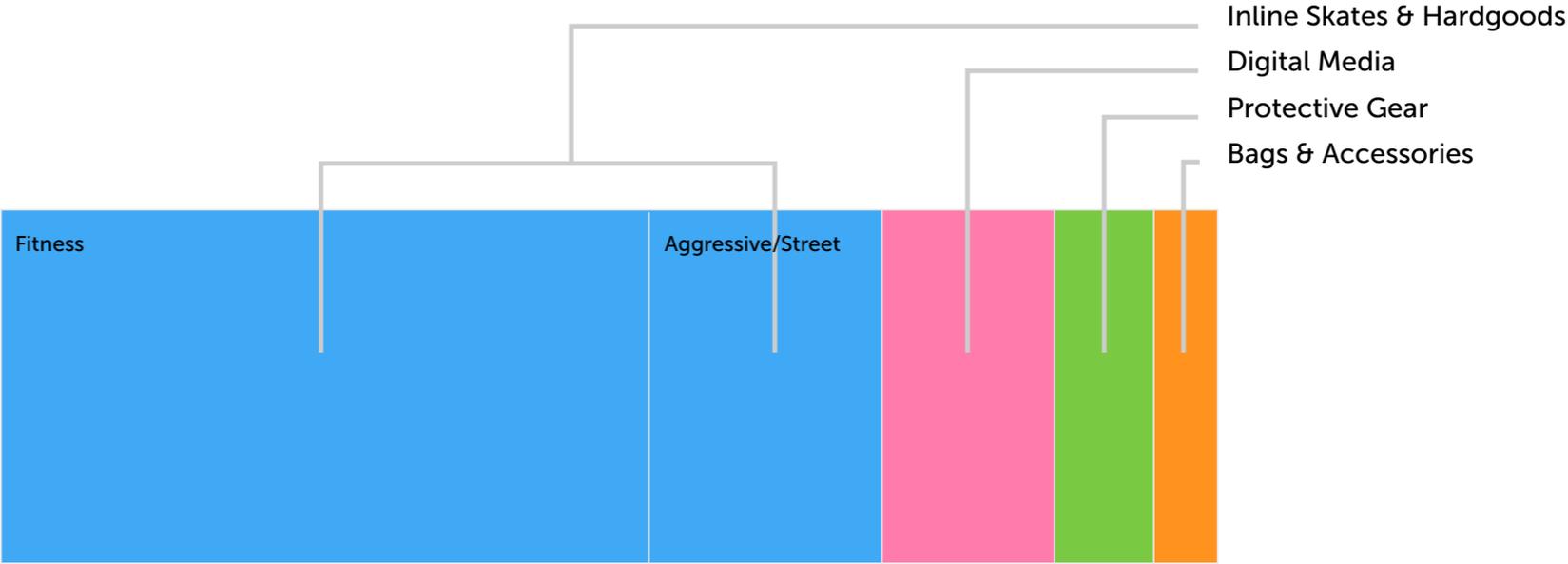
Aggressive Skating Image

This collage illustrates a general impression of the aggressive skating community. Worth noting is that Rollerblade and aggressive skating appeal to different groups. Rollerblade has a much more affable image, while aggressive skating is more counter cultural.

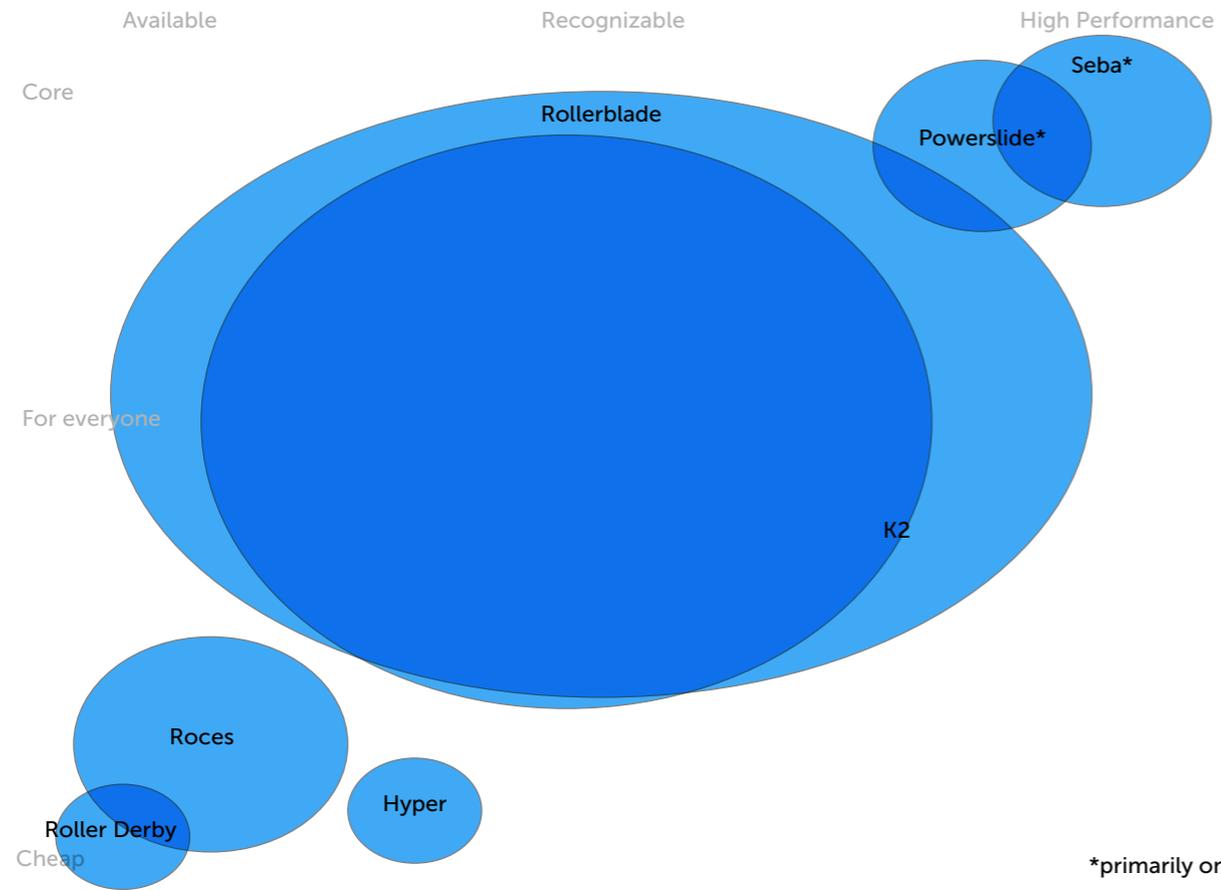


Market Comparison

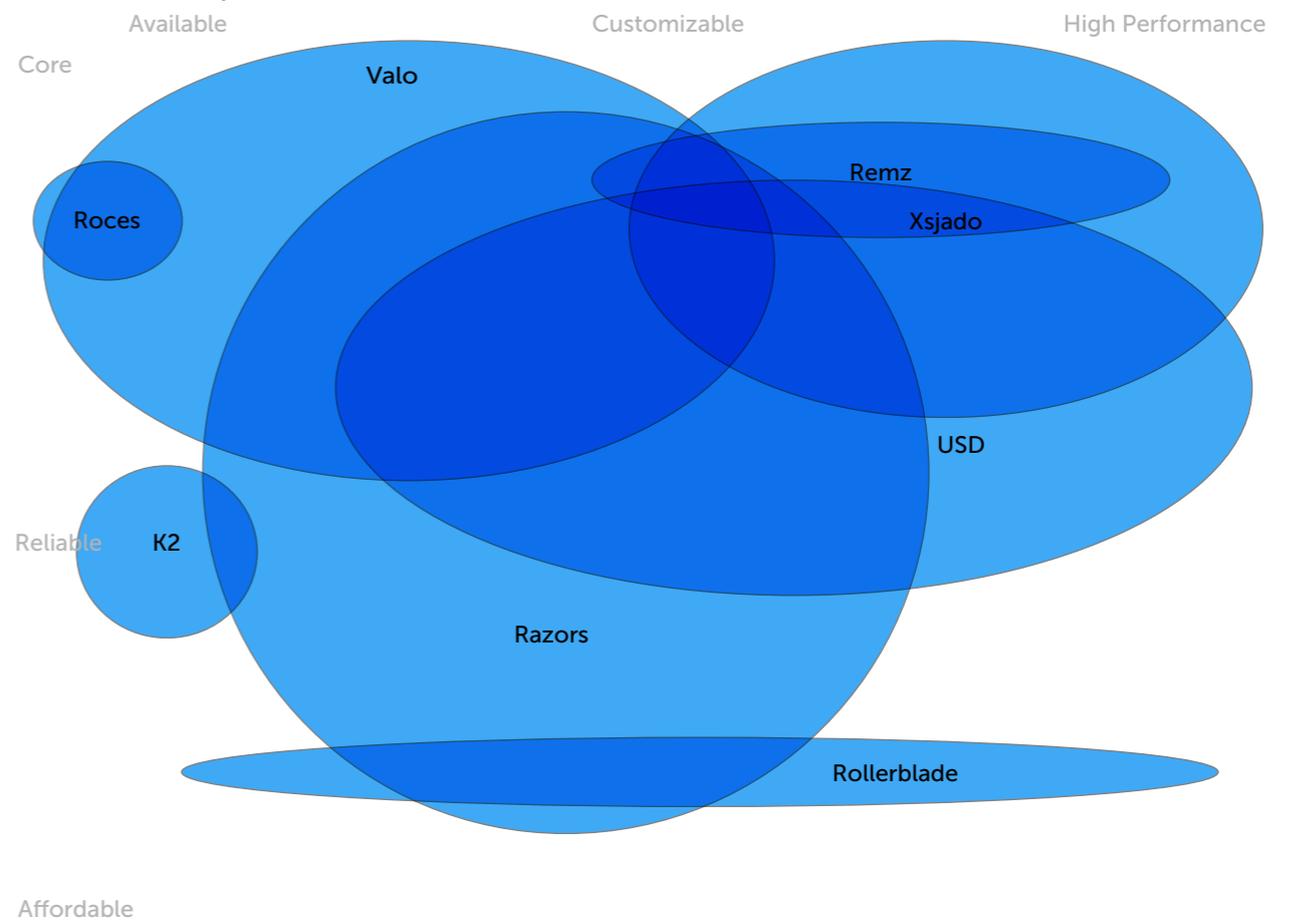
Market comparison looks at how Rollerblade compares to other products in a particular category. The following comparison is of aggressive skate brands.



US Market Competitors: Fitness

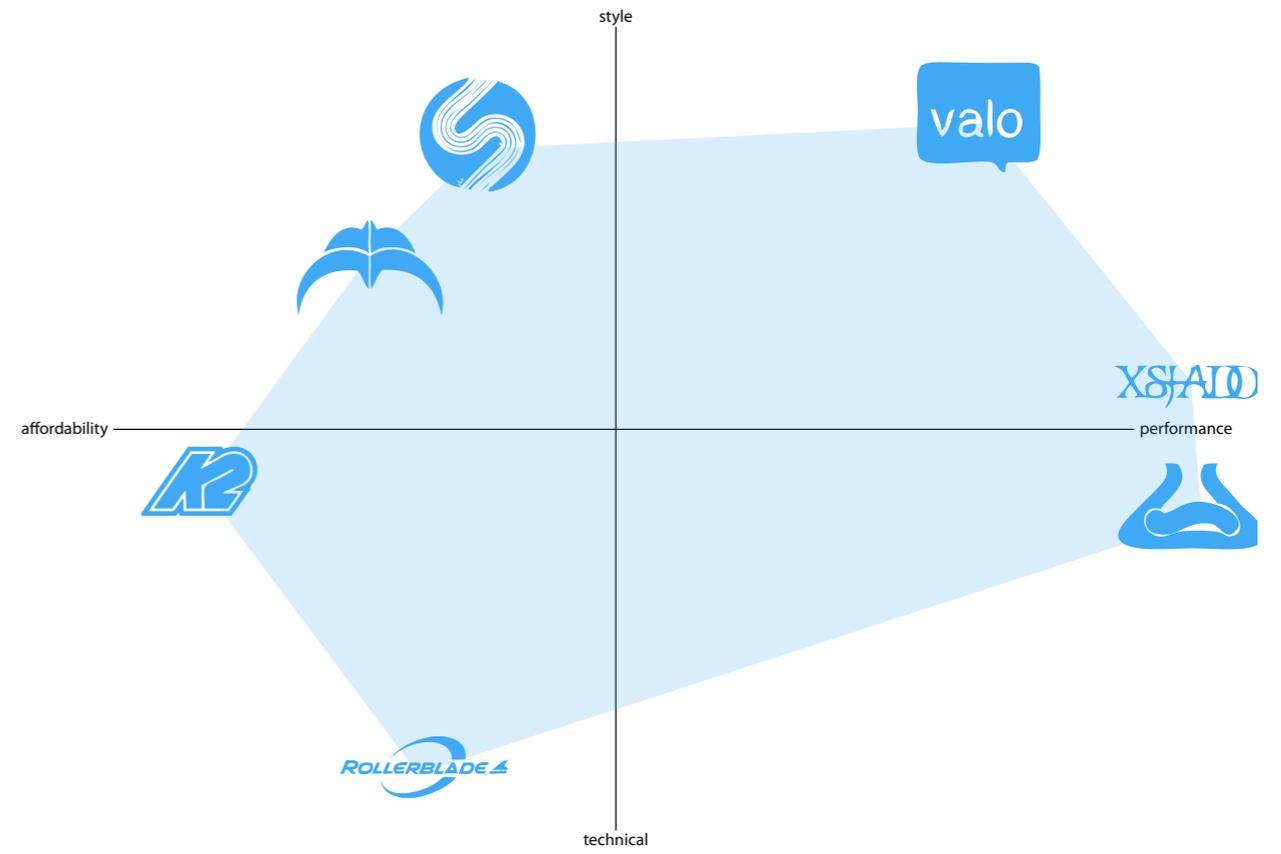
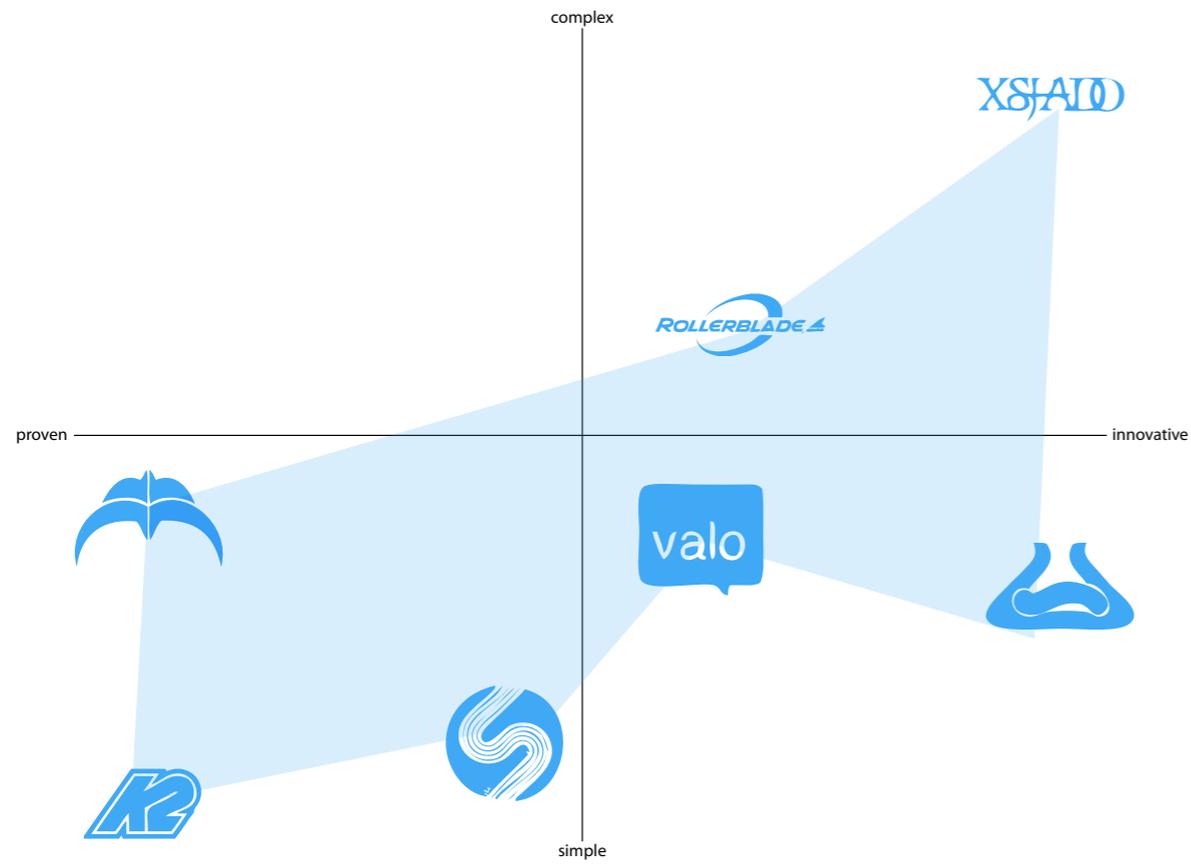


US Market Competitors: Street



Market Comparison

These diagrams illustrate a combination of how much a company occupies the market based on sales (hypothetical) and how companies compare on general market values. The first diagram shows Rollerblade as dominant in the US market. In the second diagram Rollerblade is situated outside of “core” brand. In both categories, core is determined by market perception of brands vital to the industry. The aggressive market perceives Rollerblade as not contributing back to the community in meaningful ways.

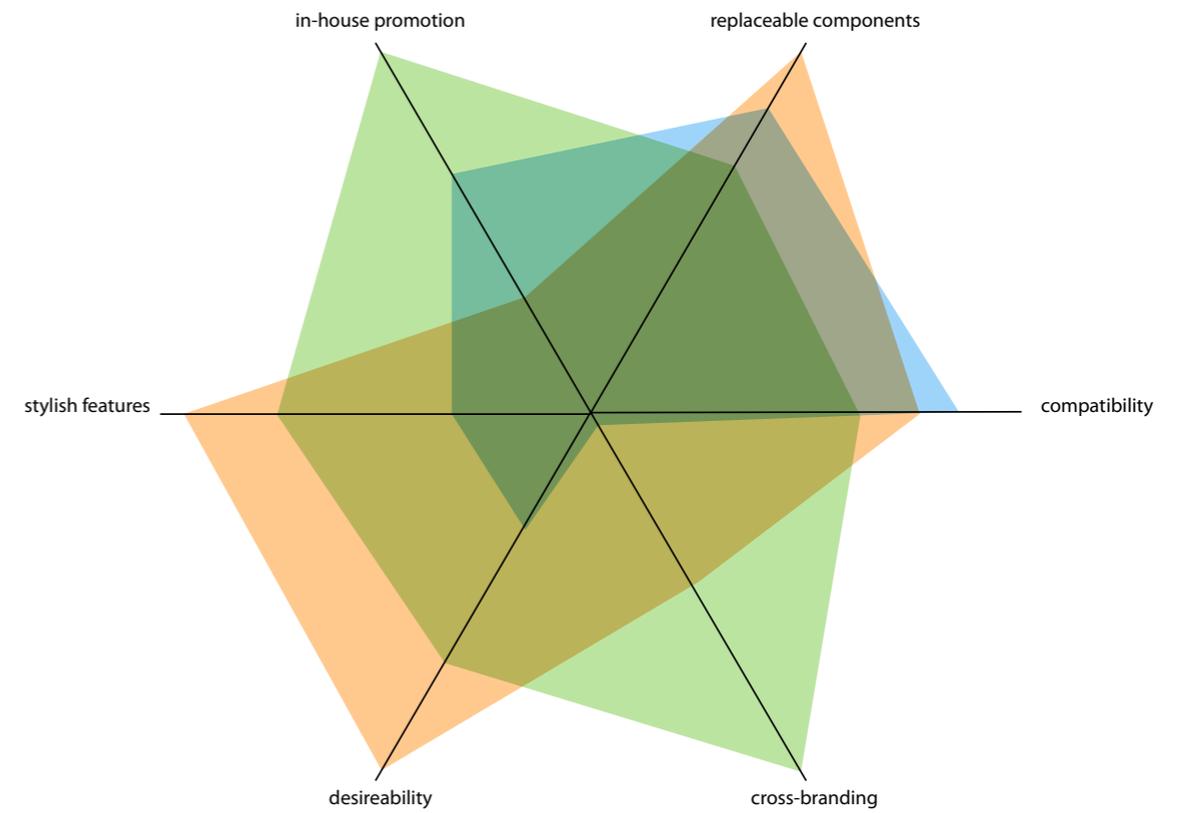


Brand Comparison

Using two sets of evaluative properties, these charts show a view on how various brands are positioned based on value propositions. Here one sees Rollerblade is not an outlier, but well-situated within the market. Instead of Rollerblade offering different products, it seems they need to change perceptions of their products to highlight the core position as affordable and well-established (proven AND innovative) products.

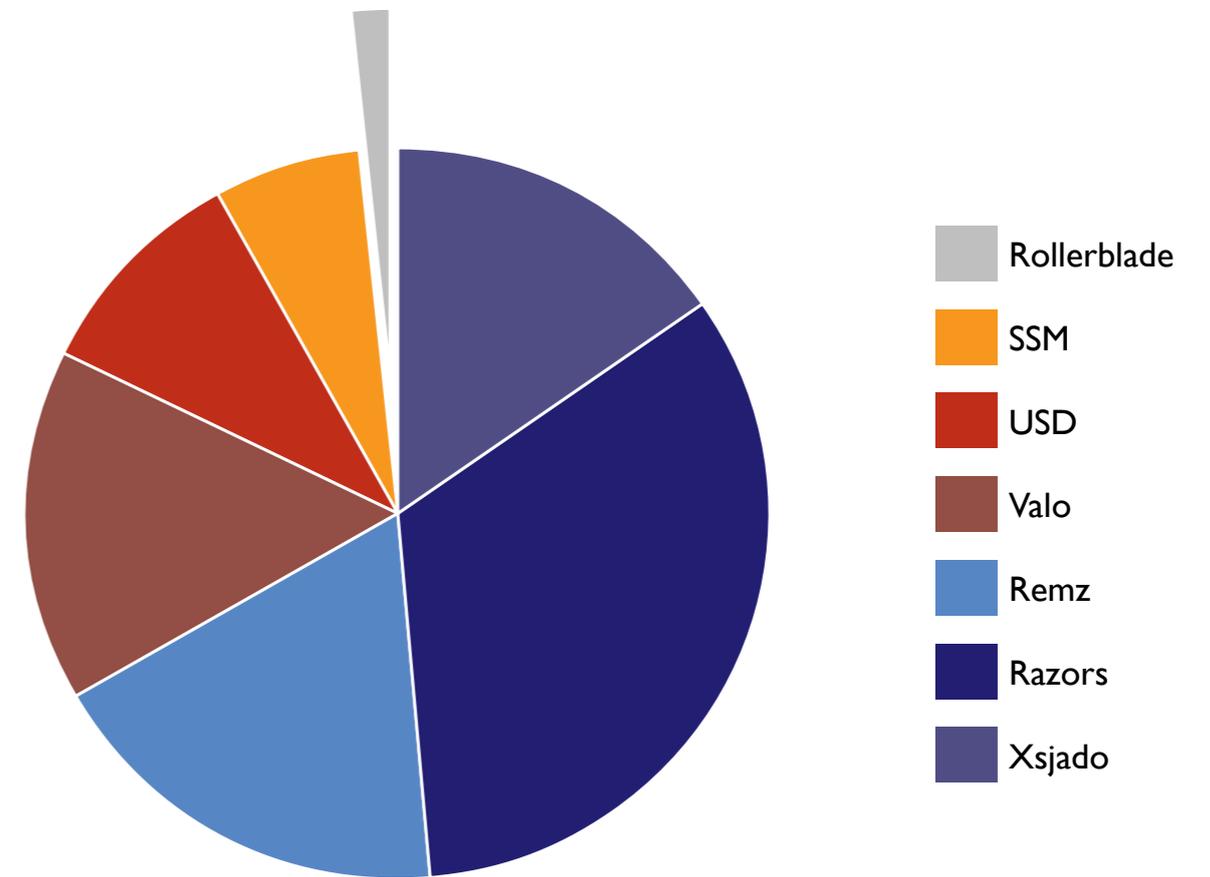
Product Comparison

When comparing Rollerblade (blue) with other products on physical and emotional characteristics, we see that where Rollerblade lags is in collaboration with other companies.

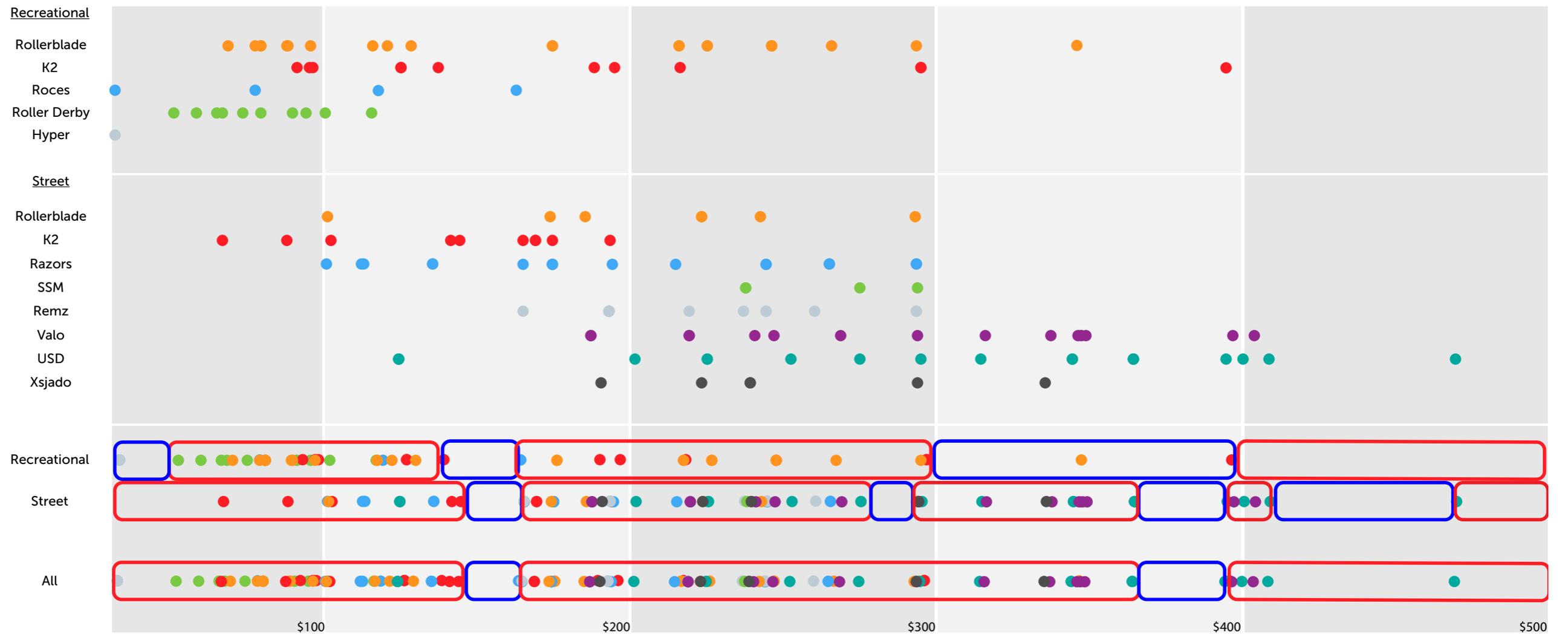


Desire Comparison

In a recent survey of aggressive consumers via Facebook of which skate one would buy for the Holiday Season, Rollerblade was ranked last.



Inline Skate Price Comparison (US market)



Recreational prices based on inlinewarehouse.com
Street prices baswed on aggressivemall.com/

Price Comparison

When comparing Rollerblade product offerings in both aggressive and recreational markets. One sees few (and narrow) opportunities for introduce new products. This chart suggests that introducing a new inline skate may not be the right course of action.

Personas & Customer Journey

This section explores how customers experience Rollerblade.



The Teen



Name: Simon
Age: 16
Sex: Male
Occupation: Student

Simon has tight knit group of friends with whom he skates. His mother, with whom he lives, views his interest in skating as just a hobby; Simon identifies himself primarily as a "rollerblader".

Simon works part-time pushing carts at a local grocery store; his parents pushed him to get a job for college. He likes having few extra dollars to spend on lunch or during the weekends.

He spends several hours a week watching skate edits and browsing forums, and reading articles about the ongoings of the community. He is deeply influenced by the opinion of his friends and those people he interacts with on the forums.

He takes a lot of pride in the look of his skates, modifying his "set up" often and posting pictures. As he has a joint bank account with his mother (his pay from his job is direct deposited) he must check with his mother before purchasing anything.

After school twice a week, Simon participates in a science club; his core group of friends also are part of this club. The rest of the week, he and his friends go to the local skate park to skate before heading home. Simon's mother wants him to stay active but Simon doesn't like team sports. She justifies his frequent trips to the skatepark as being exercise.

Simon has a blog and loves to post pictures and videos of music, fashion, and design. He knows he wants to do something with design or art when he graduates, but he is unsure what. His blog is his way of exploring what he likes.

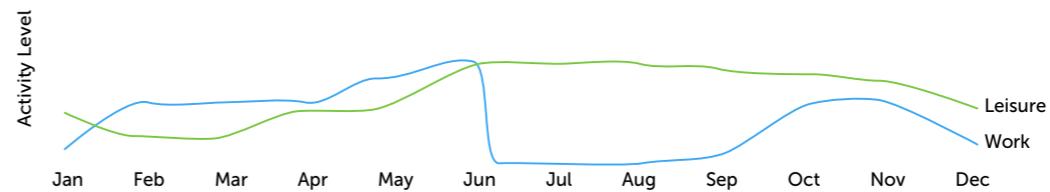
Influencers

1. Mother
2. Peers
3. Inline Media
4. Music
5. Social Media
6. Teachers

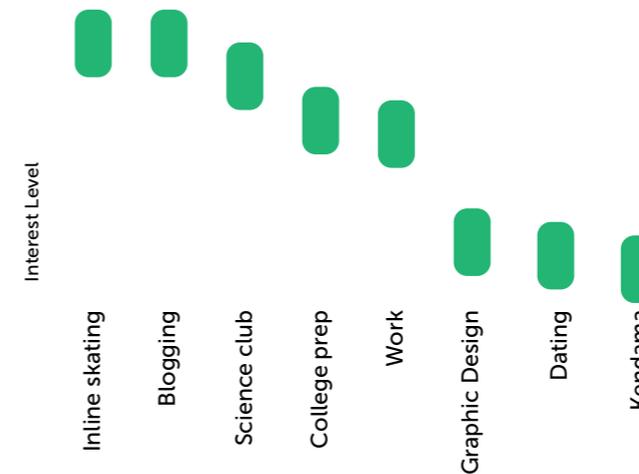


Lifecycle

Work activity follows the school schedule.
Leisure is relatively consistent, save colder months



Activities



The Freelancer



Name: Brian
Age: 25
Sex: Male
Occupation: Freelance photographer

Brian works in spurts, and so his income is inconsistent, though he does not have trouble paying bills. He is very conscious of his money and so saves religiously. As a result he thrifts most of his clothing, cooks for himself most nights (his roommates tease him for it), and rarely goes out.

Brian has been intrigued by cameras his whole life. He became interested in rollerblading when his friends asked him to film them. He initially just learned to roll around to follow his friends skating. Eventually he became more involved.

Brian is very physically active. He rides his bike to the many coffee shops he works in doing editing and retouching. He cares little about what his bike looks like, as long as it works. After having several bikes stolen, he just wants a functioning bike. Brian does not own a car, but uses a car share program when he needs to drive.

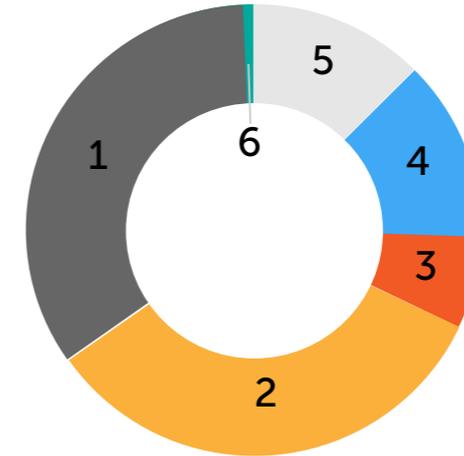
Brian likes to tinker with cameras. While he frequents forums for rollerblading, he largely talks about cameras and filming techniques.

Brian's family still lives in Ohio. He left after high school hoping to be a professional music photographer in Austin, Texas.

An advocate for public transit and local politics, Brian attends a lot of meetings about social issues. He finds that there is a lack of good thinking about contemporary social issues.

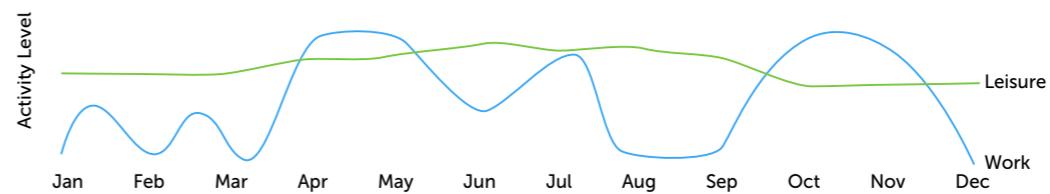
Influencers

1. Peer Photographers
2. Politicians
3. Roommates
4. News Media
5. Family
6. Local Music

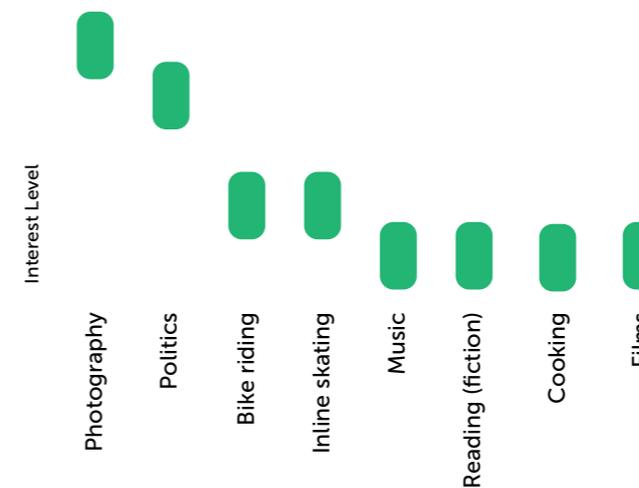


Lifecycle

Work is sporadic, follows wedding season.
Leisure is consistent.



Activities



The Nostalgic



Name: Tim
Age: 33
Sex: Male
Occupation: Technology Consultant, Vice President

Formerly a traveling technology consultant, Tim was promoted several years ago to a more stable position. In his previous position, Tim lived out of suitcase and traveled 4 days a week. Upon getting engaged, Tim was also promoted.

Due to Tim's busy schedule over the years, he became heavier and more sedintary. His wife, who is a nutritionist, has been pressuring Tim to loose weight. Wanting to do something fun, Tim decided to pick up rollerblading again.

Tim and Beth have a very disposable income, making \$150,000 a year. Even as they prepare for having kids (Beth is 29) by saving, Tim and Beth don't worry about money. Without any expensive hobbies, they are able to live in an expensive part of SF.

Tim is farily clueless about fashion. Beth often will go shopping so she can help him pick out clothing. As a result, Tim diverts most of his aesthetic decisions to Beth.

One area in whcih Beth has no say however is Tim's motorcycle. An older motorcycle, Tim has taught himself to do some basic main-tanance. Tim uses his motorcycle and the garage as a way to relax. He often feels much more lively after playing some music while he cleans the bike on the weekend.

Tim enjoys the outdoors, and spends many evenings sitting on the porch with his wife or going for walks with his dog.

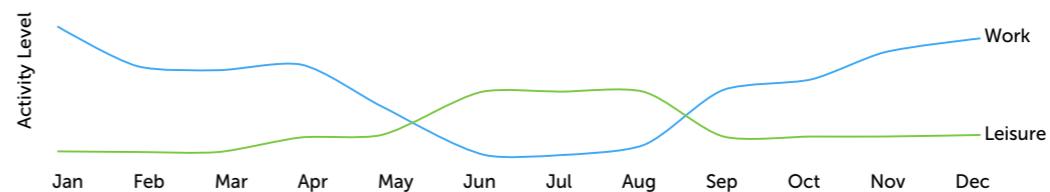
Influencers

1. Wife
2. Technology Blogs
3. Co-workers
4. Television
5. Shared Social Media Links
6. Apple Computers



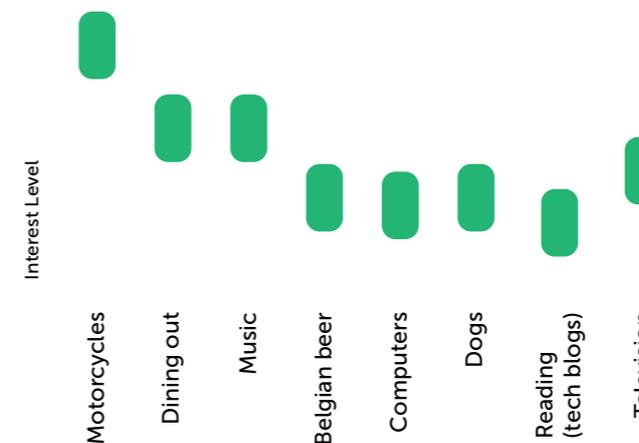
Lifecycle

Work calms down during the summer.
Leisure is inversely related to work.



Activities

Activities & Interests





What do you look for in a skate?

What is your favorite company in rollerblading that doesn't make skates?

Why do you rollerblade?

What would you like to see from the sport of rollerblading that is currently missing?

I like changing my set up to reflect my tastes at a certain time. I don't like following trends that much. I try to make really classic looking skates.

Rollerblading is awesome because my friends do it. We hang out all the time. Skating gives me an outlet from school and my family.



Vibraltex (a jean company). The guys that ride for VB are really great skaters, and the pants reflect their personal taste.

I wish more components came in more colors. Sometimes I have to dye plates to get the right color. I like doing that but it is time consuming.

Skates are skates. As long as they are solid and last a long time, I don't really care. I like skating. I appreciate a nice set up, but I just am not interested.

Unlike bike riding, I don't skate to get anywhere or do anything. I can just be creative with the environment. I have a lot of fun exploring and push myself.



Them Good (a hardware and clothing company). They just have really clean design that stays away from the typical punk rock kind of feel.

When I was younger, skates were sold more places. Now I can't even try on skates until I buy them. It sucks.

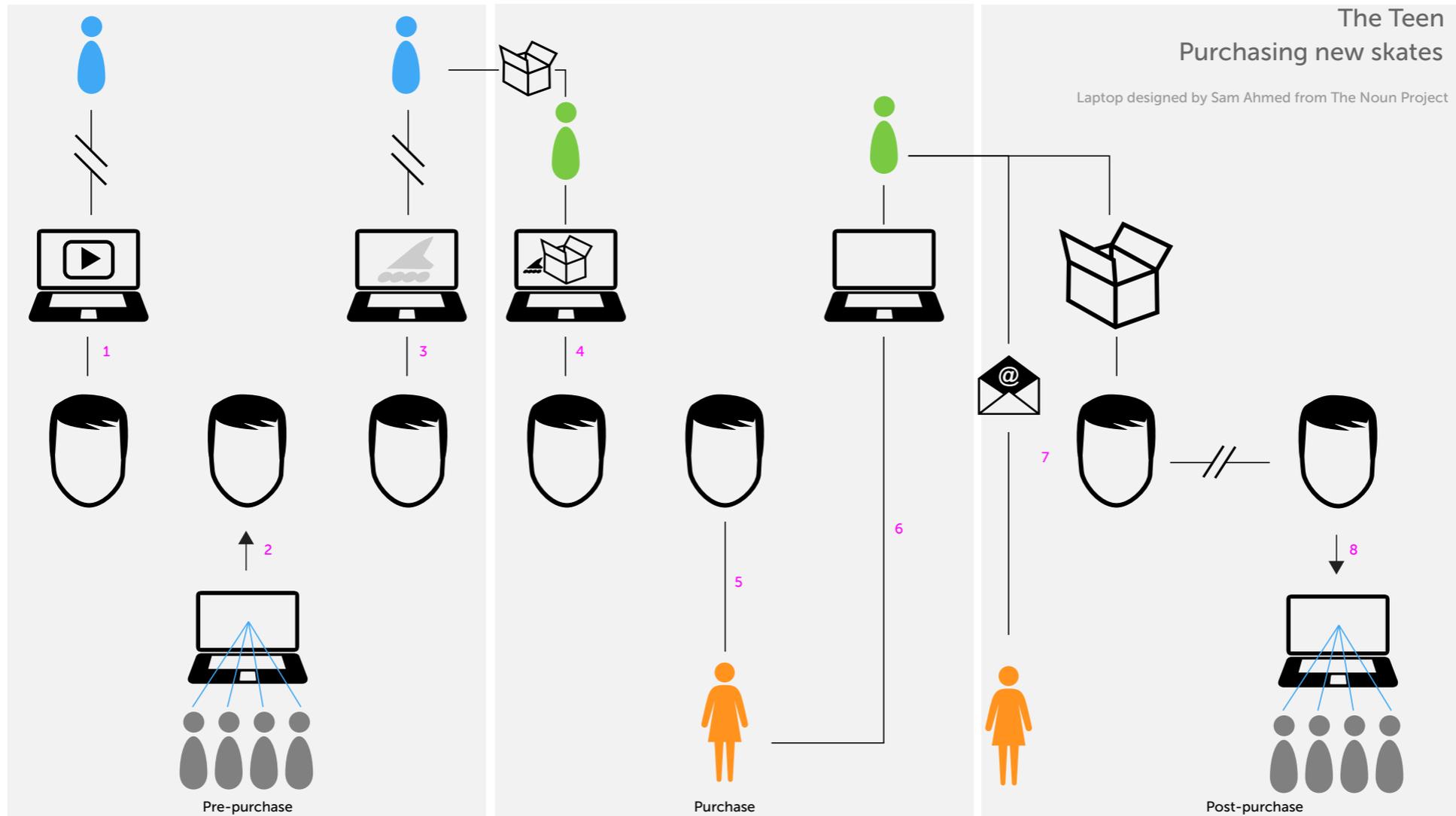
Honestly, I don't even know what is popular these days. It has been so long. From what I have seen things have changed a lot.

I remember thriving of the feeling of landing a trick and having your friends go wild. I was never great, but everyone has those moments, you know.



Medium (now defunct wheel company). The guys on that team were just really raw and pushed what it meant to be a rollerblader.

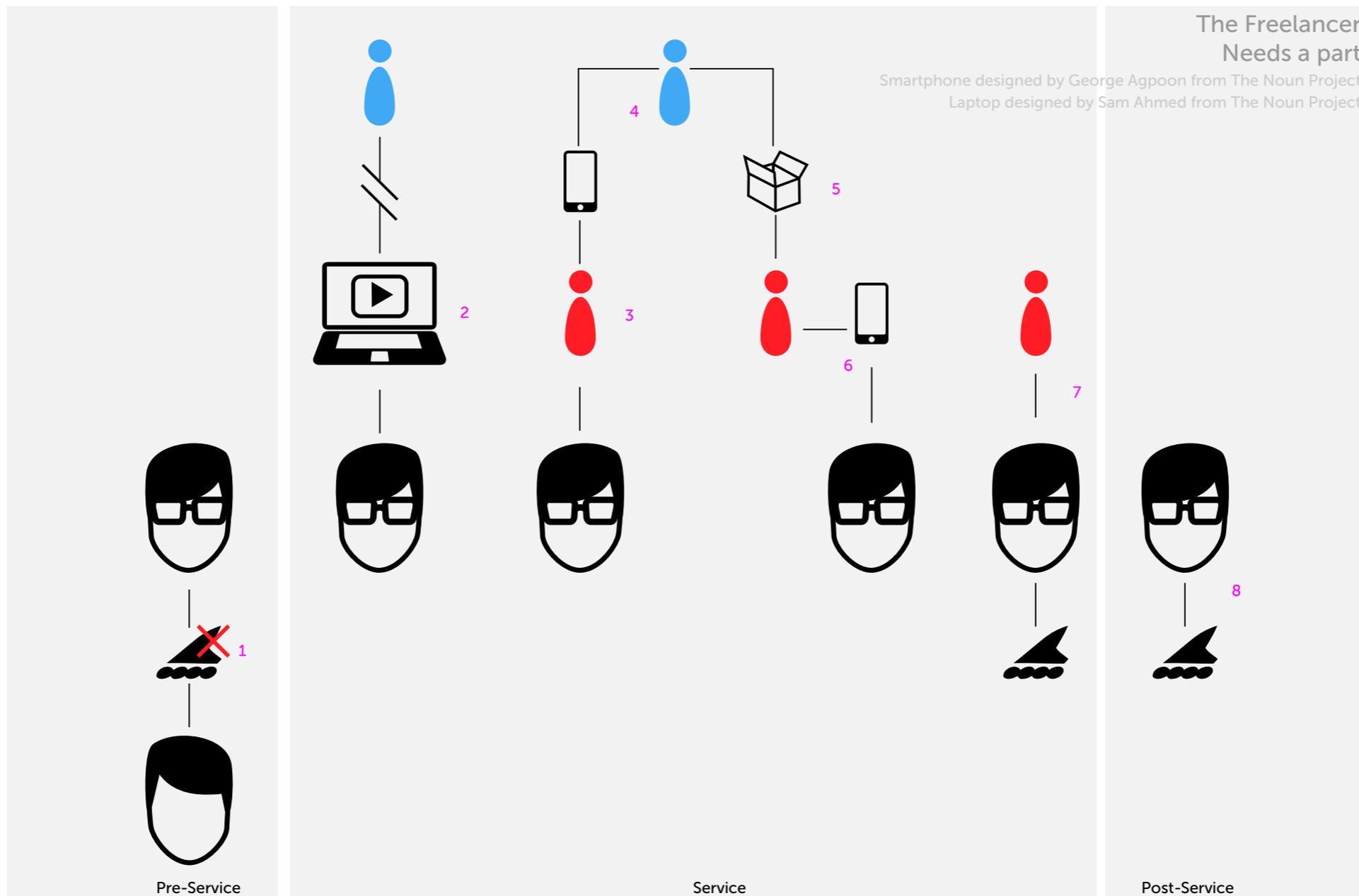
Again, I am out of touch. I know the industry has been struggling. It would be nice to see a bigger presence of rollerblading.



1. Watches an edit (short digital video) released by RB of pro testing new skate
 2. Goes on to a forum to discuss the edit and read what others are saying; interested in the skates due to the positive reviews.
 3. Goes to Rollerblade website to look at the options and watch more edits.

4. Since there are no prices goes to an online skate shop; the shop carries Rollerblade's latest line as well as shirts he likes.
 5. Speaks with mother; convinces her to get them for him.
 6. She goes online to shop the bookmarked page to purchase.

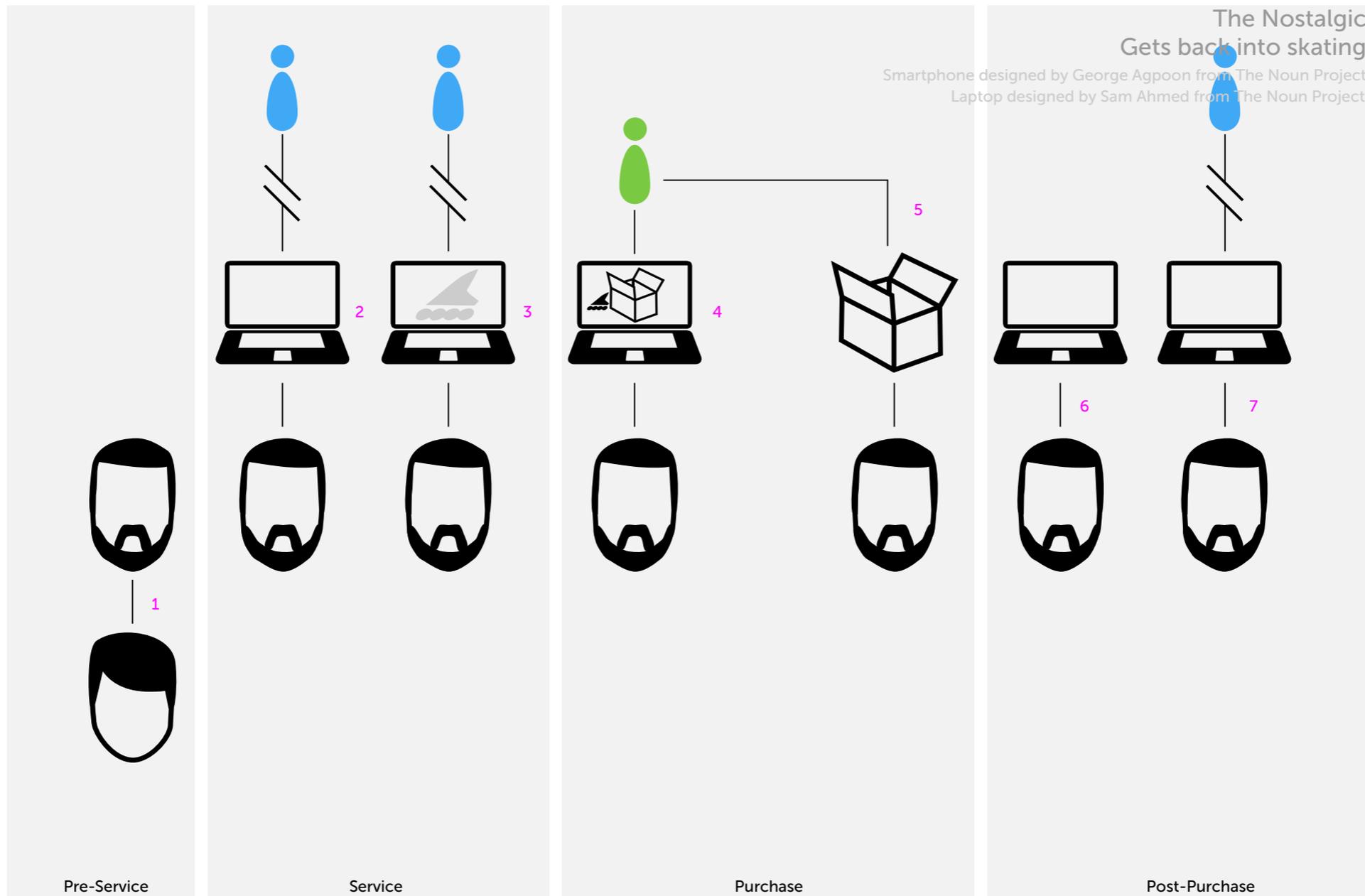
7. Retailer ships skates and shirts; sends email notification of receipt.
 8. After using the skates for several days, the Teen goes back on the forum to post a picture of his skates and write a review on the same thread where he discussed the video.



1. The Freelancers cuff breaks while skating with a friend; his friend recommends he go to the website to find out more.
2. Watches a tutorial on how to fix the cuff produced by RB.
3. Goes to a local skate shop to see if they carry cuffs; don't, but can order them from his RB dealer

4. Calls the dealer on the phone to place an order for the cuff and other parts out of stock. 3-5 days.
5. Dealer ships the parts; takes 3 days in total.
6. Shop owner calls to inform the part is in; freelancer asks if he could bring in his skates to get help.

7. Brings in skates to have them fixed; it takes an hour.
8. After having the skates fixed skates and talks about the shop owner and how his skates have been so much better with the newer cuff.



1. Wants to get back into skating and asks a friend what he should get; friend reminds him he used to like skating Rollerblades.
2. Visits the [Rollerblade](#) Facebook page to see recent activity.
3. Redirects him to the main website where he uses the store finder page; no retailer is within a reasonable distance

4. Decides to go on [eBay](#) to find skates for cheap; he is not willing to spend too much money to get back in.
5. Wins an auction on a pair of older model skates he remembers liking a lot.

6. After getting the skates, he visits a forum to find other people to skate with and post a picture of his new skates.
7. Revisits [Facebook page](#) to also post picture and comment on his excitement to be skating again.

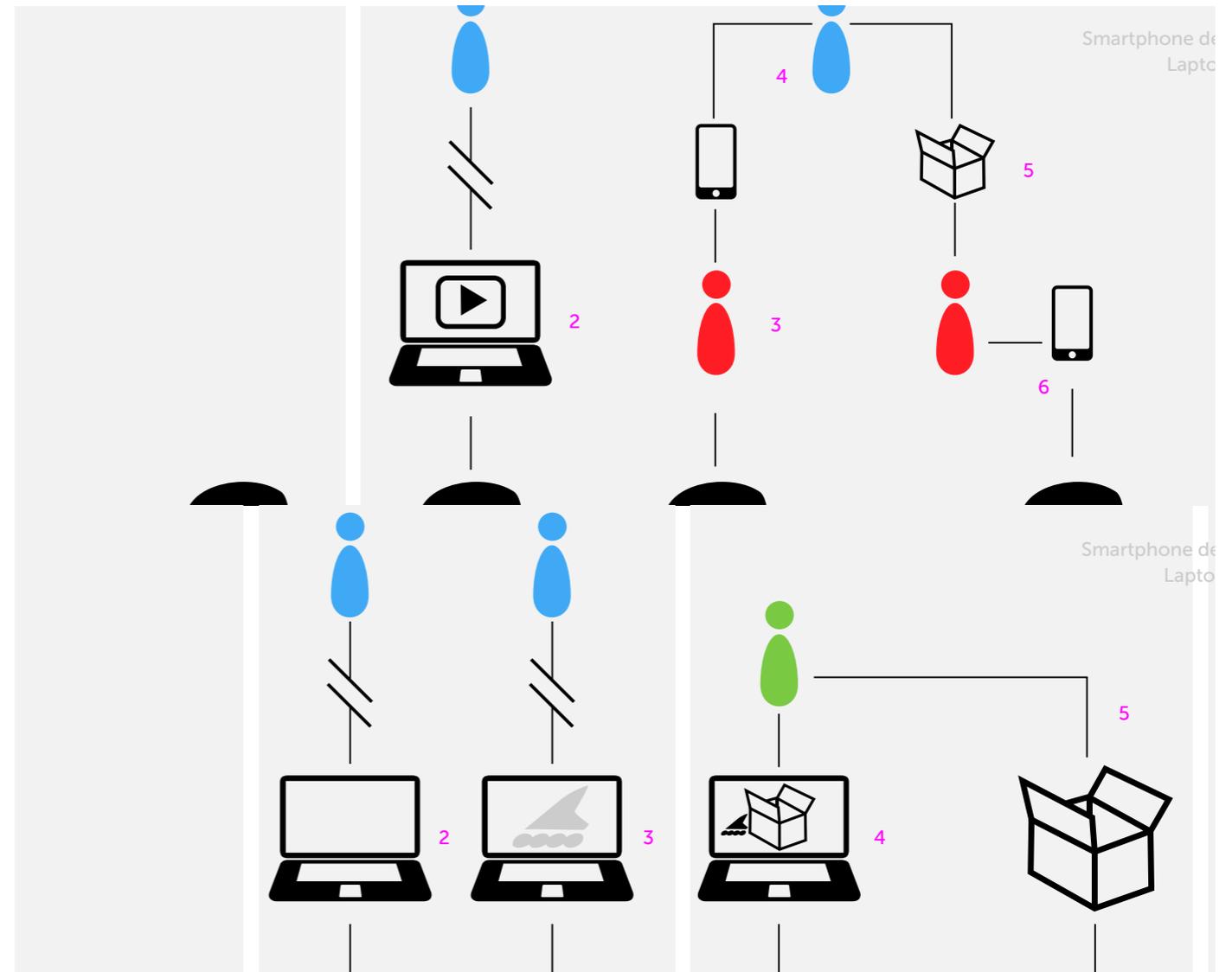
Customer Journey Summary

When looking at how customers interact with Rollerblade, one sees that the relationship is largely one directional, top-down, and heavily weighted to the beginning of the process of using Rollerblade products (withholding the mobile app). Many of the touchpoints are also mediated by computers, whether in finding out about retailers or current products. As Rollerblade does not directly sell inline skates, purchasing is always through a third party.

There are two main conclusions as a result:

1. Rollerblade is excluded from contributing to its continued perception during use. While Rollerblade can control the displays, packaging, and who sells Rollerblade products, customers are left without any tether to some image of Rollerblade. Hence, perception of Rollerblade as a brand comes from other customers.

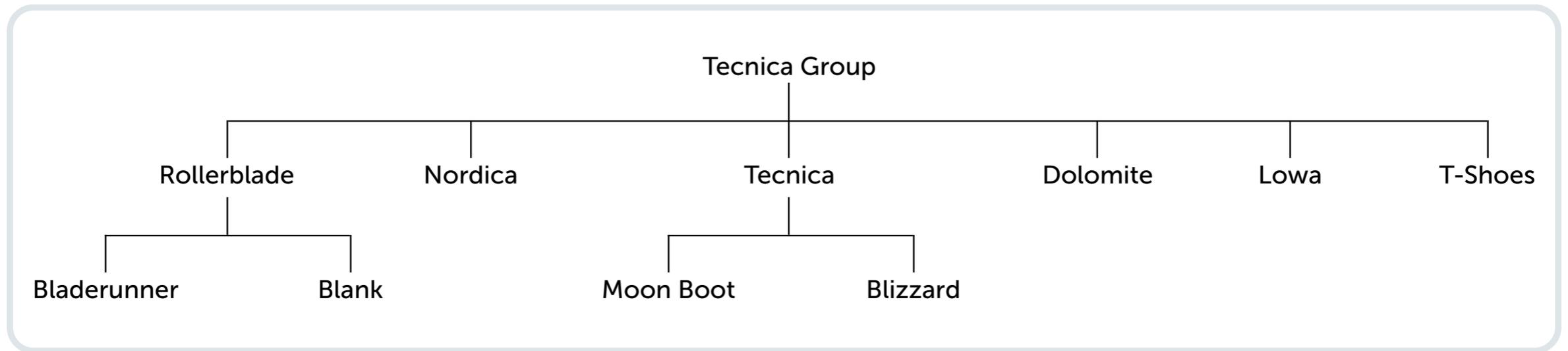
2. Customers view Rollerblade as merely supplier of inline skates. While Rollerblade is one of two brands of inline skates sold in physical retail locations in the US, their success as a fitness and recreational brand can be traced to the absence of competition and initial name recognition. When viewed within the aggressive market (primarily and predominately online), Rollerblade struggles with their current model of being a top-down supplier as this market desires more active back-and-forth with a skate brand.



Conclusions

These conclusions come from the previous parts of research:

1. Rollerblade currently has a largely one directional and top-down relationship with customers. This positions Rollerblade as a supplier of inline skates, but not as a lifestyle brand within the inline skating and aggressive skating markets.
2. Rollerblade has portrayed itself as innovative, despite not producing any visible innovation in years. Rollerblade needs to reconsider the image it portrays of itself to be more community focused. This needs to be reflected in more than just imagery, but also in tag lines and campaigns.
3. Rollerblade portrays a conservative image, which works well with the fitness market and less well with the aggressive market. The conservative image is coupled with a faceless corporate identity. This latter aspect makes the conservativeness appear to be a snub of the inline community in certain cases.



Rollerblade Bladerunner



Blank



Skating

Nordica Blizzard



Skiing

Tecnica T-Shoes



Lowa Dolomite Moon Boot



Hiking/Footwear

Design Brief

A summary of need and constraints as Rollerblade moves on.



Background

Once the most prominent and prolific brands for this community, Rollerblade has slid out of popularity within the aggressive inline skate market. Counter to many of the other aggressive competitors, Rollerblade's aggressive image is very conservative and design choices are rather safe. Partially this conservatism is due to Rollerblade's consolidation of its image under a single umbrella, pulling the aggressive line into the fold of the broader fitness-oriented image of the recreational and fitness lines. Partially this conservatism stems from the larger contraction of the aggressive inline skating market since the early 2000s. These factors have led Rollerblade to focus on other lines and abandon many of its commitments to the aggressive inline skating community. In defense of Rollerblade's positioning, Rollerblade presents an image of aggressive skating that is more generally acceptable and counter to many people's impressions of the sport.

Why focus on the aggressive line?

Aggressive skates occupy a small subset of Rollerblade's product offerings. While this may seem like reason to focus attention on other areas of the brand, the community of aggressive inline skaters is a prime test bed for rethinking Rollerblade's image and offerings for several reasons:

1. The community very vocal in forums and other social media. This gives Rollerblade feedback as much as initial grounds for researching needs. On the whole, much of the discourse surrounding skating occurs online as the numbers have decreased and print magazines have gone under.
2. Aggressive inline skating as a community has had a resurgence of interest amongst older men and women once involved in the sport. Looking to get back into skating, these older participants have largely been unaddressed and can drive different types of innovation in the sport.
3. Aggressive inline skating has lower overhead for new ideas. The fitness lines of skates compete with running, bicycling, and other exercise companies. To reach consumers, Rollerblade must distinguish itself amongst these large brands. Aggressive skating is comprised of several smaller skate manufacturers and advertising (primarily online) is much less expensive.
4. The criteria of evaluating skates is far more holistic than in other areas of inline skating. Participants who are interested aggressive skating evaluate skates based on performance and aesthetics as much as larger social issues. Discussions of "skater-owned" companies and ethical working environments for professionals and manufacturers have risen in recent years within formal outlets like online magazines and informal outlets like web forums and comment threads.

The combination of these reasons--community vocality, unaddressed participants, smaller market, and holistic evaluation--make the aggressive skate line a prime target to test new ideas that can drive other more unknown territories of rollerblading.

Problem Definition

Rollerblade's aggressive line presents two main problem areas:

1. Within the aggressive inline community, Rollerblade has fallen out of being a core brand, perceived as dated rather than innovative.
2. For a broader audience, inline skating as embodied through Rollerblade as fallen out of popularity.

Needs

To expand their market share of the aggressive skating community

As a small, but tight-knit community Rollerblade is missing out on this community's ability to be style makers. As the reboot of inline skating on TV and potential larger expansion, Rollerblade needs to re-establish itself as being relevant to aggressive inline skating as a way to align with primary user's of aggressive skates. This can be broken down into two sub-goals

Re-establish position of being innovative

Rollerblade has always prided itself on being innovative. Many of its recent innovations have been overshadowed by other brands presenting both innovative and aesthetically interesting skates. While matters of taste are rarely predictable, innovation is a matter of finding the proper way of addressing and calling attention to a problem.

Orient to support aggressive skating

As previously mentioned, buy-in from the aggressive skating community needs to be both offering a sound product and offering back to the community at large. Companies that are valued for their aesthetics and technical achievements also provide opportunities for collaboration with other companies in the industry and/or provide sponsorship of events within the community.

Demonstrate to the Tecnica Group the profitability of Rollerblade

Rollerblade is currently owned by the Tecnica Group. Part of the conservative approach to design and innovation within Rollerblade stems from the company's tenuous position within the Tecnica Group. Inline skating on the whole has shrunk over the last decade. To keep afloat, Rollerblade has had to maintain a solid stake in the market. Risky investments with unknown outcomes have been replaced with well-established formulae with known outcomes. If Rollerblade is able to open new opportunities without additional cost or risk, Tecnica will invest more in the company to seek a larger segment of the market.

Constraints

Outward focusing

As the problems are of buy-in, the strategic output must be visible to end-users.

Minimal Cost

Rollerblade's aggressive line is a small portion of the company. Unlike many of the other offerings which have stabilized over the years, aggressive skating is a more open, and so profitable and risky community. As aggressive skating does not currently produce an excess of revenue, any more risky design innovation must exponentially reward investment and require little up-front cost.

Maintain the current image of Rollerblade

Rollerblade has made efforts to simplify its image. The design cannot offer a re-imaging of Rollerblade. There is not enough evidence this will produce any direct profits.

Appeal to both aggressive skating core AND broader audience

While inline skating core must be enlisted, the goal is to expand participation in aggressive inline skating. As much as fully inward focusing innovation would open up new opportunities, the customer base is too small and limited to justify the expense of money, time, and resources.

Documentable by digital media

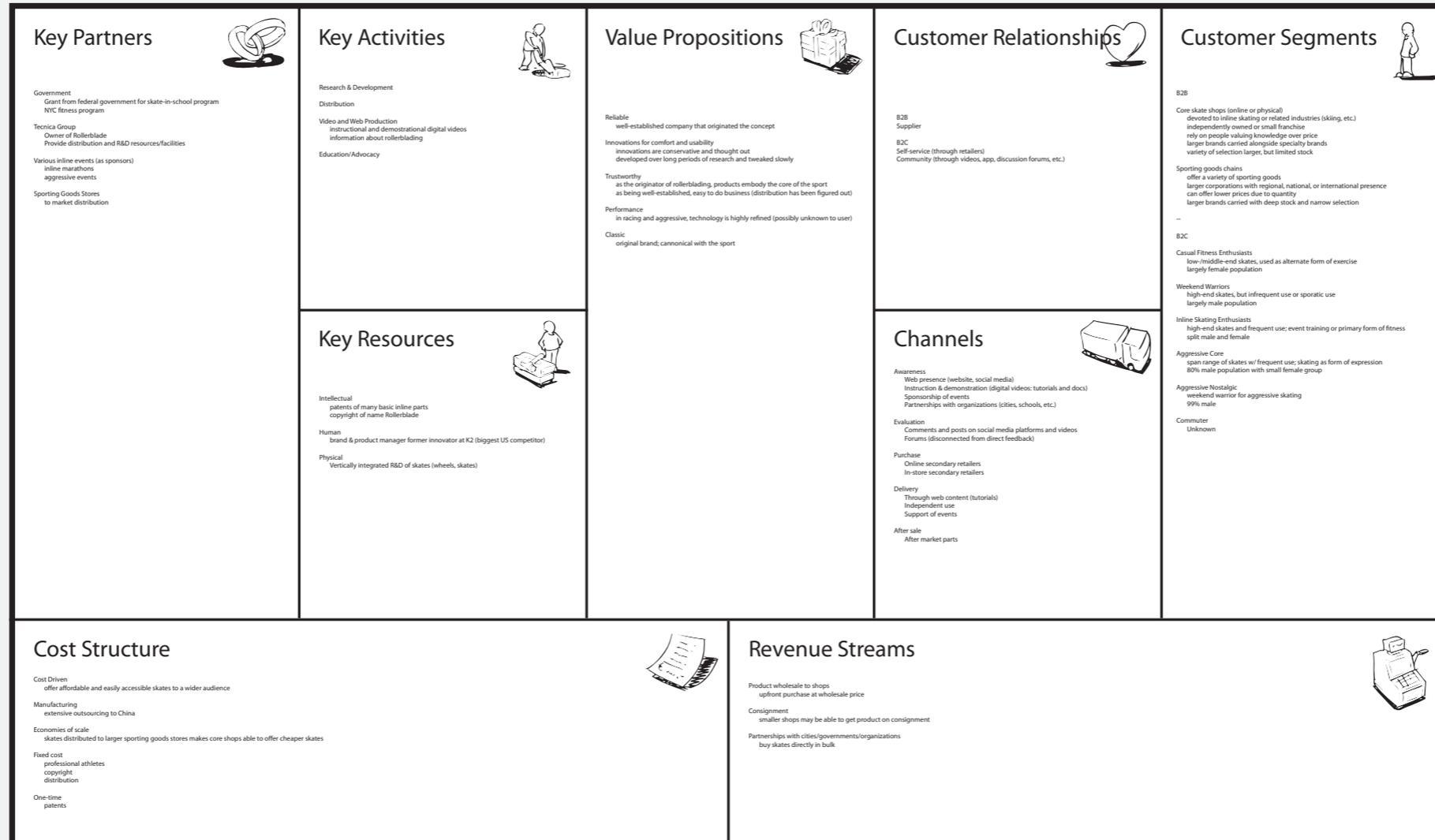
Rollerblade's biggest asset is its digital media outputs. While this may be part of the end design proposal, it is important the design can be communicated effectively, since information travels through various digital formats more than physical media.

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
 Iteration: No.



Proposal: Eye Roll

“Eye Roll” is a proposed collaboration between Rollerblade and Photojojo. A photo and video contest for the US market, “Eye Roll” aims to help transform Rollerblade from a sporting goods company into a lifestyle brand by affiliating Rollerblade with a younger company (Photojojo) and promoting documentation of inline skating as an activity associated with Rollerblade. Photojojo also offers Rollerblade access to a younger audience which is largely unaware of the sport of inline skating, as well as re-imagining of the company with low overhead. Rollerblade offers Photojojo national name recognition and an opportunity to break into the sporting goods market dominated by companies such as GoPro.

Supporting such a collaborative venture for Rollerblade are two main facts: Rollerblade is synonymous with inline skating and inline skating participation has declined over the past decade. The cost of releasing completely new products outside the inline skate market is too risky given the current name recognition of Rollerblade within the inline skating market and within the Tecnica Group. Additionally, Rollerblade currently offers a wide array of skates that span the market in terms of type and price. Decline in sales are so due to decline in participation. In turn, Rollerblade must promote inline skating by reaching out to new participants. The longevity of Rollerblade as a company depends on establishing a new brand image beyond a company which makes inline skates. Hence, Rollerblade needs to transition into being a lifestyle brand. This transition will eventually lead to new product offerings.

The contest asks participants to document various types of inline skating of by using their smart phones. These images and videos are uploaded or linked via Facebook, where the most “liked” image or video will receive product (a lens set from Photojojo and a pair of inline skates from Rollerblade). The choice of using Facebook rather than a website is to lower development cost while leveraging the possible viral “stumble upon” of “likes” appearing on an individual’s news feed. More over, encouraging the use of smart phones also lowers the overall barrier of entry and increases the number of participants, useful in creating a strengthened community around inline skating.

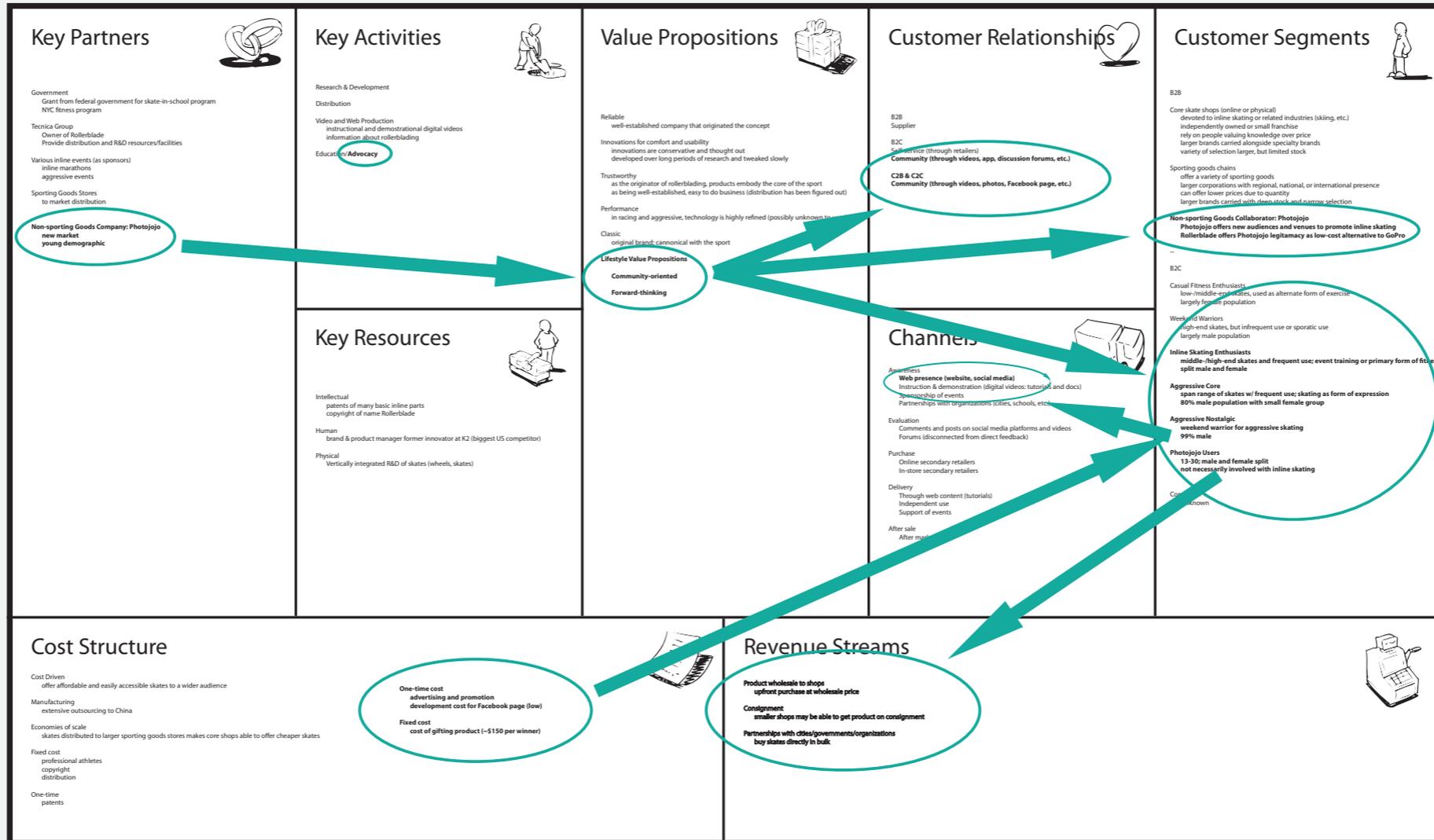
The contest will entail the development of web banner advertisements and a Facebook page, along with the investment of product and initial start-up time in promoting the contest. The return can be gauged in participation numbers as well as social media outputs such as entries, “likes”, “shares”, track backs, and unique page views. While the direct return is not tangible, this proposal a way of re-imagining Rollerblade quickly and with small capital investment and risk.

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
 No. Iteration:



http://facebook.com/eyeroll/

facebook Search for people, places and things Thomas James Ledato Find Friends Home

EYEROLL

A PHOTO & VIDEO CONTEST BY ROLLERBLADE & PHOTOJOJO

EYE ROLL
12,495 likes · 72 talking about this

Company
The official Rollerblade fan page. Chat with us about skates, tricks, tips, workouts and events. Ask questions, make comments. Then, get out and go! We are the About

Video Entries Photo Entries Past Winners Rules

Recent Posts by Others on Rollerblade USA

- Vidallet @ Made in France! Wednesday at 12:55pm
- Gabriella R Katz Do you have any advice on street skates that are offer... 1 · November 12 at 9:47pm
- Kerle Fisher Cleveland

WARNING: The most fun and addictive strategy game is now on Facebook. Play NOW for FREE! Play Now - 4,300,000 people played War Commander.

Nicole Lynn and Donald Denny are now friends.

Shannon Mulkey likes Bear Maker Bakery's status.

Shannon Mulkey likes Beth Schechter's status.

Daniel Upton is listening to Run by Vampire Weekend on Spotify.

Shannon Mulkey likes Christy Bardis Peterson's photo.

Ciraue Hicks commented on Helen Ferguson Crawford's post on Ciraue Hicks's wall: "I'm glad you spoke up!"

Kevin Dowling commented on your activity on Tumblr: "go on..."

Kevin Dowling commented on his own line: "11 years may justify that co..."

Christy Bardis Peterson I feel weird when people call me ma'am. I must be looking older.

Seanny George likes xxxxxx's photo.

Daniel Upton listened to White Sky by Vampire Weekend on Spotify.

Daniel Upton listened to Herchata by Vampire Weekend on Spotify.

Dafna Kaufman is going to St Ilpout Literary Reading: A Student Writing Sampler.

No one is available to chat.

Turn on chat to see who's available.

http://oneblademag.com

HOME PAGE FEATURES THE WIFE BLADE BLOG PHOTOGRAPHERS VIDEOS EVENTS SKATERS OF THE YEAR SUPPORTERS ONLINE SHOP MAGAZINE

Making the Blading Cup TV show

Written by ONE Staff - Published on Monday, November 12th, 2012



01:00:18;26

ONE talks to Drew Bechrach about final production of the Blading Cup TV show.

Drew, thanks for taking time to tell us a little bit about the behind the scenes situation for the Blading Cup TV show.

Can you explain at all the set up with HOW the Blading Cup TV show even happened?

After the success of the first Blading Cup, Jon Julio decided to take the year's competition to the next level. He was able to strike a deal with ASA Entertainment to co-produce a show which will run on Fox Sports, November 16th.

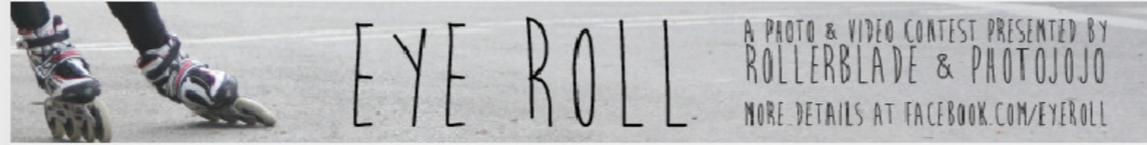
ARCHIVES
Select Month

CATEGORIES
Select Category

STREET URETHANE

ONE

EYEROLL
A PHOTO & VIDEO CONTEST PRESENTED BY ROLLERBLADE & PHOTOJOJO FACEBOOK.COM/EYEROLL



NEWS >

REVIEWS >



Watch Five Sonic Youth Clips from 1985



Soundgarden
King Animal
By Stuart Berman

NOV 16

NOV 15



kinddirty [revisionskate](#)

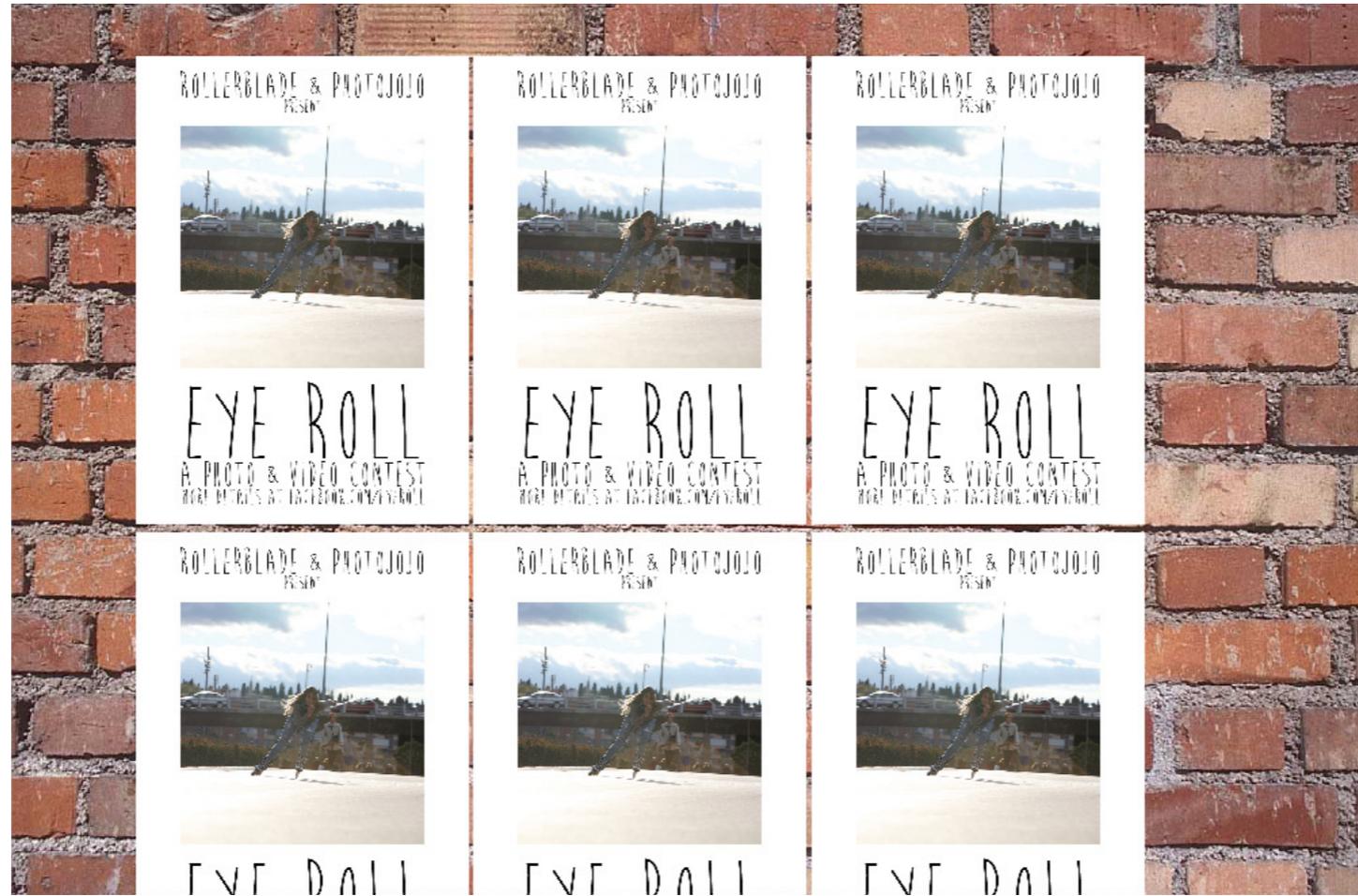
6

ROLLERBLADE & PHOTOJOJO
PRESENT



EYE ROLL
A PHOTO & VIDEO CONTEST
MORE DETAILS AT FACEBOOK.COM/EYEROLL

So excited for this!



Spotify

Search Upgrade Thomas James Lodato

MAIN

- What's New
- People
- Inbox
- Play Queue
- Devices

APPS

- App Finder
- Top Lists
- Radio
- Digster
- Pitchfork

COLLECTION

- Library
- Local Files
- Starred
- New Playlist

Crystal Castles - (III)
Godspeed You! Black Emperor
Mystic Stylez
iTunes

Zeros (2012)
by The Soft Moon

Share Start Album Radio

Track	Duration	Progress
1 It Ends	1:51	0:17
2 Machines	2:47	
3 Zeros	4:39	
4 Insides	4:02	
5 Remember The Future	3:23	
6 Crush	3:58	
7 Die Life	3:37	
8 Lost Years	4:36	
9 Want	3:39	
10 sdnE tl	1:51	

2012 Captured Tracks

Post to Facebook

- Carl DiSalvo
- Kevin Dowling Added Tougher Col...
- Laura Hennighausen Gimme Shelter by T...
- Mariam Asad Song For The Man ...
- Sarah Beth Lodato Parentheses by The...
- Sarah Watts Summertime (Radio...
- Scott Cormack
- Seanny Georgie
- Thomas Barnwell
- Sarah Al-Khayyal listened to...
- Daniel Upton published Paul...
- Mariam Asad listened to Son...
- Laura Hennighausen...
- Dafna Kaufman added Whereve...
- Peter Michael Boudreau...
- David Dodge listened to...
- Todd Wass listened to El...
- Sarah Watts listened to...
- Sarah Beth

It Ends
The Soft Moon

EYE ROLL
A PHOTO & VIDEO CONTEST PRESENTED BY ROLLERBLADE & PROTOJOKO
MORE DETAILS AT FACEBOOK.COM/EYEROLL

0:17 1:51

Sources:

www.rollerblade.com

www.archive.org (for archived versions of www.rollerblade.com)

www.inlinewarehouse.com (price comparison: recreational)

www.aggressivemall.com (price comparison: street)

Google Patent search (dates of innovations)

www.rollernews.com (for comments as indicators of brand and product comparisons)