

Participation dipped 3.6 percent in 2008 versus 2007. Yet Pettet sees the sport as poised to benefit from the economic downturn. "Individual sports like skateboarding that have easy accessibility and low cost to enter do well," he said. "There are two real appealing factors: all you need is a deck and shoes."

The campaign will break in print in the June issue of Vapors, a skateboarding/lifestyle magazine. The print component will comprise 26 pages across vertical titles like Skateboarder and Snowboarder, as well as other lifestyle and music titles, including Spin and Filter. As for social media, the brand will have a presence on MySpace and Twitter.

Media spend for the campaign wasn't disclosed. Airwalk spent \$800,000 on media in 2008, up from \$200,000 in 2007, per Nielsen. Figures do not include online spending.

[Source: Brandweek.com](#)

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-By Lucia Moses, Mediaweek

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