



# Fulfill Every Sole.

Happy Socks®

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Strategic Message:

**Wearing Happy Socks helps  
you find yourself.**

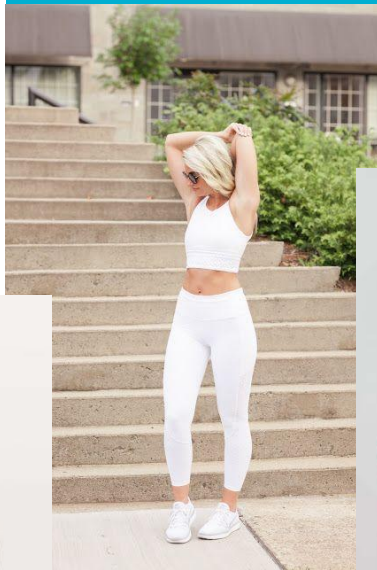
# Manifesto

“We all get lost in everyday life - the gray, the dull, the day-to-day routines can be overwhelming. Taking the time to reconnect with yourself is refreshing. Take a deep breath to be who you are, find your inner colors, express your passions, and don't lose sight of the joy that comes from being you. Let your soul lead you and get lost in the process of reaching your full potential. Because you are special, you are unique, you are too amazing not to feel good about yourself. Taking the time to reflect and finding yourself is all you need to be happy.”

# Fulfill Every Sole.

We all have three soles. Two on our feet and one in our heart. Happy Socks is here to help fulfill each one of them. Expressing who you are with what you wear allows you to show your personal style and help you discover your true colors. Who wants gray and boring when you can have your unique and wonderful self shine through? By fulfilling each one of your soles you become closer to your true self, discover who you really are, and live to your highest potential.

# Meet Zoey



# Print Ad

The print ad shows a girl who is trendy in the cute all white outfit. She is wearing a expensive white sports bra and expensive white leggings with mesh on the side. She has a white headband on and her hair and makeup are all done up. She goes to yoga to feel good about herself. On her feet are bright hot pink happy socks with bright blue bubbles. These socks represent how good she feels about herself. The whole print ad is her standing on a yoga mat in warrior two position feeling confident and expressing who she is. She is in her expensive all white outfit bending with her arms out with her hot pink happy socks on feeling great about herself. Headline: "Break free - fulfill every sole"

# TV Spot

Zoey is pretty girl all done up leaving school with her headphones in and making her way to yoga with a juice in her hand. She arrives to yoga waving hi to everyone and is trying to focus on calming herself down before yoga. She puts on her favorite socks when yoga is over and takes out her headphones because she now feels relaxed and knows deep down who she really is. The TV spot starts off dull and becomes colorful when she puts on the socks. The socks represent that she feels confident about herself and that she does not need other people's approval to feel good about herself.

# Meet Amy



# Print Ad

**“My socks reflect my day-fulfill every sole”**

Amy is a 28 years old mom who has two kids and she is energetic about life. Once she just gets back after sports, she wears all white and cooks in the kitchen. She has healthy food in her pot with great protein and whole grains. Her kids are playing around her and wear Rubber Duck pattern socks while she wears a pair of Sunflower pattern socks. She feels happy with her life.



# Interactive

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Interactive screen at a bus stop that digitally places socks on your feet. The user gets to choose a background that represents a place where they feel most themselves and the socks that represent them best. They can express themselves by doing a cool pose, dance move or motion. Users receive a free GIF and print out photo for participating and are urged to use the hashtag #SoleFulfilled.

