

Classic Clog

crocs™

**Your Canvas for Comfort
and Self-Expression**

CLIENT OBJECTIVES

Increase **YoY sales by 10%** (including an increase in add-on sales via higher Jibbitz sales) and **UGC on social media by 20%** showcasing **everyday Crocs wear and unique personalization.**

8 Month campaign, **\$400M** budget





Campaign/Team Objectives

Position Crocs as a **cultural staple** instead of a **passing trend** with a **social-focused** campaign to **promote engagement** with Croc's brand and content.

LANDSCAPE: THE WORLD LOVES COMFORT

The world is switching to athleisure

Athleisure sales are predicted to continue to increase as well

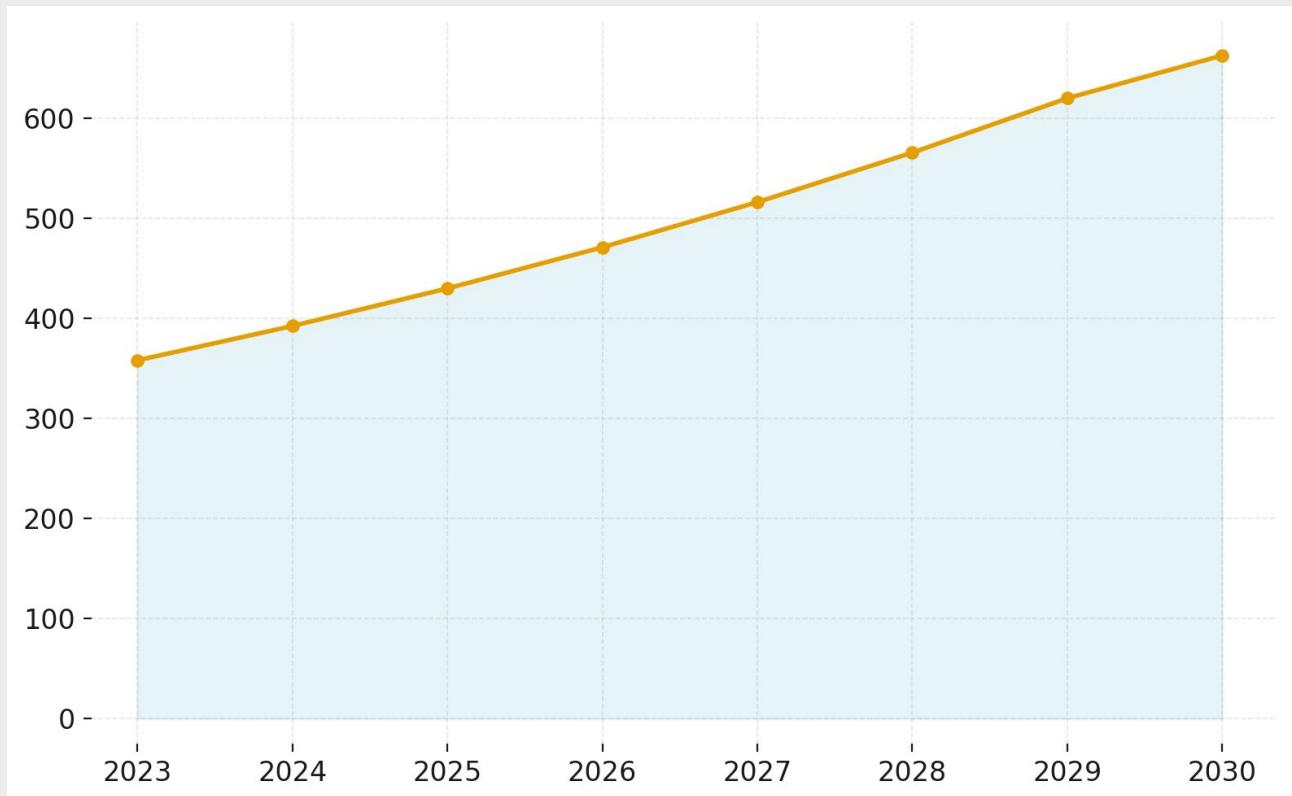
Comfort has become king

People want something they can slip on



LANDSCAPE: THE WORLD LOVES COMFORT

The global athleisure market size was estimated at USD 358.07 billion in 2023 and is projected to reach USD 662.56 billion by 2030, growing at a CAGR of 9.3% from 2024 to 2030.¹



RIGHT NOW CROCS ARE THE COMFORT SHOE...

...but they're **only** the comfort shoe.



PlasmaTartOrb • 3mo ago

Comfort.

**NON-CROC WEARERS
HATE CROCS' LOOK**

46%

Of adults in the U.S. think that
Crocs are **ugly**

**“IT’S
HIDEOUS!”**



ONCE SOMEONE WEARS CROCS...IT'S A DIFFERENT STORY



alexlp • 3mo ago

My ex bought them for fishing and I was mortified. I threw them on when I realised I forgot to take the bin out, life's never been the same. I literally paused and thought "I get it".



PacificNorthwest09 • 3mo ago

That's what happened to me.. I needed to go to the bathroom while camping and my buddy just said to use his crocs and my drunk butt didn't think about and just slipped them on. Now I'm a croc junkie.



imnick88 • 3mo ago

This was me, mate told me they felt like clouds which got me tempted to try one on in the shops and the rest is history. I was vocally against them before this.



ONCE CROCS
GRABS YOUR
FOOT THEY
DON'T LET GO

**WE NEED TO GET CURRENT CROC LOVERS TO
SHARE THAT LOVE WITH THEIR FRIENDS**



OUR TARGET AUDIENCE

We are after the loyalty of **current Croc users**, to convert that **loyalty into user-generated content**, positive purchase recommendations, and add-on Jibbltz sales.

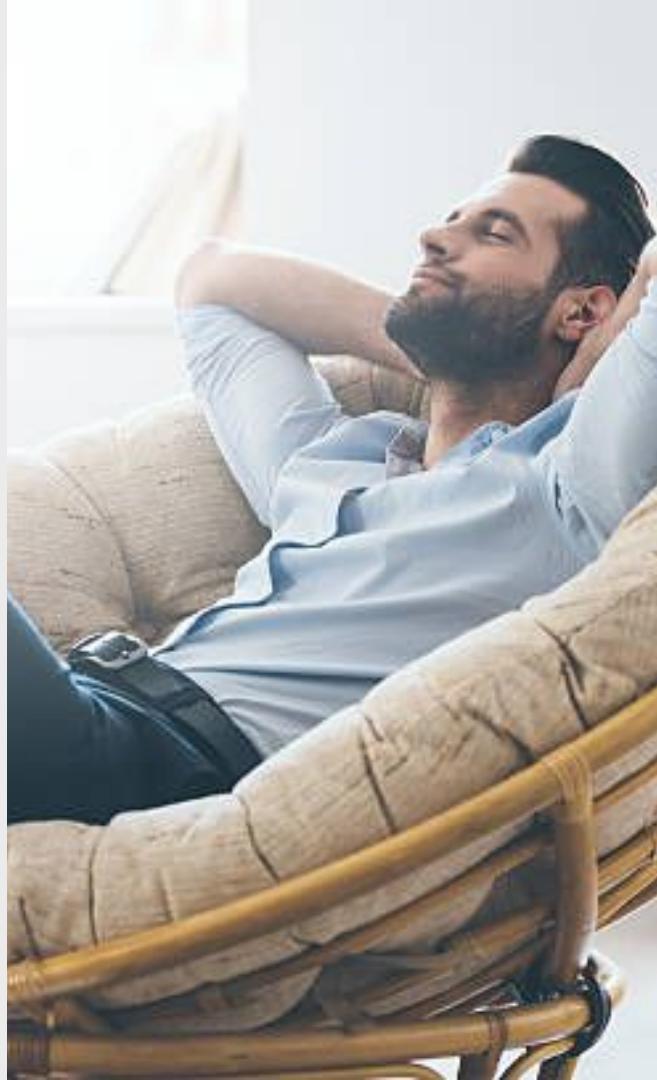


AUDIENCE

“The Comfort-first Individualists”: Gen Z & Millennial, Ages 16-35 who are current Crocs users

They don't want anything getting between them and their comfort. **Their comfort fuels their confidence.**

Familiar with Crocs but wear them just around the house or take out the trash.





OUR AUDIENCE

Are at a time in their life where they are making the decisions that will **impact and set the course for the rest of their life**

When do I get married?

**What do I
major in?**

**Where do
I go to
college?**

**When do I start a
family?**

Where to start career?

**How do I
develop a
career?**

**How do I
buy a
house?**



THEY NEED CONNECTIONS

It's easier to make these giant life decisions **when you have friendships and connections** to help guide you through them

These friends offer differing perspectives, new insights, and have unique life experiences that can **help them make these important decisions.**

13%

OF ADULTS SAY THEY
HAVE 10 OR MORE
CLOSE FRIENDS

WHY IS THIS HAPPENING?

People are unable to make the connections they need to be successful, because they aren't as experienced in making connections.

Social isolation from covid and the rise of social media have made in person interactions more difficult than ever



CONSUMER PROBLEM

Now more than ever, people **don't know what to say** when trying to make and develop in-person connections



Studying this lack of connection

Across social listening, article reviews, and online forums, the answer to this problem became apparent.



CONSUMER INSIGHT

**When people share
interests, connection
naturally occurs**

THE WAY IN

Crocs can help people **form the authentic connections** they desire by allowing the wearer to **display their personality** on their shoes, becoming the **go-to talking point**.



Edited with ChatGPT

CROCS OFFERS

MORE THAN

JUST SHOES

JIBBITZ ARE KEY

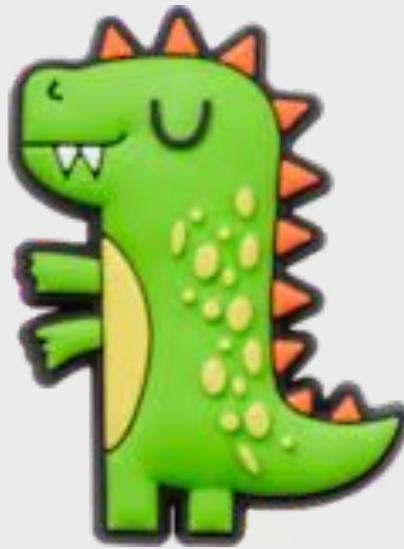
Crocs Jibbitz should be a **main focus** of this campaign as:

- Crocs wants to increase Jibbitz sales
- They are how someone sets their crocs apart
- They offer direct representation of a person and their interests

ABOUT

ME:





JIBBITZ AND
CROCS ARE OUR
CONVERSATION
STARTERS





Slip
into
You

AUDIENCE MEDIA USE

TikTok: Find trends that are authentic slices of life, not staged or forced

Instagram: Influencers curated to support and affirm their lifestyle and fashion choices

Pinterest: Inspiration to match their vibe, lots of mood boards



CONTENT STRATEGY

All content should be **engagement-focused** and seek to drive the sale of Crocs and their Jibbitz™ by targeting our content to current Crocs users, and **encourage them to share their love of Crocs with others.**



MEDIA EXAMPLES

Buzzfeed:

What Jibbitz are you quiz? Create a quiz that is **interactive** and allows people to answer questions about themselves to determine what Jibbitz they are, that **they can then post to social media**

INSTAGRAM

Instagram: Stories of real people who love crocs, and how their **crocs have created opportunities for connection and engagement.**

Should focus on everyday scenarios outside the house and have a down to earth, friendly vibe to them. Influencer content will **focus on sharing their love for crocs** and encouraging their followers to do the same



INSTAGRAM

Ads should be as **authentic as possible** and **encourage others to share their love for crocs and their connections.**

A monthly giveaway will offer one lucky winner a free package of jibbitz, entrants must comment on a way Crocs helped them connect, and then tag 3 of their friends encouraging them to do the same

INSTAGRAM DELIVERABLES:

Monthly: Giveaway Post, One advertisement reel, and one advertisement post.

Weekly: Stories reminding people about giveaway posts, Influencer partner segment (Reel, post, 2 stories)
One story promoting the giveaway



TIKTOK

TikTok: Should join on trends that are relevant to connection. Should follow a similar pattern to Instagram of driving engagement and sharing.

Can mention Monthly giveaway but should redirect participants to the Instagram channel.

TIK TOK DELIVERABLES

Monthly: one ad TikTok

Weekly: Giveaway updates, influencer partner segment (TikTok, 2 stories) and one real Crocs story TikTok each week.



PINTEREST

Pinterest: Focus primarily on mood boards curated by Crocs and their Jibbitz. Should tailor to a variety of tastes all **focused on how Crocs can accent their personalities and passions.**

PINTEREST DELIVERABLES

Weekly: New mood
board every week



TOTAL DELIVERABLES:

Buzzfeed Quiz	34 Stories for IG and TikTok
8 Giveaway IG Posts	8 Giveaway announcement
34 Influencer Partner IG Posts	TikToks to refer to IG
34 Influencer Partner IG Reels	34 TikTok Influencer Partner Posts
68 Influencer Partner IG Stories	68 TikTok Influencer Stories
8 Reels advertising the buzzfeed quiz (cross posted)	34 TikTok Real Croc stories posts (cross posted on IG)
8 Advertisement Posts	34 Mood board Pinterest Posts
8 Advertisement Reels (Cross posted to TikTok)	

CHANNEL	INSTAGRAM	TIKTOK	BUZZFEED	PINTEREST
STRATEGY	CROCS: PUT ON YOU			
GOALS	Drive UGC through current followers and increase consumer engagement	Awareness and trend engagement of friends through jibbitz	Generate UGC via interactive, shareable content; encourage social sharing	Encourage users to create their own croc-themed mood boards to connect with others
AUDIENCE	COMFORT-FIRST INDIVIDUALISTS			
CONTENT LENGTH	ALL 8 MONTHS - EVERGREEN CAMPAIGN			

crocstm