

**PASS ME  
THE KETCHUP**



**“Pass me the ketchup”**



## **Background:**

**Santa Cruz loves to do the weirdest collaborations (usually inspired by the 90's nostalgic), they are awesome and very welcome by the skater community.**

**Insight:**

**The skater community are like brothers, they help each other, they're for each other.**

**Idea:**

**The feeling of a big table with  
the phellas eating burgers  
reflecting the “pass me the  
ketchup” sense of community.**

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