



2019: GLOBAL CREATIVE CAMPAIGN CONCEPTS

COME AS YOU ARE

In 2017, our campaign was an **invitation...** in 2018, a **celebration...** in 2019, Come As You Are becomes a true **declaration.**

The evolution of our message begins with amplified confidence. We know where we have been and what we have done—and we know it's working.

We know what true comfort looks like. We know what true comfort feels like.

CONCEPTS: 01 / 02 / 03 / 04 / 05

CONCEPT 01:

I Crocs

I Crocs is a natural evolution of CAYA. It is a personal declaration of what it means to COME AS YOU ARE, to be comfortable in one's own shoes.

The strong, simple, first-person affirmative at the heart of this concept allows celebrities/influencers to continue to inspire our consumers. I Crocs is also a direct and incredibly versatile centerpiece from which Crocs becomes synonymous with a vast array of desirable brand qualities, insights and emotions.

When we say “I Crocs” we make an immediate connection between our products and happiness, freedom, energy, comfort, attitude, style, individuality, rebellion... almost anything we choose to place alongside our product, people, imagery and video.

I Crocs is clean, inherently simple, proud and globally scalable.

CONCEPT 02:

Proudly, not for everyone

“Proudly” is based on the fact that you can’t be all things to all people. Brands with the strongest loyalty and vocal evangelists, are unique. They have a purpose beyond their products. They inspire a consciousness and a lifestyle. A philosophy that they embody and which influences their products and their message. We’ll approach it from the position of knowing our place in the world and have the patience to win-over new consumers one at a time.

By our very nature of being true to ourselves and rebelling against the mainstream (to some degree), we encourage allegiance and invite new loyalists to join our movement. Today’s consumers seek more than just comfortable shoes. They crave brands that offer an ethical stance, a social currency beyond status, a refusal to go with the status quo.

CONCEPT 03:

Crocs Casting Call

In 2019, we will take “calling all one-of-a-kinds” to its fruition by executing a campaign around a literal casting call. We’re no longer just shouting it out, or tossing off the invitation to be comfortable in your own shoes. We are so confident in our products and our comfort story, we’re now forced to screen our celebrity influencers as we would everyday people. We’re going to find out if they are truly comfortable, confident and colorful enough to wear our shoes.

We’ll explore what it means to truly be comfortable in your own shoes, and challenge the audience (market) to rethink their own perceptions and comfort level.

The Crocs Casting Call is one way for us to flip the script. Consumers will be left wondering if they have the desirable qualities (comfort, confidence, colorful personality) to live up to our amazing shoes.



CONCEPT 02:

Crocs Are My _____ Style

For a brand that has always been condemned by some as anti-fashion and lacking in good taste, there is power and playfulness in turning the tables on style snobs. After all, who's to say what's in-style today, tomorrow?

Christopher Kane knew that sometimes style is about subverting expectations and turning the everyday things we take for granted into fashion, even art. One woman's disdain for loud colors or embellishments is another woman's raucous wardrobe statement that tells the world a little something about herself. One woman's comfort—on her feet, in her daily rounds, or spending time with her family at home—is the ultimate prerequisite to style itself.

By inverting the concept of fashion-style and life-style, we find opportunity to poke holes in conventional notions of what's fashionable and remind consumers that style is in the eye of the beholder. Anything that feels good to you and works for you is legitimate style. And most of all, that in order to be comfortable in our own shoes, we first need to remember that the only arbiters of true style are ourselves.