

Crocs for the New World

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DIGITAS



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The Brief

Revolutionizing the Gaming Experience Using

CROCS

The Audience

- **Who are they?**
 - **Gamers aged 14-25**
- **What do they want?**
 - **Community, connection, connectivity**

The Opportunity

Bring Crocs to the next generation by providing the audience with an

**Outlet of Self-
Expression**

HOW?







Crocs and the Younger Generation

- Crocs have no way of getting into the **zeitgeist of young gamers**, until now -
- Having Pokemon Go, NBA 2K and GTA as part of the **Crocs mythology**, young gamers will jump at the chance to **express their individuality** through Crocs

HOW?

Concept 1 - Pokemon Go

- **All players will have a virtual and real adventure using Crocs.**
- **They will find croc-themed treasures and rewards in Gyms, Pokestops and out in the wild**

Concept I - Pokemon Go

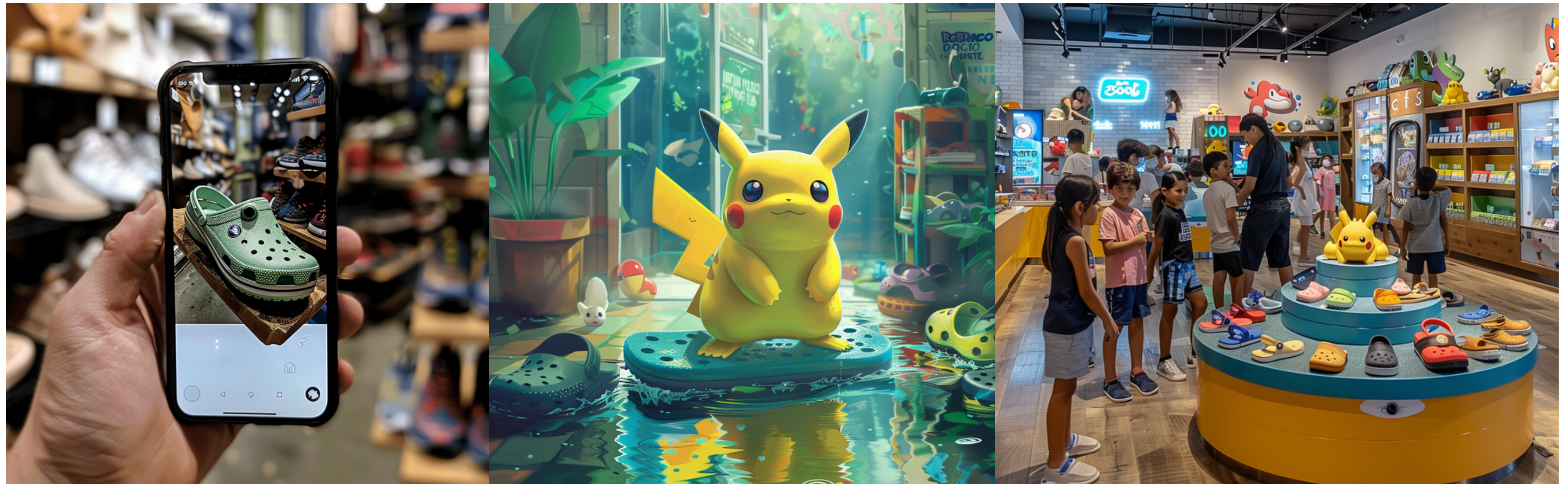
How?

- Croc-themed Pokestops and Pokegyms will be in densely populated shopping areas, enhancing player engagement**
- Challenges and events will take place in populated Croc stores, creating a communal environment**
- Winners can earn virtual rewards and can also exchange these rewards for actual Crocs and accessories, creating an avenue for offline engagement**

Concept I - Pokemon Go

The Experience

- The experience combines the offline quirk and innocence of Crocs with the childlike adventure and communal fun of Pokemon Go



Concept II - GTA

- All players will embark on a quest that ends at a Crocs -themed fashion show.
- Players will be able to enhance their experience by designing their own crocs in-game

Concept II - GTA

How?

- The GTA Map will be filled with virtual Croc stores and other Croc-related locations that will help them through an action-packed quest to the fashion show
- They will meet characters, many of them, who have already collaborated with Crocs before, that will help guide them to the fashion show
- Limited-time events will also take place that will reward players at the end of the quest.
- Depending on the completion of many quests (and on time) a select few will receive a golden ticket to have their crocs customized in a real Croc Store.

Concept II - GTA

The Experience

- The experience will combine the virtual adventure and excitement of GTA with the casual style of Crocs



Concept III - NBA 2k

- **Players will take part in virtual neighborhood events in NBA 2k where they will be able to play wearing virtual Crocs.**
- **Players will be able to customize their Crocs and show off to friends and other players as they walk around the neighborhood**

Concept III - NBA 2k

How?

- There will be events such as free-throw contests and 3-a-side games where players can win croc-inspired in-game apparel
- The virtual neighborhood will have Croc stores where players can exchange winnings for power-ups and permanent increases in player abilities
- Offline, Crocs store will have similar events where they can also exchange winnings for real Crocs or accessories
- Players can also hoop with their friends in the neighborhood as they show off their customized designs

Concept III - NBA 2k

The Experience

- The Experience combines NBA's vibe for tribe with the confidence inspired by Crocs.



What's in it for Crocs?

- **Players of all these games will begin to associate Crocs with said games. This will drive brand affinity offline and social media mentions, likes and shares online**

What's in it for Crocs?

- Conversations will be had throughout social media about everyone's Crocs as many of them will wear customizable versions.

What's in it for Crocs?

- The shoe brand will be able to engage in data-driven insights to enhance future product development and marketing campaigns

What's in it for Crocs?

And Finally.

Market

Differentiation.

Crocs will

become the go-

to shoe brand

due to its

exposure and

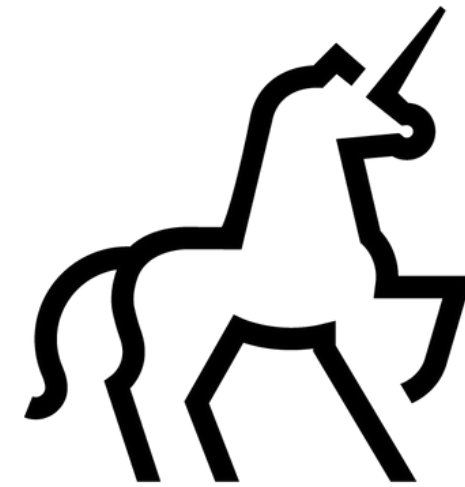
innovative digital

concepts.

Thank you!



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