



Presentation for
crocs[™]

IMC Final Project
Group 6

Jiahua Huang | Nikunj Beriwal | Therese Santos | Vidushi Rai | Yixuan Li

EXECUTIVE SUMMARY

BUSINESS OPPORTUNITY

Crocs has succeeded in the clogs shoes market for its unique design and functionality. There is an opportunity to expand their consumer base and consistently own market share through the new product line, Croslite

CREATIVE STRATEGY

Get out of your comfort zone in comfort with Croslite - Crocs' new water sports footwear line, specifically designed for Gen Z, Millennials and water sports intenders

MARKETING OBJECTIVE

Increase awareness around the new Croslite shoes, and increase consideration among water sports intenders, Gen Z, and millennials

CAMPAIGN EXECUTION

Timing: March to December 2023

Tactics: Photo and Video formats on Display Ads, Influencer Collaborations, Sponsorships, and Brand Activation

Channels: Social Media, Crocs' own website & app, 3rd party sites, TV & CTV, DOOH

COMPANY SNAPSHOT

Company's Mission Statement

We believe that comfort is the key to happiness, and our legendary Crocs comfort makes the world a happier place, one pair of shoes at a time.

Company's Competitive Advantage

Crocs is known for its unique design, water-resistant, easy to wear, stylish, comfortable, durable and customisable shoes

Company Quick Facts

- Founded in 2002
- Industry: Footwear
- Publicly Traded: Yes
- Annual Revenue: \$2.3 B
- Highest revenue earning products: Classic Clog, Classic Lined Clog, Baya Clog and Classic Crocs Sandal



crocs[™]

KEY MARKET TRENDS

- Crocs has the **potential to grow** even in a saturated footwear market
- People are engaging more in **outdoor recreational activities** following the pandemic
 - From 2020 to 2021, the percent participating in outdoor recreational activities has a significant increase
- Top activities include fresh and saltwater activities, along with **water sports**

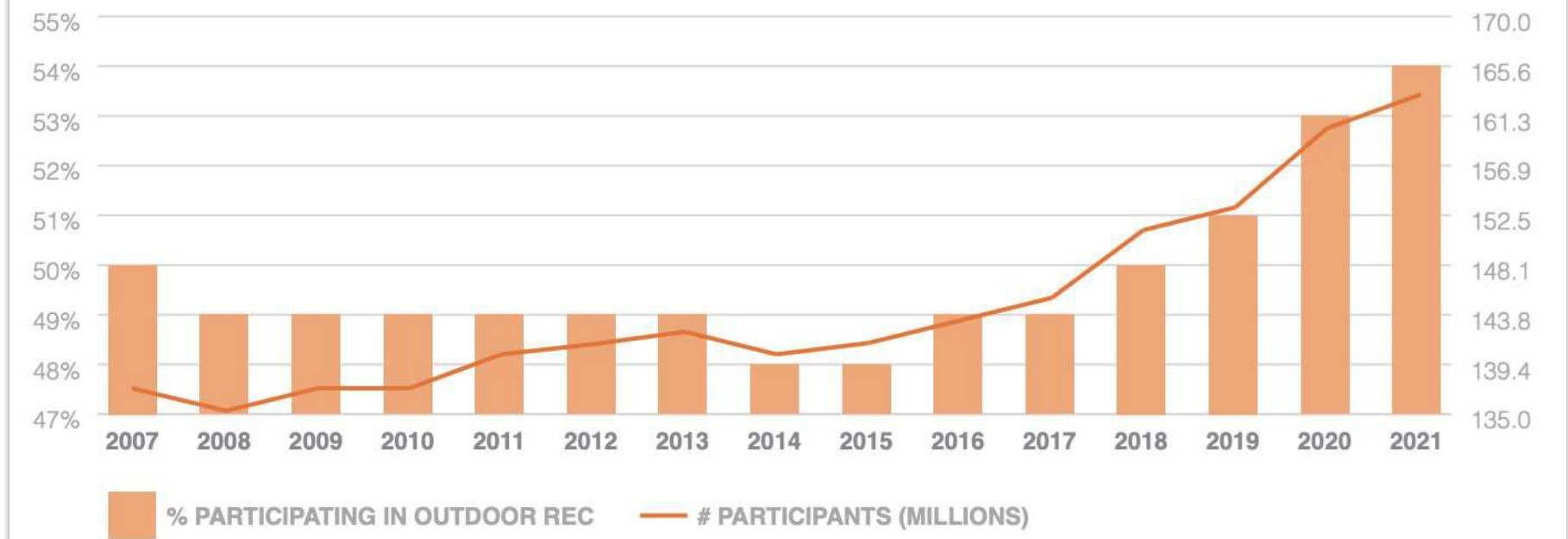
Crocs: Still Undervalued And Well Positioned For Long-Term Growth

Nov. 22, 2022 10:56 AM ET | Crocs, Inc. (CROX) | 5 Comments | 7 Likes

Another significant driver of revenue growth for Crocs is its rising popularity, which cannot be overstated. With an increased consumer focus on comfort and stylishness, especially as more people are working from home, Crocs is becoming more popular than ever.

OUTDOOR PARTICIPATION GROWTH TRENDS

2007 TO 2021



PROBLEM STATEMENT

At present the water shoes market is mostly targeted towards professional and competitive water sports enthusiasts. There is a need for safe, stylish and sustainable water shoes for those who indulge in recreational water activities



BUSINESS OPPORTUNITY

We believe there is a huge potential to use Croslite to venture into the field of water sports such as swimming, scuba diving, snorkelling, kayaking and surfing. This will help Crocs diversify and expand its customer base.

WHY CROCS?

- Crocs owns a **proprietary** closed cell resin material that is also sustainable
- It has an extraordinary impact absorbing resin material which is **waterproof and slip resistant**

WHY WATER SPORTS?

- Water shoes market is estimated to be a **USD 160.8 million market**
- Presently a utilitarian market, it provides an opportunity to explore **fashion & creativity**



Introducing

CROSLITE

Waterproof, slip-resistant, comfortable,
lightweight, stylish and sturdy

Croslite shoes are designed for water

An underwater photograph showing two pairs of legs floating in clear blue water. In the foreground, a crocodile is swimming with its mouth wide open, showing its sharp teeth. The scene is lit from above, creating a bright, clear environment.

BIG IDEA

Taking inspiration from our brand ambassadors, *Crocodiles*, we have decided to take a plunge

Exploring uncharted waters can be scary but Crocs makes it fun with our new Croslite shoes we empower beginners and intenders to indulge in water sports

***Get out of your comfort zone
in comfort***

CROC YOUR WORLD
WITH THE BRAND NEW CROSLITE

CAMPAIGN OBJECTIVE

1

Raise Awareness

2

Maximize Consideration



MEDIA OBJECTIVES



Create buzz among customers through social media channels (earned & owned) after the launch of our campaign



Raise awareness and increase recall of our new brand of water shoes Croslite, make consumer familiar with the product name and features



Measure success through social media engagement, search engine optimization and click-through rate



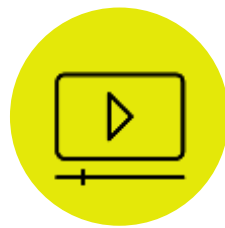
CREATIVE TACTICS

For this marketing strategy, ad creatives in and for the following formats will be created, some of which can be reused and repurposed across channels for cost-efficiency.



Images

optimized for mobile and web display, include **filters**



Videos

short and longer versions, optimized for phone and web display



Sponsorship

content from selected campaign influencers



Brand Activation

experiential marketing event



CHANNEL SELECTION

SOCIAL MEDIA



INFLUENCERS



Chris Olsen, Bretman Rock, Bella Poarch, etc.

CREATIVE TACTICS

Sample Photo Ads

crocs Crocs
Sponsored · 3

Be more of who you are this summer!

CROC YOUR WORLD with CROSLITE: water shoes and gear designed for all your water sports adventures, from kayaking to snorkeling. Step out of your comfort zone in style with Crocs.
#CrocYourWorld #BeMoreYou
<https://crocs.com>



crocs

CROCS.COM
Croc Your World this Summer! Shop Croslite now. [Learn More](#)

541 26 Comments 87 Shares

crocs
Croslite at
25% OFF

★ macy's
4TH OF JULY
SALE



Interactive Filter



3:30

Snap Template by Crocs

CROC YOUR WORLD

Influencer Sponsorship



Home Discover + Inbox 6 Me

CHANNEL SELECTION

CTV



LINEAR TV



DISPLAY



OWNED



WEBSITE

MOBILE APP

D.O.O.H





CREATIVE TACTICS

EXPERIENTIAL

- Pop-up experiential event in heavy foot traffic areas
- Transparent water tank with exhibitionist swimmers wearing Croslite
- Customize your own Croslite footwear
- Audience can try Croslite footwear in wading pool/area



Sample Video Ad

CREATIVE TACTICS



crocsTM
CROC YOUR WORLD



crocsTM

MEDIA IMPLEMENTATION

To achieve the media objective, we aim to generate impressions among Gen Z and millennial water sports enthusiasts by the end of the campaign

Q2 Milestone

Goal: new product announcement and buzz generation

Partners:

- YouTube
- TikTok
- Instagram
- Disney+
- Hulu
- Owned website & App
- ESPN

Q3 Milestone

Goal: drive consideration and improve campaign performance

Partners:

- YouTube
- TikTok
- Instagram
- Owned website & app
- Amazon & Macy
- DOOH
- Brand activation

CHANNEL SCHEDULE

"CROC YOUR WORLD"

***Time Range:** March to December, 2023

***Objective:** Awareness & Consideration

***Metrics:** Impressions, reach, unique viewers, share of voice, engagement, acquisition

MEDIA PARTNERS	Q1	Q2			Q3			Q4		
Videos & Display	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Instagram (Social)										
TikTok (Social & Video)										
YouTube (Video)										
Crocs App & Website (Owned)										
Disney+ (Video)										
Hulu (Video)										
Amazon Website & Macy (Display)										
ESPN (Linear)										
D.O.O.H										
Experiential Events										

MEDIA MEASUREMENT

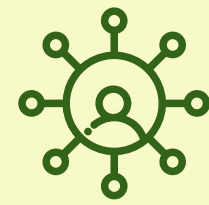
AWARENESS



Reach



Impression



Unique Viewers



Share of Voice

CONSIDERATION



Acquisition



Engagement

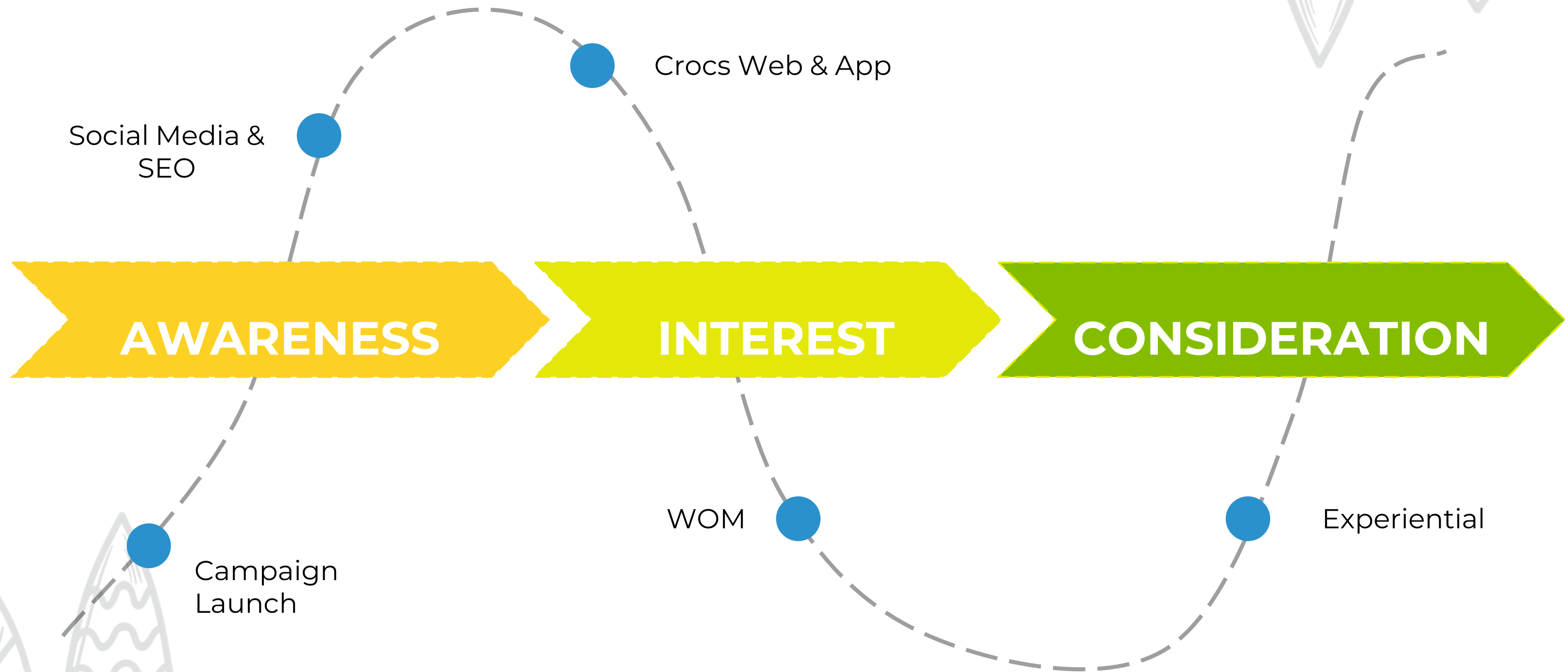
THIRD - PARTY



Hootsuite®



PATH TO DRIVE AWARENESS & CONSIDERATION



TARGET AUDIENCE

Demographic

- Gen Z and Millennials who enjoy recreational water activities
- Families with young children that are interested in recreational water activities

Geographic

- Live in the United States of America

Behavioral

- Beginners to water sports, participate in activities more recreationally
- Set aside time on the weekends and during holidays to do recreational water activities
- Indulge in water sports with friends and family, consider joining local clubs for the sports

Psychographic

- Outgoing, positive outlook in life and full of energy
- Enjoy time away from the city and find an escape near the water
- Find peace and relaxation in the water, aren't afraid of swimming
- Adventurous

VISUAL BOARD



RISKS

1

Manufacturing Challenges

2

Limited Brand Fit

3

Seasonal sales



END OF PRESENTATION

THANK YOU!
Any questions?



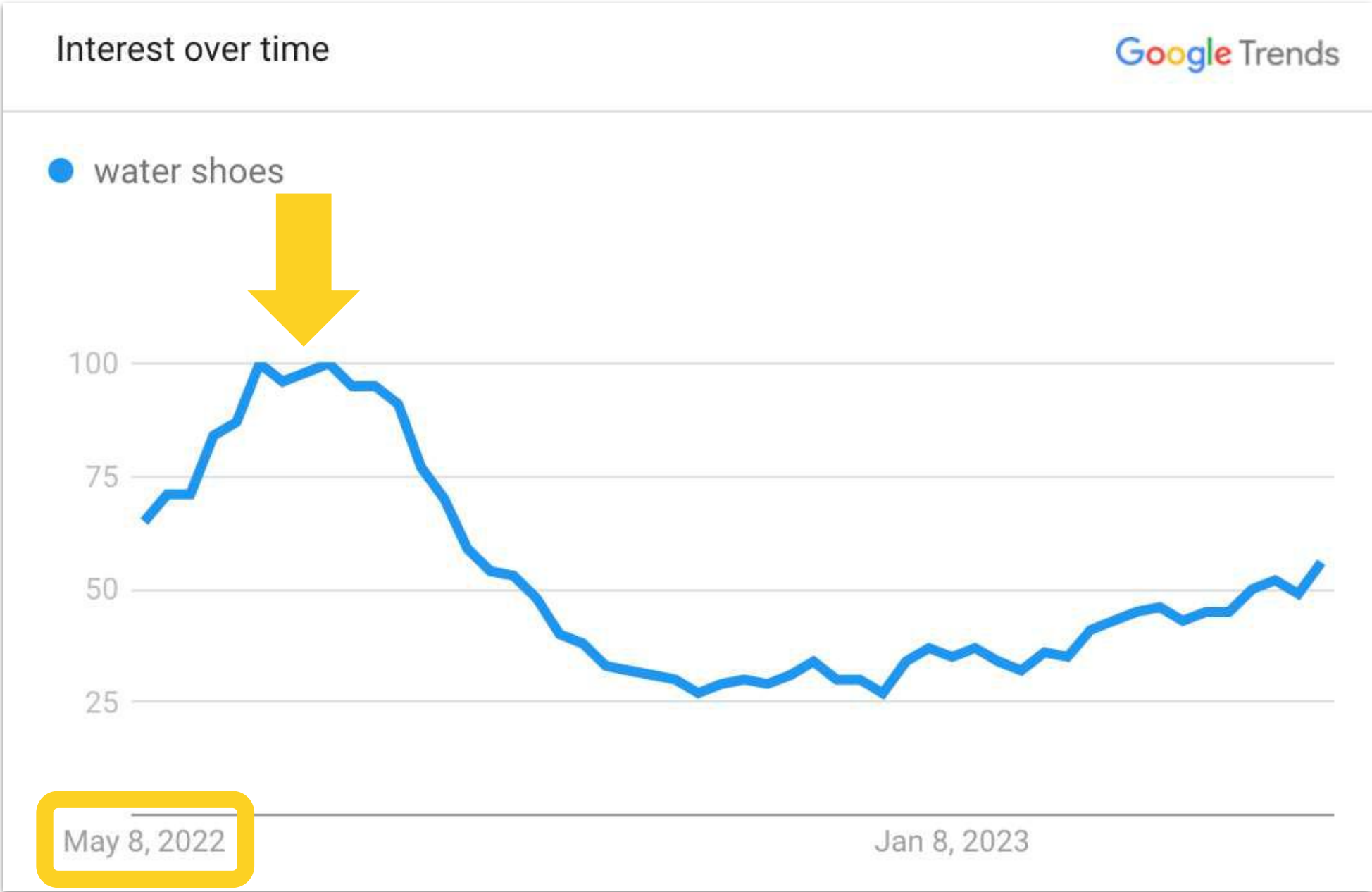
crocs™

APPENDIX



KEY MARKET TRENDS

Customers more likely to searches for water shoes in summer season.



<https://www.futuremarketinsights.com/reports/water-shoes-market>

Water Shoes Market Outlook (2022 to 2032)

As per newly released data by Future Market Insights (FMI), the **Water Shoes Market** is estimated at USD 160.8 million in 2022 and is projected to reach USD 225.5 million by 2032, at a CAGR of 3.4% from 2022 to 2032.

Attribute	Details
Estimated Water Shoes Market Size 2022	US\$ 160.8 Million
Projected Water Shoes Market (2032) Market Size	US\$ 225.5 Million
Value CAGR (2022 to 2032)	3.4%

Consumers demand and prefer **comfort with style.**

The COVID-19 pandemic inspired and trained consumers to dress casually and comfortably. Consumers plan to keep it that way even after the pandemic.

- Rise in popularity of more casual styles
- Work-from-home arrangements encourage comfortable and casual wear
- Consumers want “multi-purpose” and flexible footwear
- Consumers want personalized styles and customizable options

A year of pandemic dressing: 8 ways our style changed in quarantine

 **Amanda Tarlton**
Reviewed

Published 8:40 a.m. ET March 10, 2021 | Updated 9:13 a.m. ET March 10, 2021



Instead, we turned to comfier, around-the-house alternatives, from cozy loungewear to laid-back sneakers. And no roundup of pandemic fashion would be complete without face masks, which have become the ultimate, essential accessory of the past year.

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FORBES > BUSINESS > RETAIL

Crocs, The Casual-Comfort Shoe Brand, Is Gaining Traction In The Luxury Market

Pamela N. Danziger Senior Contributor @
I study the world's most powerful consumers -- The American Affluent

Follow

Feb 24, 2023, 01:56pm EST

Casual Comfort Is King

Something For Everybody, Everywhere

Consumers are looking for **affordable and premium** products.

With the current recession, consumers are making smarter purchasing decisions and opting for cheap but good quality products.

- Market trends predict consumers will be spending more intentionally in 2023
- Consumers look for brands that save them money while maintaining their standards
- GenZ consumers specifically aim to find the balance between staying within budget and being unique and celebrating individuality through style.

"Moving through uncertainty requires wise use of resources. Consumers are refocusing on what value means to them and spending more intentionally."

– Joey Kong, Mintel Trends Analyst, APAC

The resurgence of Y2K fashion redefines “cool”.

Y2K fashion is all about the 2000s

- Resurgence is mainly due to GenZ consumers discovering its comfort and “throwback” aspect
- The trend has a nostalgic value
- Often bold, maximalist, and eccentric in style
- Shiny, colorful, double-denim styles

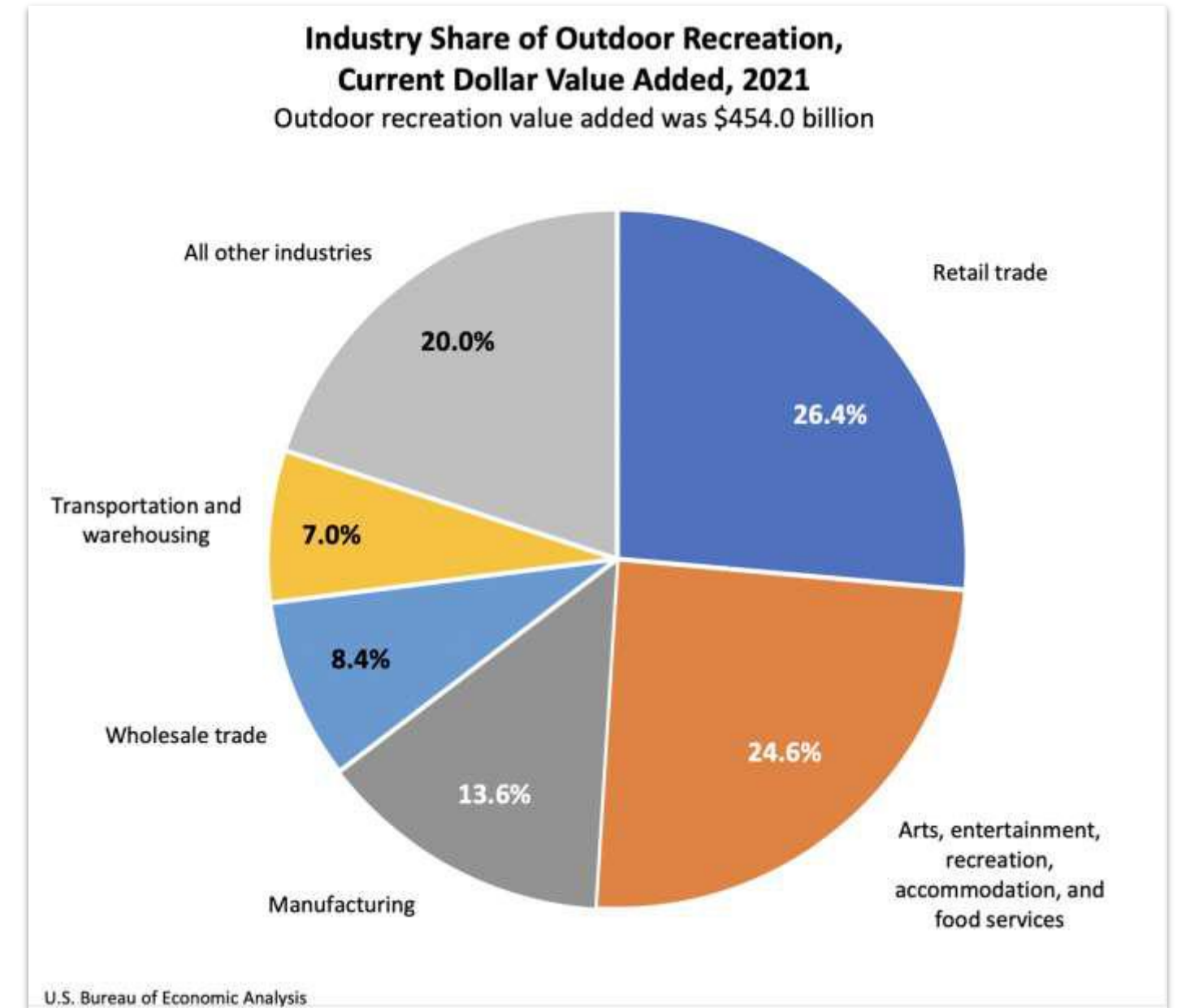
Originally introduced to the market in 2002, Crocs are considered trendy in Y2K style and is “so uncool it’s cool” to teens.



People are engaging in **outdoor recreational activities** following the pandemic.

Outdoor recreation is back, with more of the US population participating in different activities.

- In the past few years, outdoor participants grew more than 3% annually
- Households with children had much higher participation rates than those without children (60% vs 46%)
- Top activities include running/jogging, hiking, fresh and saltwater activities, biking, and camping



Retail trade and arts/entertainment services make up majority of the Outdoor Recreation market value

Customers **need more options** that are **appropriate for different occasions**



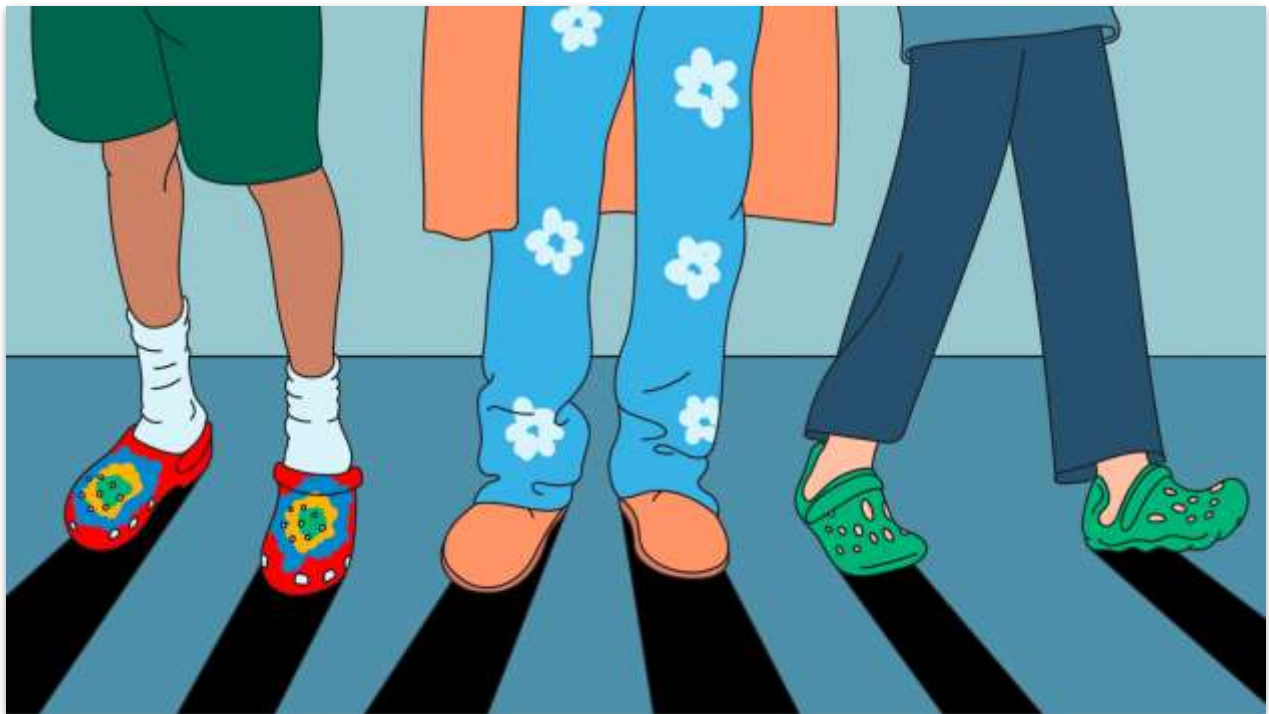
Crocs are popular for casual wear and outdoor activities, such as beach trips, gardening, or running errands. While it may not be appropriate for some occasions.

Professional events:

- Job interview
- Business meeting
- Ceremonies

Recreational activities:

- Hiking
- Rock climbing
- Cycling



Customers **need a prerequisite** for wearing Crocs

"Unfortunately Crocs are not suitable for all-day use. While they offer nice arch support, these shoes do not adequately secure the heel. When the heel is unstable, toes tend to grip which can lead to tendinitis, worsening of toe deformities, nail problems, corns and calluses. The same thing can happen with flip flops or any backless shoes as the heel is not secured."

DR MEGAN LEAHY, A CHICAGO-BASED PODIATRIST WITH THE ILLINOIS BONE AND JOINT INSTITUTE. (SOURCE: HUFFPOST)

Long-term wear of Crocs can actually wreak serious havoc on feet, as loose shoes are not secure and increase risk of falling.

Potential foot issues:

- Rigid Soles
- Heel Elevation
- Tapering Toe Boxes
- Toe Spring

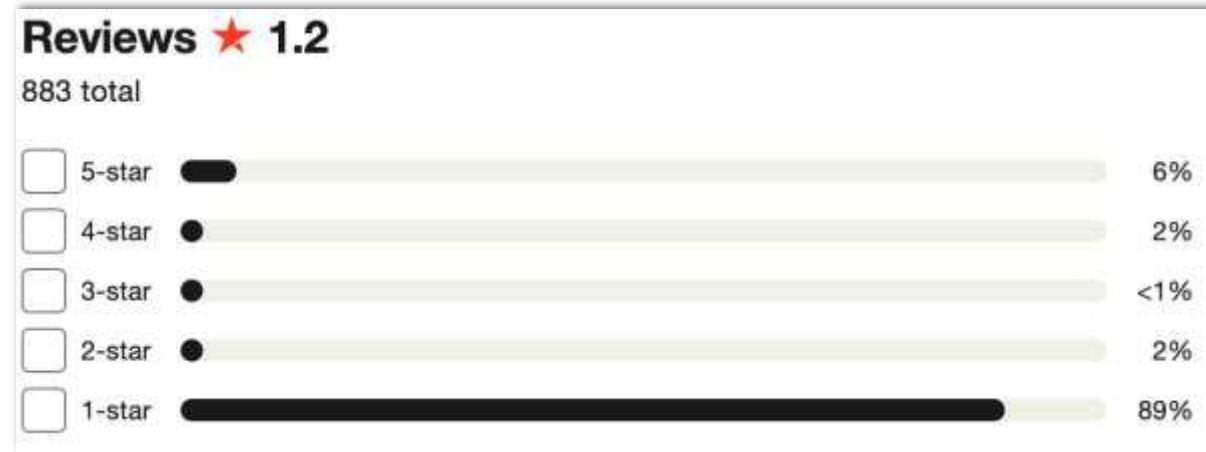
- ✓ Quick-trip walker
- ✓ People with mobility issues
- ✗ Long-distance walking
- ✗ Fast-paced activity
- ✗ Elderly person whose feet need more arch/heel support
- ✗ People with sweaty feet

Crocs shoes have been known to cause accidents and injuries

- In Singapore, a two-year-old girl lost her toe in an escalator accident while wearing rubber clogs.
- In the US, there were seven reported shoe accidents on escalators since May, two of which involved Crocs shoes. A three-year-old boy wearing Crocs hurt his toes in an escalator accident at Atlanta Airport.
- In California, a four-year-old girl lost her toe in an escalator accident and her family sued the company for 2 million dollars.
- In Pennsylvania, a 6-year-old boy wearing Crocs shoes injured his foot in an escalator accident, and his family sued the company for 7.5 million dollars.
- A 2010 study found that 17 children with escalator-related foot injuries were admitted to the hospital in two years, with 13 of them wearing Crocs. Some injuries included amputations, fractures, lacerations, and cut tendons.
- An attorney reported that his firm handled 20 escalator-related shoe injury cases and all of them were settled.
- Due to the frequency of escalator accidents involving Crocs shoes, the company has settled most of the cases, and one case involving a boy injured at the Atlanta airport in 2008 will be settled when he turns 18.



Consumers need a good service to feel real comfortable



★☆☆☆☆ 20 hours ago

Don't buy from crocs

Ordered the wrong size saw a prompt to cancel order contact us within 30 min I did they aren't able to but was told it was easy to return and get a replacement once I received it well turns out you gotta pay for return shipping aswell nevermind the fact you can find the return shipping address if you don't write it down the second it pops up on your screen overall the **company has horrible practices** and I'd recommend getting knock offs anywhere compared to buying from crocs

Date of experience: March 01, 2023

★☆☆☆☆

Cynthia of Peru, IN ✓ Verified Reviewer

Original review: Dec. 20, 2022

Very disappointed in the **lack of customer service, actually any customer service.** My order was put in on December 8th, received email on December 19th, order cancelled! I have been calling and trying to chat and emailed since Monday morning the 19th and nothing at all. Sit on hold for an hour on the phone then got hung up on chat after sitting at number 70 in line on chat!!! So where is my money back as well by the way? **You use my money for 11+ days and I still don't have a refund either.** This order was obviously never going to ship and it appears there are **many reviews with the same issue!!!**



Consumers' problem statements

I am	I'm trying to	But	Because	Which makes me feel
a traveller	see and visit multiple places in one day	i can't walk fast or for long periods of time	my feet need to rest and breathe, especially with shoes and socks on	uncomfortable and pain

I am	I'm trying to	But	Because	Which makes me feel
70 years old	walk my dog after dinner everyday	i worry about slipping or falling	my dog might drag me around and my feet will sweat on my slippers	unsafe and anxious

Consumers' problem statements

<p>I am</p> <p>a college student</p>	<p>I'm trying to</p> <p>stay up-to-date with fashion trends</p>	<p>But</p> <p>my feet get hurt spending long days in shoes</p>	<p>Because</p> <p>they get uncomfortable and painful when i walk around a lot</p>	<p>Which makes me feel</p> <p>regret for purchasing and pain in my feet</p>
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<p>I am</p> <p>a mother of 2 young children</p>	<p>I'm trying to</p> <p>regularly take my kids to the park for outdoor activities</p>	<p>But</p> <p>i am afraid that they will get hurt while playing</p>	<p>Because</p> <p>my kids like to run around and jump while they play</p>	<p>Which makes me feel</p> <p>worried about their safety</p>
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Competitive Products & their Advantage



AMOJI

- Amoji clogs are less expensive
- Specialize in making clogs and have a wide selection of styles and colors available



BIRKENSTOCK

- Birkenstock clog designs are made with leather, fleece and fur
- The chic designs and easy-to-wear styles of still have that classic clog silhouette
- It is more expensive than Crocs due to the premium leather

Competitive Products & their Advantage



CHACO

- Huge selection of clogs in different styles and materials, including foam
- Chacos clogs have similar pricing to Crocs



CLARKS

- Clarks makes mules and clogs that are lined, cushioned for comfort and made with recycled materials
- They are more expensive because Clarks uses more expensive materials in their shoes, such as premium leather

Competitive Products & their Advantage



DANSKO

- These are clogs that can go to the office or even to a semi-formal event
- Also have heeled clog style
- The prices here are more expensive

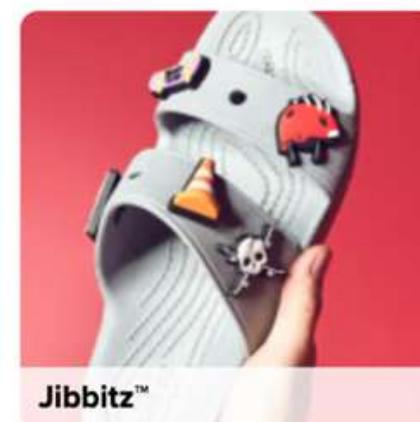


MERRELL

- Using its patented Hydro Moc technology its countered arch support and articulated heel counter provide the perfect amount of lift from the ground
- It is more steeply priced than Crocs

Crocs offers a range of footwear products that addresses various customer problems

- Crocs offers a variety of footwear products, including clogs, sandals, and sneakers, which are known for their comfort and durability.
- In addition to addressing the need for comfortable and practical footwear, Crocs also offers products that address other customer problems, such as foot pain, plantar fasciitis, and other foot-related conditions. Crocs' specialized footwear products are designed to provide extra support and comfort for customers with these conditions, making them a popular choice for people seeking relief from foot pain.



Crocs has a distinctive and recognizable brand known for its **unique design** and **functionality**

- Crocs footwear addresses the need for comfortable and practical shoes for everyday wear. Many customers struggle to find shoes that provide the right balance of comfort and style, and Crocs has positioned itself as a solution to this problem.
- Features a lightweight and breathable material that provides exceptional comfort and support for the feet. This material is also resistant to water and other elements, making Crocs shoes practical for a variety of activities, including water sports, gardening, and outdoor recreation.



Company's Marketing Objective

To be more consistent and to attract more customers

Crocs's objective should be to **maintain and increase market share** in the **footwear and recreational apparel industries**

Identified target market:

- Consumers aged 18-45 years old who enjoy recreational and water activities*
- Young parents, between 25-45 years old, with young children that are interested in recreational and water activities*
- Businesses in the water park, recreational activities industry (e.g. Aquatica, Orlando)



This group of consumers is consistent with Crocs' current target market. We are choosing to target them because they have the highest participation rates in water activities** and make up majority of Crocs' consumers.

*Examples include swimming, snorkelling, kayaking, and the like.
**17.2% of Millennials and 15.8% of GenZ participate in water sports

Company's Marketing Opportunity

To develop new products to expand and build a loyal customer base

It has the golden opportunity to utilise Croslite to make **unparalleled footwear for water sports**

Why Croslite?

- Croslite is a proprietary closed cell resin material owned by Crocs
- It has an extraordinary impact absorbing resin material which is waterproof and slip resistant

Why Water Sports?

- Water shoes market is estimated to be a USD 160.8 million market
- Presently a utilitarian market, it provides an opportunity to explore fashion & creativity



We believe there is a huge potential to use Croslite to venture into the field of water sports such as swimming, scuba diving, snorkelling, kayaking and surfing. This will help crocs diversify and expand its customer base.