

# S326 BRAND CAMPAIGN MEDIA BRIEF

GLOBAL // DECEMBER 19, 2025 // V1.1

# WHO WE ARE

**meet Crocs, a world leader in innovative casual footwear, dedicated to the future of comfort.**

**an icon isn't born very often. but Crocs created something special in 2022. our timeless and revolutionary Classic Clog is instantly recognized around the world as an iconic design. born on a boat, we know we landed something special for everyone.**

**we went from our humble beginnings to selling millions of pairs in over 85 countries. over the last couple decades we have taken an inherently simple approach to design and style to evolve our take on modern comfort, self-expression, and everyday value. as a brand we strive to always keep an open mind and look on the bright and colorful side of life.**

**our vision: everyone comfortable in their own shoes.**

# OUR PURPOSE



## COMFORT FOR THE PLANET

We're using circular principles to reduce waste, lower the footprint of our shoes, and make recycling easier.



## COMFORT FOR OUR COMMUNITIES

We're supporting young people around the world to gain new skills, access opportunities and step up to their greatest potential.



## COMFORT FOR ALL PEOPLE

Welcoming all one-of-a-kinds, championing inclusivity throughout our workplace, marketing, social impact and business practice.

OUR EXPRESSION

# COME AS YOU ARE™

We want everyone to feel welcome and celebrated for bringing their uniqueness to the table. It's our proclamation to the world, inspiring everyone to be comfortable in their own shoes.



# OUR GOALS

classics + brand

## Drive Consideration

Crocs has 2nd Highest Awareness amongst Competitive Set, but only half of those aware are considering purchasing.

lifestyle + style

## Drive Awareness + Association

Many of our consumers aren't aware of our newer offerings and don't associate that category with Crocs. For example, only half of our consumers are even aware we sell Sandals and don't associate Crocs with a sandal.

"Is a Brand I am or would be proud to wear"

"Is a brand that has styles I like to wear"

# OUR GOALS

## PROJECT FOCUS

classics + brand

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# DO YOUR THING

GLOBAL CAMPAIGN: US, UK, DE, FR, KR, JP, IN

# THE CAMPAIGN BRIEF

## the objective

Get Gen Z to believe that Crocs is brand for me by showcasing the unexpected, trend-right evolution of our clogs that they can feel proud to wear

## consumer



who  
gen z female 18-24

insight  
gen Z continues to value quality, and Crocs isn't winning there – Classic Clogs are seen as a house shoe and thought to be low in quality & craftsmanship

the opportunity  
showcase the evolution of the clog by elevating the unique iterations & materials to give Gen Z confidence to "Do Their Thing"

## products



crafted canvas  
f&b – highlight material upper (e.g. vegan suede, crafted canvas, etc.), stitched seam  
style trend – creative rebellion



axle mule  
f&b – genuine leather upper, pre-embellished beaded laces, Crocs Croslite outsole  
style trend – collegiate culture



loaferette  
f&b – utility inspired style (on-trend, but wearable anywhere), removable backstrap, adjustable front straps, personalizable buckle  
style trend – radical femme

# THE APPROACH

## concept



the products  
crafted, loaferette, axle mule

the goal  
get gen z to believe that Crocs is brand for me by  
showcasing the unexpected, trend-right evolution  
of our clogs that they feel proud to wear

the concept  
where simple comfort meets materials with  
meaning, so that you can highlight do your thing.

## how we bring it to life

pre-heat through trusted sources  
seeing crocs in the real world (and with known voices) gives people  
the courage to wear crocs; we need to inspire and authenticate  
through credible sources early

change perception + authenticate: elevate our products  
change perception that crocs has low quality & craftsmanship by  
elevating unique materials story like genuine leather, stitched details,  
etc.

versatility: show the range  
gen z resists being boxed into one aesthetic – show how the range of  
our portfolio can “fit their fit” no matter what your look is

# THE CREATIVE CONCEPT

Rule breakers. Risk takers. Merry makers.

The way you are has other taking  
notice. It's your magic – freedom,  
creativity and joy.

Own it, live it and just **do your thing.**

This season, we'll tell stories where  
simple comfort meets **materials with  
meaning.**

## EXAMPLE CREATIVE SNAPSHOT



**awareness**

Build brand familiarity, credibility and trust with consumers through narrative storytelling



**consideration**

Drive consumers to consider our products before purchase with highly relevant & distinct product stories.

**crocs™**

# THE MEDIA BRIEF

## TARGET AUDIENCE

- Buying Target is Adults 18-54
- Tactic and partner selection should have an F18-24 skew

## REMINDER

Paid Social and Programmatic Display (i.e. Kargo, Perion) are managed internally and should not be included. Open to all other channels

## BUDGET

US: \$3,000,000  
DE: \$300,000  
UK: \$250,000  
FR: \$150,000  
KR: \$300,000  
JP: \$150,000  
IN: \$150,000

## FLIGHTING & APPROACH

July– September

- We need to launch loud during the initial launch phase of ~two weeks
- Are there additional recommended tentpole moments we should target or surround?
- How do we stand out and breakthrough?

## OBJECTIVES + KPIS

**Awareness:** Impressions, Reach, Views, VCR

**Consideration:** Traffic/cpLPV, Quality Site Visits (10 seconds+ on landing page or visits a second page on-site) / cpQSV

## MEASUREMENT

Brand lift, foot traffic, and sales lift studies will all be considered in addition to evaluating through MMM

## THE ASK

- AUDIENCE RECOMMENDATION
- STRATEGIC MEDIA APPROACH
- HIGH LEVEL MEDIA TACTICAL RECOMMENDATION
- MEASUREMENT FRAMEWORK



# SUPER BRAND DAY - DO YOUR THING

CHINA

# THE CAMPAIGN BRIEF

## BUSINESS OBJECTIVE

Support commercial landing with Douyin Super Brand Day IP synergy, driving channel traffics & conversion (including online Crocs Douyin store and offline retail stores)

## MARKETING OBJECTIVE

Drive brand awareness and brand buzz by leveraging Chinese Ambassador Bailu (白鹿) impact and featuring hero product  
Follow up Do your Thing story to introduce Loaferette/Crafted so as to bring newness to the China market  
Transfer new fans to Dongmen community through continuous fans engagement

## STRATEGY OVERVIEW

Keep communicating Do Your Thing concept with highlighting mix and match new featured products  
Digital media first especially integrate with Douyin Super Brand Day IP so as to maximize campaign impact  
Support Crocs Douyin store livestreaming during campaign period

## ACTIVATION PLAN

Celebrity Bailu Douyin livestreaming  
Celebrity Bailu exclusive assets and Dongmen workshop  
Powerful online and offline fans engagement for featured products

## KEY CONSIDERATIONS

Consider how to acquire more bonus resources from Douyin Platform as the Topo IP (Super Brand Day) cooperation  
Consider omn channel strategy especially how to benefit to offline store traffics during campaign period

# THE MEDIA BRIEF

## TARGET AUDIENCE

- Crocs / Dongmen Fans
- Bailu Fans

## CREATIVE ASSETS

- Bailu Video and Static Assets

## BUDGET

\$1,000,000

## PRODUCT MIX

- First priority – Loaferette/Crafted
- Second priority – Cape Mule

## FLIGHTING

7/16 - 7/31

## MEDIA CHANNELS

Douyin (or other digital media channels which can synergize with Douyin platforms and Douyin Super Brand Day



# DOUYIN SUPER BRAND DAY

## MOST INFLUENTIAL COMMERCIAL IP\*

By integrating with Brand GTM Campaign,  
it creates high volume targeted reach with direct sales  
conversion  
supporting from Douyin Platform.



**crocs**

WITH DOUYIN SUPER BRAND DAY WINNING FORMULA, RE-IGNITING “DO YOUR THING”  
IN 26S3 SEASON THROUGH MOST POWERFUL COMMERCIAL SPIKE.



**BRAND  
POWER**

Brand Campaign “Do  
Your Thing” with  
Celebrity BAILU Support



**MARKETING  
POWER**

Exclusive BAILU  
Celebrity Assets and  
Douyin Livestreaming



**PRODUCT  
POWER**

Featured Crafted and  
Loferette with Matrix of  
Other Classics Products  
Support



**POWERFUL  
RESOURCES**

Traffic Driving  
Resources Commitment  
Both Online and Offline  
Support

# BRAND SPOKES INTRO

## Lu Bai 白鹿



28.75M FOLLOWERS



35.95M FOLLOWERS



7.92M FOLLOWERS

DATE OF BIRTH: 23/11/1994, 31

CHINESE ACTOR

- 2024 IQIYI SCREAM NIGHT-2025 AUDIENCE ATTENTION TO ACTORS
- WEIBO NIGHT 2024-WEIBOS MOST POPULAR ACTOR OF THE YEAR
- HE WAS AWARDED THE TITLE OF THIRD-CLASS ACTOR
- REGULAR GUEST ON THE REALITY SHOW "KEEP RUNNING"
- UPCOMING PROJECTS: LINJIANG XIAN WITH ZENG SHUNXI (2025); TANG PALACE MYSTERY CASE WITH WANG XINGYUE (2026); MO LI WITH CHENG LEI

### LIVESTREAM SURGE

- HER APPEARANCE INSTANTLY DREW 1.793M VIEWERS (CRASHED SERVERS),
- WITH HER MATCHING CROCS CHARMS SELLING OUT



### VIRAL IMPACT

- HER LIVESTREAM DREW GLOBAL ATTENTION, SKYROCKETING HER TO #2 ON THE INTERNATIONAL CHINESE ARTIST RANKING.



### REALNESS OG ENERGY

- HER AUTHENTIC / NO-FILTER VIBE AND VIRAL LAUGH MEMES REDEFINE CELEBRITY AUTHENTICITY.



# ABOUT DONGMENERS IN CHINA

THEY ARE THE KEY AUDIENCES WHO LOVE CROCS EXTREMELY. THEY HAVE A SENSE OF BELONGING TO DONGMEN COMMUNITY AND ALWAYS PROUD TO ADMIT “I’VE ENTERED DONGMEN”.



## WHO THEY ARE

They are mainly “GEN Z” segments

**KEY INTERESTS/TRAITS:** fashion trendy stuff, personalization or DIY driven

## KEY AFFINITY GROUPS

### Fashion Affinity

Fashion trendy endorsement, love to share personality

#### KEY INTERESTS/TRAITS

Social lover, seeing friends, independent

### Sports Affinity

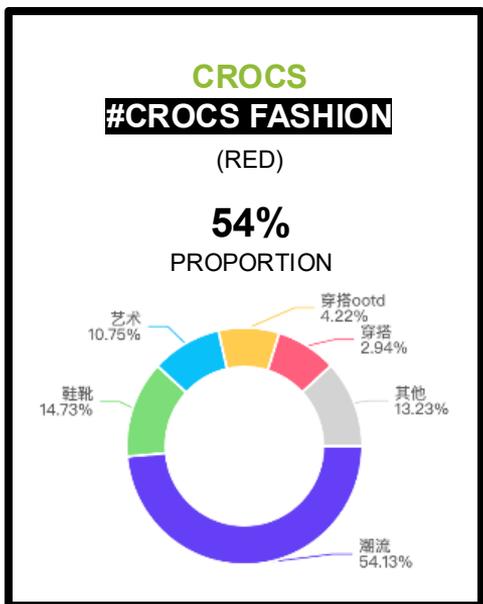
Do sports or chase comfort and slack feeling

#### KEY INTERESTS/TRAITS

Indoor or outdoor sports, social activities, gaming

# DONGMENERS' KEY POV 1

They appreciate the styling attributes of CROCS.  
They mention CROCS can lead the fashion trend.





# THE ASK

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- MEASUREMENT FRAMEWORK



# NEXT STEPS

# TIMELINE

12/19 – Media Brief Shared

Week of 1/5 – Live Q&A Sessions

Week of 2/2 – In Person Project Presentations

Mid to Late February – Evaluation and Selection

March – June – Contracting + Setup

Mid June – Media in Market





**thank you.**

**crocs**