





Crocs – The Billion Dollar Brand

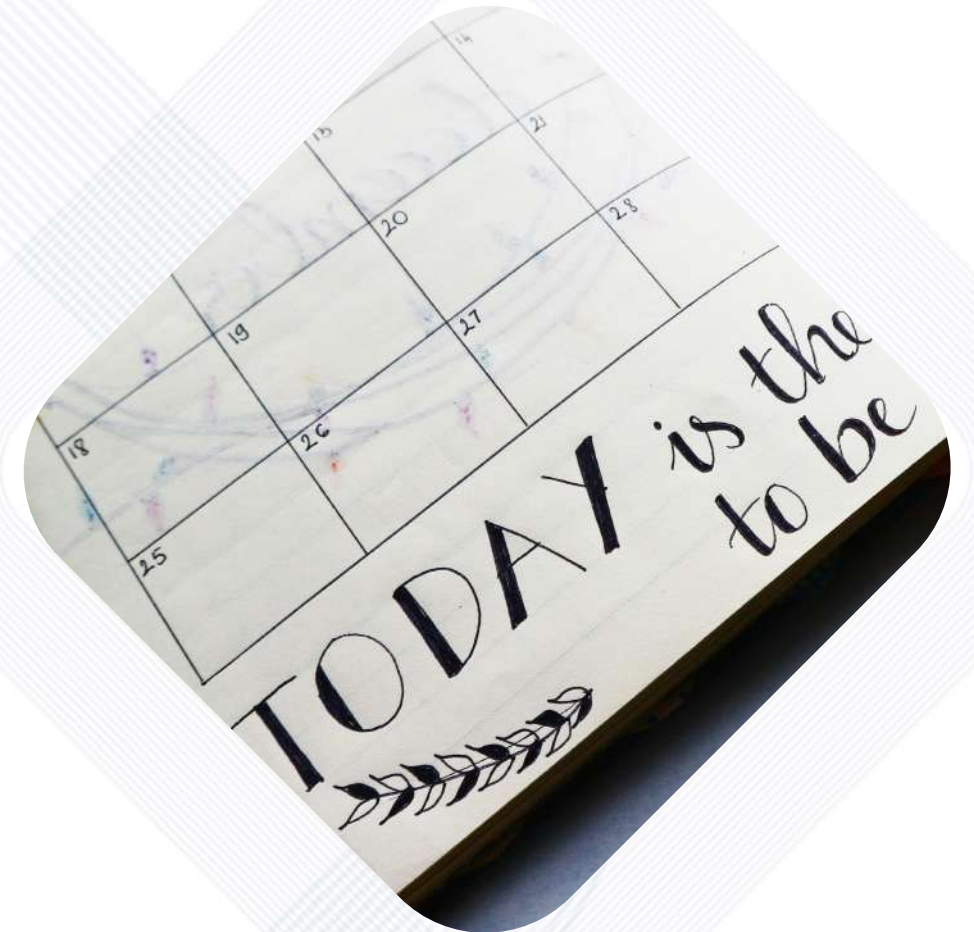
Marketing

The Plan



Here's THE PLAN for class:

- Quick Intro Activity
- Overview of Marketing & Brand
- Why Marketing Matters
- Case Study:
Crocs
- Group Activity:
You'll work in groups to solve a new problem at Crocs.
- Close



Quick Thinking



Pick One!

It's Quick Thinking Time!

Crocs were once considered "ugly" and uncool—but today, they're a global fashion trend. Imagine YOU are a brand stylist hired to give another "ugly" product a makeover like Crocs did.

Your Challenge:

- Pick an everyday "ugly" or unpopular product
- Give it a new twist—how would you make it cool?
- Pitch it in 60 seconds! Convince us why your product will be the next big thing!



Quick Thinking



Pick One!

It's Quick Thinking Time!

One of Crocs' biggest selling points is customisation (Jibbitz charms, co-labs, special editions). Imagine you're creating a new limited edition Crocs design!

Your Challenge:

- Choose a theme for your new Crocs
- Design 2-3 Jibbitz charms that would come with it.
- Create a slogan or ad line to sell it!



What's the BIG Deal?

Marketing and branding are essential because they shape how customers perceive a product. A strong brand builds trust, loyalty, and emotional connections, while effective marketing ensures the right message reaches the right audience. Companies that master both can turn simple products into global icons, create demand, and stay ahead of competitors.

For Crocs, marketing was key to transforming its reputation. Once seen as unfashionable, the brand used celebrity collaborations, social media hype, and limited editions to make Crocs trendy.



“Croc your world,
one step at a time.”

“For every adventure,
there’s a Croc.”

“Life’s too short for
boring shoes!”



Crocs Case Study



Let's explore the story behind Crocs!

- Do you have a pair of Crocs? Why?
- What do you think of your Crocs?
- Why are they called Crocs?
- Do you know where Crocs are made or how they are made or what they are made of or from?
- Do you know what happened to Crocs back in 2008?
- Is there anything else you know about Crocs that you would like to share with your classmates?



Crocs Case Study



While we watch the next few videos, let's think about how Crocs, the company:

- Found the 'problem' they solved
- Used co-labs to re-invent the business
- Keeps relevant
- Gives customers reasons to come back
- Uses 'ugly fashion' to help with sales
- Takes risks
- Gets in the shoes of their customers
- Does anything else you find interesting!



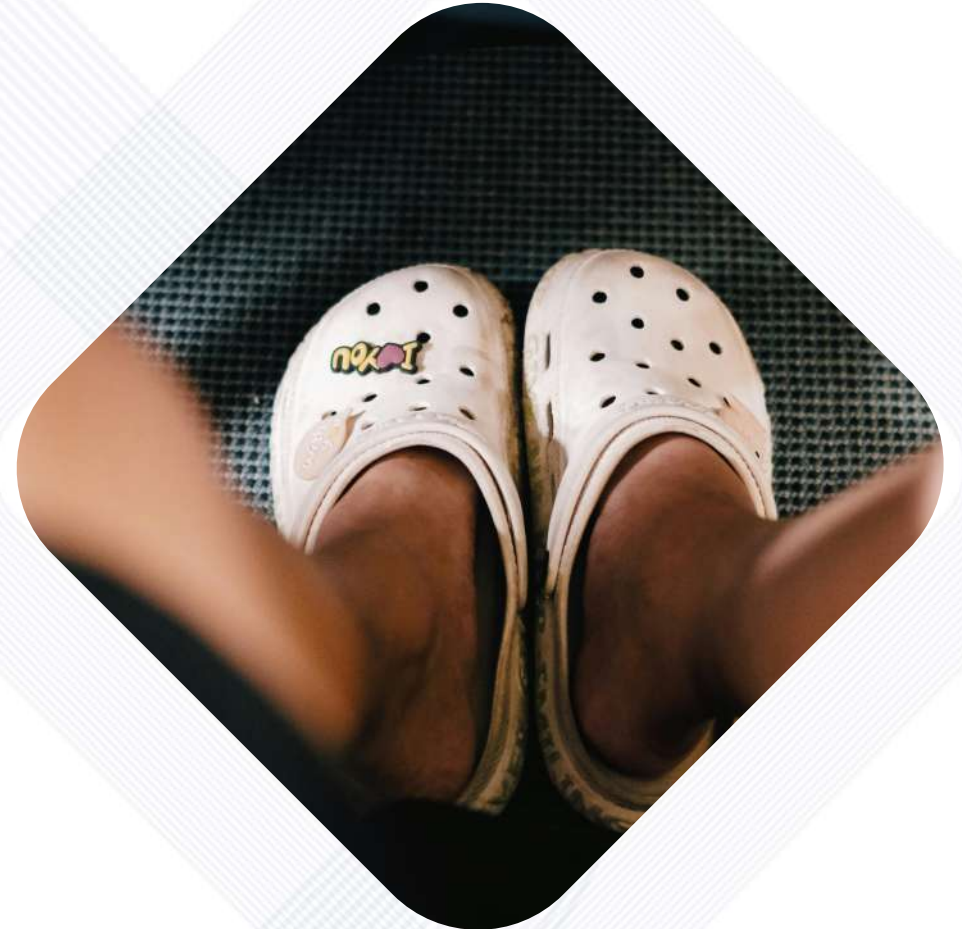


Crocs Case Study



Crocs question time!

- What did you take away from the videos?
- When did Crocs launch and why?
Who were they originally developed for?
- Why did Crocs fail in 2008?
- What is the company known for?
- Explain how 'athleisure' and 'ugly fashion' helped Crocs regain sales.
- What is 'co-lab' and why is it an important part of marketing?
- Why is 'the drop' so important to Crocs and other brands?
- What was Crocs' revenue in 2019?



Scarcity creates demand.

Limited releases make products more desirable, driving hype and exclusivity.



Crocs Case Study - Activity



Let's go to work at Crocs!

You've just been hired as the newest marketing team at Crocs, and your first big task is to create the next viral "drop."

Your goal is to design a limited-edition shoe and build a marketing plan that uses influencers, social media, and scarcity to generate massive hype. Think about how top brands create demand. Now it's your turn to make Crocs the hottest trend!

Each group will then have 1 minute to present their idea.



Crocs Case Study - Activity



Let's go to work at Crocs! What's the BIG Deal?

When crafting a presentation or pitch, in business, it's important to include a few bits so those that you are presenting to can quickly understand what you are talking about. Here's a quick framework to remember:

- Tell us who is in your group. Introduce them, by name, and have some fun with it.
"In our group is Rip, who helped us with the idea and logo, Lil who did our costings, ..."
- Share the ideas you brainstormed.
"When we sat down together, we thought of about 30 things that we might try. Some of these were..."
- Articulate (explain) the problem (opportunity) being solved:
"The opportunity we created was a new marketing strategy for Crocs that ..."
- Share your final idea – what is it & why is it the best (why it will create value)?
"Our solution aligned with the the brand of Crocs as well as their customers by..."

Crocs Debrief



Debriefing helps consolidate your learning by reflecting on the why, the how, and the what.

- How did marketing transform the reputation of Crocs?
- Why is it important for your product to stand out from your competitors, and how did you make this happen?
- What advice would you give to someone else about building an effective marketing plan?
- How well did your group collaborate to develop your pitch? What could you improve next time?



