

crocs™

We helped launch one of the biggest fashion collaborations of the year Down Under

LIMITED EDITION COLLABORATION

Global superstar Post Malone and shoe manufacturer Crocs announced a third drop of its wildly successful collaboration, an Australian-only limited-edition release that coincided with Post Malone's sold out Australian tour.

PRE LAUNCH

With the previous drops selling out across the U.S. in minutes we used the pre launch phase to drive hype and demand through PR.

We pitched the announcement to key media across culture, lifestyle, music and news and seeded product to secure coverage and drive social media awareness.

LAUNCH

We hosted a media call inviting TV, radio and newspaper outlets for a photograph and filming opportunity at the exclusive retailer for the Crocs collaboration, Culture Kings.

With the collaboration selling out online in just 12 minutes, we distributed a media alert acknowledging the success.

RESULTS

Sold out online in **12** minutes

83 pieces of coverage across TV, print, online and social

2 TV hits

42m reach



billboard



PEDESTRIAN.TV



JUNKEE.



—man of many—

nova