

CLIENT: Crocs Philippines

Crocs, Inc. is a shoe manufacturer made famous by its initial model, Beach. Its plastic clog designs are made from proprietary foam resin called Croslite. It is distributed through 44 concept stores and in-mall booths all over the Philippines.

Time Period of Project: June 2009 to present

Project: Set up and promote a Crocs Philippines Fan page

Deliverable: Targeted Facebook advertising

scope of work

- Set up and maintain a Facebook page for Crocs Philippines
- Promote Crocs products and local events
- Implement Fan engagement activities through contests

implementation

- Set up a Facebook page, <http://www.facebook.com/crocsph>
- Populate the page company and product details, including information, photos, links, and events
- Invite Crocs enthusiasts in the Philippines to be a fan and participate in contests and events
- Conduct contests to encourage fan interaction and attendance in on-ground events

results

Fan page

- 3,547 fans
- 37,565 page views
- 5.64 interactions a day
- 8.63 interactions per post

Consumer engagement contest

- Six questions
- 85 winners
- 42 winners attended, total of 76 Facebook attendees
- 144 likes
- 354 comments