

**THE CHALLENGE:**

Develop and produce content highlighting the unique culture and ethos at Crocs to aid in talent recruitment.

**crocstm****THE RESPONSE:**

Conducted internal interviews to understand what makes Crocs, Crocs. Storyboarded and produced new culture highlight reel to attract and retain target team members.

THE OUTCOMES:

Amped up recruiting, talent acquisition, and satisfaction for employees at Crocs. And they, in turn, turbo-charged a lagging brand to boost relevance and appeal for a new breed of Crocs fans.

