



**crocs™**



### ***Find your fun!***

Niwot, CO

Crocs, Inc. is a world leader in innovative casual footwear for men, women and children. Crocs offers a broad portfolio of all-season products, while remaining true to its core molded footwear heritage. All Crocs shoes feature Croslite™ material, a proprietary, revolutionary technology that gives each pair of shoes the soft, comfortable, lightweight, non-marking and odor-resistant qualities that Crocs fans know and love. Crocs celebrates the fun of being a little different and encourages fans to “Find Your Fun” in every colorful pair of shoes. Since its inception in 2002, Crocs has sold more than 300 million pairs of shoes in more than 90 countries around the world. [www.crocs.com](http://www.crocs.com)

- Crocs and Realtree teamed-up 8 years ago giving hunters and other consumers something comfortable to slip into after a long day of outdoor activities.
- The Crocs-Realtree partnership has provided Crocs with expansion opportunities in the outdoors and sporting goods channels, as well as providing Realtree with exposure in over 500 Crocs stores and on Crocs.com.
- Realtree is Crocs' #1 licensed property in the U.S.

# CASE STUDY

## **After a long day in the outdoors it's nice to slip into something more comfortable.**

Crocs, Inc. is a leader in innovative casual footwear the world over. Crocs™ shoes feature Croslite™ material, a proprietary, revolutionary technology that gives each pair of shoes the soft, comfortable, lightweight, non-marking and odor-resistant qualities that Crocs fans have grown to know and love. Crocs encourages fans to “Find Your Fun” in every colorful pair of shoes. Since its inception in 2002, Crocs has sold more than 300 million pairs of shoes in more than 90 countries worldwide.

Crocs has always been about casual lifestyle footwear. Early on, Crocs entered into licensing agreements with many of the major U.S. sports leagues (MLB, NFL, NBA, NCAA, etc.), firmly establishing its place in the minds of sports fans. The appeal of Crocs to professional, as well as amateur and recreational sports fans was clear. After a long day of playing hard, it's nice to pull off your cleats and put on something comfortable, and Crocs is just the ticket. It occurred to the Crocs team that this philosophy would work for hunters too. After being in the field all day, hunters also like to give their tired feet a break. Crocs knew that Realtree camo would appeal to hunters and those who enjoyed the great outdoors and approached Realtree about licensing its camo designs. Realtree immediately recognized the value of a relationship with Crocs and jumped at the opportunity.



Crocs introduced Realtree camo on its classic clogs and the style immediately took off. Before long, Crocs expanded its line of shoes with Realtree camo including styles for women and kids. Women have embraced Realtree Crocs not only because of their comfort but because they are sleek, stylish and give women a way to express their love for an outdoors lifestyle.



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**Although Crocs and Realtree camo are a natural combination, getting Realtree camo on Crocs was another story.**

When you see a pair of Realtree camo Crocs, it's as though they were made for each other. As it turned out, it was deceptively difficult to adapt Realtree designs to Crocs. Crocs and Realtree had to work very closely together over a period of time, sending samples back and forth, dialing-in the colors and patterns, tweaking here and there until they finally landed on the right combinations of colors and application techniques that showcased Realtree camo at its best on Crocs footwear. It required a considerable investment on the part of Crocs and Realtree to make things work but turned out to be a very worthwhile endeavor.

“**Realtree is Crocs' #1 licensed property in the US. This is no small statement since we have licensing agreements with some of the largest franchises in the country.** – Greg Thomas, Senior Manager – Global Licensing”

Although Crocs has other camo licenses, Realtree camo is by far the most successful. According to Greg Thomas, Senior Manager – Global Licensing, “Realtree is Crocs' number one licensed property in the US. This is no small statement since we have licensing agreements with some of the largest franchises in the country.”



## A perfect match – Crocs and Realtree.

Camo Crocs have been a success for a number of reasons. They tap into the hunter and outdoors enthusiast by offering the perfect combination of comfort, style and affordability. Most outdoors enthusiasts are familiar with the Crocs and Realtree brands, so the combination of the two has resulted in a synergistic effect. According to Kristy Barnes, Realtree Licensing Account Manager, “Crocs' appeal is universal, and they're so affordable you can have four or five pairs and you're good to go.”

“**Crocs' brand platform of 'Find Your Fun' ties in nicely with consumers who embrace the Realtree lifestyle.** – Greg Thomas, Senior Manager – Global Licensing”

What's more, Crocs and Realtree are fun. According to Greg Thomas, “Crocs' brand platform of 'Find Your Fun' ties in nicely with consumers who embrace the Realtree lifestyle.”

## Crocs and Realtree work together to make a great lifestyle choice for everyone.

Crocs currently operates over 500 retail stores in the US and abroad as well as Crocs.com. Crocs' Realtree camo shoes are always featured, providing a major boost in sales to all of the Realtree camo products. Crocs is a great licensing partner because it directly markets to its core consumers and brings Realtree extensive distribution opportunities that are not available to other partners.



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“**Realtree camo plays well in almost all channels we play in.** – Greg Thomas, Senior Manager – Global Licensing”

Crocs has been in all of the major sporting goods and outdoors retailers for many years. However, the addition of the Realtree camo series allowed Crocs to significantly expand its product lines in these channels. It also enabled Crocs to gain access to smaller regional and mom-and-pop outdoor retailers. Crocs has also seen strong expansion opportunities in Midwest farm-and-fleet type retailers. Typical farm-and-fleet consumers are very familiar with Realtree because they also tend to be hunters and fishermen. According to Greg Thomas, “Realtree camo plays well in almost all channels we play in.”

Crocs footwear is often featured on Realtree.com and its Realtreelife catalogs, is sold through Realtree’s online store and receives frequent shout-outs on social media. Realtree provides promotional support to Crocs for store openings and special events. For example, Crocs partners with Academy Sports + Outdoors for its store grand openings. Realtree supports Crocs by providing promotional products for giveaways. It also donated a Jeep wrapped in Realtree camo that has traveled the country to provide visibility to Crocs’ Realtree footwear.



**The partnership between Crocs and Realtree is strong and only getting stronger.**

When Crocs and Realtree first entered into a licensing arrangement, the agreement was for a longer duration than is typical for the fashion industry. However, Crocs and Realtree continue to renew the partnership without hesitation.



“**We have had other licensing relationships come and go but we renew with Realtree without a second thought.** – Greg Thomas, Senior Manager – Global Licensing”

According to Greg Thomas, “Our agreement with Realtree, right from the beginning, was longer than is typical for this business. We have renewed our agreement over the years because it is very important to us. In fact, it has been expanding and will continue to as we look at more areas of opportunity in the US and abroad. We are always looking to expand.” He went on to say, “We have had other licensing relationships come and go but we renew with Realtree without a second thought.”

“**We have 25 to 30 major licensing programs. If we talk about our favorites to do business with, Realtree is in the top three. Kristy exemplifies what we believe in, ‘Keep it Simple’. We really appreciate her down-to-earth approach to business.** – Greg Thomas, Senior Manager – Global Licensing”

Aside from the popularity of camo Crocs, the relationship between Crocs and Realtree has survived the test of time because both companies have a similar business philosophy; Keep it Simple. Greg Thomas summed it up this way, “We have 25 to 30 major licensing programs. If we talk about our



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favorites to do business with, Realtree is in the top three. Kristy exemplifies what we believe in, 'Keep it Simple'. We really appreciate her down-to-earth approach to business."

Crocs is always looking for opportunities to expand, especially with the Realtree collection. The Crocs brand sees the relationship with Realtree continuing indefinitely and will look to consider expansion opportunities wherever they may present themselves. Greg Thomas summed it up nicely, saying, "I'd like to think we have a long term relationship going forward."



## About Realtree

Realtree is the leading licensor of camouflage patterns in world, with 70 percent market share. We are partnered with more than 2,000 manufacturers who produce 18,000-plus products utilizing our camouflage patterns and brands. These products are offered by 35,000 retailers, resulting in \$4 billion in annual sales. Realtree is more than the world's most effective camouflage. We are a media company with television shows, DVD titles and web properties that extend our reach into millions of households nationwide. And we are a marketing company with 30 years of experience in using integrated marketing strategies to keep Realtree patterns and brands at the forefront of the outdoor industry.

For more case studies and information on developing a business relationship with us, please visit:

**BUSINESS.REALTREE.COM.**