

Firm Name / Case Study Title **Linhart Public Relations/Earning Consumer Trust by Doing Good**

Challenge

Crocs' SolesUnited Program

- Launch a first-of-its-kind recycled footwear donation program and Crocs first global corporate social responsibility program

Strategy and Action

- Blanket the US with media coverage encouraging consumers to donate their well-worn Crocs
- Maximize Crocs marketing efforts tied to the TV show, "The Celebrity Apprentice"

Results

- Sent shoe boxes to the national media featuring photos of kids from Malawi grinning from ear-to-ear with their first pair of shoes
- National media relations support with nationwide media outreach efforts during the launch of its SolesUnitedSM recycled footwear donation program
- The team earned coast-to-coast print and television coverage

