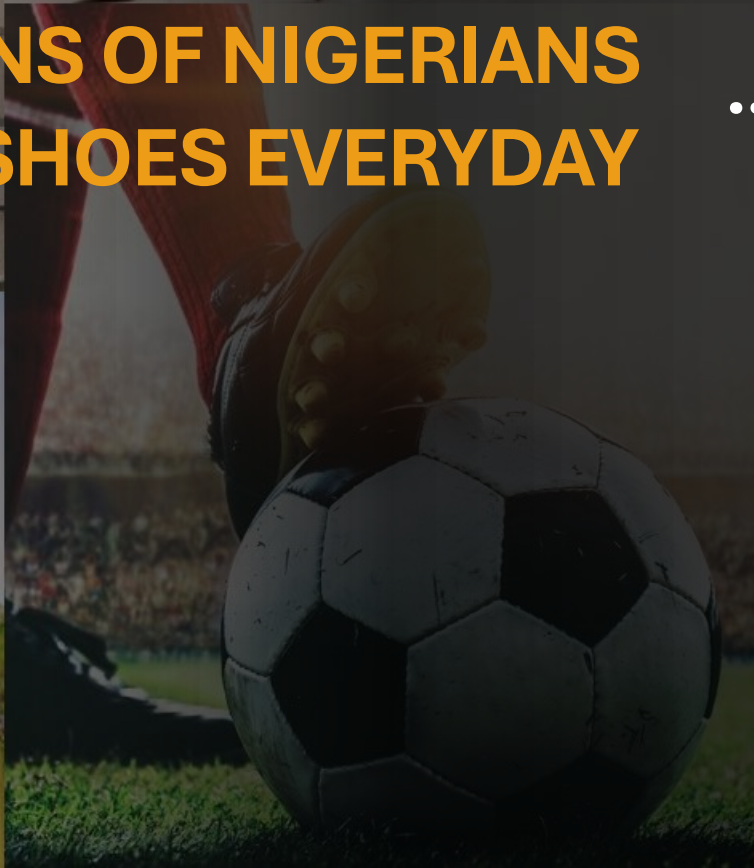


**MILLIONS OF NIGERIANS
WEAR SHOES EVERYDAY**

...BUT DO YOU KNOW NOT ALL CAN?



THE PROBLEM



10,000+ of Nigeria's yearly newborns have **CLUB FOOT**

Lack of funding is a major obstacle to getting effective treatment

There's little **awareness** about the club foot disability

Source - premiumtimesng.com/clubfoot
Source- Thisworldclubfootday
Source -GlobalfootInitiative

THE TASK

1

Foster **action-lead awareness** & realization about Clubfoot

2

Raise donations and **recruit members** for Rotary



OUR AUDIENCE

Working Class

Corporate & Businesses



Business Owners

HNIs

MF, 18-45 yrs, ABC1 (34m)

With psychographic filters of...

- Influential
- Narrative shapers
- Non-conformists
- Stylish
- Sophisticated

The addressable audience is 7m

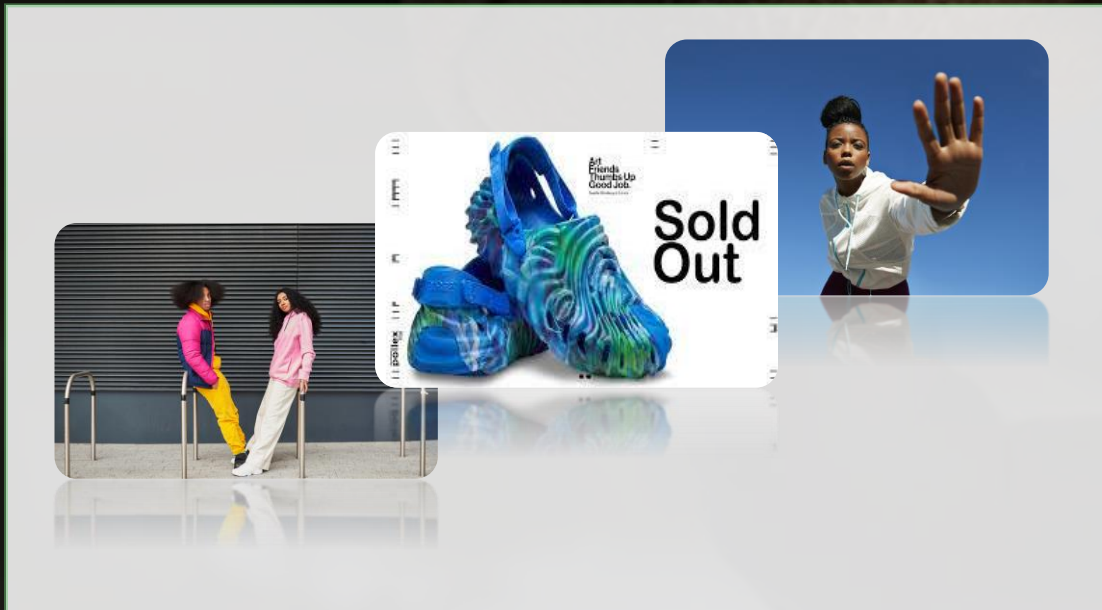
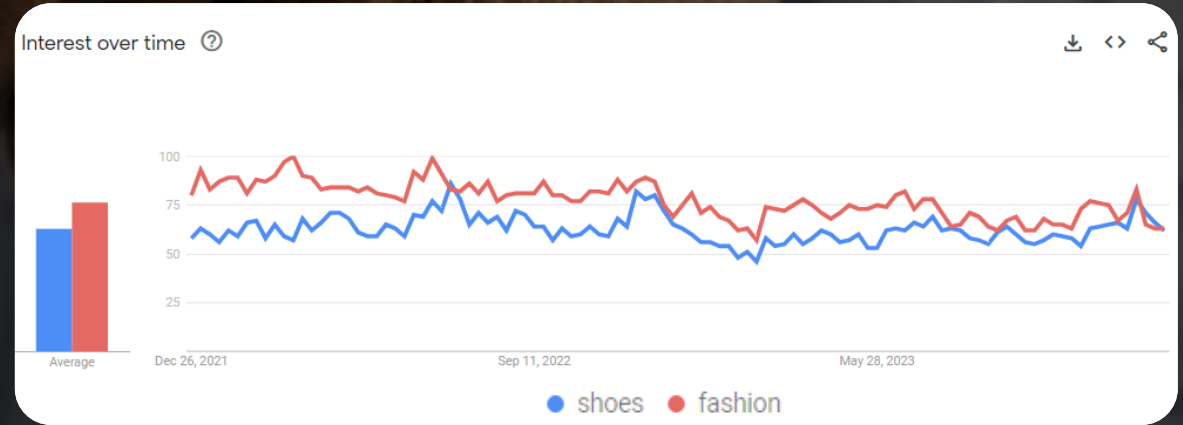
Source: AMPS 2022

INSIGHTS

- The human truth is that, regardless of what walk of life we come from, everyone wants to **look and feel good** about themselves.
- Due to the SECs and Corporate Perception of our TG, they often showcase their status through **style**.
- **Emotions influence 90% of our decisions** & it's evident in the comms of the most notable **lifestyle categories**, the prominent ones being **footwear, apparels, accessories, etc.**
- HNIs are typically on the look out for cause-worthy initiatives to support, which reflect positively on them and their organizations

THE OPPORTUNITY

Interest in footwear and fashion have remained steady Year-on-Year in Nigeria



THE IDEA

Tap into interest in fashion, specifically footwear to drive disruptive awareness & inspire donations & recruitment for Rotary

UNDEFEETED

Let your Feet Speak for a Cause



Launch the limited edition **UNDEFEETED** Crocs collection, allowing individuals with normal feet to purchase and wear them in support of those who can't wear regular shoes.

Thereby kickstarting a viral action-led campaign.

THE STRATEGIC APPROACH



Partner with notable footwear brand crocs to deploy special **Crocs cast shoes** for individuals with clubfoot, placed at strategic places to drive disruptive awareness and spark curiosity.

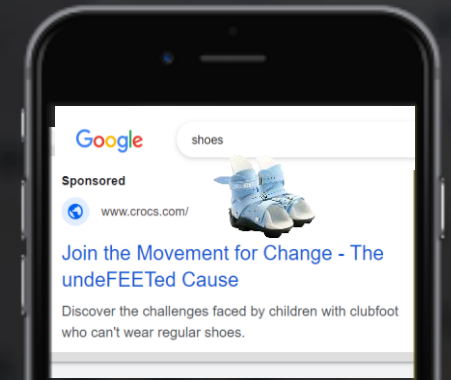
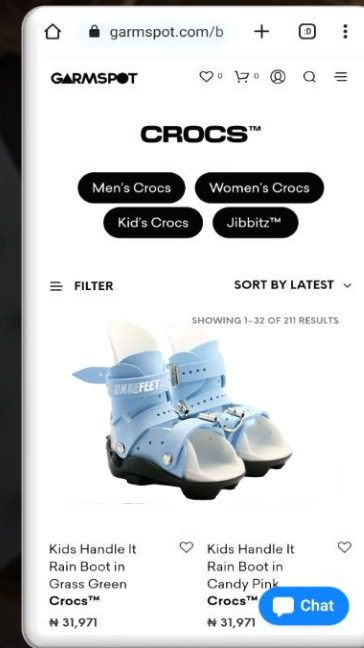


Create a limited-edition of crocs to trigger action-led realization & recruit service-oriented people to change to join Rotary.

LEVERAGING SHOCK VALUE TO DRIVE DISRUPTIVE REALIZATION FOR CLUB FOOT

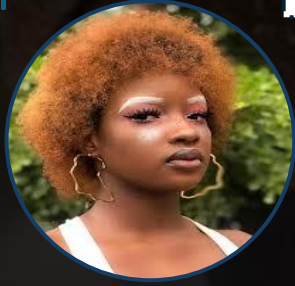


Partner with Crocs to co-create special **Crocs cast shoes** for individuals with clubfoot, placed at strategic places to drive disruptive awareness and spark curiosity.



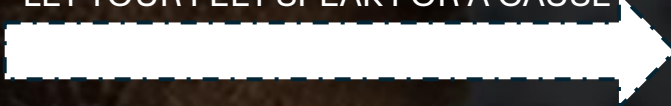
- Place the custom made-crocs at strategic places to trigger shoppers' curiosity. (In-store , outdoor and online shoe retailers)
- Extend execution with 3D lampoles and embed QR code to drive traffic to the rotary website for people to find out more about Club foot and how to support.
- Leverage paid search ads targeting new shoe interests, sparking awareness and driving TG to learn about clubfoot and the significance of these shoes.

MAKE EVERY FOOT A BILLBOARD & DRIVE VIRALITY THROUGH THE LAUNCH OF THE LIMITED- EDITION CROCS



Crocs Ambassadors

LET YOUR FEET SPEAK FOR A CAUSE



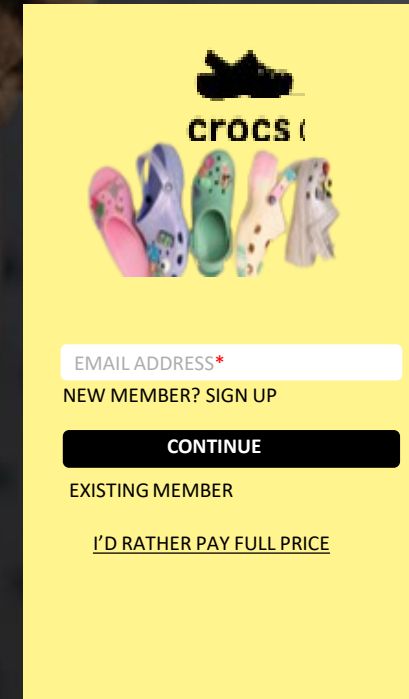
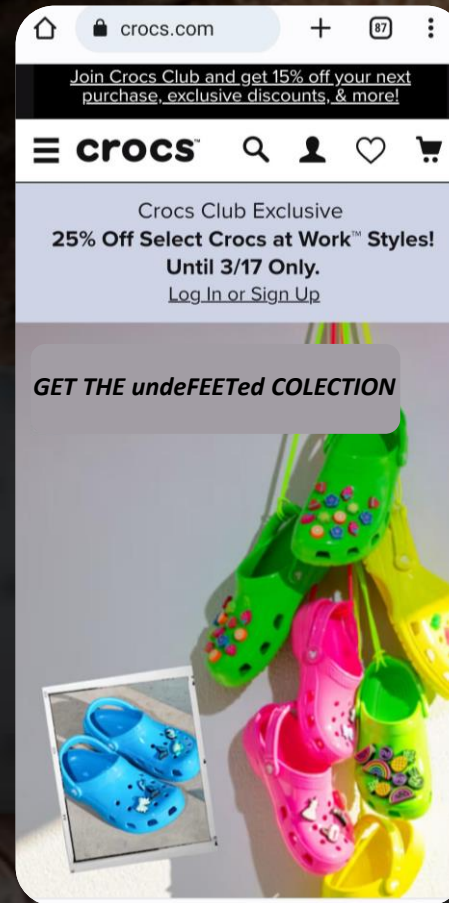
Leverage influencer engagement to inform the TG about the crocs limited edition & drive traffic to E-commerce

Prompt the TG to take an action & donate to the club foot by buying a pair of crocs.

Generate UGC and sharing a creative photo or video on social media with the #UNDEFEETED

Drive online sales for crocs, (**60% of profits** donated to the Rotary Club)

Exclusive Discounts for voluntary new Rotary members to recruit people of action



PARTNER WITH ARISE TO DRIVE REACH AND ACTION



Collaborate with Arise media house to drive awareness about the undeFEETed Limited edition crocs



Feature a special runway show on World Clubfoot Day to drive awareness for clubfoot, with models wearing the undeFEETed Crocs walking alongside kids with clubfoot on the runway. Integrate emotive messages on the models' attire to trigger action.

This partnership will enable us to utilize Arise media's platforms to drive reach at Zero Cost



Social Media
5M+ Reach



TV
639k+ Reach



Print
100k+ Daily reads

RESULTS?



**30+ Million
Estimated
Reach**



**100K Social
Mentions**



**60k+
Website
visits**



**5,000
undeFEETed
Crocs Sold**



**N 172.8M
Donated**

N 75,000 Per pair
(Original cost)

First 1,000 people to join Rotary to
get to buy at 60,000.

1,000 New Rotary
members.