

CHALLENGE

For every 10 minutes in India, a baby is born with club foot. However, there are adults in society who are ostracized for not dealing with the defect from birth.

Sure, the focus is on children and infants born with clubfoot, but the spotlight should also be on adults who deal with clubfoot daily

Data & Research/ Target: **Zillennials**



“Fitness is not just a routine for me, It’s a lifestyle. I love to track my steps and share with my friends and followers on social media”

33%

Of Gen Z and Millennials make use of iPhone globally

75%

Of this population make use of the Apple fitness app on their iPhones

93%

Of iPhone using Zillennials are active on different social media platforms

“Although I have club foot, I try my best to behave like everyone else. However, All my shoes scream “disabled”. I would like to wear normal trendy shoes that’s comfortable, painless and make me fit in Socially”

-RAVI

CROC FOOT

Changing The Narrative from “Disabled and Pain” to “Steady & Comfort”

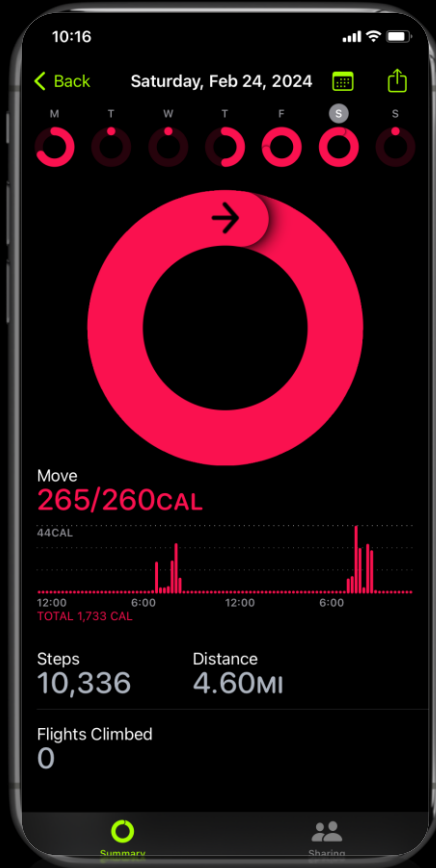


IN PARTNERSHIP WITH ROTARY CLUB OF BOMBAY MULUND VALLEY



STEPS WITH APPLE

For every 5k steps, apple donates 50 cents to the rotary NGO for the club foot initiative



STEADY WITH CROCS

- Walking Steadiness uses custom algorithms to assess your balance, stability, and coordination. iPhone tracks important mobility metrics, such as walking speed, step length, double support time, and walking asymmetry. These are used to determine your walking steadiness and classification.
- Crocs orthopedic shoes: Crocs is known as the world's most comfortable shoes, who better to produce orthopedic shoes than them?
- With our orthopedic line, sizes can be customized, insoles are included discretely, and the shoes are secure but comfortable. Even better? They look just like our normal crocs.





MEDIA APPROACH: SCALING THE CAMPAIGN WITH SOCIAL SHARING & SOCIAL LISTENING

RESULTS

32 MILLION

Shares on social media including earned media on popular media platforms and houses

88%

of our target steppers learning more about the clubfoot and its treatment with the daily spotlight

**IN
STORE
&
ONLINE**

128 MILLION

Dollars raised for the treatment of children and Infants born with clubfoot

90%

of our adults in India living with club foot started to feel more confident enough to do sporty activities like normal adults socially

WHY'S THIS THE BEST CAMPAIGN IN THE WORLD? -PARTICULARLY IN INDIA

**Seamless integration of
all the organizations
using technology**

**The confidence boost it
gives to neglected adults
with clubfoot**

**It turns everyday actions
into activism acts for
people who are urgently
in need of it**

**We found a way for big
Corporations to use their
money for the good of
the people (Society)**

IDEA

To raise money for India's high birth rate of club foot babies while empowering the neglected adults with club foot.

EXECUTION

Educate and inspire action using a collaboration with Apple fitness and crocs. Both corps donate to the rotary initiative to help with the ponsetti method.

MEDIA APPROACH

Shares on social media including earned media on popular media platforms and houses

SUMMARY

