

Drop your **Comfort Pin** on the world🌐.

A 3D globe where every customized Croc pin marks the place people feel most like themselves.

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Hi! I'm Sofia Pabon, a Digital Media Innovation major at Texas State University, and my campaign idea is called Drop Your Comfort Pin on the World. I wanted to take Croctober beyond product drops and build a cultural experience that lets fans map comfort emotionally, not just physically. The big idea is simple: users customize a digital Croc pin and place it on the exact location where they feel most like themselves. That turns Crocs' mission into a global, visual act of belonging that people can explore, share, and talk about.

[THE PROBLEM]

Crocs has awareness. It needs deeper emotional relevance.

Croctober already celebrates fans through a month-long tribute, exclusive drops, and creativity. My opportunity is to shift that energy from product excitement alone into a people-first cultural moment about identity, comfort, and belonging.

- **Aware** — Crocs is already highly visible; the challenge is meaning, not recognition.
- **Now** — Fans want to be seen, not just sold to, especially during a fan-owned month like Croctober.
- **Gap** — There is no global platform today that lets comfort live as a shared emotional story map.

Crocs is not struggling with awareness. In fact, Croctober is already described by Crocs as a month-long celebration of fans, individuality, surprises, and bold creative expression. That means the real challenge is finding a fresher, more meaningful way to deepen connection. My idea solves for emotional relevance by giving fans a stage to show where comfort lives in their lives, which builds culture instead of just promoting product.

[THE SOLUTION]

A living globe of comfort, community, and self-expression

Users enter a cinematic globe, customize a digital 🐻 Croc pin, drop it on their comfort zone anywhere in the world, and attach a 15-second voice note or short text explaining why that place feels safe and real.

Step 01 — Enter: Open a digital globe filled with floating Croc markers and real user story bubbles.

Step 02 — Customize: Choose color, charms, and details to make the Croc pin feel personal and proudly unordinary.

Step 03 — Pin: Drop the Croc exactly where comfort lives: a bedroom, café, skatepark, library, or hometown street.

Step 04 — Tell: Attach either a 15-second voice note or a short text story.

Step 05 — Share: The globe becomes a searchable archive of belonging during Croctober.

The experience reframes comfort as memory, identity, and belonging, then visualizes those emotions on a single living globe. This is the core experience. What makes it disruptive is that it turns customization into a social map, and it turns comfort into content. It goes beyond what Crocs already does because instead of centering a drop, it centers a fan's emotional truth. The idea is scalable, digital-first, and culturally flexible because every market understands the universal feeling of having a place where you can be fully yourself.

Experience Architecture:

1. User enters a cinematic globe with floating Croc emoji markers and live story bubbles.
2. They build a 3D digital Croc with color, charms, textures, and mood-coded styling.
3. They drop the Croc on the exact map coordinates of their comfort zone.
4. They attach a 15-second voice note or short text about why that place feels safe and real.
5. The story becomes discoverable as a social, searchable bubble on the globe.

[THE SOLUTION]

'Drop your Comfort Pin on the world' — every customized Croc pin marks the place people feel most like themselves.



The interface is simple: a globe full of customized pins, floating user bubbles, exact-place mapping, and short story formats that are easy to submit and easy to browse.

Pins cluster and expand into first person comfort stories, so the experience feels less like a dashboard and more like a living emotional atlas.



I wanted the storytelling formats to be incredibly clear: either a short text story or a 15-second voice note. The pins are Crocs-shaped or Croc-emoji inspired, which keeps the platform ownable to the brand without needing a new product line. Users pin a childhood bedroom, skatepark, library, coffee shop, or any place tied to authenticity. User portraits, short quotes, and emotional snippets float around the globe to humanize the data. Colorways, Jibbitz-style charms, stickers, and themes turn self-expression into the pin design itself. The community explores comfort stories by geography, theme, culture, and emotional keywords. The globe is designed to feel premium, but simple enough to launch quickly as a digital experience during October.

[IMPLEMENTATION]

How Crocs brings it to life this October

1. **Launch week** — Reveal the globe with creator seeding, Croctober social teasers, and a simple call to pin your comfort zone.
2. **Fan participation** — Users submit pins via mobile web, choose text or audio, and share their contribution across TikTok, Instagram, and Stories.
3. **Global roll-up** — Local markets spotlight the most moving pins from their regions, making the campaign globally relevant without changing the core idea
4. **IRL extension** — Retail screens, pop-ups, or event projections can display live comfort pins, linking physical touchpoints back to the digital globe

I kept this realistic for October. The build is digital-first, so Crocs can move quickly without inventing a whole new physical product ecosystem. The core platform can live on mobile web, then extend into retail screens, pop-ups, and event moments. That gives Crocs a global campaign engine that is flexible enough for regional storytelling while still feeling unified worldwide.

[WHY CROCS]

This idea expresses Crocs' mission through people, not product.

This idea expresses Crocs' mission through people, not product. This campaign makes that promise visible by giving everyone a place on the map exactly as they are.

Inclusivity — Anyone, anywhere can pin a comfort story

Self-expression — The customized Croc pin becomes a digital identity object

Belonging — The globe proves comfort is shared across cultures and communities

This is why the idea belongs to Crocs specifically. Crocs has publicly framed its purpose around creating a more comfortable world for all and inviting people to come as they are. My campaign takes that language literally and turns it into an experience. It is also aligned with a people-first mindset because it celebrates individuals, stories, and emotional comfort rather than asking consumers to buy into a trend or persona.

[IMPACT]

Comfort stops being a claim and becomes a shared feeling.

If this exists, Crocs owns a global Croctober ritual that creates emotion, sparks conversation, deepens community, and reminds people that comfort is not just what you wear; it's where and how you feel most like yourself

 A wonderfully unordinary world map of belonging.

The impact is bigger than impressions. This gives Crocs a repeatable annual ritual that fans can return to every October. It creates emotional equity, not just attention. For superfans, it validates identity and community. For younger new customers, like women 18 to 24, it reframes Crocs as a brand that understands self-expression and emotional safety. That is why I believe Drop Your Comfort Pin on the World is culturally resonant, realistic, and right for Croctober.

Where do you feel most comfortable in your own shoes?

The world's first emotional comfort map, powered by customized Croc pins, geo-located memory, and tiny stories of belonging.