

How crocs became cool again? April 2025

0:00 Introduction

Present the document (Nature, source, problématique)

1:40 Chapter One – Jibbitz craze

Choose the correct answer for each question

1. What are Jibbitz?

- A. A new type of Crocs shoe
- B. Accessories that decorate Crocs
- C. Socks made for Crocs
- D. A collaboration brand with Crocs

2. How much revenue did Jibbitz generate in 2024?

- A. \$80 million
- B. \$20 million
- C. \$271 million
- D. \$2 million

3. What percentage of Crocs' total 2024 sales came from Jibbitz?

- A. 5%
- B. 8%
- C. 10%
- D. 15%

4. Who originally created Jibbitz?

- A. Crocs designers
- B. A shoe store in New York
- C. A marketing agency
- D. A couple in Boulder, Colorado

5. In which year did Crocs acquire Jibbitz?

- A. 2024
- B. 2014
- C. 2005
- D. 2006

6. What happened to Jibbitz sales after Crocs bought the company?

- A. They increased steadily every year

- B. They declined because of a lack of innovation
- C. They remained stable
- D. They were discontinued

7. What strategy helped bring Jibbitz back to popularity?

- A. Selling them in physical stores only
- B. Collaborations with luxury brands
- C. Ignoring social media trends
- D. Personalization and trend analysis

8. Around how many Crocs customers buy Jibbitz, according to surveys?

- A. One third
- B. Half
- C. Three quarters
- D. Almost all

9. Why are Jibbitz so profitable for Crocs?

- A. They are made of expensive materials
- B. They are sold in large bundles
- C. They are a high-margin add-on to the main product
- D. They are more expensive than the shoes

10. How much can Jibbitz increase a single Crocs transaction by?

- A. 2–5%
- B. 5–20%
- C. 25–30%
- D. More than 50%

11. Lequel de ces comptes rendus correspond exactement à ce que vous avez compris de la vidéo ?

A.

Les Jibbitz sont des accessoires inventés par Crocs en 2006 pour relancer les ventes. Ils ont connu un énorme succès dès leur lancement, avec plus de 80 millions de dollars de chiffre d'affaires la première année. Aujourd'hui, seule une minorité de clients les achète encore, car ils sont jugés dépassés.

B.

Les Jibbitz sont des petits objets décoratifs à insérer dans les trous des Crocs. Ils ont été créés en 2005 par un couple du Colorado, puis rachetés par Crocs en 2006. Après une période de déclin, la marque a relancé le produit grâce à la personnalisation et aux tendances sur les réseaux sociaux. En 2024, ils ont généré 271 millions de dollars, soit 8 % des ventes totales, et environ trois quarts des clients en achètent.

C.

Les Jibbitz sont des produits personnalisés conçus à l'origine pour des baskets. En 2014, Crocs les a rachetés pour les intégrer à ses nouvelles collections. Le chiffre d'affaires est passé de 2

millions à 271 millions de dollars entre 2014 et 2024, principalement grâce à la vente en ligne. Actuellement, seuls 25 % des acheteurs de Crocs en achètent.

3 :30 Chapter 2 – Pulling off a turnaround

Choose the correct answer for each question.

1. What does the speaker say about 3D Jibbitz at the beginning of the clip?

- A. They are cheaper than standard ones.
- B. They blend into the shoe.
- C. They stick out from the shoe.
- D. They were discontinued in 2017.

2. According to the professor, what was the perception of Crocs for a long time?

- A. They were only worn by children.
- B. They offered comfort but lacked social value.
- C. They were fashionable but expensive.
- D. They were highly functional and respected.

3. When did Crocs start facing serious difficulties?

- A. After the pandemic.
- B. In 2017.
- C. During the 2008 financial crisis.
- D. Just before their collaboration with Pixar.

4. What issue did Crocs face regarding their product range?

- A. It was too limited.
- B. They only produced one model.
- C. They had too many products.
- D. They lacked innovation in colors.

5. What key change did the CEO Rees implement in 2017?

- A. He stopped all marketing campaigns.
- B. He returned to the original clog model.
- C. He sold the company to another brand.
- D. He discontinued the use of Jibbitz.

6. How did Crocs change their messaging strategy?

- A. They claimed their shoes were luxurious.
- B. They emphasized their shoes were ugly but unique.
- C. They denied that the shoes were ugly.
- D. They stopped all branding efforts.

7. Why were collaborations with Pixar and Monsters, Inc. effective?

- A. They were cheaper to produce.
- B. They attracted children only.
- C. They created buzz and conversation.
- D. They guaranteed sales from collectors only.

8. What was the result of collaborations with celebrities like Post Malone?

- A. Sales dropped.
- B. The shoes didn't sell at all.
- C. The releases sold out quickly.
- D. Fans criticized the design quality.

9. How did the pandemic influence Crocs' success?

- A. It delayed production.
- B. It reduced demand for comfortable shoes.
- C. It increased demand for easy-to-clean footwear.
- D. It stopped all collaborations.

10. What happened to the company's revenue between 2020 and 2021?

- A. It dropped by \$1 billion.
- B. It stayed flat.
- C. It grew by almost \$1 billion.
- D. It grew slightly, then dropped again.

11. Lequel de ces comptes rendus correspond exactement à ce que vous avez compris de la vidéo ?**A.**

La marque Crocs s'est relancée grâce à la fabrication de sabots plus traditionnels, tout en arrêtant toute collaboration avec des marques ou des célébrités. Leur retour est principalement dû à la baisse des prix après la crise de 2008, ce qui a permis de séduire de nouveaux clients.

B.

Crocs a connu une période difficile après la crise financière de 2008 à cause d'un excès de stock et d'un mauvais marketing. En 2017, un nouveau PDG a recentré la marque sur son modèle original de sabot, en misant sur l'auto-dérision et l'expression personnelle. Des collaborations avec des marques comme Pixar et des célébrités comme Post Malone ont renforcé l'intérêt du public. Pendant la pandémie, leur popularité a explosé notamment chez les soignants.

C.

Crocs a commencé par collaborer avec des marques de luxe dès 2008, ce qui a entraîné une forte hausse du chiffre d'affaires. En 2021, la marque a changé de direction et s'est recentrée sur les enfants. C'est grâce aux chaussures pour enfants que le chiffre d'affaires a doublé entre 2020 et 2021, en pleine crise sanitaire.

5 :55 Chapter Three – Threat to success

Choose the correct answer for each question

1. **What was the impact of the tariffs imposed by President Trump on Crocs' production costs?**
 - a) They reduced Crocs' costs.
 - b) They increased Crocs' costs, which might be passed on to consumers.
 - c) They had no effect on Crocs' production costs.
 - d) They led to Crocs' increased revenue.
2. **How did the acquisition of Hey Dude in 2022 affect Crocs' business?**
 - a) It boosted Crocs' sales immediately.
 - b) It led to a series of lawsuits and financial issues.
 - c) It had no effect on Crocs' sales.
 - d) It caused Crocs to focus entirely on the Hey Dude brand.
3. **What were the main challenges Hey Dude faced after its acquisition by Crocs?**
 - a) Strong demand and supply chain problems.
 - b) Lack of brand recognition and market disruption.
 - c) Increased sales and global growth.
 - d) Reduced competition in the footwear market.
4. **What were the allegations in the class action lawsuits filed against Crocs in 2025?**
 - a) Hey Dude's revenue was overstated by stocking products with third-party wholesalers.
 - b) Crocs misled investors about their financial growth.
 - c) Crocs failed to meet production quotas.
 - d) Crocs underpaid their employees.
5. **How did Crocs attempt to regain control over Hey Dude's distribution network?**
 - a) By increasing prices of Hey Dude products.
 - b) By ending relationships with certain distributors.
 - c) By acquiring more wholesalers.
 - d) By expanding Hey Dude's product line.
6. **What was the FTC fine imposed on Crocs in 2024 related to?**
 - a) Environmental violations.
 - b) Suppressing negative reviews and failing to refund customers properly.
 - c) Misleading advertising campaigns.
 - d) Failure to meet production targets.
7. **How did Crocs' sales compare to Hey Dude's sales in 2024?**
 - a) Crocs' sales were flat, while Hey Dude's sales grew.
 - b) Crocs' sales were up 9%, while Hey Dude's sales decreased by 13%.
 - c) Both Crocs and Hey Dude had equal sales figures.
 - d) Hey Dude's sales were higher than Crocs'.
8. **What was Crocs' perspective on the future growth of Hey Dude?**
 - a) Crocs was unsure about Hey Dude's future but had a new management team in place.
 - b) Crocs predicted Hey Dude would outperform Crocs in the next few years.

- c) Crocs planned to abandon Hey Dude entirely.
 - d) Crocs planned to merge Hey Dude with another brand.
- 9. Which regions are Crocs focusing on for international growth?**
- a) South Korea and China.
 - b) Europe and South America.
 - c) Africa and the Middle East.
 - d) North America and Australia.
- 10. How does Crocs view the future of their classic clog?**
- a) They think it will become outdated.
 - b) They see it as a "blank canvas" for expression and plan to keep it relevant.
 - c) They plan to stop selling it in the next few years.
 - d) They believe it will only appeal to a niche market.

11. Voici trois comptes rendus de l'extrait. Choisissez celui qui est correct.

Compte rendu A :

Crocs a acquis la marque Hey Dude en 2022. Cependant, cette acquisition a été difficile pour l'entreprise en raison de la baisse de la demande pour les produits Hey Dude et des problèmes de chaîne d'approvisionnement. En 2024, Crocs a été confrontée à des poursuites collectives concernant des pratiques de distribution antérieures de Hey Dude, telles que l'overstockage de produits. Malgré cela, Crocs reste optimiste pour l'avenir de la marque. Ils ont introduit une nouvelle équipe de gestion et espèrent redresser la situation. En 2024, les ventes de Crocs ont augmenté de 9%, tandis que celles de Hey Dude ont diminué de 13%. Crocs se concentre sur une croissance internationale en Chine et en Corée du Sud.

Compte rendu B :

Crocs a acquis la marque Hey Dude en 2022 et a immédiatement connu un succès. Cependant, en 2024, les ventes de Hey Dude ont fortement augmenté grâce à des efforts de marketing efficaces. L'acquisition a été totalement bénéfique pour Crocs, avec des poursuites collectives liées à des problèmes de qualité des produits de Hey Dude, mais Crocs prévoit une croissance rapide des ventes de Hey Dude. Les ventes de Crocs ont chuté en 2024. Crocs se concentre principalement sur l'Amérique du Nord pour sa croissance future.

Compte rendu C :

L'acquisition de Hey Dude par Crocs en 2022 a rencontré des difficultés dues à des problèmes de surstockage des produits et à une faible demande. En 2024, des poursuites collectives ont été déposées contre Crocs concernant des pratiques commerciales trompeuses de Hey Dude. Cependant, Crocs a confiance en l'avenir de Hey Dude, en dépit d'une baisse de 13% de ses ventes. La stratégie de croissance de Crocs se concentre principalement sur l'Europe et l'Amérique Latine, mais la marque se développe également en Asie, notamment en Chine et en Corée du Sud.