



Crocs steps into the future of advertising

Toronto, ON, October 2, 2009. Crocs, a company famous for product innovation and breaking the rules of the footwear industry with their Croslite™ resin clogs, ignored convention when it came to advertising the opening of its new Robson Street store in Vancouver.

The company that has made life so much more comfortable for millions similarly chose the pain-free option when it came to buying advertising for their new retail location.

Crocs harnessed the power of the internet by turning to Denneboom Media's easy-to-use self serve media planning and buying website. This decision allowed them to quickly and efficiently determine the right mix of media to promote their new store opening.

Once Crocs staff decided where they wanted to advertise, it was a simple matter to request a quote, confirm artwork specifications and purchase the ad space – all online with a few clicks of a mouse. No hours of research, complicated spreadsheets or days spent playing telephone tag – just minutes spent with Denneboom's innovative ad booking website.

“Denneboom's self serve advertising website really helped us narrow down all of the media options available in the Vancouver market.” says Randy Austin, brand activation manager at Crocs Canada. “We appreciated the ease and convenience of purchasing our advertising campaign on line.”

“No one needs instructions on how to wear a pair of Crocs, you just slip them on your feet and go. Well, our web-based advertising buying system is nearly as simple as slipping on a pair of Crocs.” says Jack Denneboom, president and CEO of Denneboom Media. “We are thrilled that Crocs has chosen Denneboom self serve to purchase their media. It makes good business sense to buy airline tickets and books on line, so why not advertising?”

About Denneboom Inc.

Denneboom is an independent Canadian owned and operated media agency offering innovative media planning and buying solutions to a diverse group of clients. Denneboom provides a unique agency model of senior, experienced media professionals working hands-on and day -to-day on client business. These clients include the AGO, Bacardi and Mortgage Alliance.

Denneboom recognizes that different advertisers buy in different ways and for that reason launched a self serve division. Denneboom has developed a web based media planning and buying service for do-it-yourself advertisers. The web service, often referred to as “Expedia for media,” makes the buying of advertising space more convenient for buyers and less costly for sellers. www.denneboom.com

About Crocs, Inc.

Crocs, Inc. is a designer, manufacturer and retailer of performance casual footwear for men, women and children under the Crocs™ brand. Crocs™ shoes are sold in more than 120 countries and come in a wide array of colours and styles. www.crocs.com

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