

A black and white photograph of a person's legs and feet. They are sitting on a dark, striped hammock. They are wearing grey socks and Birkenstock sandals. The sandals have two straps with buckles. The person's feet are positioned in the lower half of the frame. The background is a natural, outdoor setting with some foliage and a rocky ground. The Birkenstock logo is overlaid in the center of the image.

BIRKENSTOCK®

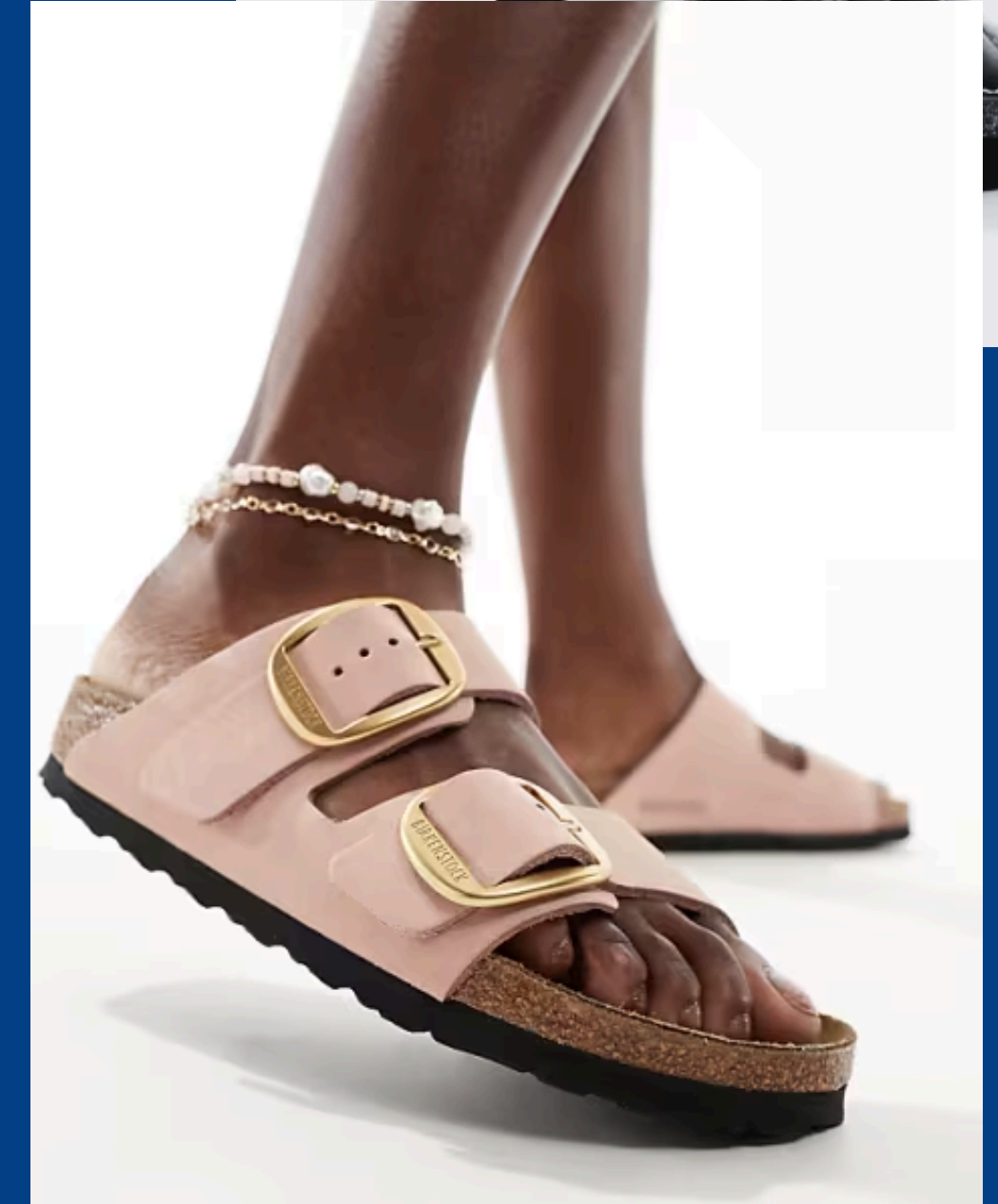
OUR SOLUTION

Shift the narrative from forgettable to valuable by celebrating the beauty of life's journey and experiences.

Aging as value: Like Birkenstocks, which with care can last over 10 years, our experiences over time become more meaningful.

Essence of preservation: The cork is the core of the product and has a powerful symbol of durability, timelessness, and preservation: "Aging like fine wine".

Memories shape who we are: Just as our lives become richer with experiences, Birkenstocks become more personal and comfortable while molding to your feet.



OUR CONCEPT

It's not just a material of choice but a powerful symbol of *durability, timelessness, and the preservation of memories.*



It's value increases with *time*



Just like cork preserves wine and helps it age gracefully, Birkenstock shoes preserve life's moments, aging with you and becoming a *companion for the milestones that matter.*



VALUE CHANGE

From

FEARING THE PASSAGE OF TIME

To

**TREASURING THE PRIVILEGE OF
EACH MOMENT**

WORN & WORTHY

**WHAT STORIES DO
YOU PRESERVE?**

**WHERE LIFE'S STORIES
ARE HELD**



WE HAD A DIFFERENT IDEA...

WHAT WAS NEEDED



THE CHALLENGES

- Lighting & Shadows
- Location
- Post-Production & Editing
- Tagline



CORK HOLDS MEMORIES.
BIRKENSTOCK



OUR CAMPAIGN

To communicate the cork's durability to last a lifetime,
the collected corks are preserved in a jar
Each cork collected represents a celebration and a
memory, just the way our campaign embrace the richness
of experience through Birkenstock

CONTACT US



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