



Don't Miss

Amazon's coronavirus fixes

How TV is pivoting

Fashionable face masks

Brands' pandemic responses 2020 Campaign Trail

CREATIVITY

HAVAIANAS CAPTURES THE SPIRIT OF BRAZILIAN SUMMER WITH A VIBRANT 'ALPHABET' OF DESIGNS

Global campaign by Almap BBDO spans advertising, windows and store displays

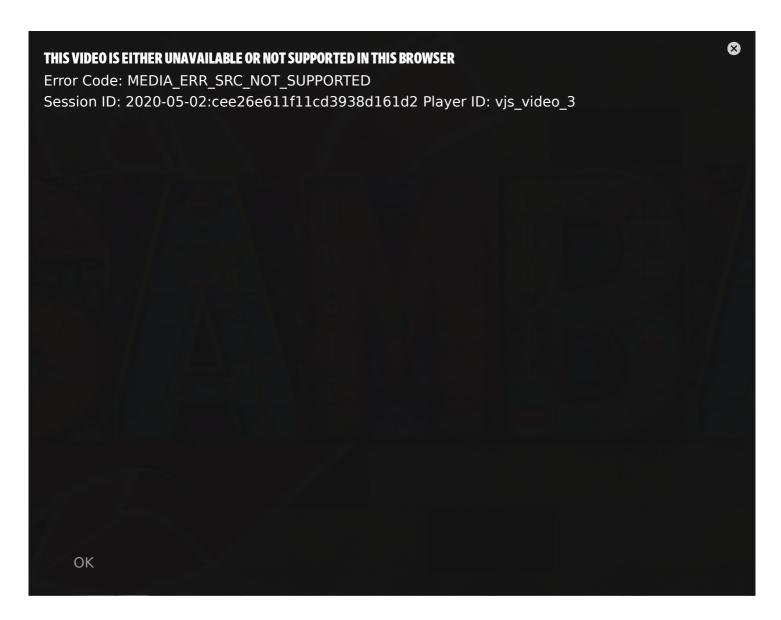
By Alexandra Jardine Published On Jun 07, 2018











Editor's Pick

Havaianas captures the vibe of Brazilian summer this year in a colorful global campaign based around an entire "alphabet" of designs.

Created by Almap BBDO, the designs, one created for every letter of the alphabet, mingle the texture of Havaianas' iconic rubber flip flops with different motifs of Brazilian summer in intricately crafted patterns.

"The Alphabet of Summer" will be used in Havaianas stores across 121 different countries, seen in display windows, at point-of-sale material and on the products themselves. Billboards, digital pieces and social media strategy will also use the brand's alphabet.

Credits

Date

Jun 07, 2018

Agency:

ALMAP BBDO-Sao Paulo Brand: Partner:

<u>Havaianas</u> <u>Luiz Sanches</u>

Chief Creative Officer: Executive Creative Director:

<u>Luiz Sanches</u> <u>Bruno Prosperi</u>

Creative Director: Creative Director:

André Gola Keka Morelle

Creative Director: Creative Director:

<u>Marcelo Nogueira</u> <u>Pernil</u>

Creative: Creative:

<u>Daniel Chagas</u> <u>Daniel Oksenberg</u>

<u>Martins</u>

Creative: Creative:

<u>Pedro Corbett</u> <u>Pedro Reis</u>

Creative: Creative:

Rafael de Miranda Vitor Rolim

Illustration: Motion Designer:

<u>Estudiorama</u> <u>Francisco Andrade</u>

Motion Designer: Motion Designer:

<u>Le Cardenuto</u> <u>Felipe Seixas</u>

Art Buyer: Art Buyer:

<u>Tereza Setti</u> <u>Maryana Orru</u>

Client Services: Client Services:

Cristina Chacon Flavia Fusco

Client Services: Client Services:

FabÃola Loureiro Illana Roque

Client Services: Client Services:

<u>Raquel Lima</u> <u>Natasha Kubota</u>

Planning: Planning:

Sergio Katz Vanessa Sakamoto

Planning: Planning:

Beatriz Scheuer Luis Fernando

Machado

Planning: Media:

Yuri Abduch Carla Durighetto

Media: Approval:

Paula Kosugi Carla Schmitzberger

Approval: Approval:

Rui Porto Eliana Vilches

Approval: Approval:

Barbara Miranda Bruno Montejorge

Approval:

Maria Fernanda Candeloro

Need a credit fix? <u>Contact</u> the Creativity Editors

Project Type:

Print Ad

Tags:

Footwear

THE CREATIVITY NEWSLETTER

The Creativity newsletter is editorially curated to spotlight the work that's hitting the mark—or missing it altogether. Sign up to have it sent to your inbox.

Enter your email Subscribe

AdAge



Copyright © 1994-2020 Crain Communications Privacy Statement Terms of Use About Us Advertise Reprints Contact Us Ad Age Job Postings Ad Choices Privacy Request

Ad Age Creativity Amp Datacenter Resources Events Careers On the Move Contact Us