

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**



THIS VIDEO IS EITHER UNAVAILABLE OR NOT SUPPORTED IN THIS BROWSER



Error Code: MEDIA_ERR_SRC_NOT_SUPPORTED

Session ID: 2020-05-02:cee26e611f11cd3938d161d2 Player ID: vjs_video_3

OK

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:

Havaianas

Partner:

Luiz Sanches

Chief Creative Officer:

Luiz Sanches

Executive Creative Director:

Bruno Prosperi

Creative Director:

Andr  Gola

Creative Director:

Keka Morelle

Creative Director:

Marcelo Nogueira

Creative Director:

Pernil

Creative:

**Daniel Chagas
Martins**

Creative:

Daniel Oksenberg

Creative:

Pedro Corbett

Creative:

Pedro Reis

Creative:

Rafael de Miranda

Creative:

Vitor Rolim

Illustration:

Estudiorama

Motion Designer:

Francisco Andrade

Motion Designer:

Le Cardenuto

Motion Designer:

Felipe Seixas

Art Buyer:

Tereza Setti

Art Buyer:

Maryana Orru

Client Services:

Cristina Chacon

Client Services:

Flavia Fusco

Client Services:

Fab ola Loureiro

Client Services:

Illana Roque

Client Services:

Raquel Lima

Client Services:

Natasha Kubota

Planning:

Sergio Katz

Planning:

Vanessa Sakamoto

Planning:

Beatriz Scheuer

Planning:

Luis Fernando
Machado

Planning:

Yuri Abduch

Media:

Carla Durighetto

Media:

Paula Kosugi

Approval:

Carla Schmitzberger

Approval:

Rui Porto

Approval:

Eliana Vilches

Approval:

Barbara Miranda

Approval:

Bruno Montejorge

Approval:

Maria Fernanda
Caneloro

**Need a credit fix? Contact 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
Reprints Contact Us

Crain Communications
Ad Age Job Postings

Privacy Statement
Ad Choices Privacy Request

Terms of Use

About Us

Advertise

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