



# THE FINAL CAMPAIGN



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# Crap Eyewear

A Fresh Look at a Bold Identity

Crap Eyewear, a brand that makes unique, bio-acetate sunglasses with a focus on quality without the steep price tag. What makes them stand out? It's all about their roots in LA's counterculture and their commitment to staying authentic to that DIY spirit. They design and test all of their products beachside in Los Angeles, bringing together a close-knit family of surfers, skaters, musicians, and artists.

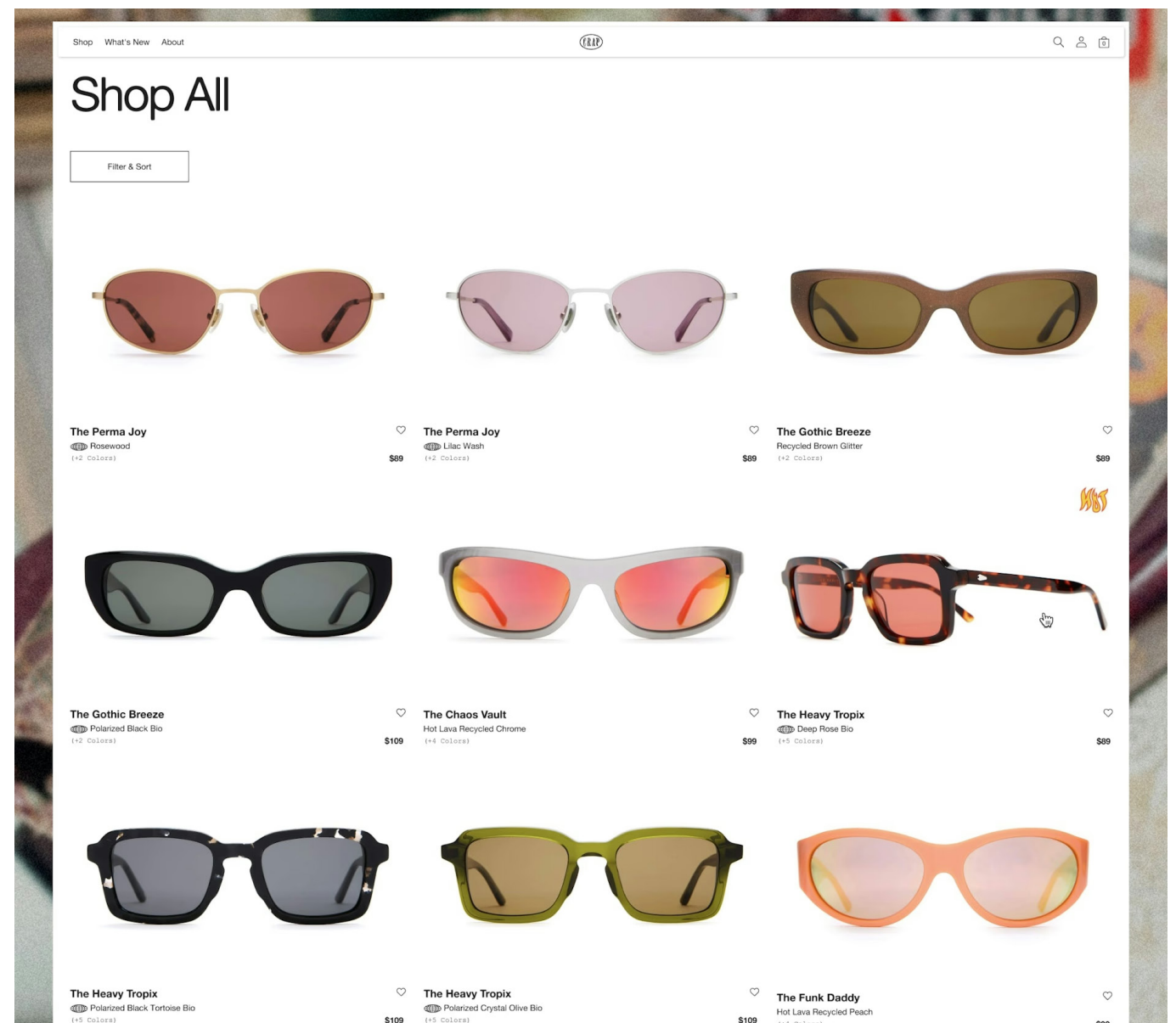
When they worked on refining their brand identity, the goal was to really tap into that culture and create a new experience that felt both fresh and true to who Crap Eyewear is. They looked to the pop-punk scene of the late '70s for inspiration, and decided to bring a little "controlled chaos" into the brand's design.

The founders were determined to make something that reflected their roots, but they also saw a gap in the market: high-quality sunglasses that didn't come with a hefty price tag or the pretentiousness of luxury eyewear brands. So, they set out to design a line of funky, stylish sunglasses that felt real, accessible, and, most importantly, fun.

Crap Eyewear is known for its bold, eclectic designs. They blend elements of vintage eyewear with modern, sometimes punk-inspired touches—think oversized frames, quirky shapes, and a rebellious attitude that's reflected in their choice of materials and design details.

Their design process is collaborative and very much influenced by their roots in Southern California counterculture. Whether they're hanging out at the beach or working out of their Venice HQ, the ideas come from the lifestyle they live. The design team isn't just sitting in an office somewhere—they're out in the world, riding waves, skating through the streets, and constantly soaking up the influences that make Crap what it is.

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What really sets Crap apart, though, is their commitment to the planet. Their Venice, CA headquarters is just a stone's throw from the beach, so they're no strangers to the need for sun protection—but they're equally aware of their impact on the environment. This is why they've prioritized sustainability in every step of the production process.

Their sunglasses are made from bioacetate, a biodegradable, plant-based material that has a much smaller environmental footprint compared to traditional plastics. They also ship all of their products plastic-free, using recycled and recyclable paper packaging whenever possible.

And they're not stopping there. They're continuously looking for ways to improve, with plans to introduce more upcycled packaging and explore new, sustainable lens materials. The idea is to reduce waste and keep pushing the envelope on what eco-friendly eyewear can be.




A collage of images and text related to the Crap Eyewear brand. On the left, a smartphone mockup displays the Crap website with a menu icon, the Crap logo, and a search icon. The main heading on the phone is "Earth-friendlier materials", followed by text about bioacetate and sustainable packaging. Below this is a "Shop Bio Favs" button. To the right of the phone, there's a "Meet the FAM" section featuring Blake Johnson and Breana Geering. Further right, a product page for "The KISS OF DUME" by Frankie Harrer is shown, featuring a pair of yellow-tinted sunglasses and a "Shop Style" button. The background of the collage includes a close-up of a person's face wearing sunglasses and a person holding a surfboard.





# The Campaign

“Buy a Pair, Gift a Pair”

he concept behind this campaign is simple, but powerful. When you buy a pair of Crap Eyewear sunglasses, we want to give you the chance to gift a pair to someone else—whether that’s a friend, family member, or someone who could really use a pair of shades.

This campaign is all about spreading good vibes, generosity, and most importantly, raising awareness about the importance of sun protection for your eyes. We know that Crap Eyewear is all about individuality, self-expression, and community. So, this campaign is a way to bring people together, while also giving back to the planet and promoting healthier habits when it comes to eye care.

## *Why Sun Protection Matters for Your Eyes?*

We all know that protecting our skin from the sun is crucial, but we often overlook our eyes—and they’re just as vulnerable. UV rays can cause serious damage to the eyes, leading to long-term problems like cataracts, macular degeneration, and even eye cancer. But the good news is that wearing quality sunglasses can protect your eyes from these harmful rays.

UV exposure can also cause eye strain, dryness, and increased risk of corneal damage. In places like Southern California, where the sun shines bright almost year-round, it’s especially important to wear protective eyewear whenever you’re outdoors—whether you’re at the beach, driving, or even just walking around the city.

These sunglasses are not just cool, stylish sunglasses—they’re designed with a purpose: to protect your eyes from harmful UV rays while keeping you looking good.

## *The Impact of “Buy a Pair, Gift a Pair”*

By purchasing a pair of Crap sunglasses and gifting a pair, you’re not only protecting your own eyes, but you’re helping someone else protect theirs too. It’s a win-win. Whether you’re sharing the love with someone who might not have access to quality eyewear, or just brightening their day with a gift, this campaign encourages people to think about eye health in a new way.

And the impact doesn’t stop there. This campaign also ties into Crap Eyewear’s overall commitment to sustainability and community. Supporting a brand that’s carbon neutral, uses eco-friendly materials, and gives back to the planet through its membership in 1% for the Planet.





# The Print Ads





# The Magazine Ad









# The Billboard Ad

HELP PROTECT EYES,



ONE PAIR AT A TIME.







# The Outdoor Poster







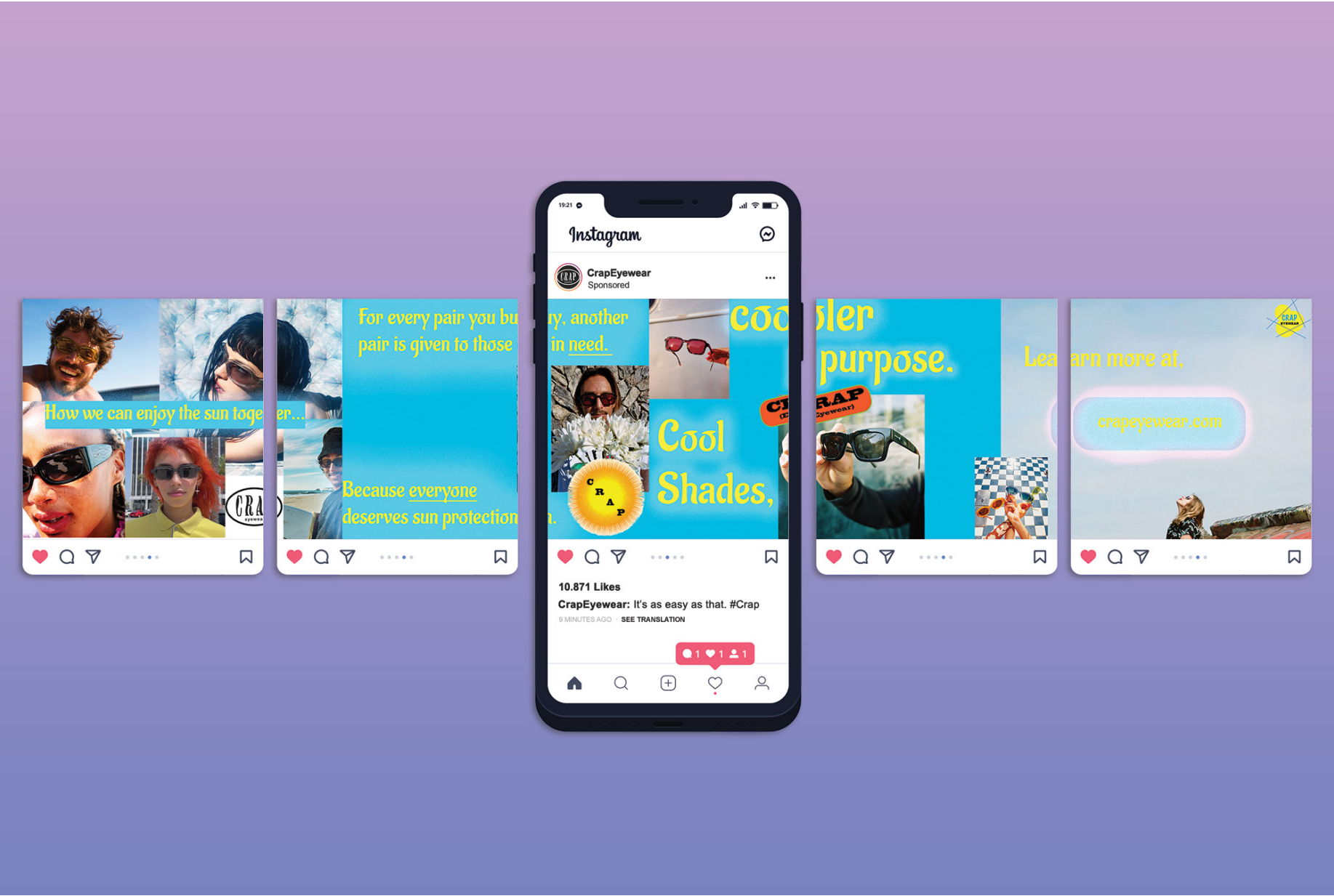
# The Digital Ads





# The Instagram Carousel







# The Instagram Story







# The SWAG









# The Showstopper



# The Crap Eyewear Vending Machine



Thank  
You

