**TOMS' Win-Win Social Good and Engagement Strategy**

TOMS Shoes runs a "One Day Without Shoes" campaign each May, and in return for Instagram photos of consumers using the hashtag #WithoutShoes, the brand gives a pair of shoes to children in need. This year's one-day push engaged over 3.5 million social users, and 27,435 shoes were given away globally.

***MarketingWeek.co.uk (U.K.) 6/29/16***

<http://www.marketingweek.com/2016/06/29/how-footwear-brand-toms-engaged-3-5-million-people-in-one-day-using-tribe-power/>