



## CASE STUDY

# MOZO Shoes

### CHALLENGE

MOZO, a subsidiary of Deckers Brands, is a leader in the restaurant and culinary footwear industry. Their brand is focused on comfort, quality and vibrancy. When MOZO came to 6D, they were in need of a digital sales tool and branding book that would uniformly convey the recent rebranding effort. The product would be used by MOZO's wholesale sales-force during their face-to-face sales meetings.

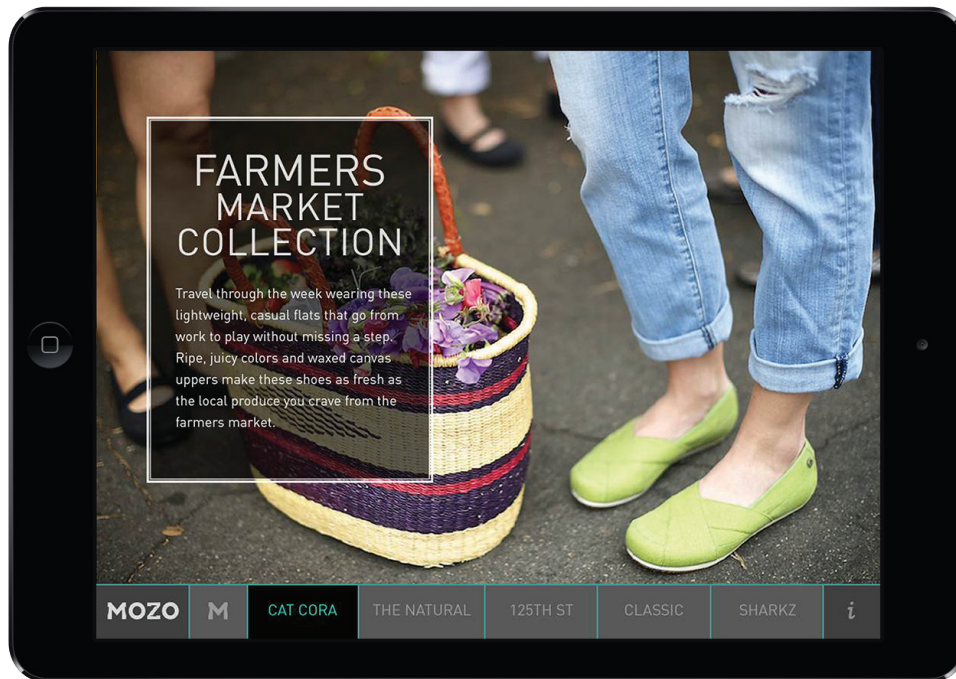


### PROJECT

Sales enablement tool for retail company

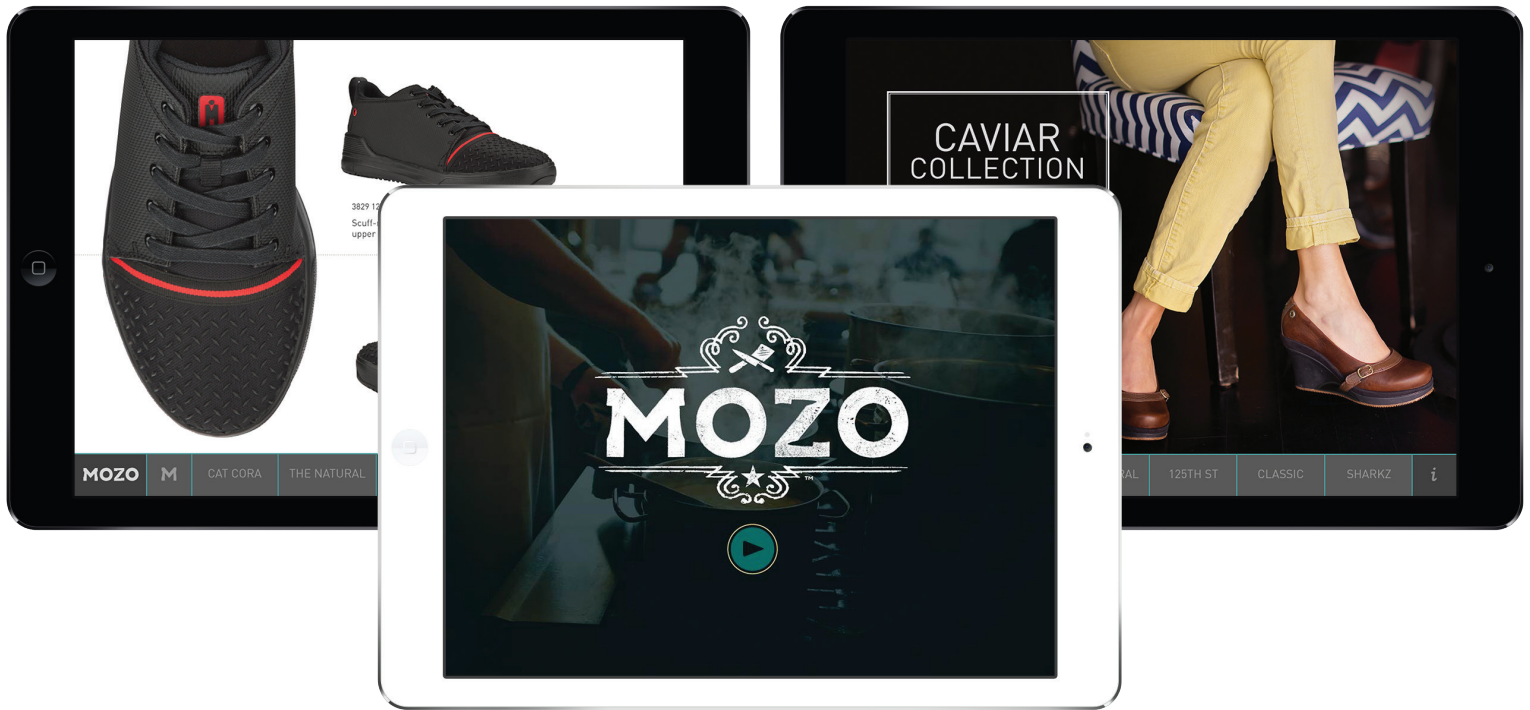
### TECHNOLOGY

ADOBE DPS



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## SOLUTION & EXECUTION

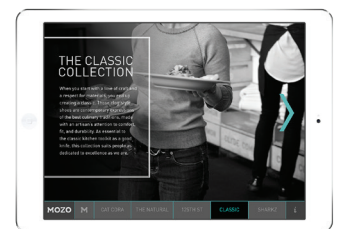
The app was an opportunity to articulate MOZO's rebranding effort. The video introduction to the app provides an opportunity to re-introduce the brand through the brand manifesto, which 6D produced with the help of Visual-Aid Inc.

The catalog provides a look at the upcoming year's products and offers a number of interactive features to show off different colors of various styles and 360-degree views of select products.

### Customizing to client needs

Assuming that the app would be used in an inverted position—with the user holding the device and controlling the experience while the content is viewed by another person—Storycode designed it with usability in mind.

In order to limit distribution of the app to only MOZO employees, 6D used the iOS Enterprise Developer Program to produce a privately distributed app, available only to users with the specific URL and username/password combination.



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