



*allbirds*

Chris Williams | Case Powell | Kacie Wilson

Others may call it a shoe, but for many it's seamless expression. A style which weaves stories together with the silent self-assurance that comes with the comfort of who you are, built through experiences of the day. No words are necessary when you express each step with values on your feet.

**Allbirds fly wherever you are.**



## **Problem That Advertising Must Solve:**

How to redefine style in a way that embodies the versatile values and lives of the next wave of consumers.

## **Objective of Advertising:**

Effortless expression

It's not necessary to be flashy nor exuberant to express who you are. It's more stylish to be a reflection of your values and have items that help you move frictionless through facets of a highly mobile life.

# Target Audience

18-30 year olds

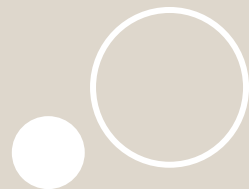
**70% a-class  
consumers/  
58% c-class**

*willing to pay a premium for  
products from brands  
that embrace causes those  
consumers identify with.*

Being the first generation to have full advantages of technology at their hand we're looking at a **nomadic generation** that moves through different facets of life at the blink of an eye. With this they are on a constant search for truth and won't believe in brands unless they are fully authentic with themselves and their consumers.

**They know it's cooler to be yourself than anything that corporations are telling you to believe, and are siding with brands that defend their values.**

A technologically advanced generation, they live in cities from coast to coast, but explore many worlds through their devices. A variable income of 30,000 to 75,000 most are single exploring the everyday tribulations of life.



## Positioning

Seamless Expression

The versatile life our consumers move through demands a shoe that reflects their values, while giving them the opportunity to explore others. Allbirds embrace its consumers and reflect their core values.

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## Key Consumer Benefit

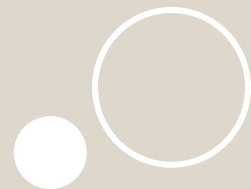
Values that outlast trends

## Why

Allbirds offers a sleek silhouette that allows its wearer's unique expression to shine through.

## Tone

Aspiration to fly  
through the day



**Style** is about embodying your truths and values that build through personal experience.

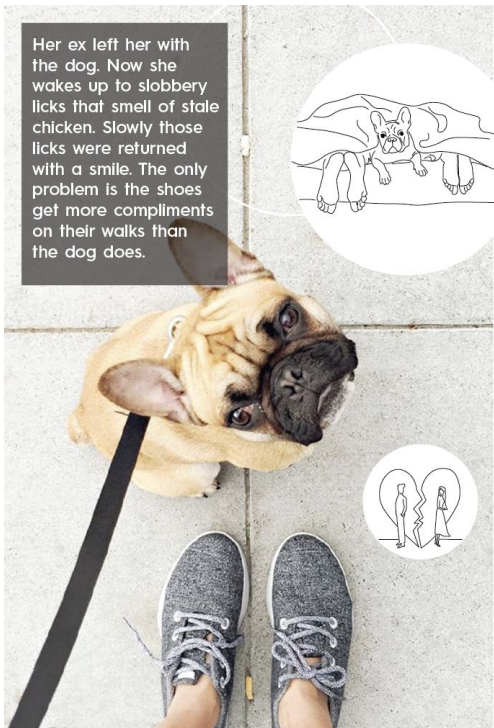
**70%**

*[of gen z] try to purchase products from brands they deem to be ethical.*

<https://www.mckinsey.com>

The fashion industry wants to tell you what style is, Allbirds wants you to **discover** what your style is.

**Allbirds whitespace in fashion industry is the ability to express values with each step.**



Her ex left her with the dog. Now she wakes up to slobbery licks that smell of stale chicken. Slowly those licks were returned with a smile. The only problem is the shoes get more compliments on their walks than the dog does.

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It takes deep wells of perseverance to drink a weeks worth of kale-juice smoothies. Thankfully her reward is just two blocks away, if only people would stop asking where she got those shoes.

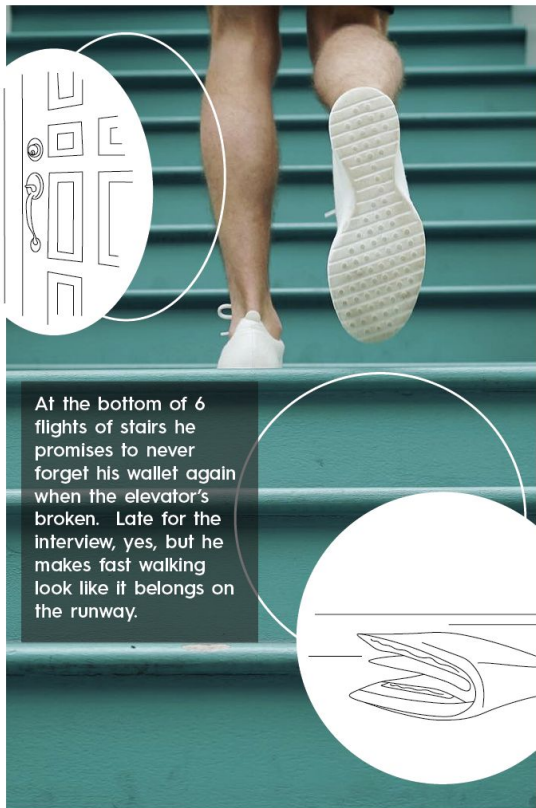
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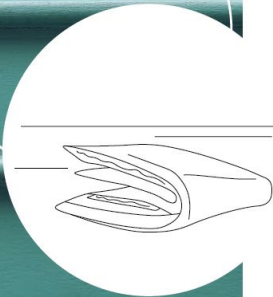
Swipe after swipe. There were a lot of duds before he discovered someone he wants to share his interests with. First impressions are easy when you wear the same values on your feet.

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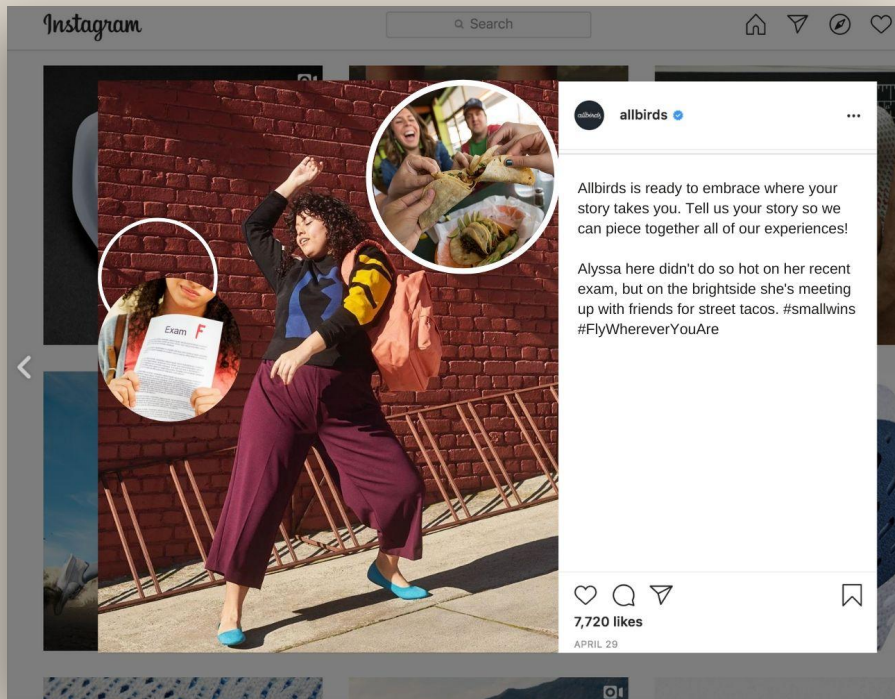
At the bottom of 6 flights of stairs he promises to never forget his wallet again when the elevator's broken. Late for the interview, yes, but he makes fast walking look like it belongs on the runway.



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# Expression builds with life experience.



We believe that in every step there is a creation of a unique story, a scrapbook of experiences. Allbirds is ready to embrace where your story takes you.

**Tell us your story so we can celebrate life's biggest and smallest moments!**

# Fly'n High

## Quarterly Zine

### Audience Needs Satisfied:

- Voice of the conscious creators
- Outlet to connect Allbirds' story with its consumers
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### Zine Opportunities:

- Create a story of the Allbirds aesthetic through quarterly releases
- Self released content to point to releases and brand aspirations

### Campaign Opportunities

- Rollout city map hand drawings to introduce next phase of social/outdoor executions



**Yong Hong Zhong**  
portland watercolor artist

**B**orn in Canton, China, Yong Hong Zhong came to the U.S. as a 12-year-old and quickly developed an interest in drawing. He received a first-rate arts education at New York City's LaGuardia High School and Pratt Institute, and after an illustrious career in animation—working with the likes of MTV and the Walt Disney Company—decided to devote himself entirely to his true passion: painting. Zhong now lives and paints in Portland, having moved to Oregon in part for the stunning surroundings [Portland's Mount Tabor Park is pictured below].

His watercolor portraits and natural landscapes display a keen mastery of his craft, earning him multiple awards and exhibitions. For more of Zhong's work, find him on Instagram.

Oregon's beautiful landscapes and family-oriented communities have motivated him to relocate. He currently lives in Portland with his wife and two sons.

Fly'n High Vol. 1 02



**60%**

*of Gen Z believes that communities are created by causes and interests.*

## All-Cities Walking Trail

**Idea:** Walking trails that wind through neighborhoods in youthful cities directed with Allbirds stickers posted on local businesses with similar ideologies.

### Brand Opportunity

- Connect with local business to strengthen sustainability storytelling

### Social Opportunity

- Allow people to discover their style/perspective on the trail, sharing with Allbirds and their friends

### App Partnership

- Partner with **app-Relive** (maps outdoor physical activity and makes short videos of path) and take over where you can select a walk for activity. Will make an Allbirds video path!
- The running tab could be a great place to further unveil the *Tree Dasher*.

# Example: **Portland**



# All-Cities Podcast Tours

**Idea:** *Style embodies the steps you take in the community that surrounds you.*



## Retail:

- Permanent walking paths that begin at each retail store
- Daily walking tour around neighborhood led by Allbirds tour guide
- Get to know neighborhood/cities story
- Break in new Allbirds and begin that personal story

## Podcast

- Miss the tour? No worries that gallery owner, or that restaurant chef (any neighborhood legend) will lead you through the neighborhood in the AllCities podcast.
- Connect with locals of the cities and discover their stories in the community

## Budget \$5 million

### 40% (\$2,000,000) Social/Digital

- Generation of digital natives and nomads who see technology as an extension of themselves.
- Spend nearly 3 hours a day interacting with apps and social media <https://www.reuterscommunity.com>

### 25% Outdoor/Experiential (\$1,250,000)

- Collaboration with neighborhoods will enhance foot traffic for businesses, reducing placement costs
- Stickers act as long term and durable placements to bring continued awareness to young consumers

### 30% (\$1,500,000) Print/Zine

- Young generation that still values print
- Spend about an hour each week reading magazines
- Target underground cultural magazines like *Cult Classic*

### 5% (\$500,000) Measurement

- Test social impressions and interactions
- Zine involvement
- Trail/Relive involvement

	Nov	Dec	Jan	Feb	March	Apr	May	Jun	Jul	Aug	Sep	Oct
Print	[Bar]						[Dot]		[Dot]		[Dot]	
Out of House	[Bar]											
Zine	[Dot]			[Dot]			[Dot]			[Dot]		
Social	[Bar]											
Digital	[Bar]											
Walking Trails					[Bar]							
Podcast					[Bar]							

### Phase One: Re-imagine

Print and zine introduce the style focus of the campaign, and re-shift the thinking of allbirds until warmer months appear and we're able to unleash the walking trails.

### Phase Two: Reinforce

With the buildup of Allbirds' new image customers will be ready and excited to express themselves on the new trails. Sunny skies will get people out and about each step supported by Allbirds.



## Desired Response

*“As a young person going through a lot of lifestyle changes **it’s nice to have a shoe that won’t go out of style even if I change mine.** Knowing the shoes are made sustainably makes me proud to wear them around my friends because **they express my core values while allowing me to build my expression through my life experiences.**”*



***Thank You***

Chris Williams | Case Powell | Kacie Wilson