

# Allbirds

## Company Project

The image shows the Allbirds logo, which is the word "allbirds" in a white, lowercase, cursive script font. The logo is centered within a solid black rectangular background.

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# **Introduction**

Allbirds is a footwear company founded in 2016 by New Zealand soccer player Tim Brown. The company's brand image is largely focused on sustainability, environmentalism, and minimalism. The company claims that all of their products are made with eco-friendly practices (Findling), and has received seals of approval from ZQ and the Forest Stewardship Council. The shoes and other apparel the company produces have been consistently popular since the launch of the company, with particular success within the world of Silicon Valley and the trendy millennial sphere (Findling). The company has attracted criticism from organizations like PETA, who accused the company of greenwashing and being insincere with its commitments to sustainability.

## **Situation Analysis**

### **Company / Brand Background**

What started out as a professional soccer player's fascination with the versatile material, merino wool, became a multibillion dollar company. The founder, Tim Brown was astonished no sneaker was made with the merino wool, enough so where he decided to do it himself alongside co-founder Joey Zwillinger, making Allbirds the first of its kind (Our Story) . To get to this step they had to face the problems of the material and engineer a wool fabric that would not stretch out and have the strength to meet the demand of every step a person takes (The Wool Runner). By March 2016, the Wool Runners were launched, a shoe that was more about the material that

made up the shoe than the branding that backs it up (Our Story). The innovative, yet natural design created a shoe that had all the right properties, launching it into popularity. As time went on they would expand their product to cover many different colors, styles, and new formulations of shoes with eucalyptus fiber, expanding into the vegan market along with clothing items (Ismael and Chen).

Although the Allbirds idea has always been there, their finances have not. Their first shoe was backed by 970 consumers, raising over \$119,196 through kick starter to fund essential tweaks and launch the first version of the wool runners to its backers. (The Wool Runners). Two years later Allbirds had raised \$50 million in funding and had reached an evaluation of \$1 billion after selling over 1 million shoes (Fisk). As another 3 years go by, Allbirds becomes a public brand, launching its evaluation to \$4.1 billion after \$300 million was raised in its public offering, causing shares to reach almost 100% growth in its first day (Debter). Despite this incredible growth and growing revenues, in 2020 they had a net loss of \$26 million and the same year as their record breaking evaluation, it was projected to be twice as much lost (Chitkara). Allbirds' next big step is to turn a profit as they continue their rapid growth.

Sustainability aside, the Allbirds brand built around its New Zealand background in almost every aspect. The name itself references the lack of native mammals, claiming New Zealand is a land of birds (Allbirds Founder). Yet, over 3.3 million merino sheep exist in New Zealand across hundreds of farms (Charmers). As for the Allbirds brand itself, the Wellington advertising agency Wrestler is the powerhouse behind their ads, filling much of their portfolio alongside other New Zealand brands and top brands such as Mercedes (Storieswithstretch). New Zealand is an essential asset to the Allbirds brand, backing them up every step of the way.

## **Purpose or Mission**

Considering Allbirds' mission that clearly communicates their purpose as a brand, this company wants to impact the environment by reducing climate change while also staying serious about their production of the ultimate sustainable/comfortable sneaker. While broadcasting their content as fun and engaging towards their audiences and consumers, Allbirds continues to stress how their mission is to reduce the environmental impact through their "Allbirds Flight Plan" where the sneaker brand lists their new sustainability commitments as a step towards taking things further. With the sole purpose of reversing how fashion pollutes the planet, Allbirds strives to commit to new re-evaluated priorities that include cutting their footprint in half by the year 2025 as well as presently, continuing to be 100% carbon neutral along with other businesses to follow their lead. In addition to promising these commitments and establishing concrete changes by the year of 2025, Allbirds seeks to reduce beyond carbon neutrality such as accomplishing regenerative agriculture, utilizing renewable materials, as well as using energy responsibly.

## **Authenticity**

In terms of authenticity, Allbirds is known for their originality. There are plenty of Allbirds dupes out there, however one thing that sets it apart from the copycat brands is their sustainability. Allbirds shoes are made from merino wool that follows ethical standards. Their goal is to reverse climate change and reduce their carbon footprint. They make sure they know the farms they receive their wool from and get to know the farmers before creating their product.

Allbirds was the first to ever release a fully sustainable shoe using this formula, as a result of the success they had, they had brands that tried to replicate it. The brand that Amazon created to compete with Allbirds after the massive success of the company was 206 Collective. This brand was created as an Amazon alternative, although at first glance this brand looks extremely similar, they are vastly different. Allbirds has tried to sue Steve Madden for basically making an identical wool shoe. They also did this after the success of the brand. Dr. Scholls has also created a wool shoe that claims to be comfortable and unique but it is also a faulty rip-off of Allbirds.

## **Transparency**

Despite their commitment to environmentalism, Allbirds is not very transparent with their business practices. In particular, the company is spotty when it comes to be open about their supply chain and sources. The company is a certified B corp, has being environmentally conscious as a core part of their mission, and has built its reputation on being sustainable and “eco-friendly” (Allbirds). There is little reason why they shouldn’t share more data with consumers about how they source their materials and what efforts they are taking to live up to their mission. Looking at the company’s internal sustainability report from 2020 there is much more in the way of concrete, digestible data that could benefit the company’s reputation if it were made more accessible to the public. For example, the report provides a clear roadmap for the company’s goals and how they will achieve them (Allbirds). The report even mentions the company’s roadmap to becoming more transparent with their supply chain, but this data is still

not widely available. Making this data public would benefit the company's transparency and reputation.

## **Ethical issues**

Allbirds has come under scrutiny from groups like PETA, who have called into question if the company is as altruistic as it presents itself, running a large campaign called "AllCruel" (PETA). PETA alleges that the wool Allbirds sources to craft its shoes is obtained under abusive conditions. The group has alleged that Allbirds is deceiving consumers by marketing this wool as being ethically sourced, and further implies that the company's commitment to sustainability and environmental causes is insincere (PETA).

## **Target Audience**

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Allbirds has a sustainable target audience that focuses on making the world more environmentally friendly. The target audience is mainly young people in their 20's and 30's. The demographic that they focus on targeting is in large urban areas. As a result of this, they base the B&M stores they have in these areas. Consumers tend to have desires to travel and see the world.

The appeal to clothing that is practical and comfortable (good quality). Consumers are willing to purchase a product that has the word "sustainable" next to it. The consumers would

spend 10% more on environmentally friendly products. They focus targeting on for those who prefer the simple option of design combined with environmentally conscious materials. They pay attention to the carbon footprint that companies “accumulate in their options and the materials used to manufacture their final products”.

## **Brand Persona**

Cooper is a 25 year old male who lives in Brooklyn NY . He enjoys nature walks, riding his bike, and gardening. He is part of the democratic party, supports the Human Rights Council, and listens to NPR. He likes going to the gym, grocery shopping at Whole Foods for organic goods and produce, and always shops with reusable bags. Eats at Sweetgreen, Chipotle, Starbucks, and boutique cafes.

Bethany is into a trendy style of clothing that focuses on having a meaning and giving back. She goes to the California Institute of Technology, she studies programming and freelances by creating websites for cash. She lives in LA, she doesn't have a lot of money but focuses on buying sustainable products when she can. Being sustainable allows her to keep up with the latest trends within the tech world where everyone else has a pair of Allbirds. She enjoys going to the beach, hanging out with friends, and watching videos on Linux.

# **Brand Communication Analysis**

## **Consumer Pathway**

### **Awareness**

Behind the majority of their fast success was their efforts to push word of mouth. This was pushed by creators on any type of creative content you could think of, consisting of content such as podcasts, emails, blogs, videos, and many more. They created a strong network of influencers through a referral marketing strategy that was curated toward both social ambassadors and content creators for the brand. It was uncovered that 25% of the web traffic came from affiliated links from these creators (Lorincz). These personalities have pushed the product onto their viewers who will continue the conversation.

Allbirds set an incredible example of how brands can benefit from Facebook advertising. They brought awareness through video and photo advertisements and worked directly with Facebook to test which concepts worked best. From storytelling to product benefits, to lifestyle, to innovation, and a variety of combinations of these characteristics, Allbirds advertised it all on Facebook, seeking the most effective formula. Microtargeting was used to target those above the age of 18 with no purchase history of the brand, retargeting new ads within this group that showed interest in a previous ad. As ads were pushed out to all Facebook apps and services, the budget was consistently optimized to push money to the best performing ads and locations. As a result, there was an 18% increase in ad recall (Allbirds Meta). Relying on Facebook has been an essential step to raise awareness of the Allbirds brand.



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## **Involvement**

On top of being a shoe, Allbirds relies heavily on a global cause that connects to every form of life. It is a cause that relates so closely with the shoe that they are able to create an emotional connection with the brand by advertising themselves. They work to showcase how different they are from others, they are environmentally friendly. It is to create a desire for such a product and push consumers to think more about their consumption, opting for a more sustainable option that has the ability to hold many long term benefits beyond their comfort. The main connection is to help reverse climate change and to push their goals of cutting emissions, using 100% regenerative materials, reducing waste, and prioritizing the Earth (Allbirds Sustainability). By supporting the product with a cause that directly relates, it is far easier for Allbirds to create an emotional connection with their target market.

## **Active Consideration**

When the consumer is aware of both the brand and cause, it is likely to become part of the decision process when it comes time to purchase their next pair of shoes. At their store locations, the products can be tried on and touched, leaning into this decision process. Online it is less physical, but the Allbirds site is very educational about the product and its benefits, pushing unique benefits that competitors cannot do (Allbirds). These benefits are followed by the buzz around the innovative products, pushing a force onto the consumer to favor the shoe.

## **Purchase / Conversion**

Unlike many of their top competitors, products from Allbirds can only be purchased directly from Allbirds. This gives them more control in terms of profit margins, prices, and releases of new styles and materials as they develop. Allowing for the product to be updated on a much faster scale than competitors while pushing product consistency (Lorincz). Despite the limitations of where they can be purchased, their website allows them to be ordered at a great convenience, shipping to 33 major countries around the world (Allbirds Help). Throughout these countries are 39 stores located in many of the larger cities, allowing for a large population to access their products in person (Allbirds stores). For being a newer company in the market, they have done an incredible job of staying consistent. They may be young, but the scale that they operate at is a sign that they are ready to continue growing their market share.

Facebook and word of mouth played a very large role in increasing purchases at their website. Their creative Facebook ads and strategy lead to a 46% increase in the brand's

storytelling ads while gaining a 48% increase from all creative efforts through Facebook (Allbirds Meta). Another large amount came from conversions that their referrals brought to their website from a link directing them from their content to Allbirds. Many of the rest were from Allbirds themselves, promoting their product heavily on their socials, building a mass following (Lorincz). Without these digital links, it is likely Allbirds would have not done nearly as well.

## **Consumption**

When a product is purchased, the user experience begins with a box. Although it is the color is bland, it becomes clear it is a part of their big mission. The shipping box is multipurpose to reduce material by 40%, working as a shoebox, shopping bag, and shipping box to provide much more purpose than a traditional box. It provides a unique unboxing experience that creates excitement for the shoes within. The consumer is instantly reminded of their mission and will likely feel little buyer's remorse from the experience (Allbirds: Red Antler). The efforts of reducing climate change do not end after the purchase.

## **Relationship Building**

Allbirds has proven their care for the customers. On social media they engage with those who have purchased their shoes, scanning for feedback. If any complaints are not ignored, they are considered and often developed into the product to create an improved version. This

constantly enhances the product to one the consumer wants. Being consistently responses to feedback builds a trusting relationship between the consumer and brand that many larger brands lack (Lorincz). This level of customer service allows Allbirds to stand out and not be forgotten by the customer.

## **Advocacy**

Advocacy comes more naturally to a brand like Allbirds than others. For one they have a unique product that is different than many other top sneaker brands. It is a product that uses different materials and minimal branding, they have created a formula that makes a great, comfortable shoe. These materials that make such a great shoe go with the goals of the brand, to slow climate change, a cause that people see as important (Lorincz). By creating a great product that is backed by a global issue that people do and should care about, it is easy to advocate the brand to others.

## **Sharable - STEPPS**

### **Social Currency**

When a consumer feels the need to share Allbirds's brand information, it's commonly discussed as a brand who is environmentally conscious. Allbirds pocesses a social standing that is capable of being shared through word of mouth because it is a brand that consistently demonstrates their values for saving the Earth and reducing climate change. With their Flight

Plan that is continuously being presented to its consumers via social media, Allbirds builds social value by engaging its audience with shared environmental beliefs.

## **Triggers**

Considering specific words that trigger Allbirds's consumers to think about their product or ideas, it's safe to say those words may be "shoe", "comfy", "sheep", "sustainable", "wool", "climate change" as well as "recycle". In addition, Allbirds is famously known for their sustainable sneakers that contain an insole made from a proprietary merino wool fabric. Its unique use of materials are reminded to consumers through the brand's frequent use of their cute sheep cartoons that are posted all throughout their website and social media (instagram). With their presentations of producing ethical fashion within their website for the sake of reducing climate change, consumer's memory of the Allbirds brand may be activated whenever they hear "climate change", "environment" or "recycle"; since allbirds is always coming up with ways to creatively post their efforts in environmentally safe practices.

## **Emotion**

Whenever a brand cares for a cause, that brand is most likely going to share their values and efforts towards that cause with the public. Likewise, Allbirds's brand presents emotional content for the causes they value and commit to. For instance, consumers may experience high arousal emotions through Allbirds whenever they present content that concerns environmentally

conscious campaigns. In addition, Allbirds is known to care about their carbon footprint and animal rights. Their campaigns stress their efforts in impacting the environment positively through reducing climate change with their change in product production practices. Moreover, this shoe brand strives for its consumers to know they utilize renewable resources and updates its consumers on their Flight Plan progress consistently in order to ensure the public that their values will never be lost. As consumers become more aware of Allbirds's applied pressures over the causes they believe in, emotional connection is built since similar values are being shared, motivated and appreciated.

## **Public**

Without a doubt, Allbirds presents themselves publicly through social, their website and within their in-person store. In other words, Allbirds has always posted ads and infographics that depict what exactly their shoes and products are made out of through their twitter and instagram. Their visuals of their sustainable sneakers and apparel have always been aesthetically designed and pleasing to come across. In addition, their art directory continues to go the extra mile with presenting attention grabbing content through social media, in their website and in their physical store. Allbirds' use of color and shoe design has become so influential that dupes have been made of them and can be found on amazon today. Moreover, Allbird's unique style in footwear has been publicly presented and campaigned through many online platforms and are physically displayed/sold through 33 physical stores that are spread across North America, Aisa, and Europe. It's safe to say, Allbirds has come a long way from only being sold online in 2014 to producing numerous in-person stores internationally today.

## **Practical Value**

The incredible value that should be highlighted whenever an Allbirds product is being worn is how wearing their shoes is beyond beneficial for the environment and is a very sustainable product. Moreover, Allbirds prioritizes their renewable materials that go into the production of their products. Furthermore, these materials include a merino wool fabric within the insole of Allbirds's signature shoe in which acts as a moisture-wicking and odor minimizing factor. In addition, their footwear such as the wool runners, wool mizzles and the wool loungers all give off the sensation of "walking on a cloud", which is a practical value that consumers look for when purchasing a comfortable and sustainable sneaker. Not only is the value of Allbirds product sustainable but its also very beneficial towards the environment. In other words, Allbird's products are made from recycled materials as well, such as recycled bottles, castor bean oil, and cardboard. As Allbirds production of their footwear and apparel continues to utilize 60% less energy than synthetic shoes, their value in product increases due to the fact that they are more eco-friendly than many other competitive makes.

## **Stories**

The shoe brand Allbirds possesses a general message that buying their products benefits the environment as well as the consumer. Moreover, every purchase that's made on Allbirds should be seen as a socially responsible choice since their materials come from wool, tree fiber, sugarcane, recycled plastic bottles as well as castor oil. In addition, all these materials make up their sustainable products that both play a role in being a great quality sneaker for consumers to

wear while also symbolizing a product of ethical fashion. Allbirds's climate reducing practices and commitments that are demonstrated within their Flight Plan further represents how their brand is the opposite of fast fashion and consistently stands against a culture of consumptions that's been proven to accelerate wastefulness. As Allbirds continues to produce consumer fulfilling products through its unique quality, it also represents itself as a brand who cares and considers the impact it has on the world environmentally.

## **International Brand Campaign Potential**

### **Translatable**

Allbirds does a great job at being translatable. Experiencing wonder at nature is a universal experience. They say it how it is and avoid using overused terms that mask the truth. Since these words are so simple, many of the words such as comfortable or performance lose much of their meaning as what is considered comfortable is in such a wide range. In the end, they are basic descriptors that would only become more lost under more complex language. The simplicity allows for easy translation to different languages, allowing all to gain an understanding of what Allbirds has to offer.

### **Global/Social Issue**

A huge issue that is still happening in today's society is carbon emissions and pollution throughout the world. Although we see the United States as a country that struggles with being



eco-friendly and decreasing air pollution, other countries such as China, Indonesia, and Philippines. Allbirds goal is to leave their carbon footprint and reverse climate change which will solve a global issue that is happening in 2022.

## **Global “Human Truths”**

Being a company with an altruistic brand mission and eco-friendly optics, much of Allbirds messaging pulls from fundamental human truths. For the “meet your shoes” example, Allbirds taps into primal feelings of wonder and awe at the natural world and applies them to their product. Referencing the seven story archetypes, they offer rebirth to the consumer - a revitalized life distinct from the overly processed world and a return to simplicity. The idea of the “simple life” is present in much of their advertising, as seen in one Facebook ad where the different parts of the shoe are laid out in a simple, uncomplicated manner. This idea is translatable to most world cultures; as worldwide productivity increases and the world gets busier, Allbirds messages of simplicity are very appealing.

## **Aspects of Authenticity and Transparency**

Allbirds has seen success globally because of their use of learning consumer preferences. According to econsultancy.com “Allbirds’ direct to consumer (D2C) model has served it extremely well in the west, giving it a direct connection to its customer base that it uses to learn about their preferences and act on feedback”. Allbirds has also seen global appeal through authenticity as of the popularity they have in China. Allbirds found that the largest consumption

of clothing in China is purchased through a website known as Alibaba. Allbirds found a way to get their product out there and well known in such a massive market and this was one key way. They also chose to get the wool runner shoes in physical stores so that they weren't just seen as a one dimensional brand. Allbirds is completely transparent in how they source their shoes but they lack detail when it comes down to the manufacturing of their product. The brand is authentic in the sense that they are the first wool runner styled shoe but they are easy to replicate.

## **Social Media**

Allbirds did indeed enable global communication within social media through their Spotify advertising Success Story. Key metrics were served after launching this ad since it consisted of smart, funny, and creative elements towards their target market that would appreciate their eco-conscious message. Furthermore, their ad was a holiday campaign that aired as a video through Spotify as a Spotify video takeover accompanied with their brands complementary audio ads. The videos aired consisted of "Allbirds wearers become seized with a sudden desire to go on an epic journey to" meet their shoe (Spotify Advertising). In other words, meeting an allbirds wearer's shoe meant taking a journey to visit the exact tree their shoe is made out of in the wilderness. This "Meet Your Shoes" Tagline Campaign aimed to improve perception and awareness among millennials located in the U.S. and the U.K. Moreover, Allbirds' message about their brand being all about knowing where their products come from had encouraged listeners and viewers from Spotify to become more aware of their brand's beliefs. For instance, the impact of their creative campaign globally had boosted 457% in brand awareness, 333% lift within brand association with comfort as well as 367% bump in positive

opinions. After the concept of viewers seeing fictional Allbirds wearers having the commitment to sustainable materials by taking an epic journey with the dedication to “meeting their shoes”, this encouraged their audience to share their brand’s success stories as well as motivated consumers to become more interested in Allbirds’ shoe products.

## **Central Communications Platform Testing**

### **Strategic**

Allbirds aims to corner the market on consumers who are one with the environment. They base the strategic campaign on how the shoe is developed rather than the styling of the shoe. Allbirds focuses on the basic necessities behind the shoe that makes them completely unique. Allbirds creates uses a different kind of strategic approach that we are starting to see more and more from brands. Allbirds tell us about how they are becoming more environmentally conscious but it is never to the extent that we have with all birds.

Allbirds zones in on consumers who really embody this lifestyle and take environmental precaution very seriously. Allbirds is a brand at the end of the day but the brand itself is the embodiment of a lifestyle. Our strategic campaign is to make a difference for our consumers and allow them to purchase a brand that they feel good about. We ensure that our products are sustainable and we are working year by year to increase our levels of sustainability.

## **Influential**

As a company we aim to influence the general population about our campaign to save the world. Allbirds as a brand is extremely influential because we are trying to raise awareness through our brand. Often in branch today we find that there is no goal that they are trying to achieve. Most big brands today that we know of are worried about making money, but they don't actually tell us what they do to give back. Allbirds is a brand that is focus solely on the sustainable aspect of making shoes. We influence our consumer base to recycle, reuse, and practice what you preach.

Allbirds focuses on the idea that we can regenerate our products as long as we work together to reuse and recycle them. We create a product that he's able to be broken down and everything inside of its product features is made from the world that we are living in. The great thing about our shoes is that they are natural materials, and we try to persuade our consumers that all of their clothing should be natural. We want to make our consumers feel that we are brand that they can feel comfortable buying as we care about what they put on their body. We focus on influencing consumers to realize that we are a brand that gives them this opportunity as no one else is doing what we are.

## **Simple**

These ads are very simple and vague; but with a good meaning. Most of the ad campaigns produced by Allbirds contain nature aesthetics that back up their image of

sustainability and natural material. These are simple eco-friendly ads that promote their shoe/clothing brand and encapsulate the image of their brand mission and target globally.

Other ads that Allbirds run will often focus on simple subjects like people running or relaxing which are simple and easily digestible to consumers. As a brand we don't showcase much to our consumers to even let them know who we are. Allbirds uses a very basic color scheme and their products are not flashy whatsoever. When we advertise towards our consumers we try to go with things that are easily understandable and within the realm of the product itself. Everything that we do is basically based around our product and what makes it so special. The thing that is crazy about this special quality of our product is how basic and simple it is. Our products are so simple that they can be broken down and explained how they are sourced and made. We zone in on being simple and creative at the same time.

## **Ownable**

Allbirds can own their commitment to nature by making it part of their brand and who they are. If being eco-friendly is a core part of the brand, then that is a quality and characteristic that can be shown as owned. It can be difficult to own a concept as broad as eco-friendliness and charitability, and competitors like Toms and Teva may inhabit the same space. The “meet your shoes campaign” is a clever way to differentiate itself within the space of eco-friendly brands. The “meet your shoes” campaign is very transparency focused and being the “transparent, eco-friendly brand” is something that can be owned/a differentiator.

Allbirds is extremely ownable as consumers are proud of what they are wearing. As a consumer today you have no clue where your product comes from, who makes it, and what it's made out of. This is what sets us apart from our competitors and makes consumers feel that we are a brand they want to own. Our unique qualities set us apart and make consumers feel like they are owning something that they can be proud of.

## **Emotive**

Yes, the video ads show subjects experiencing awe and wonder at nature, and that awe and wonder is tangentially applied to Allbirds shoes. It is also relevant, with climate change and other environmental issues being in the limelight. Consumers can connect to Allbirds' message of transparency and care for nature.

Their ads that focus on people, especially the one from the Facebook ad campaign of people running on a beach (Meta for Business), can potentially be emotive. They tie the Allbirds brand to a sense of togetherness and community which then ties in with the brand's mission of environmental sustainability. Sustainability efforts and community often go together, and Allbirds seems to be aware of this.

## **Key Performance Metrics**

The Key Performance Metrics used in this area of research would have to be the overall sales of Allbirds, website traffic to Allbirds website, purchase history, and cookies. Through the

tracking of these Key performance Metrics we could be able to find out a lot about our consumer base. If we could see the shoe's sales, then we could be able to predict the future outcomes of sales patterns based on the correlation between past years. The tracking of website traffic to Allbirds.com would help us see the demographics and where consumers preferences sway in terms of overall products. Purchase history is extremely important as well because it shows our percentages of repeat consumers and how deeply invested or how much our clients are willing to buy. Cookies are very important for tracking because they can show us the overview of what consumers have previously viewed in terms of anything sustainable related, including clothing.

# Recommendations

## CCP Messaging

Allbirds needs to move more of their CCP messaging towards what goes on behind the scenes of how they make their shoes. Allbirds definitely does cover all the categories of being ownable, influential, emotive, simple, and strategic, but they do not actually inform their consumers of the process of the making of the shoes. The one thing that Allbirds consumers are in the dark about is what actually goes on after the fact of them collecting the wool. Allbirds consumers know nothing about the factories that their shoes are made in or the sourcing of their products. Allbirds is a brand that wants to be fully transparent with their consumers but with their messaging they don't actually showcase what they are telling people.

Allbirds could create a campaign where they talk to employees of the company, like about what it's like to work at all birds and what they are doing to make the world a better place. Allbirds could showcase these things so that they could let their consumers see the aftermath of the process that goes on behind the making their shoes. It's a great thing for a natural brand to use natural images like trees, sheep and tell you that it's just simple, but it doesn't really hold value to consumers because there is no evidence that this is true.

Allbirds should focus their messaging on the aspect of their ownable traits. The reason that Allbirds are so ownable is because they are seen as a status symbol, but not only that, they are also a reason that the environment is slowly but surely getting better. They are a shoe that is of a new generation, a shoe that is making a change in society, a shoe that is fully sustainable, but where is the proof behind this? Through new Allbirds messaging and the reveal of what it's like



to work for Allbirds and see what the factories and sourcing of the products go through would be a huge eye-opening experience for consumers. This will give them the physical evidence they need that all birds are fully sustainable. We feel that this will solve Allbirds transparency problems and give them that push that they need to show the world who they really are through messaging.

## **Consumer Pathway Improvements**

There are two key areas that Allbirds should greatly focus on in the consumer pathway, with the first being awareness. Through their techniques, they have grown an incredible amount and become a well established shoe in the market. Despite this growth, many consumers lack awareness of the brand. To reach a new wave of consumers, Allbirds should expand its communication platform to target new consumers that they have not reached before. This could be done by promoting physical events and by creating eco-friendly popups in prime spots. This will reach those who are active outside and not necessarily browsing through social media daily. Being in more places will allow Allbirds to reach more people and continue to raise awareness about who they are.

The second area of improvement would be advocacy. Despite being a great product that is backed by a cause that involves everyone, there should be more to push word of mouth. Not everyone wants to think about the side effects of buying a shoe, being told that buying habits are bad by a friend may not be the first thing someone wants to hear and won't get them to buy Allbirds. If those who have purchased Allbirds were given a referral link to promote word of mouth then maybe there would be more of a reason to share. This would be attached to account

benefits, allowing the consumer to directly feel the benefits and be more impactful than being told it's simply good for the environment. This referral link would benefit both parties, pushing advocacy, awareness, and consumption.

## **Sample Brand Messages**

Regarding brand messages for Allbirds, the “Meet Your Shoes” campaign is a step in the right direction for brand transparency, which the company struggles with. In an internal sustainability report, Allbirds goes into serious detail about its commitment to sustainability and provides a concrete roadmap for how it will obtain its goals. The company should focus on making sure this messaging reaches the public. Now, it is important to remember that advertising and messaging are primarily reliant on emotional reactions, and dumping facts onto consumers is less than desirable. What the company can do is use their facts and strategies to support emotional pleas to consumers' senses of altruism and fulfillment. Allbirds give the wearer a certain amount of clout and social status; they are helping the environment by wearing the shoe. Some consumers may be more engaged with Allbirds if their messaging was backed up by factual data. Allbirds doesn't have the benefit of a 1:1 charitable framework a la Toms or Warby Parker, so they can inform consumers that by purchasing their products, they are still doing a commendable deed which taps into the consumer's internal desire for validation.

Other potential brand messages can pair brand transparency with another issue facing Allbirds, which is originality. As mentioned previously, Allbirds has found itself imitated by numerous brands, using the brand's minimalist aesthetics and product design to profit off of the

hype surrounding the brand. Allbirds can run messaging pertaining to the fact that while they do have imitators, none have the same dedication to the environment. This would once again be appealing to the type of consumer Allbirds targets, who value both being unique and being socially conscious.

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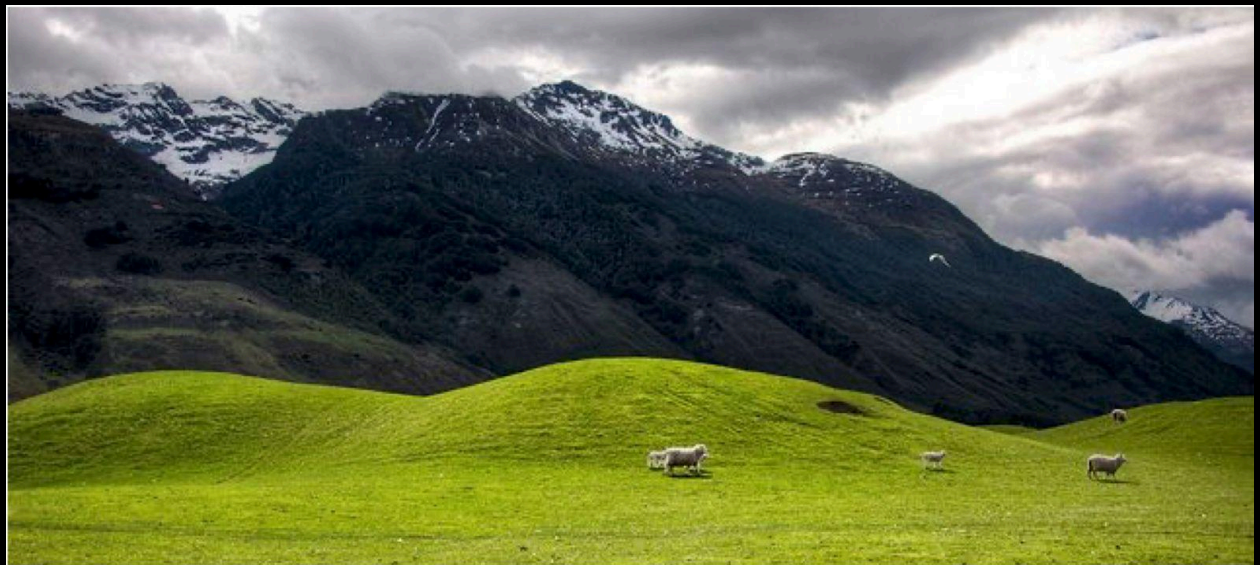
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## VII. Appendix





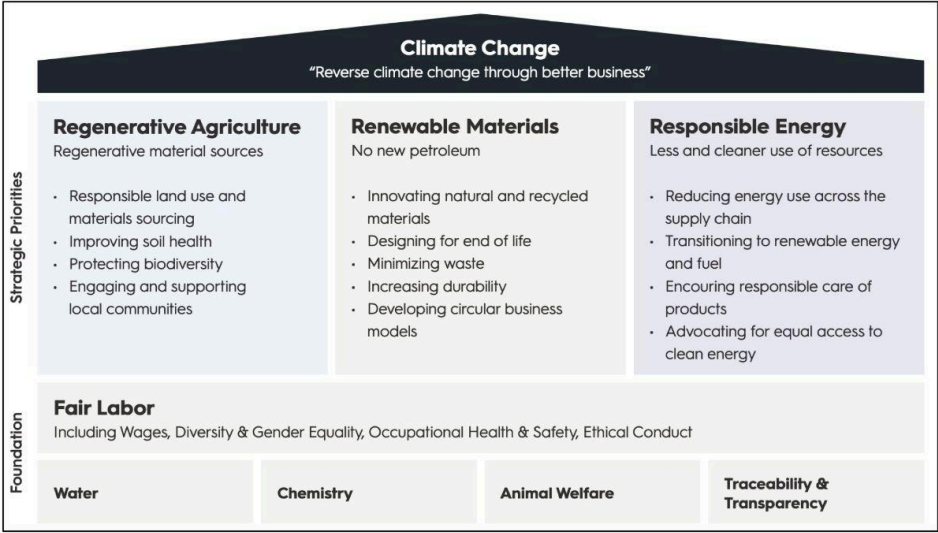


## Our Commitment to Sustainability

These days it's not uncommon to hear companies talking about their commitment to sustainability. The issue, however, is that many companies have no real plan for helping the planet, they make statements just to keep customers happy. Here at Allbirds, we have a plan, and [we mean what we say](#). We mean business when it comes to the health of the environment and our entire business revolves around keeping our word.

That's why, in our most recent [end-of-year sustainability report](#), we're clear that our ultimate goal is *reversing* climate change through better business practices. Many organizations talk about reducing carbon emissions or having "net zero" emissions, but here at Allbirds we're going even further. It's not enough to simply delay the effects of climate change; businesses have a responsibility to change their practices to better the world.

Reaching net zero carbon emissions is a good start, and here’s an infographic showing our set of tactics for doing so.



These tactics will get us halfway to carbon neutrality by 2025. By 2030, we hope to be down to 95% of the way there.

Why Do We Do It?

We strive for transparency because accountability is an incredible motivator. We want to ensure that our customers can be feel good about the shoes they wear and the businesses that they support. Climate change impacts everyone, and it’s important that we all come together and do our part.



