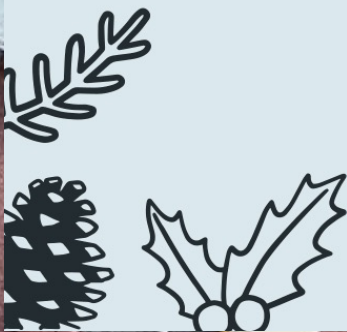
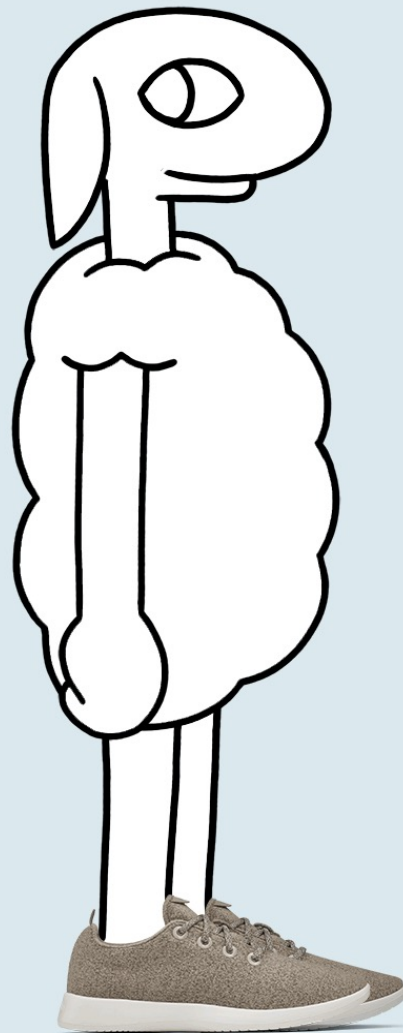
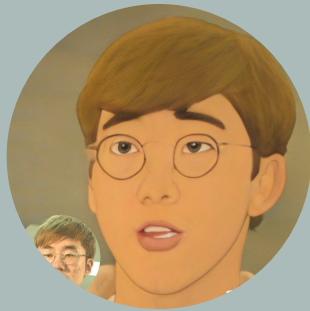
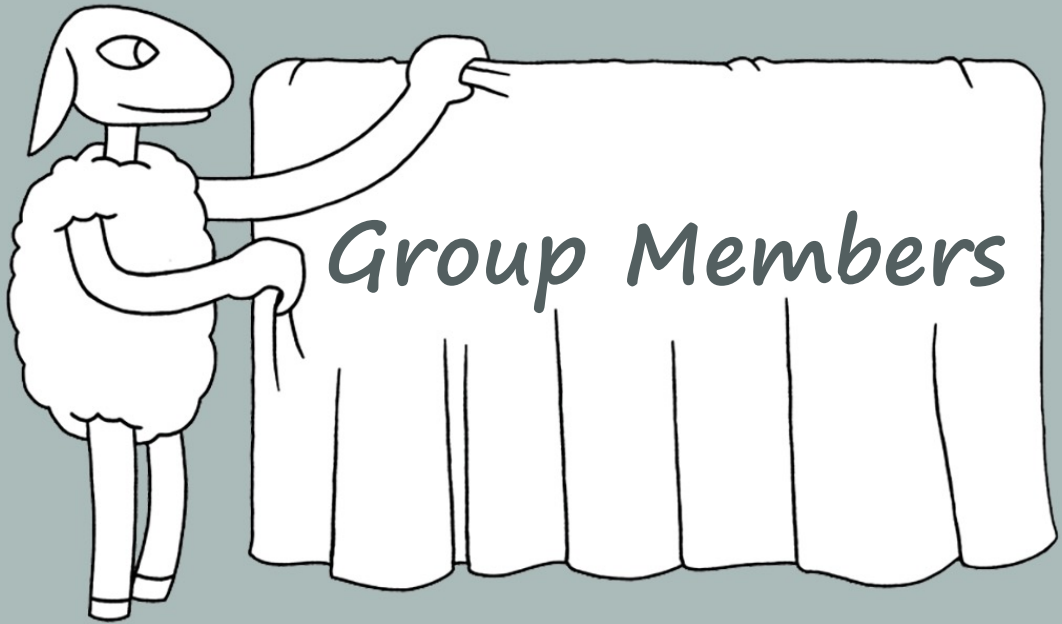


allbirds

2021 IMC Plan

Instructed by Dr. Xiaoshan LI





Marco Hong
1830031069



Gina Wu
2030000070



Esher Jia
1730013012



O'Neal Wen
1730021031



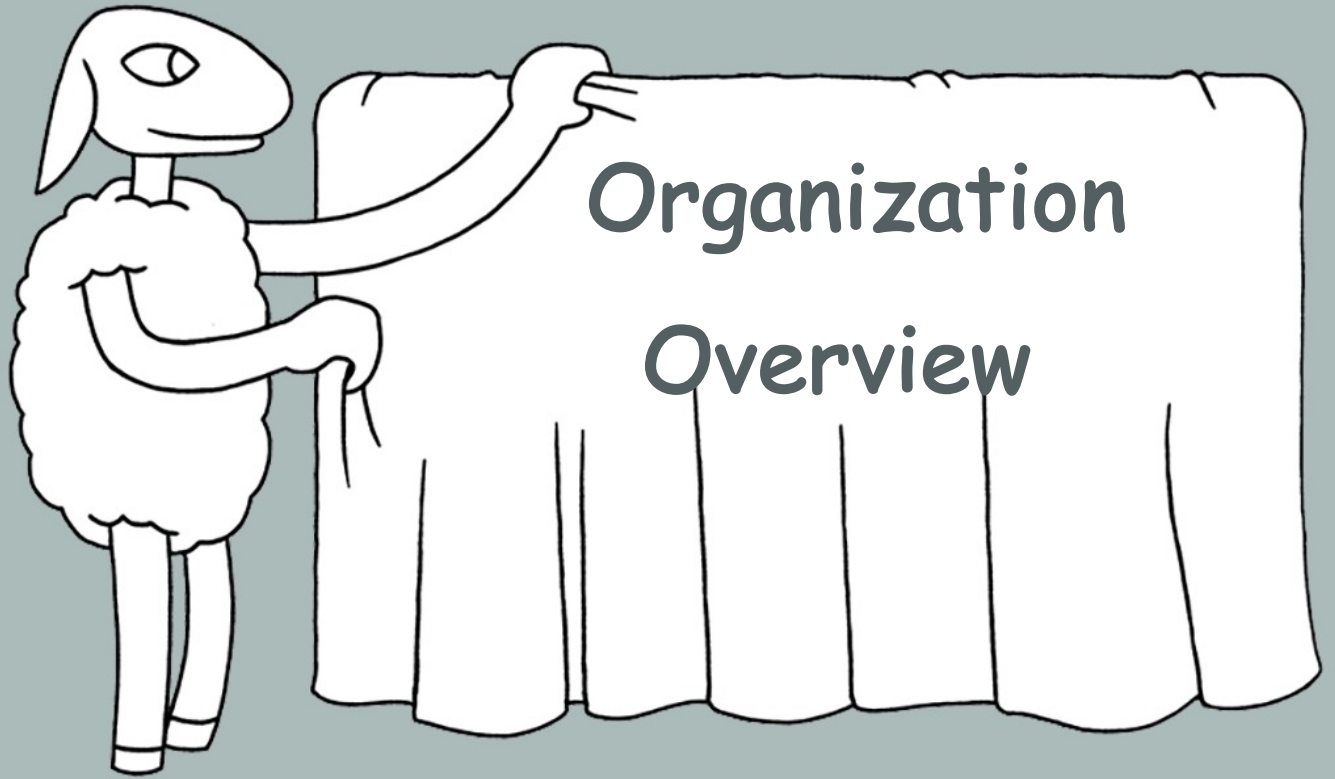
Estella Lin
1730004020

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- Organization Overview
- Current Product Situation
- Market Environment
- Market Segmentation
- Creative Strategy
- Media Planning
- Event Budgeting
- Evaluation
- Reference







Organization overview

- **Brief introduction**

Allbirds is a shoe brand set up from 2016 and its shoes are called “The most comfortable shoes” by consumers. Allbirds, which is a company through the certification of B Corp, is committed to doing the environmentally friendly thing that is beneficial to their stakeholder in the right time. The original intention is to operate a company like the growth of a tree, which means repaying to the earth instead of just taking. The materials used in the shoes are all-natural, mainly wool from merino sheep, rock stars of the forest, sugarcane, trino and trioXO. They want Allbirds to be comfortable shoes that can adopt to different scenes. Therefore, the positioning of Allbirds is a fashion sneaker.

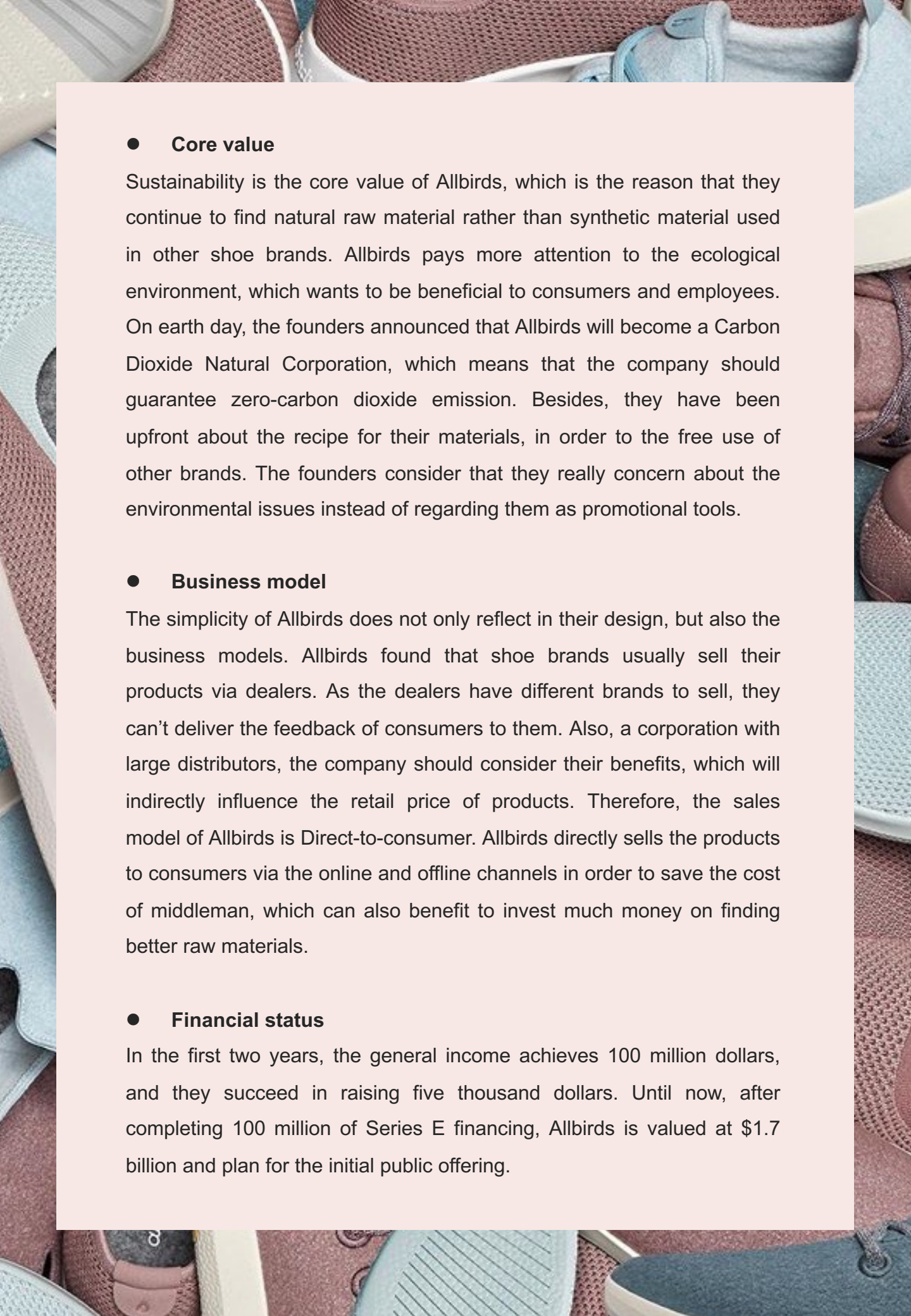
- **Missions**

From brand creation, Allbirds has had a specific and clear mission, which is “To make better things in a better way”. To be specific, Allbirds want to use original and natural raw materials to produce comfortable shoes in a sustainable development way.

There are three visions of Allbirds:

1. The design of shoes is simple without abundant color and a large logo, which delivers the message “Less is more”.
2. Using high-quality material provides much more comfortable shoes. Comfort is the initial pursuit of quality for Allbirds.
3. Allbirds expressed that they would regard sustainable development as the uncompromising faith in the future, which continues to improve environmentally friendly awareness for consumers.

The three visions are usually incompatible, however, Allbirds did that.



- **Core value**


Sustainability is the core value of Allbirds, which is the reason that they continue to find natural raw material rather than synthetic material used in other shoe brands. Allbirds pays more attention to the ecological environment, which wants to be beneficial to consumers and employees. On earth day, the founders announced that Allbirds will become a Carbon Dioxide Natural Corporation, which means that the company should guarantee zero-carbon dioxide emission. Besides, they have been upfront about the recipe for their materials, in order to the free use of other brands. The founders consider that they really concern about the environmental issues instead of regarding them as promotional tools.

- **Business model**

The simplicity of Allbirds does not only reflect in their design, but also the business models. Allbirds found that shoe brands usually sell their products via dealers. As the dealers have different brands to sell, they can't deliver the feedback of consumers to them. Also, a corporation with large distributors, the company should consider their benefits, which will indirectly influence the retail price of products. Therefore, the sales model of Allbirds is Direct-to-consumer. Allbirds directly sells the products to consumers via the online and offline channels in order to save the cost of middleman, which can also benefit to invest much money on finding better raw materials.

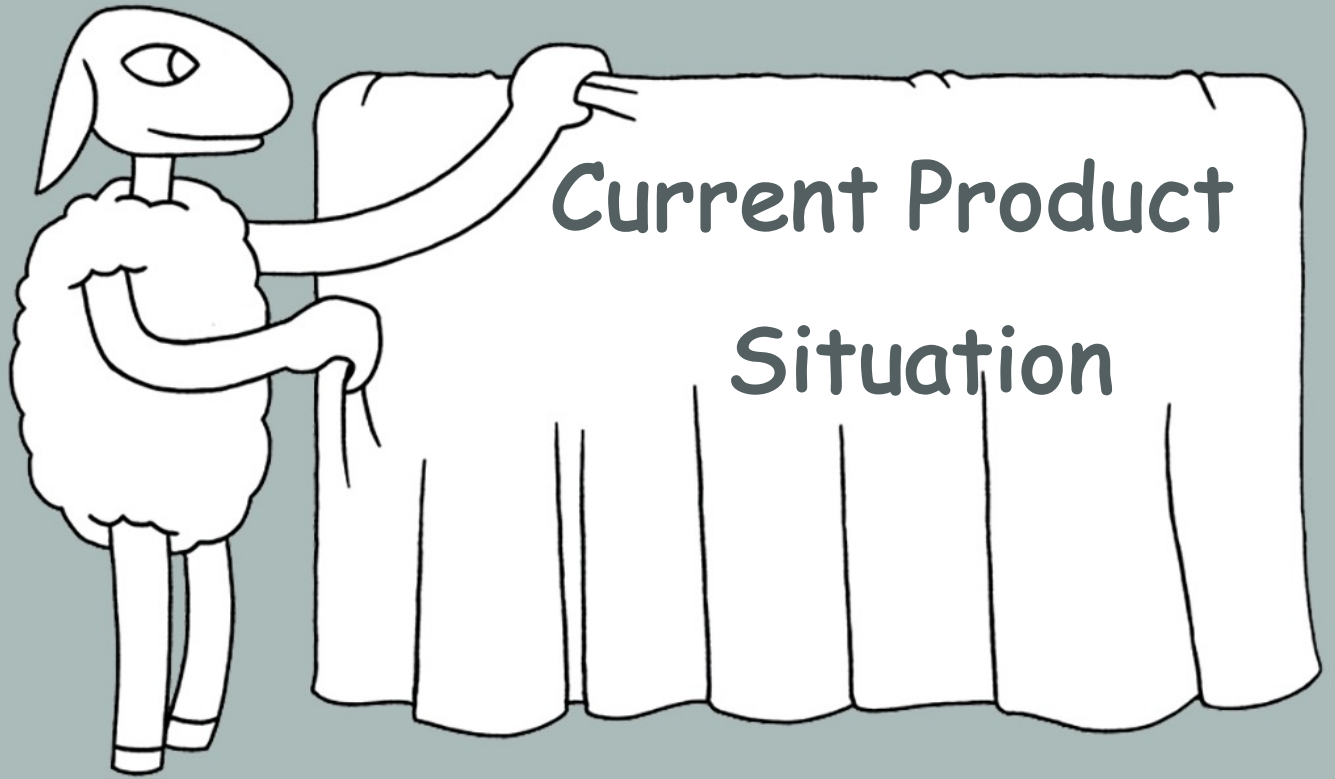
- **Financial status**

In the first two years, the general income achieves 100 million dollars, and they succeed in raising five thousand dollars. Until now, after completing 100 million of Series E financing, Allbirds is valued at \$1.7 billion and plan for the initial public offering.



- **Chinese market**

In 2019, Allbirds decided to enter the Chinese market. The founders expressed that they would customize content based on different cultures and customs, in order to make consumers' accept the sustainable concept and resonating with them. For instance, Allbirds emphasize carbon dioxide emission and climate change in America and the reduction of plastic in European countries. In China, they found that people pursuit that human beings and nature live harmoniously. Based on that, Allbirds make the focal points stand out the natural raw materials and their devotions in R&D and innovation. However, due to the short of entry time, the popularity of Allbirds is low. Based on our campaign, we want to promote the most famous shoes "Dasher" to Chinese consumers and strengthen their brand recognition in order to increase exposure and raising publicity, thereby helping them to open the Chinese market further.



➤ Brand & product situation

● About Brand:

Overview:

Allbirds is a company that specializes in designing sustainable footwear. The Company's flagship shoes are made from merino wool. In addition, it provides footwear with eucalyptus tree fiber, as well as a flip-flop collection made of bioplastic foam from sugar cane.

Footwear that are specifically made from natural resources e.g.: wool fabric, eucalyptus tree, sugar, castor bean oil, etc.

1. **Positioning:** World's most comfortable shoes to walk around in “世界上很好走来走去的鞋”
2. **Sales:** DTC- direct to consumer (Online + Offline) :
3. **Prices:** \$95 / ¥829

● About Product : Allbirds Tree Runner

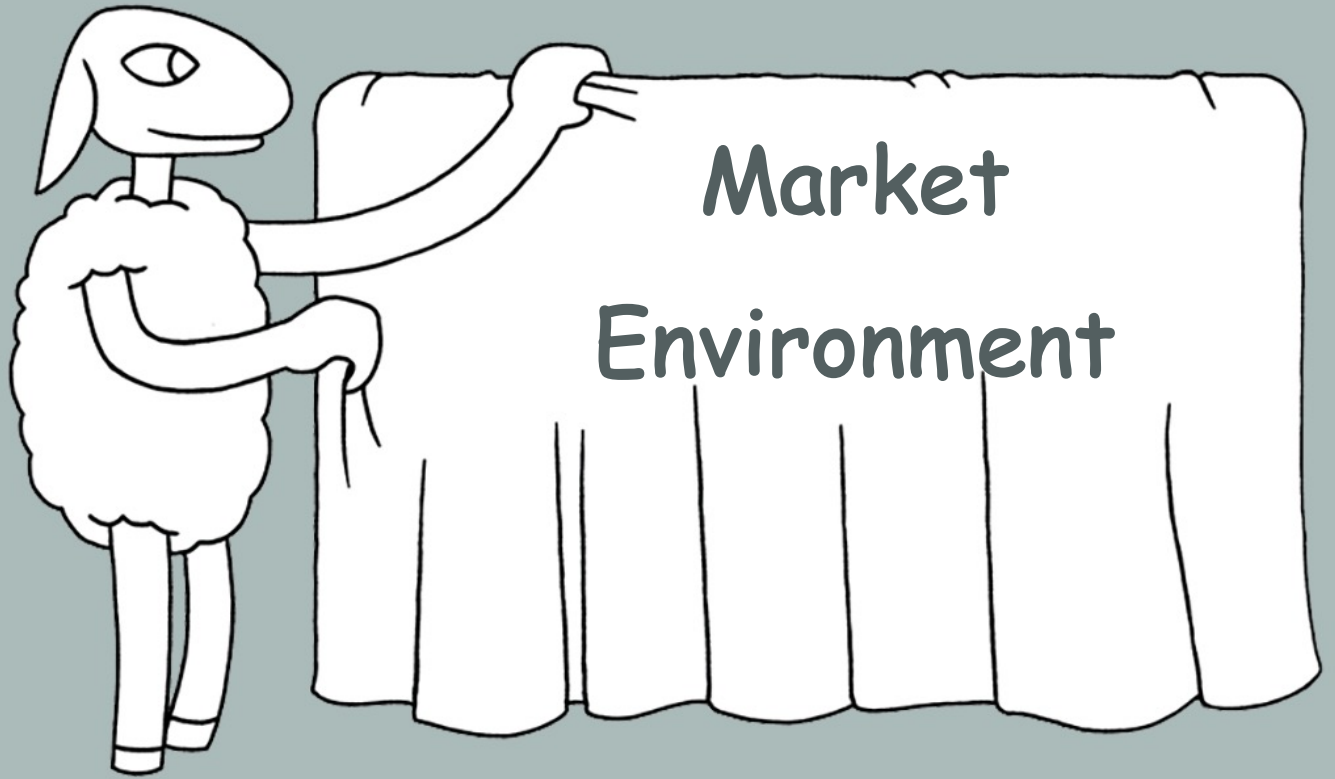
1. **Type:** Breathable, silky-smooth sneaker

2. Core Features:

- Can be worn without socks
- Renewable Materials (Made with Eucalyptus Tree & Supportive Dual-Density Sugarcane Midsole)
- Machine Washable
- Minimizes Odor
- Flexibly Conforms To Your Movements: feels light & breezy

3. **Price:** \$95/ ¥ 829

* The manufacturing process utilized by Allbirds in making its wool sneakers uses about 60 percent less energy compared to traditional synthetic shoe manufacturing.



Industry information & competitor insight

● Industry landscape:

Among Chinese consumers of sports shoes and clothing, the proportion of middle- and high-income groups is relatively high, and their purchase demands are mainly for daily wear. The most important factor for consumers to consider when buying sports shoes is style; The most important consideration for consumers when buying sportswear is comfort.

● Industry trends:

1. From 2015 to 2020, the per capita disposable income and consumption expenditure of Chinese residents will basically keep rising year by year. It is expected that by 2025, the proportion of China's sports industry in GDP will double compared with that in 2020. Thanks to the economic development, disposable income has been increased, which has improved the consumption desire and ability of Chinese consumers, which has also provided a great development potential for the future development of China's sports shoes and clothing industry.

中国运动鞋服行业经济发展驱动力

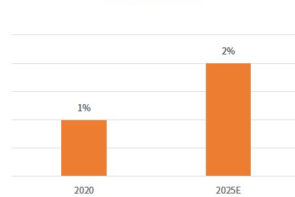
艾媒咨询
iiMedia Research

2015-2020年中国居民人均可支配收入和居民人均消费支出

China's per capita disposable income and per capita consumption expenditure from 2015 to 2020



2020年和2025年中国体育行业GDP占比及预测
Proportion and forecast of China's sports industry GDP in 2020 and 2025



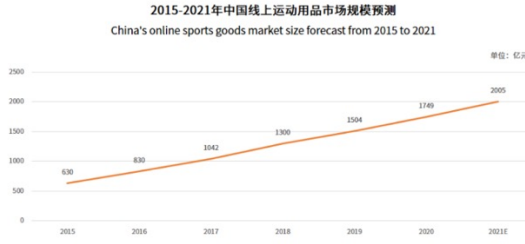
数据来源: 国家统计局, 艾媒数据中心 (data.iimedia.cn)

艾媒报告中心: report.iimedia.cn ©2021 iiMedia Research Inc

Source: data.iimedia.cn

2. In recent years, benefiting from the improvement of consumers' health awareness, the growing number of sports lovers has driven the rapid development of China's sports shoes and clothing industry. According to data, in 2020, more than half of Chinese people will choose appropriate exercise as their way to maintain health. The popularity of national fitness campaign promotes the rise of marathon. The annual increase in the scale of the event and the number of participants also increases the market demand for sports shoes and clothing products.

中国运动鞋服行业技术发展驱动力：电商渠道（二）



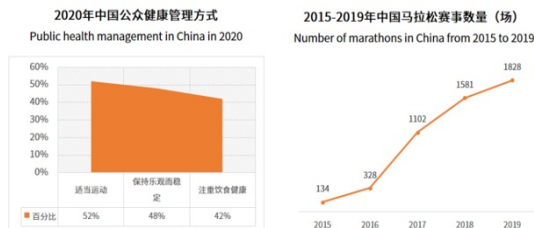
数据来源：艾媒数据中心 (data.iimedia.cn)

艾媒报告中心: report.iimedia.cn ©2021 iimedia Research Inc

Source: data.iimedia.cn

3. Data shows that China's online sports products market is expected to reach 2005 billion yuan by the end of 2021 and will continue to grow. Influenced by the epidemic, China's sports shoes and clothing industry has opened up new sales methods since 2020, with the rapid development of online channels and the continuous growth of online market scale.

中国运动鞋服行业环境发展驱动力：运动健身



数据来源：纳数据，艾媒数据中心 (data.iimedia.cn)

艾媒报告中心: report.iimedia.cn ©2021 iimedia Research Inc

Source: data.iimedia.cn

➤ Competitor analysis

Since Allbirds' "skin-friendly and environmental-friendly" are unique, its competitor are those products who have similar features of it. Therefore, Allbirds' main competitor are Nike. Adidas and Rothy's. Nike shares the "barefoot" feature with Allbirds, while Adidas shares the "environmental-friendly" feature with it. Rothy's is the closest one among three competitors, for it is both "skin-friendly" and "environmental-friendly".

Brand	NIKE		ADIDAS	ROTHY'S
Product	Free RN	Flyknit	ULTRABOOST 21 PRIMEBLUE	The Sneaker
Price	999 yuan		1499 yuan	800 yuan
Picture				
Strengths	<ol style="list-style-type: none"> 1. It can be worn barefoot. The vamp is soft and snugly like a sock for full breathability 2. The grain of the sole simulates the natural movement of the foot, which can be freely extended 		<ol style="list-style-type: none"> 1. The vamp is made of PrimeBlue fabric, which is a recyclable and environmentally friendly material 2. Boost technology is used in the sole, which makes the feet feel soft and elastic 	<ol style="list-style-type: none"> 1. The vamp is made from recycled plastic bottles 2. Shoes can be washed directly in the washing machine 3. It can be worn barefoot 4. No shoelaces, easy to take off

Brand	NIKE	ADIDAS	ROTHY'S
Weaknesses	The sole is thin, so the foot feels hard	<ol style="list-style-type: none"> 1. It will chafe feet when wear the shoes barefoot 2. The price is a little expensive 	<ol style="list-style-type: none"> 1. No shoelaces, so it is not suitable for sports 2. Simple design
Key marketing	People who need barefoot feeling.	People who have the concept of environmental protection and need soft and flexible feelings.	People who have the concept of environmental protection, and like convenience.
IMC initiatives	The rhythm of nature makes stronger	End Plastic Waste	Sustainable style done differently

To conclude, although those competitive products have their selling points in “skin-friendly” or “environmental-friendly”, they haven’t used these selling point to make IMC campaign. We can take the lead to make use of it.



Macro environment analysis-PEST

- **Political**

The political factor Allbirds need to consider is the sourcing relationship. The relationship between US and China is intensive since Trump begun adding tariffs to Chinese import and sparking trade war in 2018. As the know on effect, a number of Chinese consumers are more patriotic and advocate boycott products from US.

- **Economics**

Since the outbreak of COVID-19, the footwear manufacture industry experienced a decline trend because people have been working or studying at home and go out less often.

- **Social**

Increases in “health conscious” means more and more consumers are moving towards better lifestyles. They are more willing to consume green and environmental products.

- **Technology**

Social media allows Allbirds to promote new products at any time. Besides, social media also provides opportunity for Allbirds to communicate with consumers, based on the feedbacks or comments of social media users, Allbirds could adjust strategy flexibly. However, social media also increase the likelihood that consumers spread the complaints.



SWOT analysis

Strength

- **Natural Innovative Products**

The raw materials used in Allbirds are all-natural and organic, in order to provide much more comfortable shoes to consumers. Allbirds has continued to find other natural materials and innovate new and environmentally friendly shoes.

- **DTC model**

Allbirds adopt the DTC model to sell their shoes. The DTC model is beneficial to save the cost of middleman, which makes Allbirds spend much money on the R&D of raw material. It also can gain the feedback of consumers directly, thereby solving consumers' problems better.

- **The idea of sustainable development**

The core value of Allbirds is sustainable development. Allbirds consider that sustainability is an uncompromising faith, which will continue to pursue. They are also public their formula, in order to make more companies use environmentally friendly materials.

Weakness

- **Simple design**

Different types of their shoes have a similar design, which may not attract young people.

- **The relatively high price**

The price of Allbirds is relatively high than other shoe brands. Consumers may not accept such a price with a simple design.

- **Less promotion**

There is less promotion of Allbirds. For instance, Allbirds official account has posted a total of 599 messages on Weibo.





SWOT analysis

Opportunities

- **Environmental awareness**

Green consumption has become a global consumption trend, so does it in China. As the environmental awareness increase, consumers concern how their purchase decision affect environment and are more willing to purchase green products.

- **Unique concept**

Allbirds' shoes are all made of natural and recycle materials, this concept is uncommon in Chinese shoes market which make it different from most shoes' brands.

- **Social medias**

Social medias are the primary platform Allbirds used to promote their products. There have been a number of social medias such as Red, Weibo or Zhihu with huge number of users in China currently.

Threats

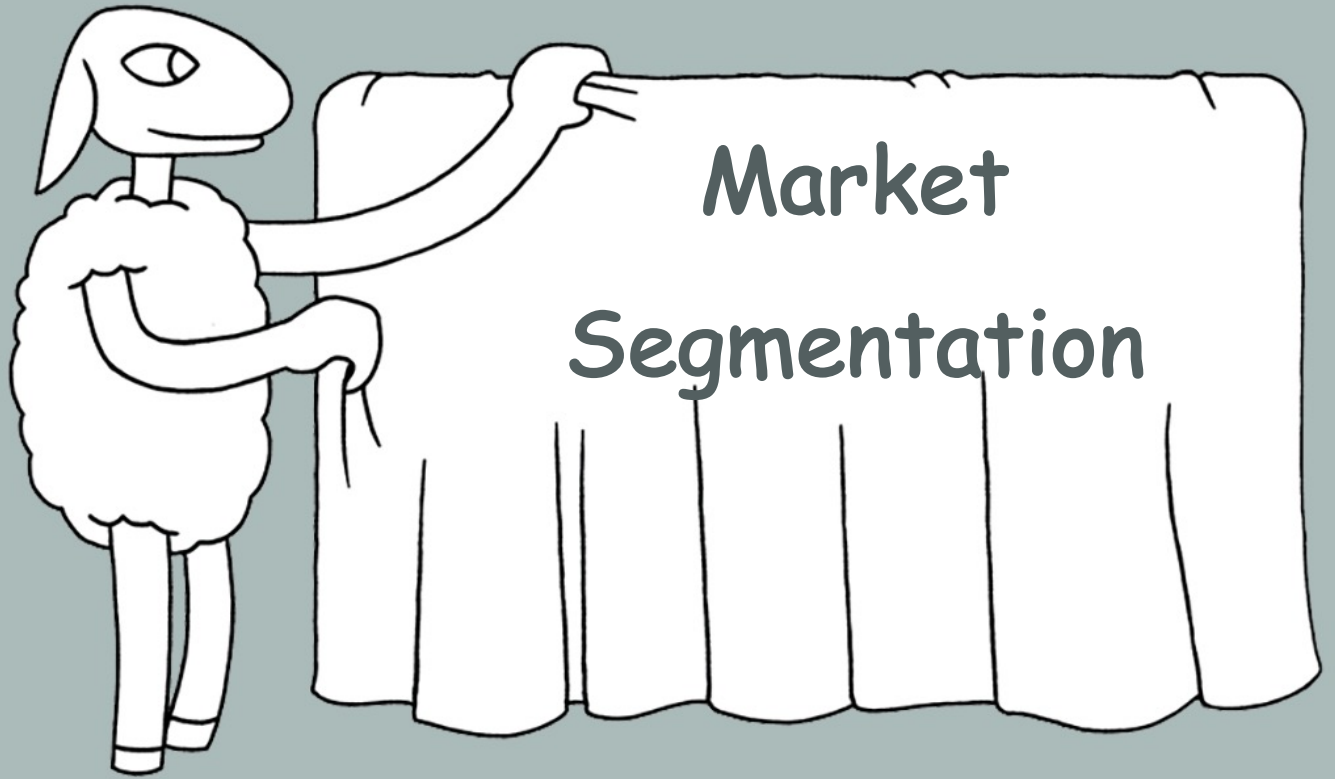
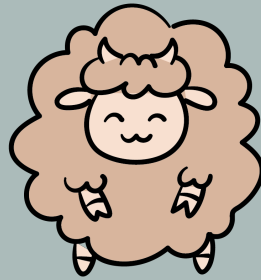
- **Appearance of similar products**

Although, the idea of producing shoes by environmentally friendly materials is unique, but the similar brand such as Rothy's has appeared. Besides, as Allbirds is a brand devote to build up an innovative image. It face a threat that the special feature of Allbirds could be also found in other brands. For example, Allbirds claims that their shoes could be worn with bare foot, but the competitor Nike has also promoted a new product with similar feature with Allbirds already.

- **Intensive competition in footwear industry**

There has been a number of brands in this market including Nike, Adidas and Puma. Compare to them, Allbirds is quite new and unknown for most consumers.







Market segmentation characteristics

Primary group:

25-35 white-collar officers, in first-tier cities

SEGMENTATION		
Demographic	Age	25-35
	Income	> ¥10,000/month
	Occupation	White-collar officers
	Education	highly-educated
Geographic	Region	First-tier cities
	Density	Urban Areas
Psychographic	Lifestyle	Innovators or thinkers
	Personality	Self-disciplined, healthy, ambitious
Behavioristic	Benefits sought	1. Seek for difference in brands 2. Focus on product performance-comfort and breathability 3. Pursue simple fashion
	Usage Status	Regular Buyer

Key consumer insights

- They live under great **pressure** and hope to relieve the pressure through the **comfort of their shoes**.



Market segmentation characteristics

Secondary group:

25-35 fitness-loving people, in first-tier cities

SEGMENTATION		
Demographic	Age	25-35
	Income	> ¥10,000/month
	Occupation	Fitness People
	Education	highly-educated
Geographic	Region	First-tier cities
	Density	Urban Areas
Psychographic	Lifestyle	Achievers or strivers
	Personality	Self-disciplined, healthy, aspiring
Behavioristic	Benefits sought	<ol style="list-style-type: none">1. Focus on product's comfort and softness2. Advocate environmental protection
	Usage Status	Frequent User

Key consumer insights

- They love **healthy life** and **sports**.
- They frequently use social media (**Wechat, Weibo, Tiktok**) and like to try the new things



Market segmentation characteristics

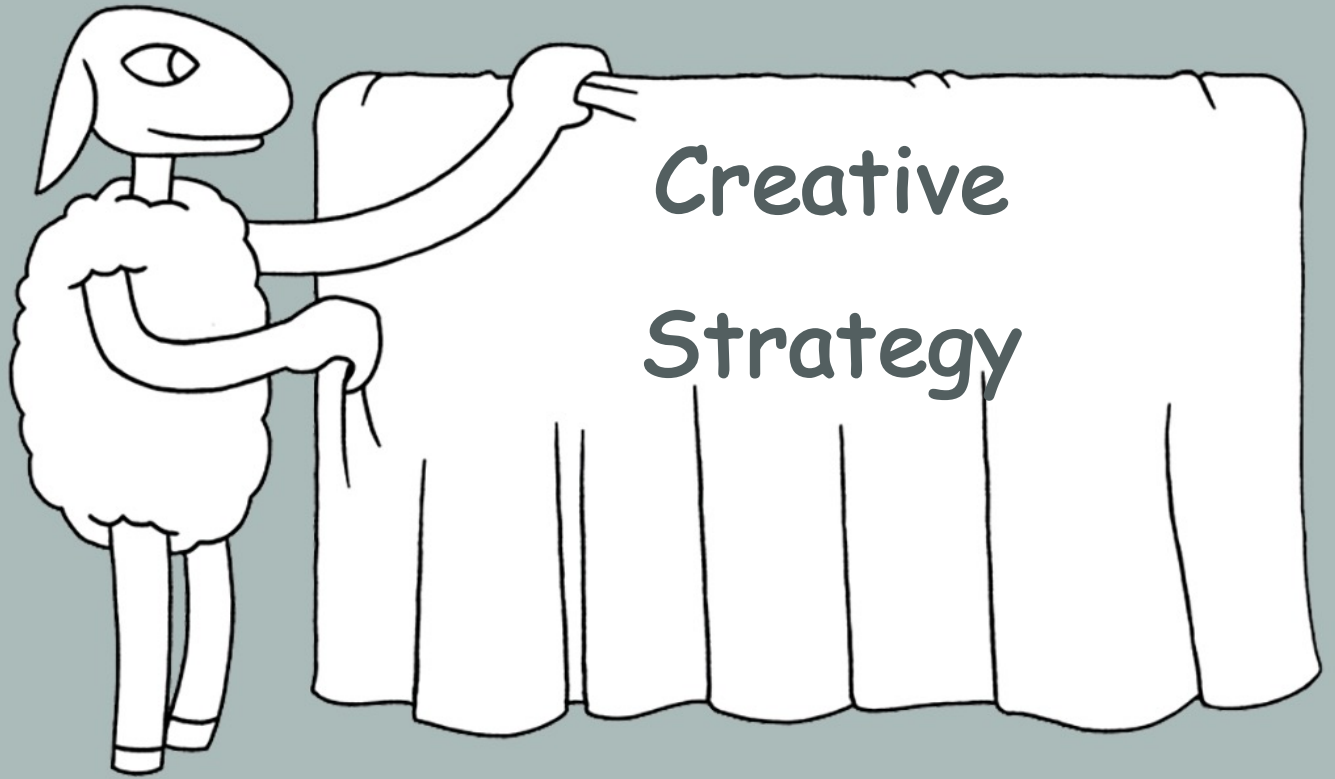
Tertiary group :

25-35 environmentalists in first-tier cities

SEGMENTATION		
Demographic	Age	25-35
	Income	> ¥10,000/month
	Occupation	Elites
	Education	highly-educated
Geographic	Region	First-tier cities
	Density	Urban Areas
Psychographic	Lifestyle	Innovators or thinkers
	Personality	Environmental-friendly, healthy, dedicated
Behavioristic	Benefits sought	1. Advocate environmental protection 2. Prefer niche brands
	Usage Status	Frequent User

Key consumer insights

- They hope to be an **influencer** for the community and pay attention to **environmental protection**.



Core strategy

To increase brand exposure and raise popularity of brands, we plan to promote the Tree Runner of Allbirds, which advertise the characteristics of skin-friendly and comfortable feelings. The big idea of our campaign is “解‘脱’职人的天然企划”. Based on the primary research, we target “职人” who are office workers and belong to white-collar class. “解” means relieve the pressure and “脱” represents to take off socks to wear Allbirds. “天然” is the USP of Allbirds.

From physical aspect, we want to deliver the message that the natural materials of Allbirds make consumers have more skin-friendly and comfortable experiences when they wear Allbirds without socks. From psychological aspect, Allbirds hope consumers can free to dream, free to live, free to mold their own destiny.

Big idea: “解‘脱’职人的天然企划

Stage	Warm- up period	Outbreak period	Persistent period
Problem	Confused about wearing uncomfortable leather shoes for a long time	Under high pressure when work	Try to do something meaningful to society and improve themselves
Concept	摆脱束缚 不被定义	无袜生活 即刻解压	妙Tree横生 焕新生活
	Get rid of old ideas	Try to accept the new ideas	Form new attitudes
Event planning	<ol style="list-style-type: none"> Tik Tok Challenge H5 	<ol style="list-style-type: none"> Pop-up store Topic planning in “Zhihu” 	<ol style="list-style-type: none"> Advertorial Offline communication party CSR

👉 Tiktok challenge: #谁说正装不能配运动鞋#

Rationale

Target audience

- The challenge is majorly for the primary group of our target audience as they need to use the uniform to match sneakers at work.

Time

- We plan to conduct this challenge on March 1, 2022. After counting the “Likes” on Tik Tok, we will reward participants on March 15, 2022.

Media choice

- The main way of spread in Tik Tok is video.
- Video is more dynamic and has various forms to show their OOTD, which can be better to attract audience to participate in this challenge.
- The target audience of Tik Tok doesn't have obvious limitations, which can help Allbirds to reach more target audiences.

原来是西门大嫂:

- She is a KOL from the fashion field and mainly for sharing outfits and makeup, who was named Vogue's Top 9 Most Influential Chinese Bloggers. The positioning of her is an inspirational entrepreneur, which is suitable to attract our target audience.

周六野 Zoey

KOL

- She is a famous fitness blogger and often shows how to exercise in the workplace or after work. Besides, she usually shares her sports outfits on social media.

帅 soserious

- He is a famous fashion and fitness KOL. He can be better to show our products, provide suitable OOTD for male workers and attract more audience to participate in this challenge.

➤ Tiktok challenge: #谁说正装不能配运动鞋#

Objective

The uniforms with leather shoes are considered as the standard looks for businessmen and businesswomen. However, are they really comfortable? We want to use this activity to break the stereotype images of these matching styles and redefining the looks in the workplace. Allbirds provide a skin-friendly experience and good-look matching methods to make consumers own comfortable shoes when to work.

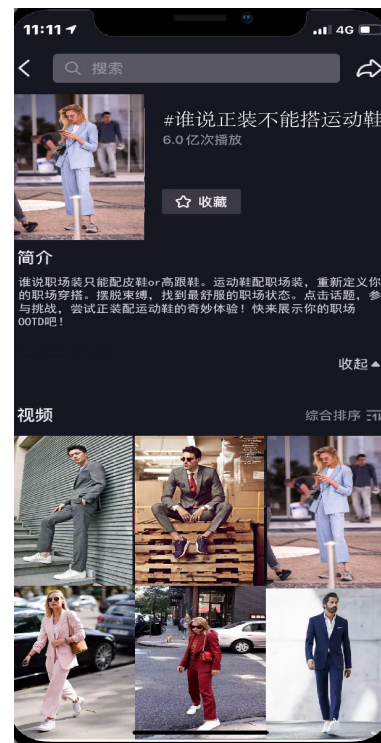
2022.3.1-3.15

Time

Content

We will launch a challenge in the Tik Tok. Participants should shoot a video to show and explain their OOTD (An outfit of the day). The ootd should use sneakers to match uniforms. After 2 weeks, 15 participants, who earned the greatest number of "like," will win the Allbirds Gift Boxes.

The Allbirds gift boxes include Runner Lace Kit, TrinoXo Tee, Tree Runners, Lamb cartoon doll.



Tiktok topic page demo

Theme1

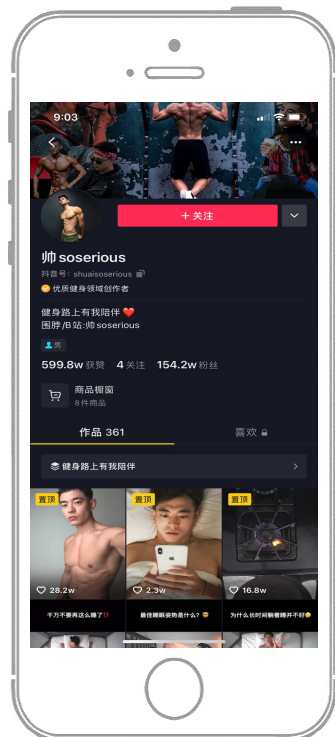
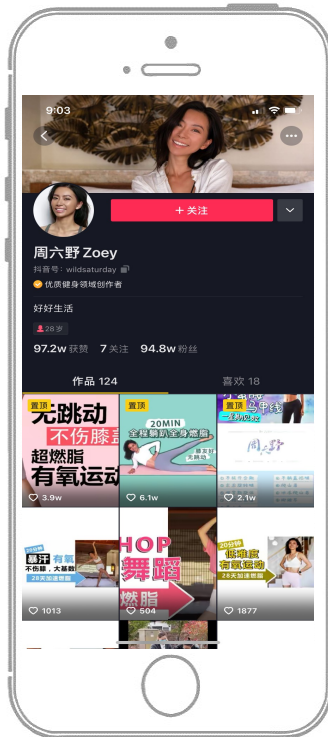
Theme2

Theme3

Tiktok challenge: #谁说正装不能配运动鞋#

Promotion

We will invite KOLs from the fashion and sports fields to use Allbirds to match uniforms. For example:原来是西门大嫂 (295.3w Fans), 周六野 Zoey (94.8w Fans), 帅soserious (154.2w fans)



Gift box demo

- Runner Lace Kit
- TrinoXo Tee
- Tree Runners
- Lamb cartoon doll





H5 Articles:

Rationale

Target audience

- White collars.
- Two articles both highly relate to white collars.
 - ✓ The first H5 articles are the comics presenting how white collars dress up differently in the scenes of work and daily life.
 - ✓ The second H5 articles allow audience to DIY their style of clothes in office.

Time

- 2022.03.24-03.31 (Total five H5 articles, and five articles will be promoted in a week, each of them is a set of comics story about white collars)

Media choice

- Using WeChat public account is cost effective which don't need expensive spending on KOL promotion.
- Through the article on WeChat, audience could be directed to the shopping applet of Allbirds on WeChat.

Theme1

Theme2

Theme3

H5 Game: 《你的人生AB面》

Objective

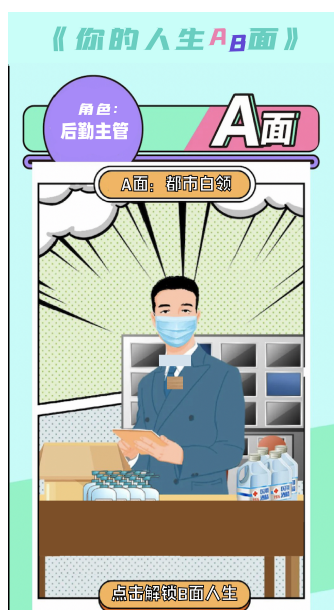
- Attracting traffic
- Increase the interest of articles

2022.3.24-3.31

Time

Content

- Design a series of **cartoon figures** to present the different way people dress up **at work and in their daily life** separately.
- The characters in these two pictures are **doing similar things**, however, they look totally different.
- At the end of the H5, the **QR code** will be placed to redirect audience to the **second H5 articles (a dressing up game)**
- The link of **online shopping applet** could be also clicked at the end of the article, people could purchase after reading the article.



Theme1

Theme2

Theme3

H5 Game: 《你的隐藏身份？》

Objective

- Attract consumers' attention and improve the interaction with them.

2022.3.24-3.31

Time

Content

- Allows users to **DIY** their style of clothing in two scenes: **on work and after work**.
- After DIY, users could **share** them on **WeChat** moment.

解锁你的职场隐藏身份



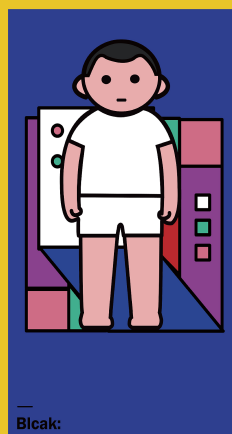
选择我的性别

开始生成

你有察觉过吗？
每个精致的上班族
其实都有着隐藏的身份
偷偷释放魔法 绽放光芒
来创造你下班后的
隐藏形象看看吧

正在创建你的生活穿搭.....

你的职场隐藏身份



Bleak:



返回编辑



生成头像



长按保存



分享



Pop-up Store—无袜星球线下快闪店

Rationale

Target audience

- For three groups of audiences: white-collar workers/fitness people/environmentalists.

Time

- From 4.1-4.25, offline pop-up stores were opened in Beijing, Shanghai and Guangcheng, audiences can go to different cities at different times to participate.

Location

- The selected location are all shopping all in the CBD area with large traffic, which strongly increase the exposure.
- Settled at Allbirds' shopping mall which can help to stimulate the purchase.

Media choice

- Choose an offline pop-up store will help the audience truly feel the elasticity and skin-friendly characteristics of shoes.
- Help the audience understand the brand concept of Allbirds, thereby increasing brand awareness.

KOL

- Invite KOLs in the fields of fitness/white-collar workers/environmentalist to warm up the pop-up stores, feel the characteristics of Allbirds.
- Attract the participation of three groups of audiences.

Pop-up Store—无袜星球线下快闪店

Objective

Through the pop-up store and decompression-themed interactive games, audience can experience the comfort and elasticity of Allbirds and understand brand's USP of skin friendly and breathability, thereby improving the audience's brand awareness and generate brand preferences.

2022.4.1-2022.4.25

4.1-4.10 北京

4.5-4.15 上海

4.10-4.20 广州

4.15-4.25 成都

Time

Location

1. Beijing/ Sanlitun TaiKoo Li 三里屯太古里
2. Shanghai/ Xingye TaiKoo Hui 上海兴业太古汇
3. Guangzhou/ Tianhe TaiKoo Hui 广州天河太古汇
4. Chengdu/ Sino-Ocean TaiKoo Li 成都远洋太古里

Promotion



周六野

Followers:396w



周旋Randy

Followers:149w



赵依依_

Followers:206w

1. Invite KOLs to participate in the pop-up store and shoot videos for warm-up promotion.
2. Set up the reward mechanism to stimulate participation, audience can post their photos to Weibo topic #解放天性，定格你的专属pose#, and the top10 can get gift boxes.

Pop-up Store—无袜星球线下快闪店

Content

1. Dressing room—星球安检区

Before entering the exhibition area, audience can take off their shoes and socks in dressing room so that they can feel the comfort and elasticity of Allbirds in the follow-up game interaction and product experience.

3. Game experience—星球着陆区

The theme of this area is “无袜解压”, and the interactive games include trampoline, shiatsu plates and wool balls pool. The wool balls pool is made with Allbirds all-natural resources, so that audience can feel the comfort of the product. We also provide cameras and other equipment to capture various poses of the audience jumping up. Audience can post their special poses to Weibo topics #解放天性, 定格你的专属pose#, and the top10 can get gift.

2. Product display—星球观察区

This area mainly introduces the history of Allbirds and all-natural resources (eucalyptus & wool), and audience can try on Allbirds on the area to feel the product's performance.

4. Photo spots—星球留念区

Audiences can take photos in the area. The scene layout includes the sheep IP and various floors using all-natural resources of Allbirds (sugar cane, eucalyptus, wool).



Zhihu topic marketing

Rationale

Target audience

- The Zhihu topic marketing is targeting to all three groups of our target audiences, for they can all use Zhihu to participate into the discussion.

Time

- We planned to conduct the Zhihu topic marketing during 4.25-5.5 in 2022. The duration is about one week and a half, for the time is enough to attract expecting number of audience, balanced to the cost of promotion.

Media choice

- Our target audiences are frequent users of Zhihu.
- Zhihu is a knowledgeable social media that we believe is suitable to topic discussion.
- We use different social media to reach as many target audience as possible.

KOL

- 陈章鱼 95w followers in job field.
 - 高科 86w followers in fitness field.
 - 冰寒 42w followers in make-up field.
- The KOLs we select are in fields which our target audiences mainly interest in, and they both have many followers so that they have enough influences.

Zhihu topic marketing

Objective

Use Zhihu platform to release topic and invite people to take part in online discussion to make the event attract more attention and participation online. Combined with other offline events, it will bring stream to the whole IMC campaign and ensure the heat of the outbreak period.

Content

2022.4.25-5.5

Time

#如果世界没有袜子, _____#. We release this topic on Zhihu platform. People are welcomed to post their answers under the topic page, or they can make comments on others' answers to share their thoughts.

Promotion

1. Buy a trending topic position. It can increase the exposure of the topic, so that more people can see the topic.
2. Invite KOLs to publish their answers. It can attract people who are interested in KOLs to participate in the discussion.



Advertorial-Wechat official accounts

Rationale

Target audience

By inclusively targeting all segmentations, the concept “sustainability” as well as Allbirds' own brand image can be better penetrated audiences' mind.

Time

5.11~5.18

Considering the objective of the advertorials are to attract traffic and social buzz for later networking parties, the scheduling would be best fit for the promotion.

- 新世相 (active followers: 1.0M+; average view: 7.0 w+)



The public account mainly focuses on the book & movie-sharing, career & daily lifestyle, targeting audiences who age between 25-35, work and live in first-and second-tier cities. The target audience and overall tonality greatly fit into Allbirds' potential consumers, making the account an appropriate platform to reach the audiences thus promoting the brand.

Media choice

- GQ实验室 (active followers: 1.0M+; average view: 10w+)



The account mainly addresses trending topics regarding fashion, lifestyle and entertainment. Most of the target audience of the public account are also young adults and adults experienced in career life aging between 24~40, living in developed first-and second-tier cities in China. The media content as well as its owned followers also create great opportunity for Allbirds to transmit the ideas, meanwhile, enhance the brand recognition and image.

Theme1

Theme2

Theme3

Advertorial-Wechat official accounts

Objective

To maximize the reach of potential consumers, Allbirds will cooperate with prevalent Wechat public accounts that people age between 25-35, to promote Allbirds' core values and USP of the product and create significant social media buzz within the publishing period.

2022.5.11-5.18 (launch two articles separately)

Time

Content

In order to better seize the interest of target audiences and incorporate Allbirds' ideas into the publicity, several Wechat public account advertorials will be published onto accounts including “新世相” and ”GQ实验室.” Titles of articles will be: “审视生活，了解我们所穿的故事,” “换一个角度，从源头开始.” “源于自然的解压,” and “自然给予的使命,” intending to associate people's lifestyle with Allbirds' dedication in natural resource utilization and sustainability, thus eliciting the unique selling points of the products and the brands' core values. The advertorials will also include information of offline communication parties that will take place in the later campaign, serving to invite interested participants.





Theme1

Theme2

Theme3



Offline communication party

Rationale

Target audience

- White collars and environmentalists.
- These two segmentations are the ones who care about and are interested in the pursuit of healthy life and ways to get rid of restraints. Such networking occasion is also what many of them are used to and have been to in their spare time.

Time

- Beijing/5.14; Shanghai/5.15; Guangzhou/5.21; Chengdu/5.22
- Scheduled dates are all on weekends so that white collars are able to attend, which are also good options for target audiences to relax from work.

Location

- Beijing, Shanghai, Guangzhou, Chengdu
- The cities are not only the first-tier cities in China where potential consumers gather, but are also the only four cities that do own Allbirds offline stores. By mainly targeting consumers in the four cities, we hope to attract more offline traffic to the offline stores thus better promote the brand and product.

Media choice

- Weibo (kol's weibo account) - can be viewed by followers
- Allbirds' & Sisyphus Bookstore's Wechat Official Account
- Best fit for reaching target consumers and audiences as well as appropriate platforms for activity's follow-up review & sharing

Offline communication party

Objective

In order to generate the population's attention and incentivize their purchase desire, several offline communication party will be held in SiSYPHE bookstores locating in Shanghai, Beijing, Guangzhou and Chengdu. Popular writers will be invited to share their insights of life which are also related with Allbirds' promoted values.

Beijing/5.14

Shanghai/5.15

Guangzhou/5.21

Chengdu/5.22

Time

Location

SiSYPHE bookstores in Shanghai, Beijing, Guangzhou and Chengdu

The SiSYPHE bookstore will be a good fit for the communication party as it always organize social communication activities like this. The environment and services offered (i.e., coffee and drinks) can also be of help to create an immersive experience for the coming participants. Moreover, most of the SiSYPHE bookstores locate in popular shopping centers or prestigious shopping artery, which also accurately target to Allbirds' main consumers and help to attract a large number of participants.



Theme1

Theme2

Theme3

Offline communication party

Content

Three communication parties with distinct themes coordinating with previous advertorials will take place in four different cities including Beijing, Shanghai, Guangzhou and Chengdu. Popular online influencers including Alex绝对是个妞儿, 河森堡, 不二大叔说, 你好_竹子, will be invited to the party to share their livings and insights with the audiences. As all guests are professional in the areas of interest to most of our target consumers, content shared would be related with fashion, emotion, science, traveling, as well as promotion of healthy lifestyle associated with Allbirds' own values. Participants can learn more about the influencers through the communication and sharing. Drinks and desserts are offered.



姜枫

Followers: 712w



河森堡

Followers: 585w



不二大叔说

Followers: 888w



你好_竹子

Followers: 466w

Shared characteristics of the kols are that they all have unique view in terms of a healthy & meaningful lifestyle while they are all brave enough to pursue their goals, which perfectly fit with Allbirds' promoted ideas. By inviting them to share their ideas and lives, we hope to enhance public's understanding of Allbirds' concept.



Theme1

Theme2

Theme3



CSR event

Rationale

Target audience

- CSR is targeting to all three groups of our target audiences, for they all can have a social responsibilities.

Time

- We planned to conduct CSR during 5.15-5.31 in 2022. The duration is about half of a month. We think the time is enough to attract expecting number of audience, balanced to the cost of events.

Media choice

- Weibo has a lot of users to attract as many of our target audiences.

Objective

Use Weibo platform to release the event topic and invite people to take part in. Allbird embodies its responsibility to society besides creating profits and it contributes to helping the poor areas which can call for actions to get in touch with the nature—become a **good influencer and** Establishing a long-term **sustainable relationship** with audience.

Theme1

Theme2

Theme3

➤ CSR event

2022.5.15-5.31

Time

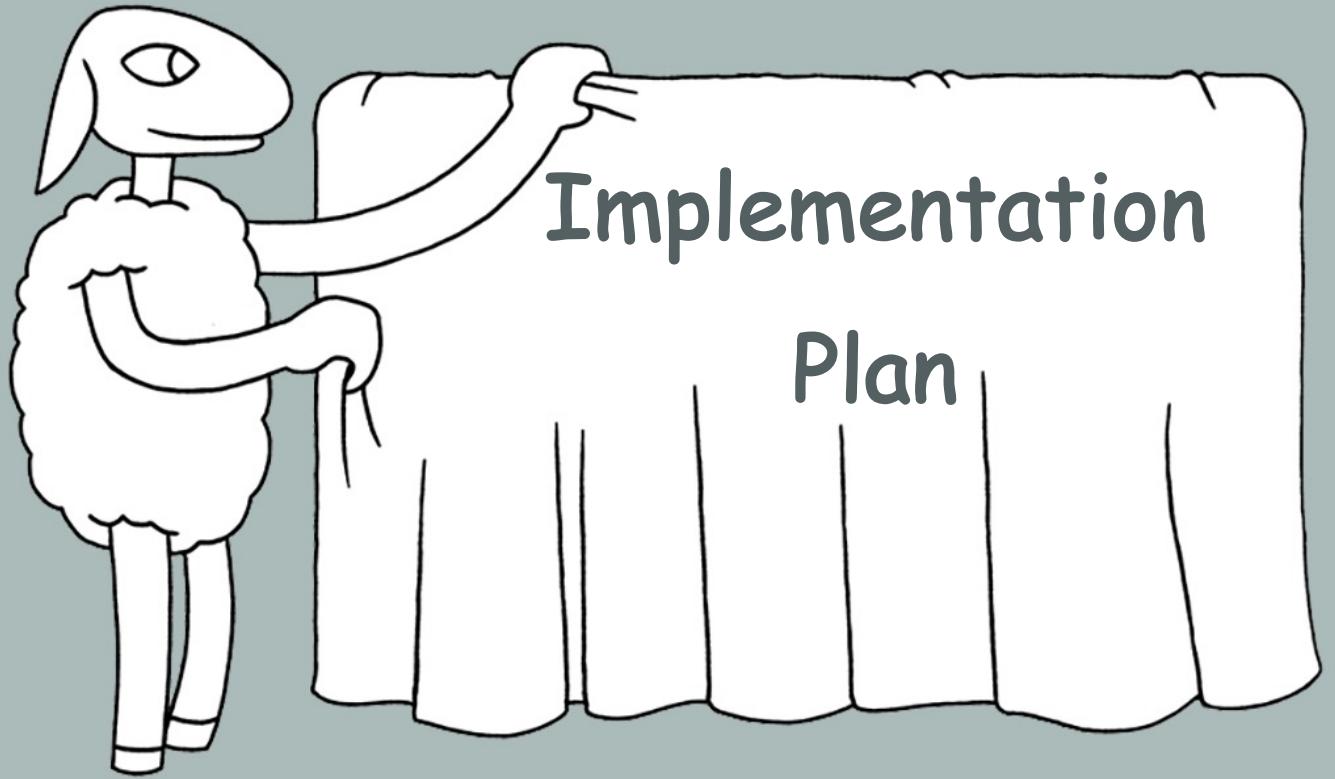
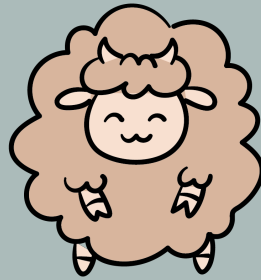
Content

Post your barefoot photos in nature on Weibo, with the hashtag # 天真无邪, 因你有鞋# and @a friend. For every 50 posts, Allbird will donate a pair of Allbird children's shoes to the poor mountainous area of Guizhou, so that the children there can have shoes to wear.

Promotion

We plan to purchase the Weibo hot search and invite KOLs in the "emotion" fields to stimulate the participation.





Media planning

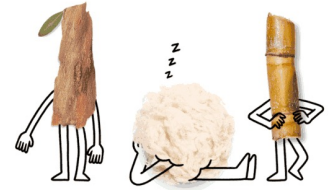


Due to our primary research, we found that WeChat, Weibo, Tik Tok are the much more frequent social media used by the target audiences. Besides, the target audience mentioned that they are usually attracted by Zhihu's topics, as well as sharing their ideas and communicating with others on it.

Event	Social Media	Timeline
Tiktok challenge		2022.3.1-3.15
H5 game		2022.3.16-3.23
H5 article		2022.3.24-3.31
Pop-up store		2022.3.25-4.25
Zhihu topic planning		2022.4.25-5.5
Advertorial		2022.5.11 & 2022.5.18
Offline communication party		2022.5.11-5.22
CSR		2022.5.15-5.31

Event budgeting

allbirds



Due to our primary research, we found that WeChat, Weibo, Tik Tok are the much more frequent social media used by the target audiences. Besides, the target audience mentioned that they are usually attracted by Zhihu's topics, as well as sharing their ideas and communicating with others on it.

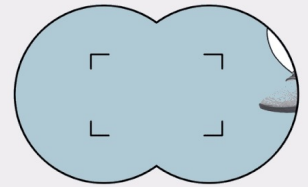
Event	Content	Price
	Gift box	
Tiktok challenge	Tiktok Open-screen ads KOL promotion	50w
H5 game*2	Game production Wechat moment ads	40w
	Site leasing	
Pop-up store*4	Material preparation KOL promotion	300w
Zhihu topic marketing	Zhihu hot search KOL promotion	20w
Advertorial*2	Soft placement	20w
	Site leasing	
Communication party*4	KOL promotion Material preparation	150w
	Weibo hot search	
CSR	KOL promotion Material preparation	50w

Total: 630w



Evaluation

albirds



Audience Reaction

1. Questionnaire

- E-questionnaire
- Paper questionnaire on site activities

2. Personal Interview

3. Content Analysis

- Set a series of keywords (indicate the preference and attitude) according to the comments on social media such as Weibo or Tiktok.

Effect Evaluation—Measurement funnel

Tiktok challenge	Page View Engagement
H5	Page View Return visit rate
Pop-up store	Impression Engagement Action
Topic marketing	Reach Impression Engagement
Advertorial	Reach Impression Action
Offline communication party	Engagement Action
CSR	Page view Engagement

For online activity, we would calculate the number of views, click rates, comments, retweets and post information with relevant hashtag on each social media platform. And for offline events, we would evaluate the rate of the engagement and intercept interview to observe their reactions.

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Thanks for your
watching

