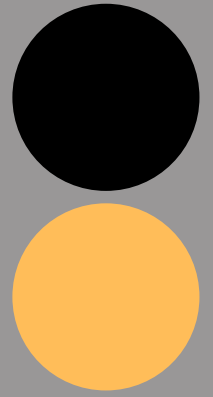


UGC BRIEF

FOR CREATORS

JANUARY 5, 2024



AllBirds Women's SuperLight Tree Runners

Introduction:

Hello creators and influencers! We're thrilled to invite you to collaborate with AllBirds to showcase our latest innovation, the Women's SuperLight Tree Runners. As advocates for sustainability and comfort, we believe your creativity and influence can help spread the word about our eco-friendly footwear. Below is a clear and concise UGC briefing to guide your video creation process:

Objective:

Create engaging and informative content to introduce AllBirds Women's SuperLight Tree Runners to your audience. Your video should highlight the product's unique features, benefits, and sustainability aspects in a clear and compelling manner.

Script Structure:

1. Hook:

Capture your audience's attention with an engaging intro that sets the stage for your video.

2. Problem:

Briefly discuss the environmental challenges posed by the fashion industry, emphasizing the importance of eco-friendly alternatives like AllBirds.

3. Solution:

Introduce AllBirds as a leader in sustainable fashion and highlight how the Women's SuperLight Tree Runners address the problem by using natural materials and reducing carbon footprint.

4. Benefits of the Products:

Emphasize the key features of the Women's SuperLight Tree Runners, such as the eucalyptus tree fibre upper and SuperLight Foam technology.

Highlight the comfort, breathability, and eco-friendliness of the shoes.

Mention that they are one of AllBirds' lightest and lowest carbon footprint shoes to date.

5. Call to Action:

Encourage your audience to check out AllBirds Women's SuperLight Tree Runners and make a positive impact on the planet by supporting sustainable fashion choices. Include relevant hashtags and tagging @AllBirds to maximize visibility.

About the company:

We're working to reduce beyond carbon neutrality, with ambitions to eventually become climate-positive.

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While striving for longer-term climate goals, we offset our emissions to operate as a carbon-neutral business.

Replacing petroleum-based materials with natural ones, and inventing alternatives that don't yet exist.

We use cleaner fuel and electricity and use less of them to begin with.

About the Women's SuperLight Tree Runners:

One of our lightest and lowest carbon footprints to date

Eucalyptus tree fibre upper helps add next-level breathability

Ultralight bio-based SuperLight Foam cushions every step

Lighter by nature. Meet the SuperLight Tree Runner – an everyday sneaker engineered with an airy, breathable upper and our new revolutionary SuperLight Foam technology for a barely-there feel, and light-as-air fit that's one of our lightest and lowest carbon footprints to date.

Additional Guidelines:

Keep the tone casual, straightforward, and conversational, as if you're talking to a friend.

Ensure your video is concise and stays within the 30-second timeframe.

Use clear visuals to showcase the product and its features effectively.

Authenticity is key – share your genuine thoughts and experiences with the Women's SuperLight Tree Runners.

Submission Details:

Please submit your completed video by 05.01.2024 to allbirds@xxxxx. Don't forget to include relevant hashtags and tag [@AllBirds](https://www.instagram.com/AllBirds) for a chance to be featured on our official channels.

Thank you for joining us in promoting sustainable fashion with AllBirds Women's SuperLight Tree Runners. We can't wait to see your creative content!

Warm regards,

