
THIS CAMPAIGN INVITES PEOPLE TO MEET THEIR SHOES

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Meet Your Shoes by Allbirds, US

Watch this video at <https://www.lsnglobal.com/news/article/23066/this-campaign-invites-people-to-meet-their-shoes>

US – A campaign by material innovation brand **Allbirds** honours its classic line of shoes, which are created from natural materials such as wool and eucalyptus tree fibre.

One of the Meet Your Shoes video ads follows a man who abandons his haircut to get on a plane and meet his shoes, which turns out to be a sheared sheep. An **online portal** allows customers to get involved by entering a product code. They are then directed to a live feed of a sheep or tree in their natural environment.

One of the pioneers of the rapidly growing **Synthetic Leather Market**, Allbirds prides itself on creating sustainable, all-natural footwear, which includes the Wool Runners, created from Merino wool, and Tree Runners, sourced from FSC-certified eucalyptus trees.

In a world where consumers are **questioning** the source of their products, Allbirds shows how brands can demonstrate the transparency of their supply chain in a humorous way.