

Increase awareness and understanding that Sheepworld is owned by Springboard

With more visits to Sheepworld, Springboard can support better futures for at risk rangatahi



AUDIENCE

There are almost **half a million parents** with children aged between 5-10 in NZ

75% of parents are wanting to make **socially and environmentally better choices** for their children

They know they should do more for others, but with 90% of kiwi parents **feeling stretched for time, they are looking for quick solutions**, so that they can enjoy more time with their family



No parent wants kiwi kids to go without, but this doesn't mean they are willing to **compromise their own children's best interests**



Doing right by society (and kiwi kids) needs to be the easy thing to do, not just the right thing to do



your kids, our kids, allkids

Connecting Springboard and Sheepworld
through an overlooked essential, school shoes,
to support at risk rangatahi – **making the right
thing, the easy thing, for time-poor parents**



THE IDEA

allbirds

The Sheepworld School Shoe

Partnering with Allbirds to create *allbirds*, the Sheepworld school shoe, made from 100% Sheepworld wool, where 100% of the profits go back to Springboard – sustainably supporting better futures with every step

Working with school boards, making *allbirds* the #1 school shoe for kids across Aotearoa

Children wearing *allbirds* will receive free entry to Sheepworld, removing the stress of entertaining kids over the school holidays, whilst giving back to the community



EXECUTION

Launching at the start of Term 2, when **new winter shoes are essential**

TALKABILITY
Earned media introducing *allbirds* to NZ at scale



PARENTING LEADERS

Influencers in NZ parenting – Jacinda and Neve show off her new *allbirds* as she gets ready to start school



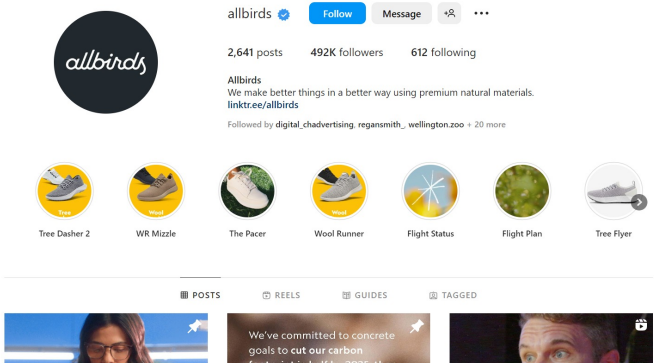
ON THE GROUND IN SCHOOLS

allbirds info packs shared with PTA's and Primary school leaders, with a focus on Tamaki Makaurau

ALWAYS ON

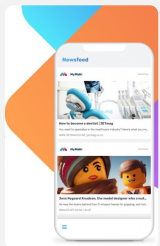


Combined social media following of over 500K+, locally and internationally



DIGITAL 'FOOTPRINT'

Content on school digital hubs, such as MyMahi



RESULTS

By simply 2% of children wearing
allkids, Springboard will become a
talking point in over 7,000 kiwi homes

With just **7% of these wearers visiting Sheepworld**
during the July school holidays, we will exceed our
visitation targets



WHY THIS WORKS

Strong connection built
between Springboard,
Sheepworld, and NZ
parents

Guaranteed increased visitation
by 30% across the July school
holidays

External long-term revenue
source for Springboard

Generating strong
partnerships for the future
between schools,
Springboard, and Sheepworld



allkids

SUMMARY

THE CHALLENGE:

No parent wants kiwi kids to go without, but this doesn't mean they are willing to compromise their own children's best interests

INSIGHT:

Doing right by society (and kiwi kids) needs to be the easy thing to do, not just the right thing to do

STRATEGY:

Your kids, our kids, allkids

THE IDEA:

allkids, The Sheepworld School Shoe

APPROACH:

Media partnerships at launch to drive awareness at scale. Utilising Allbirds, Springboard and Sheepworld social media channels, connecting through parenting/school leaders and PTA's

RESULTS:

Awareness to 500K parents in NZ, on-going sales and revenue for Springboard & Sheepworld, over 500 Sheepworld visits in July school holidays

"A spring in their step – the shoes that are helping all kids"

Stuff

"The back to school essential that will give you peace of mind"

kidspot
Thousands of Families. One Spot

