



WHY

Patagonia encouraged consumers to reduce their environmental footprint with unconventional advertising messages.

HOW

- As part of Patagonia's Common Threads Partnership, consumers are encouraged to make a pledge to Reduce, Repair, Reuse and Recycle their clothing, and reimagine a sustainable world.
- On Black Friday 2011, (the 'official' day Christmas shopping starts in America) Patagonia ran a full page advert in the New York Times urging customers not to buy new when old will do, with the message: 'Don't Buy This Jacket'.
- The company instead offered to provide products which were made to last, as well services to fix, re-home and recycle worn items.

BUSINESS VALUE

 REPUTATION	Brand loyalty – Patagonia was able to strengthen their relationship with a core segment of their consumer base, people who value high-quality, well made goods.
 SALES	Growth – The campaign encouraged consumers to invest in high quality products, which increased sales.

CONSUMER VALUE



EMOTIONAL

The campaign's clear messages, appeals to consumers who feel the same way, showing them that Patagonia is a brand for people like them.

RESULTS

- In 2012, sales for Patagonia increased by almost 1/3. [Source](#)
- “We wanted to engage with these people – these were our people. Engaging around quality products is a great way to lower the impact of our products.” – Rick Ridgeway, Vice President of Environmental Initiatives, Patagonia. [Source](#)