

Company: Megaworld Lifestyle Malls, Taguig City, NCR, Philippines

Company Description: Megaworld Lifestyle Malls is the retail and commercial development arm of Megaworld Corporation, one of the Philippines' largest real estate companies. As the country's premier developer of lifestyle destinations with exceptional designs, offerings and experiences, its mission is to make happiness and meaningful connections a lifestyle for its communities.

Nomination Category: Video Categories

Nomination Sub Category: Sales: Direct Response Marketing

Nomination Title: Campaign for a Cause: Curating Fashion with a Purpose with the Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag

1. Provide the applicable creative and production credits for this entry:

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 198 words used.

The Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag campaign emerged as a direct response to the rising consumer demand for purpose-driven retail and sustainable fashion. Positioned at the intersection of commerce and conscience, the campaign translated environmental advocacy into tangible economic results through a data-informed, video-led direct response strategy.

The Fashion with a Purpose video series narrated the journey of each bag—from reclaimed tarpaulins to artisanal eco-accessories designed by sustainability advocate, Catriona Gray. The content was adapted across platforms to guide audiences toward action: exchanging 35 plastic bottles and making a minimum purchase to receive a bag. This call-to-action effectively aligned sustainability with transactional engagement.

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By integrating cause-driven storytelling with strategic sales mechanics, the campaign exemplified how purpose can be profitably embedded into retail marketing—transforming awareness into action and advocacy into revenue.

3. Date this production was first released/publicly viewed:

September 2024

Attachments/Videos/Links:

[Campaign for a Cause: Curating Fashion with a Purpose with the Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag](#)



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