

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: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications or PR Campaign of the Year - Sustainability

Nomination Title: From Waste to Wardrobe: The Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

September 2024

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

Supporting Video Link:

<https://www.youtube.com/watch?v=UQiEUpzI0G4>

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 236 words used.

The Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag campaign was conceived at the intersection of rising environmental urgency and evolving consumer expectations. As climate concerns intensified and sustainable living gained prominence, the retail industry faced mounting pressure to adopt eco-conscious practices. Simultaneously, modern consumers—particularly Gen Z and millennials—began demanding more from brands: transparency, accountability, and alignment with environmental and social values.

Recognizing this shift, Megaworld Lifestyle Malls initiated the campaign in September 2024 as a bold response to the environmental impact of traditional marketing materials and retail waste. The core objective was clear—repurpose 9.9 tons of used tarpaulins from past campaigns into stylish, functional bags that redefined the perception of recycled fashion. This solution directly addressed two pressing challenges: the growing volume of non-biodegradable promotional waste, and the lack of accessible, desirable sustainable products in mainstream retail.

Partnering with sustainability advocate and Miss Universe 2018 Catriona Gray, along with social enterprise Side B Upcycling Inc., the campaign not only diverted waste from landfills but also empowered a local artisan workforce. The initiative further embedded community engagement through its redemption program, encouraging consumers to exchange 35 plastic bottles alongside qualifying purchases to receive a bag—thereby linking fashion, recycling, and commerce into one cohesive ESG-driven strategy.

Ultimately, the campaign was born from a vision to elevate sustainability from a concept to a lifestyle—one where environmental responsibility, retail innovation, and social impact converge in a single, scalable initiative.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 220 words used.

The development of the Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag campaign was a meticulously orchestrated process rooted in strategic foresight and purposeful collaboration. The planning phase began with comprehensive research into evolving consumer behaviors and the escalating demand for sustainable retail solutions, particularly among Gen Z and millennial demographics. This insight guided the establishment of clear objectives: to reduce waste, foster community participation in recycling, elevate sustainable fashion, and simultaneously drive retail growth.

Goal setting was aligned with environmental, social, and commercial metrics, emphasizing waste diversion, consumer engagement, and measurable increases in mall foot traffic and tenant sales. The collection—comprising the Large Tote, 3-Way Folio, and Essentials Bucket—was crafted to combine aesthetic appeal with practicality, redefining upcycled fashion as a desirable lifestyle choice.

Media development leveraged a multi-channel approach, integrating social media outreach, in-mall activations, and a high-profile launch event that featured influential personalities and immersive experiences. Messaging focused on transparency, education, and empowerment, highlighting the environmental benefits of repurposing 9.9 tons of tarpaulins and the social impact through artisan livelihood.

The campaign schedule was timed for September 2024. This timing facilitated a synchronized rollout across multiple mall locations, with ongoing video and digital content sustaining engagement throughout the campaign lifecycle. The seamless integration of creative vision and operational precision ensured the campaign's robust execution and resonant impact.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 246 words used.

The Enviro-Chic Bag campaign launched with a landmark event on September 10, 2024, at Newport Mall. This high-profile affair introduced the three-piece collection—The Large Tote, 3-Way Folio, and Essentials Bucket—designed by Catriona Gray using upcycled tarpaulins. The event featured a runway-style showcase led by former Miss Earth winners and attended by [REDACTED FOR PUBLICATION] celebrities and sustainability advocates who amplified the message across social media, many doing so voluntarily in support of the cause.

The campaign's mechanics invited customers to redeem a bag by meeting specific purchase thresholds and donating 35 plastic bottles. This model turned shopping into an act of environmental responsibility and civic participation. Following the launch, overwhelming consumer demand led to the [REDACTED FOR PUBLICATION] bags selling out within weeks, prompting restocks to maintain momentum and meet market interest.

[REDACTED FOR PUBLICATION] the initiative demonstrated the potential of ESG-driven campaigns to deliver both impact and profitability.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

[From Waste to Wardrobe: The Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag](#)



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