

Nomination: 19872

A New Lens on Sustainability - Celebrating the Success of the Megaworld Lifestyle Malls x Catriona Enviro Chic Bag Campaign

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Megaworld Lifestyle Malls
<b>Logo</b> Download File ( <a href="https://asiastevieawards.secure-platform.com/file/30582/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUIkIjozMDU4MiwiaWxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbMLM2024%20Colored%20black.png">https://asiastevieawards.secure-platform.com/file/30582/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUIkIjozMDU4MiwiaWxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbMLM2024%20Colored%20black.png</a> )
<b>Web Site Address</b> <a href="https://megaworld-lifestylemalls.com/">https://megaworld-lifestylemalls.com/</a> ( <a href="https://megaworld-lifestylemalls.com/">https://megaworld-lifestylemalls.com/</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> A New Lens on Sustainability - Celebrating the Success of the Megaworld Lifestyle Malls x Catriona Enviro Chic Bag Campaign
<b>Category</b> D01 - D11 - Award for Innovation in Video > D02. Award for Innovation in Cause-related Videos
<b>Submission Format</b> An Essay of up to 625 Words
<b>Essay</b> <p>The Megaworld Lifestyle Malls x Catriona Enviro Chic Bag campaign is a bold step forward in sustainable fashion and community empowerment. In partnership with Catriona Gray, Miss Universe 2018 and a dedicated advocate for sustainability, this campaign has redefined eco-conscious shopping by transforming used tarpaulins into chic, reusable bags. Beyond being a fashionable accessory, each bag serves as a tangible commitment to environmental stewardship and the support of local artisans, embodying a message of collaboration and positive impact.</p> <p>At the core of the campaign was the "Fashion with a Purpose" video strategy, a compelling narrative that shared the journey of each bag, from discarded material to sustainable accessory. Distributed across Megaworld Lifestyle Malls like Eastwood Mall, Uptown Bonifacio, Venice Grand Canal, Newport Mall, and Lucky Chinatown, the videos featured three thematic segments: The Story Behind the Bags, Concept and Mechanics, and Environmental Impact. Designed for maximum reach and resonance, the videos invited both in-mall visitors and online followers to embrace a more eco-conscious lifestyle through engaging and adaptable content for various platforms, from vertical social media stories to in-mall screens.</p> <p>Crafted with evolving viewer preferences in mind, the videos utilized platform-specific formats, blending short, impactful clips for social media with long-form storytelling on in-mall screens and YouTube. This multi-platform approach not only boosted message visibility but created a deeper connection with diverse audiences. With Catriona Gray as the authentic and inspiring face of the campaign, the videos moved beyond traditional advertising, igniting meaningful conversations about sustainability and eco-conscious consumerism.</p> <p>Through compelling visuals and storytelling, the Enviro Chic Bag quickly became a symbol of sustainable living, resonating with audiences as a stylish alternative to single-use plastics. The campaign invited customers to participate by exchanging 35 plastic bottles for an Enviro Chic Bag, directly contributing to waste reduction. To date, this initiative has repurposed nearly 2.2 metric tons of tarpaulins, giving waste new life as eco-friendly bags. Additionally, customers could receive a bag with a minimum purchase, driving tenant sales growth while promoting sustainable choices—demonstrating how environmental initiatives can also support economic growth.</p> <p>The campaign's positive impact has been overwhelming. The first batch of over a thousand Enviro Chic Bags sold out within weeks, prompting restocks to meet high demand. On social media, the campaign reached over 10.8 million people, with Catriona Gray's video exceeding half a million views on Facebook alone. The campaign gained further momentum as Filipino celebrities and influencers shared their experiences, creating an authentic, community-driven buzz around sustainable fashion that is both relatable and inspiring.</p> <p>[REDACTED FOR PUBLICATION]</p> <p>A unique aspect of this campaign is its collaboration with Side B, a local enterprise that repurposes tarpaulins into the Enviro Chic Bags. In an exclusive interview, Side B founder Stu Balmaceda shared insights into the artisanal process behind each bag, further emphasizing the environmental benefits and supporting local craftsmanship. By spotlighting Side B's story, Megaworld Lifestyle Malls offered audiences a holistic view of sustainability, showing how Filipino businesses are at the forefront of environmental and community advancement.</p> <p>The Megaworld Lifestyle Malls x Catriona Enviro Chic Bag campaign has set a new standard for how purpose-driven marketing can generate a lasting social impact. By utilizing video as an advocacy tool, Megaworld Lifestyle Malls united a community driven by the shared goal of environmental protection. This campaign serves as a powerful reminder that storytelling aligned with core values can transform consumer behavior, foster a culture of sustainability, and create a legacy that inspires future generations to care for our planet.</p>

**For this category please provide**

An essay of up to 625 words describing the video and the innovative aspect of the video since July 1 2022 that you are nominating, **OR** a video of up to five (5) minutes in length illustrating the same.

A link to the video, which you must attach to your entry through our attachment/link uploading tool as a URL or file upload.

Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development.

**Credits**

Catriona Gray

SIDE B Upcycling Inc.

**Do You Have Supporting Files You Would Like to Upload?**

No

**Do You Have Website URLs you would like to link to**

Yes

[REDACTED]

[REDACTED]  
[REDACTED FOR PUBLICATION]

[REDACTED]

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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**Terms and Conditions**

I Agree