

Company: Megaworld Lifestyle Malls, Taguig City

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 operator of lifestyle destinations with exceptional designs, offerings and experiences, its mission is to make happiness and meaningful connections a lifestyle for its valued patrons and communities.

Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Influencer Management

Nomination Title: Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag: Leading with Advocacy, Amplified by Influence



1. Reference 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):

Total 23 words used.

Tatler Asia:

<https://www.tatlerasia.com/style/fashion/mindfully-fashionable-enviro-chic-bag>

People Asia:

<https://peopleasia.ph/megaworld-lifestyle-malls-and-catriona-team-up-for-the-environment-with-chic-earth-friendly-bags/>

Mega Magazine Asia:

<https://mega-asia.com/fashion/features/did-catriona-gray-just-design-the-most-stylish-ecobag/>

GMA Network:

<https://www.gmanetwork.com/news/lifestyle/shoppingandfashion/920093/catriona-gray-launches-first-enviro-chic-bag-collection/story/>

2. Specify the date on which this campaign or program was launched:

September 2024

3. 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 232 words used.

The development of the Enviro-Chic Bag campaign was guided by one central belief: that true influence is earned through purpose, not promotion. The campaign's strategy was shaped through a values-led lens, anchored in deep research into shifting consumer attitudes—particularly among Gen Z and millennial audiences, who prioritize authenticity, environmental advocacy, and social accountability.

From the outset, Catriona Gray was embedded not as a brand ambassador, but as a co-creator. She collaborated with Side B Upcycling Inc. and Filipino artisans to design a three-piece bag collection made from 9.9 tons of upcycled tarpaulins. These weren't just bags—they were tangible expressions of sustainable living, functional art that connected fashion to environmental action.

The influencer strategy was equally deliberate. Rather than relying on a traditional paid influencer model, the campaign focused on authenticity-driven amplification. The creative and media plan centered around Fashion with a Purpose, a video series that documented the transformation from waste to wardrobe. These stories were distributed through Gray's platforms and Megaworld Lifestyle Malls' channels, sparking a wave of earned support.

Her storytelling inspired a domino effect: social media influencers, lifestyle bloggers, and even celebrities voluntarily engaged with the campaign, drawn by its message and Gray's sincere advocacy. This organic network extended the campaign's reach far beyond its original projections, turning Catriona's leadership into a beacon for aligned voices. The campaign was strategically launched to inspire participation, storytelling, and shared ownership.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the 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. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

6. 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 226 words used.

The Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag campaign emerged at the crossroads of environmental urgency, evolving consumer consciousness, and the growing demand for authenticity in influencer marketing. Traditional advertising was no longer enough—audiences were tuning out impersonal messages and gravitating toward content that reflected shared values, particularly around sustainability, local craftsmanship, and social impact.

Against this backdrop, Megaworld Lifestyle Malls launched the campaign in 2024 to address two mounting challenges: the environmental toll of promotional materials like tarpaulins, and the lack of compelling, accessible circular fashion in mainstream retail. To transform this mission into a cultural movement, the brand partnered with Miss Universe 2018, Catriona Gray—a woman whose influence transcends celebrity.

But more than a figurehead, Gray was a co-creator, bringing her advocacy for sustainability, fashion, and Filipino artisanship into the campaign's DNA. Her active involvement lent rare credibility, transforming the project from a corporate initiative into a purpose-led movement.

Her influence, rooted in authenticity and purpose, catalyzed something greater: an organic ripple effect across social media. Influencers, advocates, and cultural personalities began featuring the campaign—without compensation—drawn to the cause and to Gray's leadership. This form of earned, values-driven media became one of the campaign's most powerful tools.

Ultimately, the campaign wasn't just about recycled bags. It was about influence—taking the traditional influencer model and giving it renewed purpose, rooted in collaboration, community, and impact.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

Total 242 words used.

Following its formal rollout in September 2024, the Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag campaign became a case study in how influencer-led initiatives—when grounded in authenticity—can drive both social impact and real business results.

The launch event at Newport Mall on September 10, 2024, was designed to be more than a fashion showcase; it was a platform for purpose. Catriona Gray led the unveiling, joined by fellow sustainability advocates and beauty queens. The campaign's eco-exchange mechanic—redeeming a designer bag by meeting a purchase threshold and donating 35 plastic bottles—positioned the consumer as a co-participant in the sustainability journey.

But the true strength of the campaign unfolded online. Without formal influencer agreements, over 50 social media personalities voluntarily covered the campaign, from posting unboxing videos to creating educational content about sustainable fashion. These posts—triggered by Catriona's example—resulted in over 10.8 million online reach, more than 6 million video views, and significant engagement from younger, values-conscious demographics.

Offline, the campaign collected 70,000+ plastic bottles, repurposed 9.9 tons of tarpaulin waste, and distributed over 2,000 bags, handcrafted by 30 local artisans. This translated into a 38% rise in mall foot traffic, 35% increase in tenant sales, and USD 8.5 million in incremental revenue.

In a digital age saturated with sponsorships, this campaign proved that the most powerful influence stems from sincerity. By centering women—both as creators and catalysts—the campaign turned one woman's voice into a movement shared by thousands.

Attachments/Videos/Links:

[Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag: Leading with Advocacy, Amplified by Influence](#)



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