

dressbarn

maurices

Case Study: Bring Your Own Bag Campaign

dressbarn and maurices, divisions of dressbarn, inc., are leading national specialty women's apparel retailers offering quality casual and career fashion apparel. They are committed to embracing the causes valued most by their customers. In furthering this commitment, they partnered with the Arbor Day Foundation to help replant our nation's forests through their Bring Your Own Bag, initiative.

Objective

To communicate and heighten awareness with their customers the value of environmental stewardship and encourage them to make changes that make a difference today and years to come.

The Program

In April 2008, dressbarn and maurices, divisions of dressbarn, Inc., launched the Bring Your Own Bag reusable bag initiative in more than 1,500 stores. These unique and fashionable bags were made available for customers to purchase at the retail locations. For every bag sold, dressbarn and maurices donated \$1.00 to plant one tree in our nation's forests damaged by wildfires, insects and disease.

The program was supported through in-store displays and marketing materials, press releases, email campaigns and credit card statement inserts.

Results

dressbarn and maurices sold more than 161,000 bags.

Trees were planted in the following forests in the spring of 2009 and 2010:

- 22,000 trees in Hiawatha National Forest, Michigan
- 21,971 trees in Los Padres National Forest, California
- 21,000 trees in Deschutes National Forest, Oregon
- 21,000 trees in Dixon Memorial State Forest, Georgia
- 43,000 trees in Modoc National Forest, California
- 32, 626 trees in John Bethea State Forest, Florida

Due to an overwhelming response, dressbarn will continue to offer their B.Y.O.B Bring Your Own Bag Initiative through June 2010.

dressbarn and maurices BYOB artwork, materials

Spring 2008 – dressbarn BYOB bag



Spring 2009 – dressbarn BYOB bag artwork



Spring 2008 – maurices BYOB bag



Spring 2008 – maurices credit card insert

