

Sustainable Gifting

Camila Garrucho

Paola Gomez

Sandy Kedey

November 18, 2022



TEAM



Paola Gomez



Camila Garrucho

THE TREND



SUSTAINABLE GIFTING

“Brands are offering sustainable gifts for customers who are looking to reduce the environmental impact of their purchase decisions. Platforms, stores, and catalogs that feature eco-friendly gifts will become more popular as sustainability becomes a key purchase motivator for consumers.”

Source: Trend Hunter

“Sustainability is increasingly becoming a crucial focus for businesses as both policy and consumer opinion increasingly favor environmental protection. As the threat of climate change looms, more consumers are trying to make both small and large lifestyle changes in order to reduce their personal impact on the environment--and are turning to brands that help this process along.”

Source: Trend Hunter



THE INSIGHT



Let's green the planet.



CHRISTMAS CAMPAIGN





Out of Home

Transit Ad

Social Media

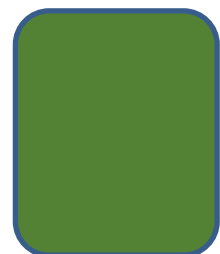
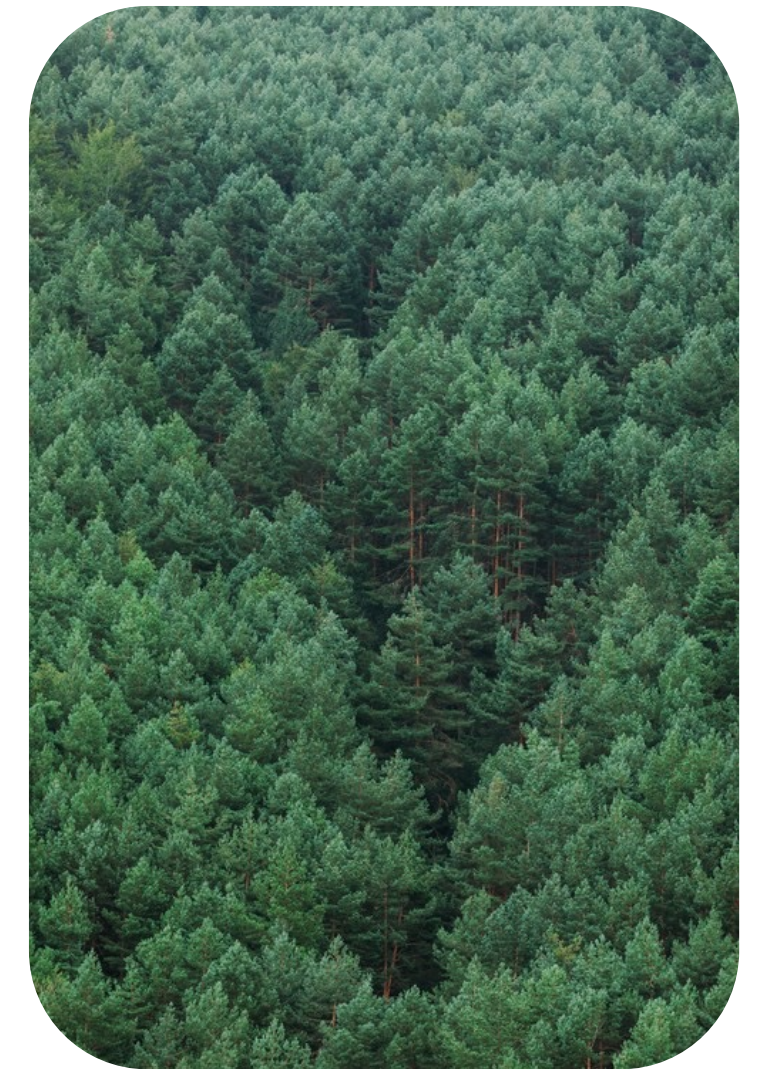
Instagram post



**Give Love and Life
at the same time.**

Let's green the planet.





- Be Green
- Sustainability
- Christmas Gift
- Give Love

Give Love and Life
at the same time.

MOOD BOARD