



## CASE STUDY

# How Patagonia leveraged Care2 to connect with consumers and activate their brand promise.

## KEY RESULTS:



30.6M

Earned Media  
Impressions



94,000

Petition Signatures



6.4M

Social Media  
Impressions

## THE CHALLENGE:

Patagonia is a brand that has always been committed to making the world a better place, in fact it's part of their mission statement; Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis. Patagonia was looking for a way to engage customers and get them involved with environmental causes.

*"To do good, you actually have to do something"*

- Yvon Chouinard, Founder & CEO of Patagonia

## THE SOLUTION:

Through their *Granted* film series Patagonia tells the stories of people who are fighting to preserve or restore life-giving connections to their lands, cultures and communities. Patagonia had a goal of driving views of the short film *The Refuge* to help connect people to the Arctic National Wildlife Refuge and the people and animals who call it home, as well as a want to amplify the issue, inspire action and move policy to protect the arctic.

# THE STRATEGY:

Care2 worked in partnership with Patagonia and the Alaskan Wilderness League to create a petition which integrated the short film, asking the US Senate to defend the arctic refuge from oil drilling. Care2 engaged Collectively an Influencer agency to craft an influencer strategy to amplify the campaign via social media as well as leveraged owned marketing channels, native editorial, proactive media pitching, onsite advertising and behavioral targeting to drive petition signatures and video views.



## Defend the Arctic Refuge from Oil Drilling

by: Alaska Wilderness League & Patagonia  
target: United States Senate



94,132 SUPPORTERS

95,000 GOAL

The 19-million-acre Arctic National  
landscapes in America. It's a nation  
brown bears, wolves, muskoxen, an



The 19-million-acre Arctic National Wildlife Refuge is one of the last intact  
landscapes of its size in America. It is also under threat from oil drilling and  
industrial development.

Perhaps most critically, the 1.2-millio  
calving grounds of the 169,000-mer  
sustained the Gwich'in people of Alk  
generations. In the Gwich'in langua



Like Comment Share

3.6K

Top Comments

296 shares

63 Comments

START A PETITION 38,858,698 members: the world's largest community for



PETITIONS

CAUSES

HEALTHY LIVING

December 16, 2016

**today's action:** Ask the US Senate to defend the Arctic National  
Wildlife Refuge from Oil Drilling

The 19-million-acre Arctic National Wildlife Refuge is  
one of the last intact landscapes in America. It's a  
national and global treasure that's home to polar and  
brown bears, wolves, muskoxen, and many species of  
fish and migratory birds. Perhaps most critically, the



START A PETITION 38,858,698 members: the world's largest community for go



PETITIONS

CAUSES

HEALTHY LIVING

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ANIMALS

WOMEN

POLITICS

FOOD

LGBT

## Gwich'in Women Fight to Preserve the Arctic Refuge From Drilling



f

253

tweet

p

8

g+

6

email

114



By: Judy M.  
About Judy

December 6, 2016

Follow Judy at @judymolland



# THE RESULTS:

Care2 drove over 50,000 petition signatures by the day of launch, achieving our campaign signature goal on the first day of the campaign and helping to drive over 30 million earned media impressions in outlets including Outside Online, FastCo and more. Additionally the Collectively influencer campaign served to extend the campaign’s reach 5x, pushing total social reach to over 7.1 million with a post engagement rate 2.5x higher than average.

The campaign closed with over 94K people taking action over 10 days to save the Arctic National Wildlife Refuge (nearly double our original goal), 75K+ views of the short film “The Refuge” and over 500K+ views of the trailer.



## Gwich'in to Congress: Designate the Arctic Refuge Coastal Plain as Wilderness

**Paul Nicklen Photography**  
November 29, 2016 · 🌐

Here is a lone Polar Bear adapting to a changing habitat in the Arctic. With my work as a photographer I am always learning. @patagonia has a new short film to help us learn about conservation issues in Northern Alaska. Watch now at <https://www.youtube.com/watch?v=A4DH5cK37Y8&feature=youtu.be>

With Care2 Alaska Wilderness League Patagonia #WeAreTheArctic #gratitude #nature #naturelovers #climatechangeisreal #arctic



Like Comment Share

1.3K

152 shares 17 Comments



## The Only Things You Need to Read, Watch, and Do This Week: December 2



## New Patagonia Short Film Wants You To Help Protect The Arctic National Wildlife Refuge



**paulnicklen** Following

32k likes 11h

That is why today I am working with Care2 to bring awareness to a petition to defend the Arctic Refuge from Oil Drilling. Please go to [www.care2.com/arctic](http://www.care2.com/arctic) and sign the petition (link in my bio). @keepalaskawild @patagonia #WeAreTheArctic #gratitude #nature #naturelovers #climatechangeisreal #arctic

view all 124 comments

chickadeechickaustin What a great photo. .

Add a comment...





Our campaign completed on 12/10, on 12/20 President Obama designated the bulk of the U.S. Arctic waters indefinitely off limits to oil and gas drilling.

Visit [bit.ly/2j\\_arctic](http://bit.ly/2j_arctic) to watch the video announcement.



**The Obama White House**

December 20, 2016 · 🌐

The Arctic is one of the most pristine—and fragile—regions on Earth. Today, President Obama and Prime Minister Justin Trudeau of Canada announced historic steps to protect its waters and our planet for future generations: [go.wh.gov/Arctic](http://go.wh.gov/Arctic)



903K Views



Like



Comment



Share



31K

[Top Comments](#) \*

13,466 shares

1.2K Comments