ogyre | YOOX

In an era where environment is a hot topic, partnering with Ogyre shifts the conversation towards tangible action, enhancing the brand reputation of our employees through a conscious and sustainable choice of collaboration.

Every project is backed by data and key performance indicators (KPIs), ensuring transparency and measurability of the business impact, thus contributing to the sustainability goals of all involved parties.

Teaming up with Ogyre goes beyond building brand reputation. By expanding the campaign, we can engage and raise awareness among employees about environmental responsibility. This can be achieved through the inclusion of sustainable gifts and solidarity-based team-building events.

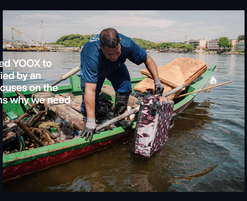
To reduce the negative impact of the fashion industry and champion positive change YOOX needed a project to strengthen the perception as a brand concretely contributing to the planet's wellbeing.

The request

To raise awareness and strengthen the common mission of the partnership between YOOX and Ogyre: ocean conservation.

The idea

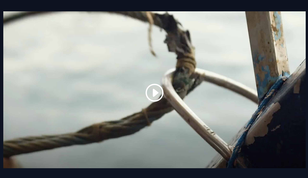
A fishing for litter campaign that allowed YOOX to collect 4.250 Kg of marine litter amplified by an engaging video where the narration focuses on the importance of the ocean and th reasons why we need to respect it.



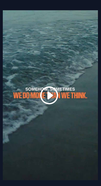
The results

4.250 kg of marine litter collected

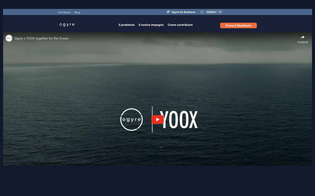
1 min ad hoc video



Digital amplification



Custom landing page



Sustainability speech

Beach clean up

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