



Strategy 2023
Brand Governance



A SIMPLE JOURNEY TO PURCHASE SUSTAINABLE PRODUCTS (PURPOSE)

Brand Purpose:

To be a sustainable engine of change in every community it inhabits.



The Footprint of El Puerto de Liverpool

Strategy that contributes to sustainable development, with each business.



OASP

Development and communication of products with sustainable attributes..



Responsible Mode

360° campaign that seeks to facilitate the purchase journey of sustainable products.

Pillars Brand Strategy

Liverpool's brand strategy on sustainability issues consisted of three pillars for the communication of Sustainable Products, with the Responsible Mode campaign as the guiding principle.



Communication



Modo responsable es la iniciativa sostenible de Liverpool, promoviendo productos con procesos de producción sostenible relacionados a materias primas como el ahorro de agua y más pro...

Digital traffic



Influencer Marketing

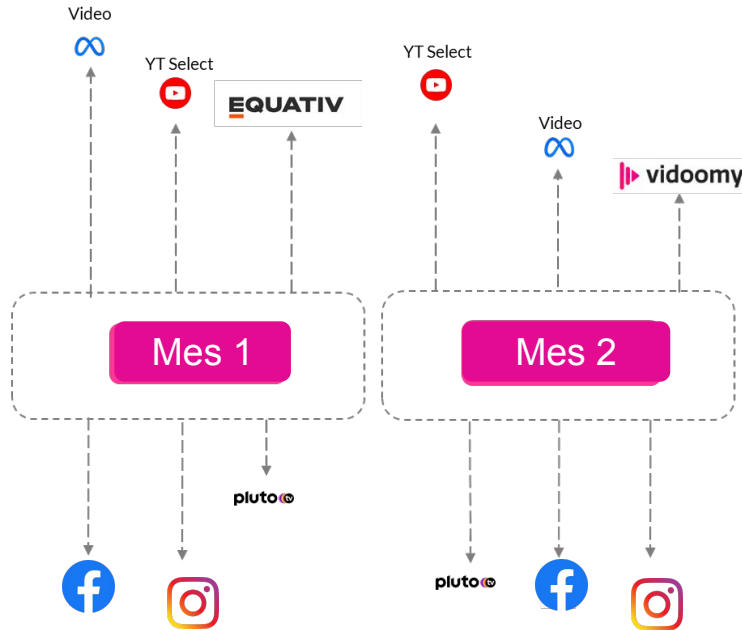
Communication



Rational Creative

When we choose products with a careful production process, we contribute our grain of sand to the care of the planet. Therefore, by means of a magical resource, we want to represent the positive change in our environment when we decide to activate our Responsible Mode. (**Modo Responsable**).

Digital Guideline



We worked on a plan 100% focused on digital video based on the segmentation of target audiences with interests related to sustainable issues. Seeking to guarantee the viewability of the communication in the moments of the target as change resolutions for the new year 2024.

Traffic Digital Communication

Landing Page (BLP)

Creation of the Responsible Mode / Sustainability Site, in which the initiative is communicated, as well as the sustainable product.



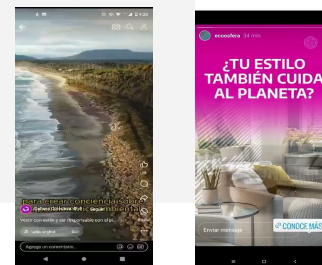
Mini Content

Weekly pills that publicize Liverpool's commitment to sustainability, promoting sustainable products. They are advertised through Native Ads, generating traffic to the BLP.



Partnerships

Collaboration with different media partners that generate content, such as Cultura Colectiva, Elle, Expansión and others, to publicize the Responsible Mode initiative.

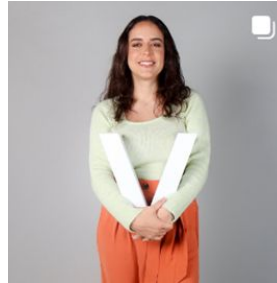


Influencer MKT

Through niche influencers in the category of sustainability and responsible shopping, we seek to generate awareness of the importance of sustainability that Liverpool gives to its brands and products, through the Responsible Mode campaign.



[@viveplaneta](#)



[@piavgc](#)



Master Graphic 2023



Master Graphic 2024



ACTIVA TU

MODO RESPONSABLE

Cuando consumes productos con **esta etiqueta**, contribuyes al cuidado del medio ambiente.

Búscala y sé parte del cambio.



Satisfaction Survey

A satisfaction survey was conducted to understand Liverpool's current perception of Sustainability.

P: Liverpool is a brand that cares about the environment

R: -0.3 pp