

Case Study

goodbag with Denner



Challenge

88% of consumers want companies to help them make a difference. As a result sustainability is becoming a key competitive factor that drives the customer's buying decisions. Retail needs to adapt to these changes and support customers in their social and environmental responsible purchasing behaviour.

Solution

goodbag rewards customers for acting sustainably. By shopping with the world's first smart shopping bag, customers collect Seeds as a reward for not consuming disposable bags. After collecting, they can use their Seeds to support various environmental projects (e.g. plant trees or remove plastic from the oceans).

Denner and goodbag have first launched the project together in April 2020. The first edition consisted of **50,000 bags** with two different designs that were sold in all **850 Denner stores** across Switzerland. Following, two new limited editions, that each consisted of **50,000 bags** with four different designs, have been released. The overall goal was to motivate shoppers to re-use their bags, increase the awareness about Denner's sustainability efforts and enable Denner customers to do good every time they re-use their bag in a Denner store.

Timeline



Q2 2020
First launch (pilot) with 50,000 natural cotton bags featuring a two-sided design.



Q2 2021
Second launch with 50,000 bags featuring four different designs in black, blue and green.



Q2 2022
Third launch with 50,000 bags in natural, red, pink, and blue, featuring four different designs.



Q4 2022
Design contest where customers could submit designs for public voting and win prizes.



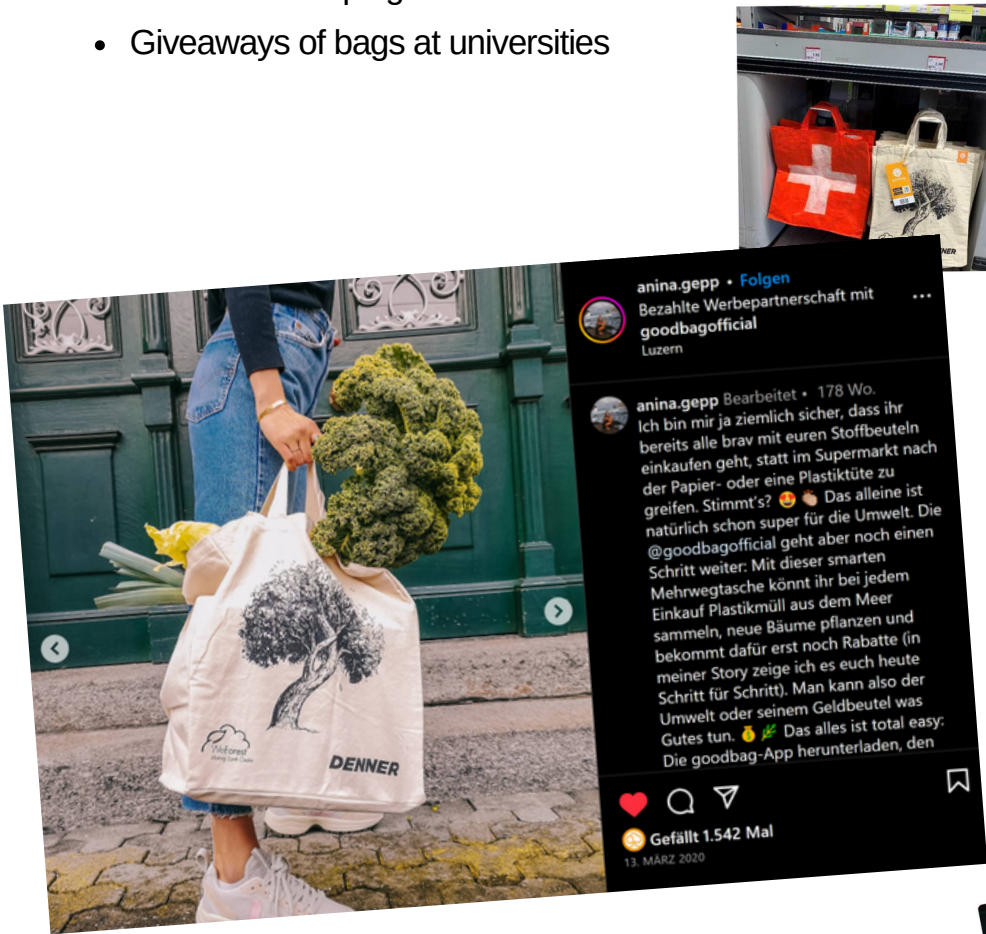
Q2 2023
Fourth launch with 50,000 bags featuring the top four community-voted designs.

Marketing

All of these launches were communicated and promoted through various channels:

- Coordinated social media postings
- Denner's sustainability and innovation website (allesaufzukunft.ch)
- Influencer campaigns
- Giveaways of bags at universities

Going one step further, Denner closed a partnership deal with the ocean cleanup NGO One Earth – One Ocean, donating an additional amount of 25,000 CHF with every new launch.



Fantastic app for a great cause
 ★★★★★
 I'm becoming more and more conscious about my shopping behaviour and how it impacts the environment. The goodbag app is an easy and fun way to be just that little bit more sustainable. I love the design of both the app and the bags 🌱 highly recommend!



Survey

Objective of the Survey

1

Evaluate the effect that goodbag has on the customers' perception

2

How it affects the usage of re-usable bags

3

How well the goodbag is adopted by customers.

First results of the Survey

95.2%

of goodbag owners would like to use/ see goodbag in more stores

84.5%

would like plastic to be collected as a reward for bringing their own bag to a store

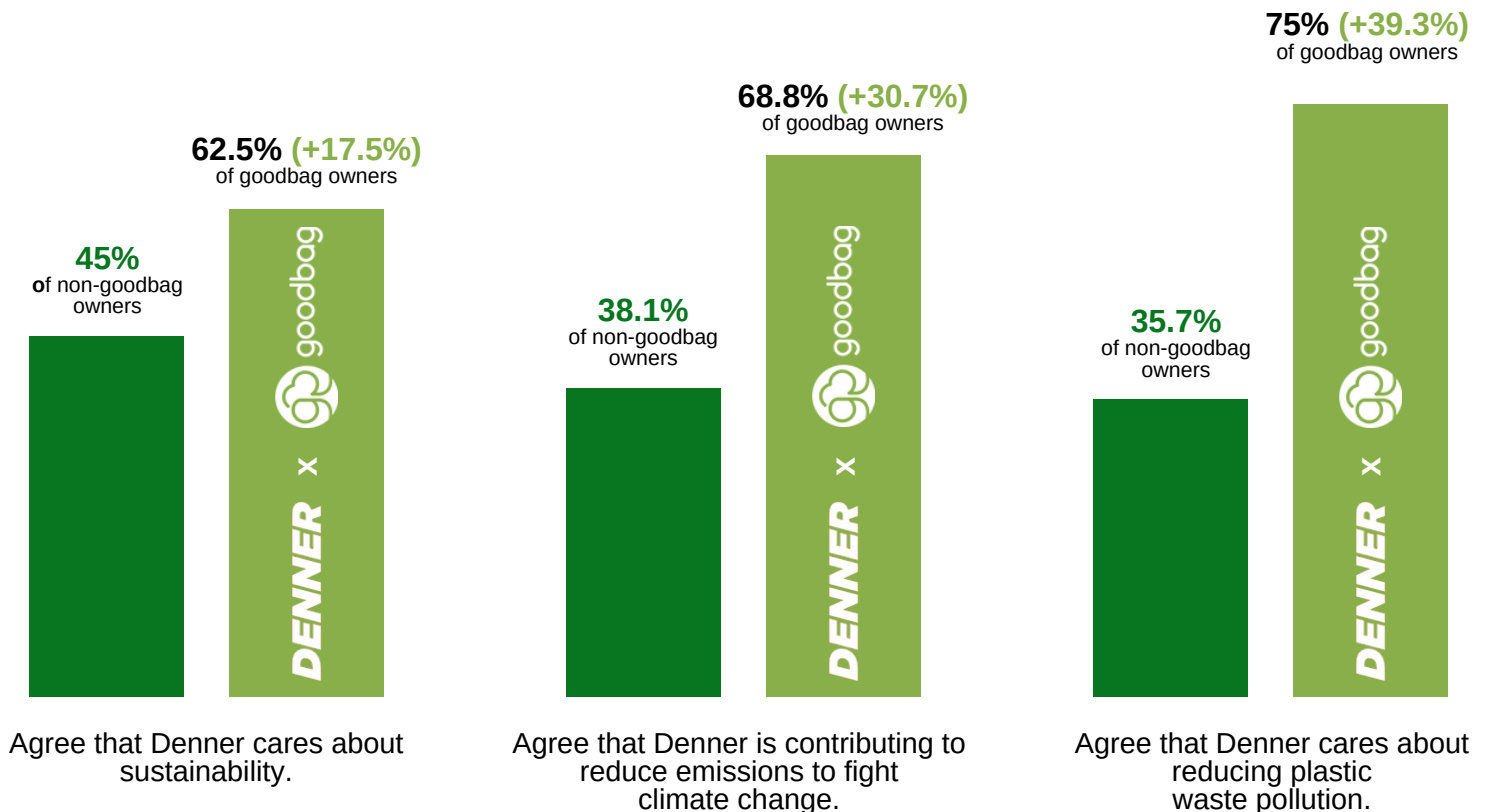
86.8%

would like a tree to be planted as a reward for bringing their own bag to a store

84.5%

agree that reducing waste is important to them

Analyzing the **Denner x goodbag Survey**, the following key figures can be drawn:



Final Verdict

The partnership between Denner and goodbag not only enabled Denner to better communicate its sustainability initiatives to shoppers and reduce plastic waste, but also resulted in Denner customers planting tens of thousands of trees and collecting even more plastic bags from the ocean, all by simply re-using their shopping bags! Denner and goodbag's collaboration is a success story that exemplifies how businesses and customers can work together to create a meaningful impact on the environment.

« goodbag is a great way to positively motivate our customers in behaving consciously. »

Andreas Honegger, Corporate Development Denner AG

Further Insights

To gain further information, check out the micro page that we've created as well as the interview with Christoph Hantschk, the CEO of goodbag on our « Alles auf Zukunft » page.

[Micropage](#)

[Interview](#)

Approach & Scale

The survey was conducted anonymously and completely online via Google Forms. There were no required questions. We targeted the Swiss audience across several channels (social media, paid ads, newsletter, personal connections...). For all closed-ended questions, the even, 6-point Likert scale (1 being strongly agree and 6 being strongly disagree) was used.