



The L'OREAL #OneGreenStep Initiative - A Partnership for People & Planet

With the Q-Commerce market growing at a breakneck speed and 84% of youth anxious about climate change, Garnier has a unique opportunity to lead the charge in sustainable convenience.

Objective:

To seamlessly integrate Garnier's sustainability mission with the convenience of Quick Commerce, **making greener choices an effortless** part of the rapid delivery experience.

The Big Idea: "Green in a Flash"

This campaign partners with leading Quick Commerce platforms like Blinkit, Zepto, and Swiggy Instamart to empower consumers to take #OneGreenStep. *The core message is that making a sustainable choice can be as **fast and easy as getting your groceries delivered**.*

**Awareness & Communication Strategy
(Budget: ₹50 Lakhs)**

Objective: Drive buzz and make Garnier’s Q-commerce partnership visible, relatable, and sustainable.

Viral Brand Film (₹15L):

- Relatable “Oops, I’m out of...” moment → one tap → Garnier order + plastic recycled. Ends with: “**Good for you, great for the planet. In a flash.**”

Influencer & Advocacy (₹15L):

- Lifestyle & eco-influencers share “10-Minute Green Routine” using Garnier on Q-commerce.

Digital Ads (₹15L):

- Sharp targeting on social + Q-commerce apps → easiest way to shop green.

PR & Media (₹5L):

- Press + media buzz → highlight partnership & impact.

Activation Idea – The "Green Choice" Integration

Objective: Make sustainability a natural part of the Q-commerce journey—intuitive and rewarding.

In-App Banner & Green Store:

- Homepage banner → “Take #OneGreenStep with Garnier” → curated Garnier Green Store with eco-story.

Green Nudge at Checkout:

- Pop-up: “**Your purchase just recycled 2 bottles!** #OneGreenStep.” → instant positive reinforcement.

Gamified Green Score:

- Each Garnier order = points → badges, rewards, discounts → repeat sustainable shopping.

**The "Cycle of Good" Initiative
(₹50 Lakhs)**

Objective: Reduce plastic waste at scale and build a community of green consumers.

Return & Recycle (₹30L):

- Phase 1 – For every Garnier product bought, 2 plastic - bottles recycled via Plastics For Change.
- Phase 2 – In metros, “Recycle Rider” picks up empty containers with next order.

Incentivizing Action (₹10L):

- Shoppers using Recycle Rider get credits/discounts → rewarding green choices.

Impact Dashboard (₹10L):

- Live tracker on Garnier’s site + app → shows bottles recycled & lives impacted → builds trust.

Prioritization (Impact vs. Feasibility)

Initiative	Impact	Feasibility	Priority	Note
Green Choice Integration	High	High	★★★★★	Seamlessly fits user journey.
Cycle of Good (Digital)	High	High	★★★★★	Direct, measurable impact.
Viral Brand Film	High	Medium	★★★★☆	Key for top-funnel awareness.
Influencer Campaign	Medium	High	★★★☆☆	Adds authenticity, quick launch.
Return & Recycle (Physical)	High	Low	★★☆☆☆	Pilot only → metro test rollout.

Potential Pitfalls & Mitigation

Pitfall	Mitigation
Perception of Greenwashing	Radical transparency via live <i>Impact Dashboard</i> . Highlight Garnier’s long-term Green Beauty commitment.
Low Partner Buy-in	<i>Position as shared value + climate-conscious differentiation</i> . Co-invest in tech upgrades.
Logistics Hurdles (Physical Pickup)	<i>Pilot in 1–2 metros</i> . Give clear recycling instructions + reward credits.
Budget Overrun	<i>Phased rollout, agile reallocation</i> to top-performing channels.

Implementation & Strategy Plan (6-Month Timeline)



Objective: To successfully launch the "*Green in a Flash*" campaign and establish a scalable model for sustainable consumer action on Q-commerce platforms.

Phase 1: Foundation & Partnership (Months 1-2)

Weeks 1-4: Partner Alignment:

- Finalize agreements with **one primary Q-commerce partner** (e.g., Blinkit) for the initial launch.
- Co-develop the technical roadmap for the "Green Choice" UI integration and "My Green Score" feature.

Weeks 5-8: Content & Creative Development:

- Begin production of the brand film.
- Onboard influencers and co-create content briefs.
- Develop all in-app assets (banners, pop-ups, "Green Store").

Phase 2: Launch & Amplification (Months 3-4)

Weeks 9-12: Go-Live & Awareness Push:

- Launch the in-app features and the "**Green Store**."
- Deploy the brand film across digital channels (YouTube, Instagram, etc.).
- Activate the influencer campaign to drive initial traffic and conversation.
- Launch PR outreach to announce the partnership.

Weeks 13-16: Engagement & Education:

- Promote the "My Green Score" feature to encourage repeat purchases.
- Run targeted ads within the Q-commerce app to educate users about the "Cycle of Good" and the impact of their purchases.

Phase 3: Optimization & Scaling (Months 5-6)

Weeks 17-20: Performance Review:

- Analyze campaign KPIs:
 - Sales uplift** → Total Garnier units sold via Q-commerce.
 - Sustainability impact** → Tons of plastic collected & recycled.
 - Consumer action** → Participation rate in Return & Recycle.
 - Digital engagement** → Views, clicks, shares on campaigns.
 - Feature adoption** → Growth in My Green Score user base + usage trends.
 - Consumer feedback** → Sentiment & satisfaction insights.
- Optimize digital ad spend based on performance.

Weeks 21-24: Plan for Scale:

- Use data to build a business case for the "Return & Recycle" physical pilot program in one metro city.
- Begin exploratory conversations with other Q-commerce platforms (Zepto, Swiggy Instamart) for expansion.