



Just Salad

Priceless Planet Coalition
Merchant Case Study



Just Salad created a special menu item with a low carbon footprint to support the Priceless Planet Coalition, driving sales and awareness.

Context and Challenge

- Just Salad is a US restaurant chain focused on everyday health and sustainability
- The merchant wanted to promote their Priceless Planet Coalition membership and drive awareness of their sustainable brand

Approach

- Offer: For each Earth Bowl sold, Just Salad planted a tree
- Dates: September 16 through December 31, 2021
- Promotion: The Earth Bowl was promoted instore, in app, online, through social media, as well as through a series of emails with content about the Coalition’s mission and restoration efforts
- Mastercard supported the launch with a paid campaign on Pinterest as well as through owned channels.

Campaign Examples

