

## 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.



## THE EARTH BOWL PLANTS A TREE

Each Earth Bowl purchase restores a tree through Conservation International.





Enjoy this Earth Bowl & restore a tree!

by an Earth Bowl, and Just Salad will make a donatio

ten at on international to support Madeitard's Process Pane celtion. For every Earth Bow purchased through 12/01/21, Just Salad I conste \$2, the cost of planting a tree, to Carbenieton International tios a saled and support of the mission of Mastercard's



that is a quality or playing the Add a convinent





2