




## Villavicencio–Banco de Bosques: “Leave your Mark, a Reserve for More Reserves” – Marketing Campaign to Recover Forests from Argentine Chaco

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### RESUMEN

Banco de Bosques Foundation and Villavicencio, the best renowned mineral water brand in Argentina, which belongs to the Danone Group, developed the “Leave your mark, a reserve for more reserves” campaign, by which for each mineral water bottle sold, they pledge to protect a square meter of native forest in Chaco province, Argentina. With this campaign, it was not only possible to spread active messages about environmental care and save 22 million square meters of native forest, but it was also possible to create the new “El impenetrable” National Park with an area of 120,000 hectares. The planning of the campaign was based on a simple slogan: with the purchase of one bottle of Villavicencio mineral water, 1 square meter of forest is protected. The results were that the reputation of Banco de Bosques Foundation grew notably in society and that Villavicencio managed to reposition itself as a brand with a clear purpose for consumers, focused on “leaving a better world than we have found.”

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