

BAG WASTE REDUCTION 2025

Campaign Toolkit: Bag Breakup

June 2025



Welcome

The purpose of this toolkit is to provide guidance and inspiration for brands and collaborators activating the “Bag Breakup” campaign with the Beyond the Bag initiative. Inside, you will find information on how to activate the campaign, including campaign assets, visual identity and messaging guidelines.

This toolkit has been designed with input from the Center for the Circular Economy, participants of the Consortium to Reinvent the Retail Bag and — most importantly — shoppers in the Southern California market where the first version of this campaign will launch.

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Audience

Our audience: the movable middle

We’re targeting a large segment of shoppers: the “movable middle” who are open to using fewer bags but not yet doing so regularly. In consumer interviews, these shoppers often mention their intention to reduce single-use bag waste by bringing a reusable bag or carrying by hand — but the intention isn’t always realized when bigger priorities get in the way.

Designing for the movable middle means meeting them where they are: very open to taking action but in need of a nudge to do it more consistently. This means the campaign isn’t a “hard sell” seeking to change the mind of a rejector, nor does it look like traditional sustainability initiatives, which often resonate more with converts.

Rejectors

Shoppers who have actively decided to seek out single-use bags and avoid alternatives

OUR AUDIENCE

Movable Middle

Shoppers who are open to using fewer single-use bags and exploring reuse

Converts

Shoppers who have already moved away from single-use bags and are reusing frequently

To engage shoppers in the movable middle, this campaign is designed to:

- Keep it brief: The call-to-action is short and bold
visuals help tell a wordless story;
- Keep it light: The idea of breaking up with single-use bags is deliberately playful;
- Keep it positive: Individual benefits, such as bag strength or saving money, are woven into the campaign as secondary messages.

Campaign Idea

Break up with single-use bags

Many shoppers bring home more single-use bags than they would like to. Forgetting to bring a reusable bag, not wanting to interrupt a cashier who is already bagging and the desire to avoid an embarrassing bag spillage are just some of the reasons shoppers give for using more bags than they intend to. For many, this leads to stashes of bags at home that ultimately need to be discarded or recycled — and for shoppers in bag fee markets, it also adds to the cost of a shopping trip.

The gnawing feeling that all this waste could be avoided has many people thinking: **it's time to break up with single-use bags.**

This insight is playfully explored throughout the campaign as it meets the audience at home, in their community and at the store.



Campaign Overview

Away from Store

Out-of-Home Ads

The breakup story is dialed up when we meet the audience away from the store environment.

At touchpoints with suitable dwell time, the campaign plays with the desire to **move past fleeting, “one-time” bags** and towards more desirable, longer-term reusable alternatives.

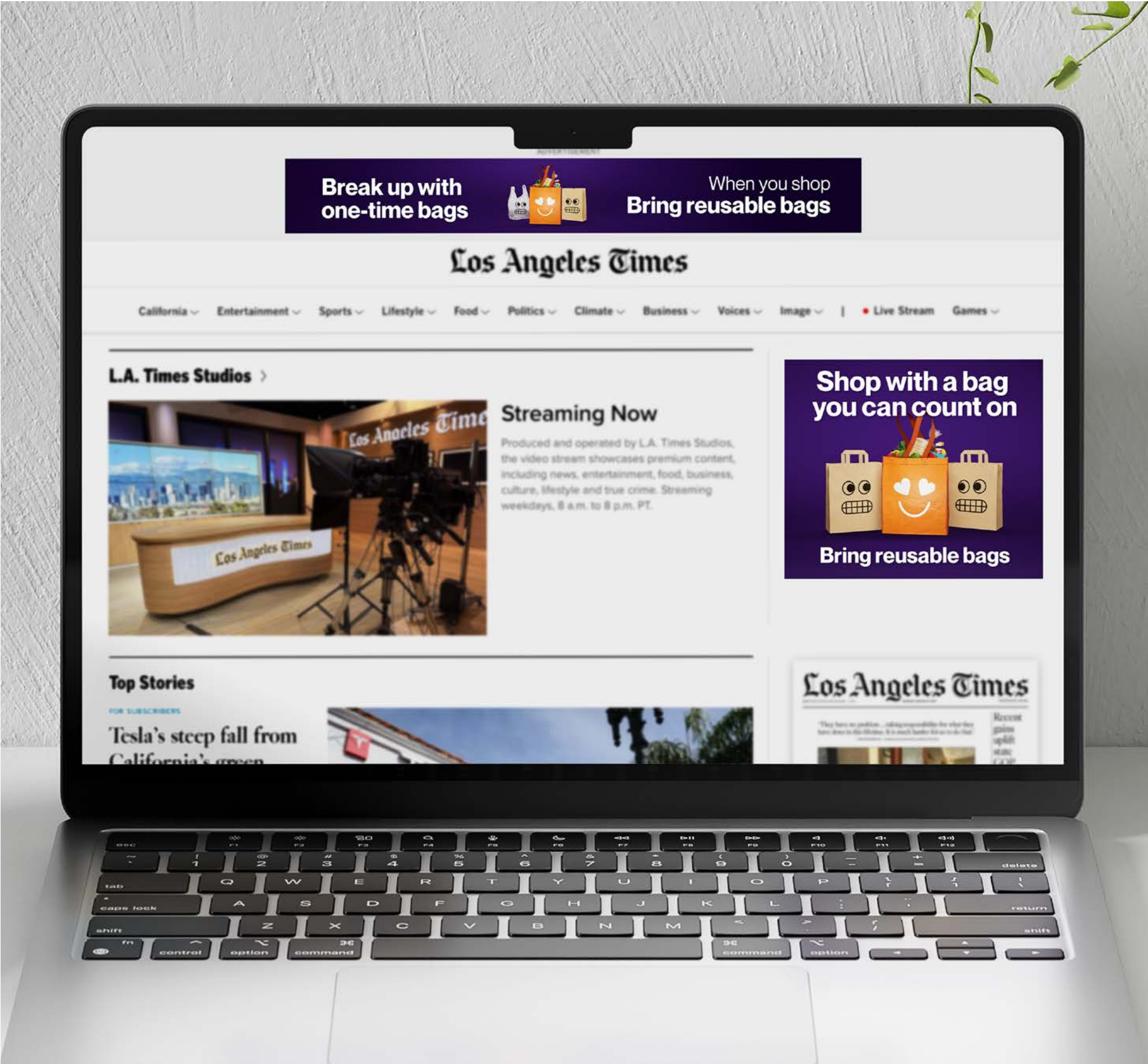
The tone is playful, empowering and positive.



Away from Store

Digital Display Ads

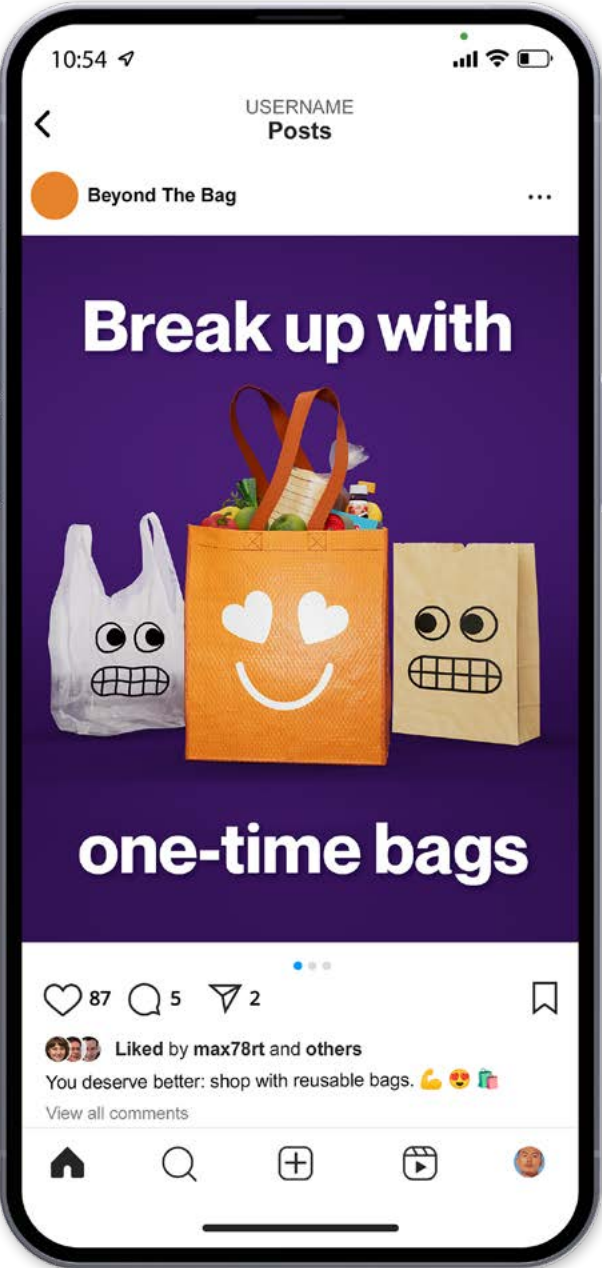
For touchpoints where the primary “breakup” headline is heavily saturated, the secondary message may be used to reinforce the functional benefits of switching. See page 23 for messaging guidelines.



Away from Store

Social

On social channels, the breakup story is playfully explored using the same imagery presented in out-of-home ads. The social touchpoints are less hurried than at store, which allows for **additional messaging on the functional benefits** of using bags designed for reuse.



Approaching Store

Parking Lot

As shoppers approach the store, they're on a mission with little time to spare — so **the narrative is simplified.**

In these moments, shoppers are looking for a gentle nudge to remind them to reach for their bags before leaving the vehicle.

The campaign meets them there with the call-to-action delivered as a bold headline.



Approaching Store

Cart Corral

Communicating in and near the parking lot is key: in consumer interviews, many shoppers mentioned needing a nudge to grab their bag before they left their vehicle.



Approaching Store

Convenience & Pharmacy

The campaign toolkit contains a second, smaller reusable bag to better represent trips to convenience and pharmacy stores. For the full selection, see pages 17-19.



Approaching Store

Grocery & Discount Stores

Multiple paper bags can be represented — with different handles, no handles and in two sizes. For the full selection, see pages 17-19.



In Store

Bring A Bag

Once in the store, shoppers are busy finding the items they need, so the next time we meet them is at checkout.

It's a transactional moment and the campaign meets them in that spirit: with **a reminder that bag fees can be avoided** by bringing reusable bags.



In Store

No-Bag

Shoppers are less likely to need a bag when shopping at convenience stores, pharmacy, or when picking up just a few items. For locations where these trips are most common, checkout prompts **remind shoppers that they aren't expected to use a bag** — and they can save money by skipping one.

At **traditional checkout**, where shoppers sometimes feel they are supposed to let cashiers bag items whether they want a bag or not, the goal is to give shoppers agency to opt out by letting cashiers know.

At **self-checkout**, where labels like “bagging area” can sometimes be interpreted as a mandatory instruction, the goal is to clearly communicate that shoppers may choose to skip a bag.



Leaving Store

As shoppers leave the store, they're greeted with a thank you message that **recognizes everyone who reused their bags** — and reminds anyone who didn't that it's encouraged and celebrated.



Campaign Identity & Assets

Bags

Hero Bags

The bag characters **tell a wordless story**, even before the copy has been read. The reusable hero bags are rendered in a vibrant, uplifting orange and meet the audience’s gaze with the look of love and being loved.

Large Reusable Bag



Medium Reusable Bag



Bags

One-Time Bags With Large Hero Bag

The one-time bags are rendered in paper and plastic forms and their grimacing faces signal that their days are numbered.

One-time paper bag with flat handles



One-time plastic and paper



One-time large paper bag with dog ear cutout



One-time plastic bag



One-time paper bag with twisted handles



Bags

One-Time Bag With Medium Hero Bag

Designed for convenience and pharmacy stores; can also be used for storytelling on social media.

One-time medium paper bag with dog ear cutout



No Hero Bag

Designed for no-bag signage at checkout; can also be used for storytelling on social media.

One-time plastic and paper



Type

The typography is simple and approachable, which helps the bag characters tell much of the story with the words supporting.

Headlines are styled in a friendly and retail-appropriate sans serif, Neue Montreal Bold. Pure white text helps deliver unmissable messages, even in a busy store environment.

PRIMARY TYPEFACE

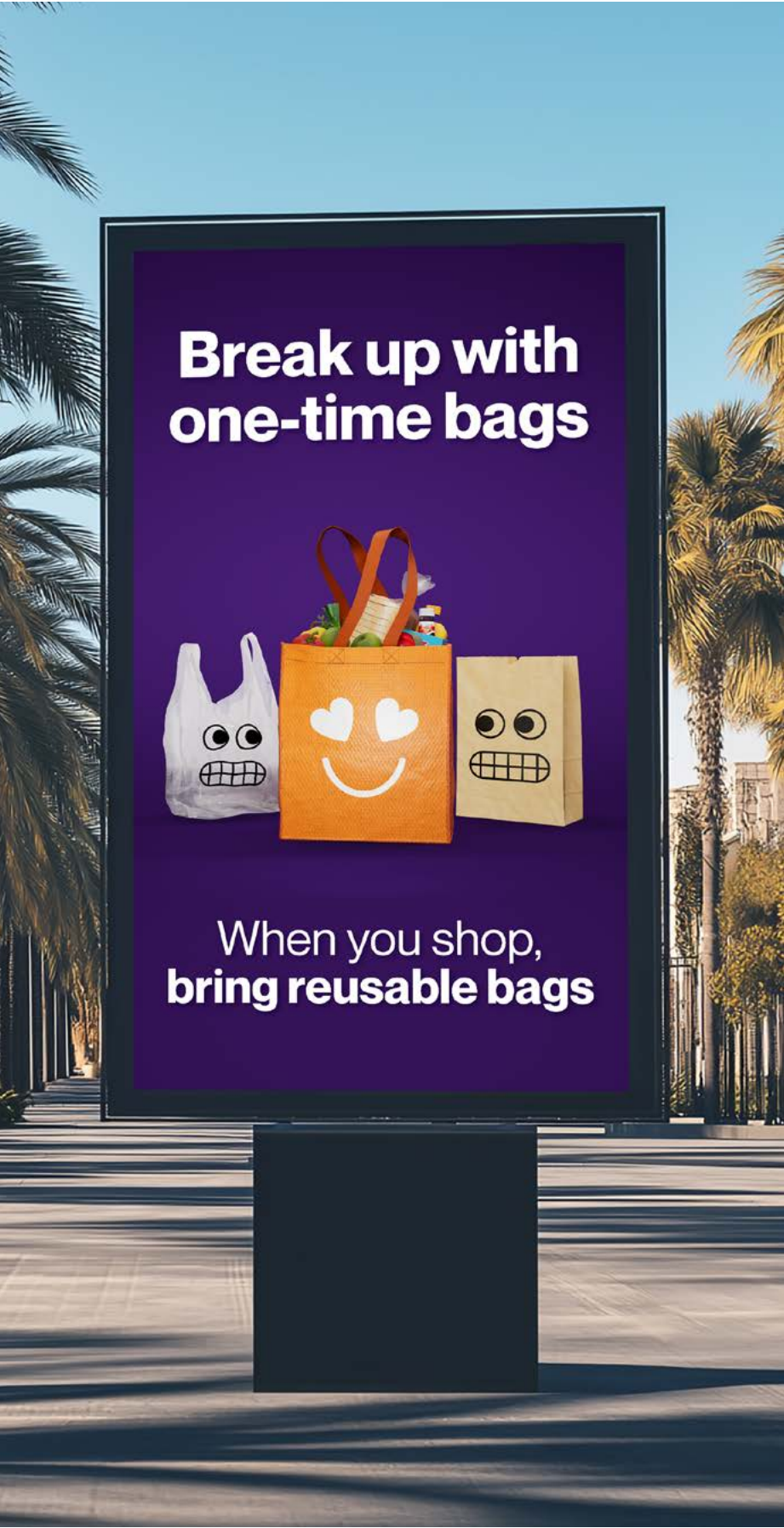
Neue Montreal Bold

For headlines and key messages. When placed on the Eggplant scene, use drop shadow for depth.

SECONDARY TYPEFACE

Neue Montreal Regular

Use very sparingly when subheads have clauses that need separation. When placed on the Eggplant scene, use drop shadow for depth.



Color

The hero bags are styled in Orange Peel, which is warm, friendly and uplifting. This color can also be used for occasional graphic highlights but should not be applied as orange text on Eggplant.

The background scene moves through various Eggplant shades, which help bring the bags to the foreground.



Campaign Messaging

Key Messages

For Reusable Bags

AWAY FROM STORE

Meet audience with a playfully aspirational message before they’re in “autopilot” shopper mode.

For touchpoints where primary message is heavily saturated, secondary message may be used.

PRIMARY HEADLINE + SUBHEAD

Break up with one-time bags

When you shop,
Bring reusable bags

SECONDARY HEADLINE + SUBHEAD

Shop with a bag you can count on

Bring reusable bags

APPROACHING STORE

Deliver a simplified message at a critical moment — often the last chance to grab bags from the car.

PRIMARY HEADLINE + SUBHEAD

So long, single-use

Bring reusable bags

IN STORE

Reuse messaging at checkout is most relevant wherever shopper expect they will purchase many items. For locations where smaller basket sizes and unplanned trips may be more common, the no-bag messaging on page 24 can also be activated.

PRIMARY HEADLINE + SUBHEAD

Reuse a bag

And save on bag fees

LEAVING STORE

Recognize the shoppers who reused their bags and reinforce the norm with anyone who didn’t remember today.

PRIMARY HEADLINE + SUBHEAD

Thank you

For reusing your bags

Key Messages

For No-Bag Prompt

In consumer research, shoppers say they are less likely to need a bag during smaller shopping trips such as pharmacy, convenience store and unplanned trips. In locations where these trips are most common, the no-bag messaging helps remind shopper that they are welcome to skip the bag altogether.

This is an important message because many shoppers assume they should be bagging in the bagging area, or that they should accept a bag given to them by a cashier.

SELF-CHECKOUT

Remind customers they can skip bagging and save money in the process.

PRIMARY HEADLINE + SUBHEAD

Skip the bag

And save on bag fees

TRADITIONAL CHECKOUT

Invite customers to state their preference and avoid unwanted bagging and bag fees.

PRIMARY HEADLINE + SUBHEAD

Skip bag fees

Please tell us if you don't need a bag

About the Campaign

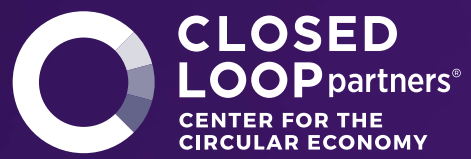
How to frame the campaign to external audiences, including media, industry and thought-leaders.

“Bag Breakup” Campaign

The “Bag Breakup” campaign is a multi-retailer initiative to reduce single-use bag waste in Southern California. Launching in stores and through a multichannel media activation, the campaign taps into the common desire to use fewer single-use bags by encouraging shoppers to ditch wasteful “one-time” bags and opt to bring reusable bags — or skip a bag if they don’t need one.

The messaging plays off three overlapping insights about single-use bags: shoppers sometimes feel bad using fresh bags on each trip, they don’t love paying the state-mandated bag fees and the bags themselves aren’t always strong enough to carry items to the car. In consumer research, shoppers cite these perceptions as reasons to move on from single-use bags, yet they often take a bag or are given one by a cashier. The breakup story playfully acknowledges this reality and invites shoppers to summon the courage to end their long but unfulfilling relationships with “one-time” plastic and paper bags.

Created by the Consortium to Reinvent the Retail Bag, managed by Closed Loop Partners’ Center for the Circular Economy in collaboration with Target, CVS Health and The Kroger Co., the Bag Breakup campaign launches in hundreds of stores across Southern California in summer 2025.



For question about the campaign, please reach out to
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