

ABSTRACT

This study aims to measure the effectiveness of the Bring Back Our Bottles Campaign conducted by The Body Shop to support the achievement of the Sustainable Development Goals (SDGs). The campaign is part of The Body Shop's sustainable communication strategy that encourages consumers to return their used packaging as an act of promoting recycling practices and responsible consumption. This study uses a quantitative approach by distributing questionnaires to respondents who had participated in the campaign and analyzed with various testing. The results indicate a high level of campaign effectiveness in delivering sustainable messages. The results are supported by a significant and positive relationship between the campaign and increased awareness and participation in Sustainable Development Goals related actions, particularly in environmental, social, and economic aspects. The Stimulus-Organism-Response (S-O-R) theory provides a comprehensive understanding of how the campaign successfully influenced audiences' perceptions and behaviors. More specifically, the campaign makes a notable contribution to SDG 12: Responsible Consumption and Production. Therefore, Bring Back Our Bottles is not only an effective way on environmental communication practice, but also a relevant strategy to foster collective action towards sustainable development.

Keywords: *Bring Back Our Bottles, Sustainability Campaign, SDGs, The Body Shop*