

## **SHARED**

### **Strategy Note**

The objective of the infographic is to share DSG's environmental commitments using statistics that support company messaging and actionable progress. For this infographic, it was intentional to use the graphs and images to boost retention and comprehension of the complex data into digestible format.

The headline "Changing the Game for Good" was pulled directly from DSG's own brand messaging, which grounds the infographic in authentic brand voice while using the playful, sports-forward language DSG is known for. Unlike my previous infographic where I mixed community and sustainability metrics, every stat selected in this redraft, from the 70% store recycling rate to the 25% electricity reduction since 2016, was chosen to tell a cohesive, all-environmental story. This helps avoid confusion to the audience and eliminates a reduced impactful infographic for either effort. Strategically, this infographic is designed to work alongside the thought-leadership op-ed piece, which addresses the sustainability narrative as compelling, genuine commitment, and documented progress.