

Abstract

This work *Once Upon the Patagonia Brand* will detail a case study of the American outdoor brand, Patagonia Inc., and its environmental transmedia storytelling campaigns, with a particular focus on its most recent project, *Protect Bears Ears*. Bears Ears has been the youngest American National Monument, which was however illegally cut in half by the current president Trump. While Patagonia pursues its main business objective of producing high-quality sports clothing, the brand also actively engages its customers in civic involvement and environmental activism through powerful storytelling. Patagonia inspires its users and other businesses to engage in responsible civic, consumer, and producer behaviors, with the ultimate goal of protecting the unique and fragile planet that we all inhabit. Patagonia confirms its altruistic commitments through its mission statement: “We’re in business to save our planet.”