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MARKETING DAILY NATIONAL NEWS

Roots interacts with green-minded consumers

Roots Canada has installed an interactive window display at its flagship store in downtown Toronto as part of its commitment to reducing its carbon footprint.

The display—created by Montreal's **iGotcha Media** and installed by **Real World Communications**—features an interactive touch screen that allows passersby to browse and purchase items from Roots' website 24 hours a day.

Those who use the touch screen are also invited to join the retailer's "Roots Insider" e-mail database. To provide further incentive to environmentally conscious consumers, Roots will purchase a carbon offset credit equivalent to the amount of carbon dioxide released in a 50-kilometre car trip (the average distance shoppers drive to get to a Roots store) for each Roots Insider subscription.

The interactive display, carbon offset program and emphasis on building an opt-in e-mail database represent Roots' dedication to pursuing more environmentally friendly practices, says **James Connell**, director, e-commerce, digital marketing and new media for Roots Canada.

"We're trying to reduce our carbon footprint by advertising digitally rather than through print vehicles, and part of that is building and getting to know the people on our list," says Connell. "As a company, we're trying more and more initiatives that are greener in focus."

Zerofootprint, a not-for-profit organization that helps companies reduce their environmental impact, partnered with Roots on the carbon offset program.

The window display launched prior to the Toronto International Film Festival and will remain operational until at least the end of September, according to Connell.

—Matt Semansky

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