



ban.dō

A DAILY JOURNAL FOR TAKING IT ONE STEP AT A TIME

The Journey

A COLLABORATION BETWEEN BAN.DO & DR. THERESE MASCARDO, PSY.D.

Love Letters

A WORKBOOK FOR BUILDING A LIFE YOU DON'T NEED A VICTORY FROM

Très Creative Co.
Crayon
Green Fern

bandō
2-DECK SET

BAN.DO IS A LIFESTYLE BRAND THAT ENCOURAGES JOY AND SELF-BETTERMENT THROUGH ITS PRODUCTS AND COMMUNITY.

The following principles are woven into everything we do:

Joy

Inclusivity

Connection

Self-Betterment

Gratitude



A Little More About Us

In 2008, we founded ban.do to make lives a little brighter. We began creating and curating everything from clothes and accessories to planners and home decor.

Fast forward more than a decade, and much remains the same - although we're thinking bigger. We work as a collective, and are constantly expanding our network of artists, creators, and voices. Because the more perspectives you have, the greater the possibilities.



Our Customers ...

were once mainly Millennials but now span generations

live around the world and come from diverse backgrounds

care equally about originality, price point, and quality

are interested in self-betterment

enjoy reading, expressing themselves, listening to music, and being creative

regularly engage with us on social media

Our Products

WELLNESS



When we say we exist to help you be your best, this means we're proud to create helpful products that are geared towards giving our customers a hand when they need a little encouragement or tools to feel calm and happy so they are ready to take on the world.

DESK / STATIONERY



Our planners are some of the most elaborate products we create. They are packed with tons of unique art and tools to keep you happy and organized. Alongside them, we also design a bright assortment of notebooks, writing supplies, and desk accessories to help you stay on track in the most joyful ways.

LIVING



Our products help make your life a little brighter. Maybe your space needs some redecorating or maybe you want to throw the best pool party ever. Well, we've got everything you need to make your home and personal space a little brighter.

BAN.DO CAN BE FOUND IN OVER 50 COUNTRIES AND 3,000 DEPARTMENT STORES AND BOUTIQUES WORLDWIDE.

Some of our largest retailers are:

Anthropologie

World Market

Barnes & Noble

Oliver Bonas

Macy's

Paper Source

FabFitFun

Wegmans

Free People

Selfridges & Co

Aerie

Saks Fifth Avenue

**Indigo Books
& Music**

Urban Outfitters

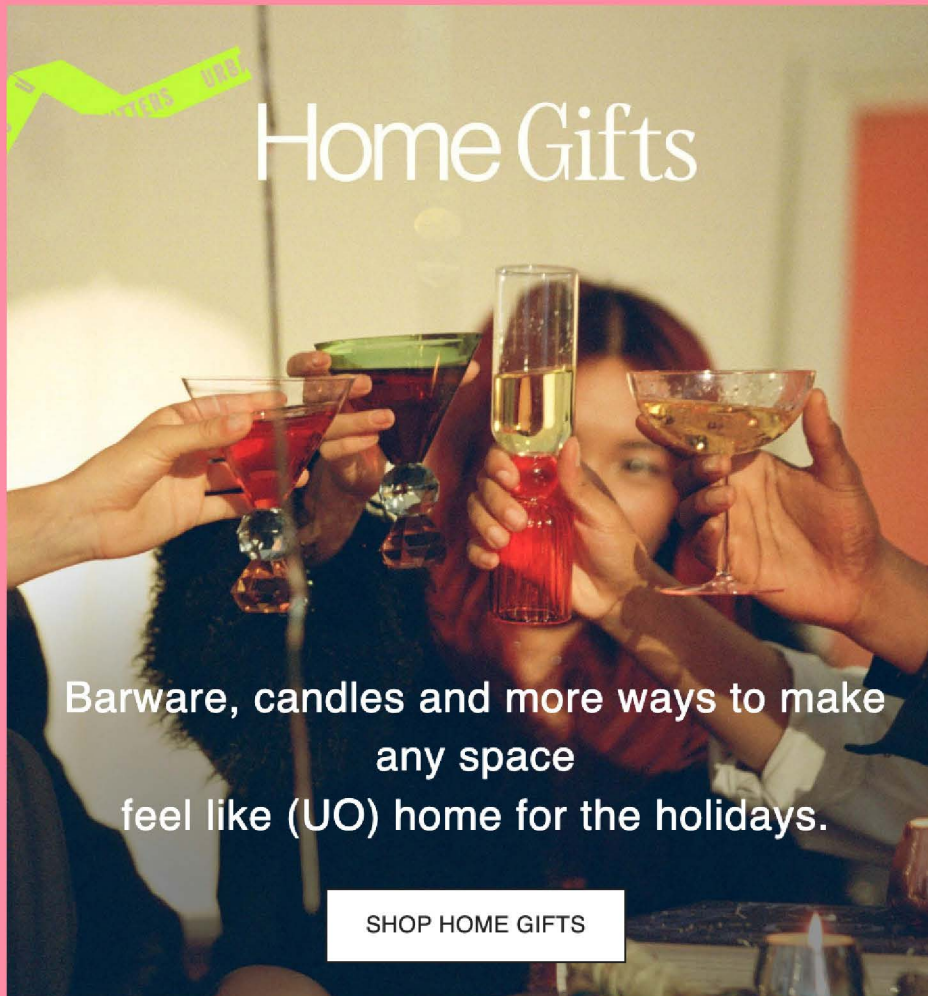
Francesca's

Whole Foods

QVC

Retailer Features

Our latest collection of barware was featured in the Urban Outfitters 2023 Holiday Gift Guide and our vases were featured on their Instagram page



Collaborations

ALFRED COFFEE

2019



We collaborated with Alfred Coffee to take over drink sleeve designs at various locations. Each drink sleeve was designed to encourage self-reflection and conversation. This collab also included a custom map of LA and on-site murals at three Alfred locations.

CALHOUN & CO.

2022



Known for their unique designs, we collaborated with Calhoun & Co. to create an exclusive blanket for Holiday 2022.

BAGGU

2023



We partnered with the bestselling accessory brand BAGGU to create a Holiday 2023 capsule collection. This collection includes ban.do designs on various BAGGU pieces and is exclusively sold on bando.com.

Social Media Overview

- **FOLLOWERS**

- Instagram Follower Count: **569K**
- TikTok Follower Count: **28.9K**
- Pinterest: **134.4K** followers, **5M** reach

- **REACH**

- **1.6M** over 90 days on Instagram

- **AUDIENCE**

- **97%** Women, **2.9%** Men
- Age Breakdown:
 - **51.6%** ages 25-34
 - **20.5%** ages 18-24
 - **19.6%** ages 35-44
 - **4.8%** ages 45-54
- Top Cities:
 - New York, Los Angeles, Chicago, Santo Domingo
- Top Countries:
 - **70%** USA, **30%** International

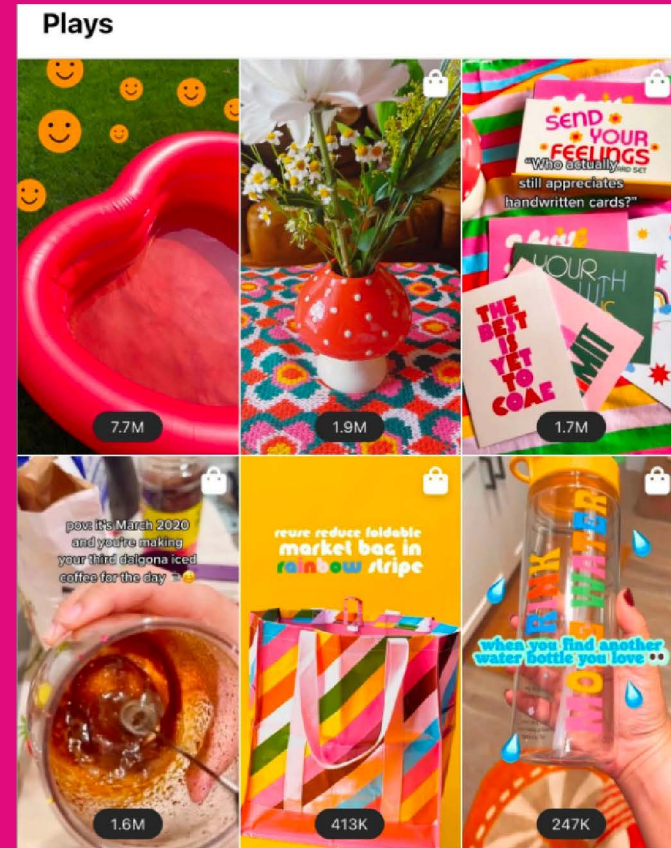
Instagram Engagement

TOP STATIC POST



Top post in likes, saves, and shares

TOP REELS



Top reels receiving over 1M views

Instagram Engagement

TOP PERFORMING COFFEE REEL



1663373 141664 416 41638 13827









Coffee-related content has historically performed really well on our feed.



Instagram Engagement

An overview of the reach of some of our recent posts



Title	Type	Date published ↑↓	Reach ⓘ ↓
 this is how I roll 🤪👉 new from @sh... shopbando	Post	Sun Jul 2, 9:09am	114.9K Accounts Center acc...
 Staying hydrated has never been so... shopbando	Post	Sat Oct 21, 12:05pm	114.9K Accounts Center acc...
 we love a birthday because that ... shopbando	Post	Sat Aug 5, 6:00am	109.6K Accounts Center acc...
 ❌ #GIVEAWAYCLOSED 🍷 Calling al... shopbando	Post	Mon Aug 7, 10:08am	105.9K Accounts Center acc...
 just saying 😂 ____ #stickers #sticke... shopbando	Post	Thu Jun 22, 2:10pm	105.6K Accounts Center acc...
 im still gonna drink it but... 🤪🍷 ____... shopbando	Post	Tue Jul 11, 8:29am	79.5K Accounts Center acc...
 🙋 Raise your hand if you have ever ... shopbando	Post	Tue Oct 3, 6:03am	74.5K Accounts Center acc...
 it was clearly opposite day 🤪🍷 ____... shopbando	Post	Sun Sep 10, 9:08am	70.6K Accounts Center acc...

TikTok Engagement

Our top performing TikTok videos reaching over 100K views.



🍄 mood immediately boo...



🇺🇸 Our #environment has ...



Here is your daily reminde...

TikTok Engagement

An overview of the metrics from the last month

Video views

1,561,706

+865,952 (+124.46%)

Profile views

13,417

+7,321 (+120.1%) ↑

Likes

48,383

+19,109 (+65.28%) ↑

Comments

261

-3 (-1.14%) ↓

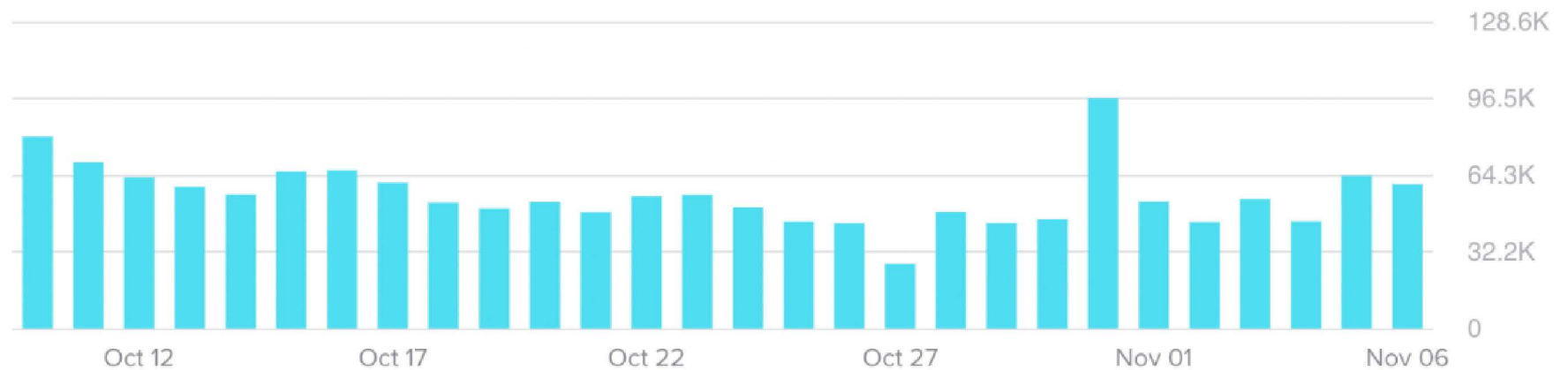
Shares

461

+210 (+83.67%) ↑

Video views ⓘ

Oct 10 - Nov 06



Social Media Giveaways

SOFIEST DESIGNS



125,488

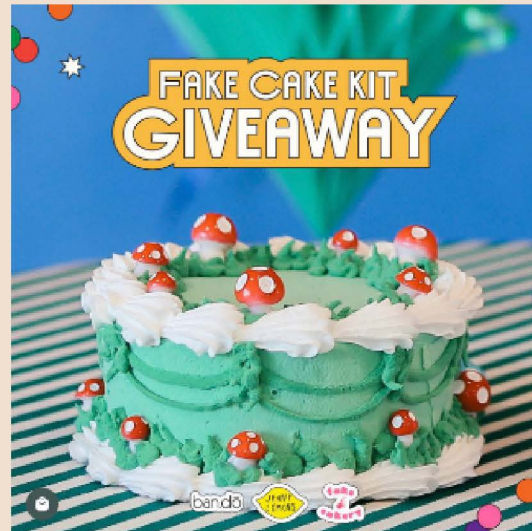
Accounts reached

15,514
Followers



109,974
Non-followers

BAN.DO x JENNY LEMONS x FAKE CAKERY



97,100

Accounts reached

47,460
Followers



49,640
Non-Followers

This was a social media giveaway for a product collaboration between ban.do, Jenny Lemons, and Fake Cakery.

MAKEUP ERASER



122,109

Accounts reached

54,336
Followers



67,773
Non-Followers

Social Media Collaborations / Campaigns

LOVE THE JOURNEY



This was a social media collaboration and product collaboration between ban.do and Dr. Therese Mascardo

WOMEN'S HISTORY MONTH



BLACK HISTORY MONTH



Thank You!

bando.com • @shopbando

