

Sentiment Analysis

Mean Sentiment: 7.68 / 10 (Positive)

Standard Deviation: 1.99

Executive Summary

Public sentiment towards Patagonia is predominantly positive, reflecting high regard for the company's commitment to sustainable and employee-centric business practices, with an average sentiment score of 7.68. The discussions underscore Patagonia's strong brand loyalty and alignment with environmental and social responsibility, characteristics that are increasingly valued in the current business environment and could enhance its competitive advantage. Despite minor criticisms regarding certain aspects like the scale of secondhand sales, the brand's overall reputation remains robust, characterized by innovations and impactful initiatives such as the 1% for the Planet commitment. This positive public perception, combined with consistent focus on sustainability, suggests favorable conditions for either investing in or competing with Patagonia in the future market landscape.

Strategic Takeaways

Executives should consider enhancing their organization's commitment to sustainability and corporate social responsibility (CSR) to emulate Patagonia's positive public perception and strong brand loyalty. They can explore investment opportunities in companies with sustainable practices or initiate partnerships that align with environmental goals. For competitive growth, expanding product lines that integrate circular economy practices could capture the growing interest in sustainability and appeal to ethically-minded consumers. Additionally, internal strategies focusing on employee-centric policies and development plans may boost workforce engagement and loyalty, mirroring Patagonia's successful model for maintaining a competitive edge in talent acquisition.

Broader Implications

Patagonia's strong focus on sustainability and employee-centric policies reflects a broader societal shift towards valuing corporate responsibility and ethical business practices, aligning with an increasing public demand for companies to prioritize people and planet over profit. This trend is fueled by growing awareness and concern around environmental issues and social equity, pushing consumers to support brands that embody these principles. Consequently, businesses that integrate meaningful CSR initiatives into their core strategies are likely to see enhanced brand loyalty and competitive edge, as they resonate more profoundly with conscientious consumers. Patagonia serves as a model indicating that successful integration of these values not only fosters positive public sentiment but also offers compelling investment opportunities in a landscape progressively defined by ethical consumption.

Special Requests

Worn Wear: Customer Sentiment Analysis

Executive Summary:

1. Overall Perception and Satisfaction:

The sentiment around Patagonia's Worn Wear program is generally positive, particularly in mentions 19 and 39, where the program is highlighted for providing environmentally conscious consumers a cost-effective alternative. Worn Wear is perceived as an essential part of Patagonia's sustainability and environmental mission, aligning with the company's broader purpose to make a positive environmental impact as illustrated in mentions 52 and 60. However, there is some concern regarding its impact, as noted in mention 8, where it is pointed out that Worn Wear contributes less than 1% of Patagonia's sales, suggesting that it is not yet a core component of their business model.

2. Specific Likes and Dislikes:

Users appreciate the sustainability benefits and cost savings associated with Worn Wear, as evidenced in mention 19, where it is noted that gently used items are available in excellent conditions at half the price or less than new products. The program's environmental benefits also garner praise, as seen in mentions 30 and 38, where Patagonia's efforts in environmental activism and leading green initiatives are acknowledged. On the other hand, mention 8 criticizes the program for potentially being a superficial gesture if it does not become a more significant part of Patagonia's business.

3. Common Pain Points or Concerns:

A primary concern mentioned in 8 is the relatively small scale of the Worn Wear program in terms of its contribution to overall sales, raising questions about Patagonia's commitment to expanding this initiative. Mention 65 raises a broader concern regarding the company's materials, where there is skepticism about the use of polyester despite efforts to promote environmental benefits, highlighting a potential area for the company to address concerns about greenwashing.

4. Areas of Praise:

Patagonia is frequently praised for its overall mission-driven approach and its role in championing environmental causes. Mentions 29 and 30 highlight the company's strong brand loyalty and customer base stemming from its commitment to quality and environmental leadership. Additionally, Patagonia's status as a B Corporation is celebrated in mentions 51 and 52, reinforcing its reputation as a pioneer in corporate responsibility and sustainability. The effectiveness of their marketing strategies, including the "Don't Buy This Jacket" campaign from mention 39, speaks to their innovative approach and dedication to environmental stewardship.

In conclusion, while Patagonia's Worn Wear program is positively received and aligns with the company's environmental goals, there are opportunities to enhance its impact and integration into the business model. Expanding the scale and scope of Worn Wear could further strengthen Patagonia's position as a leader in sustainable business practices, addressing both consumer satisfaction and environmental commitment. The company should also focus on transparent communication to mitigate concerns about potential greenwashing and further emphasize the tangible benefits of its sustainability initiatives.

Worn Wear: Marketing Effectiveness Analysis

1. Current marketing message resonance: The Worn Wear program resonates with audiences as an environmentally friendly option endorsed by Patagonia's commitment to sustainability and responsible consumerism. Mentions 19 and 39 highlight the environmental benefits and affordability of the Worn Wear offerings, with consumers appreciating the quality of gently used products while also contributing to environmental conservation. Mention 30 elaborates on Patagonia's broader purpose of saving the planet, which aligns with Worn Wear's mission. However, Mention 8 reflects some skepticism about the program's actual impact, suggesting that there might be a perception gap in how effective the program is.

2. Brand perception and positioning: Patagonia is generally perceived as a leader in sustainability and environmental activism, as demonstrated by several mentions including 11, 31, and 59, which describe Patagonia as a B Corporation highlighting its commitment to planet and people over profit. Mentions like 36 and 44 recognize Patagonia's influence in mission-driven business models, which strengthens its brand positioning as a leading environmental advocate. Furthermore, Mention 3 identifies the historical values and brand loyalty that Patagonia has accrued through its mission-driven approach. Brand perception is overwhelmingly positive, although there may be a feeling that some of the well-intentioned strategies, like those mentioned in 65, could be seen as potentially leaning towards greenwashing if not transparently communicated.

3. Untapped marketing opportunities: There is potential to promote Worn Wear through strategic partnerships and storytelling. Mention 21 discusses the power of storytelling and creating community impact through collective action. Highlighting consumer stories about their positive experiences with Worn Wear could enhance engagement and brand connection. Mentions 41 and 49 suggest that additional consumer education on the impact and benefits of Worn Wear could improve perception and uptake. There is also an opportunity to expand market reach through these stories, emphasizing the dual narratives of quality and conservation as noted in mention 34.

4. Recommendations for marketing improvements: Patagonia should leverage its strong brand reputation to amplify the narrative of Worn Wear. Increasing transparency and communication about the environmental impact of the program will answer the skepticism noted in mention 8. Emphasizing successful case stories, as noted in mentions 41 and 47, could further substantiate Patagonia's genuine impact. Collaborations with other environmentally conscious brands or influencers could expand outreach and reinforce credibility, as indicated in mentions 31 and 45. Moreover, optimizing digital channels to tell emotionally resonant stories, as suggested in mention 32, could further engage the existing loyal customer base and attract new consumers interested in sustainable fashion.

Worn Wear: Improvement Opportunities Analysis

1. Service Gaps and Friction Points:

Mentions highlight two primary service gaps regarding the Worn Wear program. First, Mention 8 raises concerns about the relatively low sales impact of Worn Wear, pointing out that it constitutes less than 1% of Patagonia's sales. This suggests a need to amplify its market presence and customer engagement. Second, Mention 22 and Mention 23 discuss logistical challenges Patagonia faced in servicing a specific jacket line, indicating potential friction points in product maintenance and after-sales services. Addressing these issues can enhance program efficiency and customer satisfaction.

2. Product Quality and Selection Feedback:

Product selection and quality feedback are crucial in customer retention and satisfaction. Mentions 19 and 18 consistently praise the durability and performance of Patagonia products, such as the Houdini

and the Down Jacket, reinforcing strong customer trust and product loyalty. However, as highlighted in Mention 65, there is a growing consumer scrutiny about environmental impact and authenticity in sustainability claims. This suggests the need to balance innovative product offerings with transparent sustainability practices to maintain credibility.

3. Customer Experience Enhancement Opportunities:

Enhancement of the overall customer experience can be explored through various avenues. Mentions 46 and 47 share anecdotal success in vintage and second-hand clothing experiences at places like Goodwill, showcasing the market potential for preloved items like those in the Worn Wear collection. Furthermore, Mention 19 suggests that price-sensitive customers would benefit from greater awareness of the environmental and fiscal advantages of purchasing through Worn Wear. Patagonia should focus on storytelling that emphasizes both the quality and the unique resale value propositions of their program.

4. Specific Actionable Recommendations:

- **Boost Market Presence:** Increase market awareness of the Worn Wear program to expand its sales contribution beyond the current less than 1% (Mention 8). This can be achieved through targeted digital marketing and collaborations with influencers who are aligned with sustainable fashion values.
- **Enhance Product Maintenance Services:** Streamline and better communicate after-sales services for specialized Patagonia items, as logistical challenges were mentioned concerning cleaning and maintenance services (Mentions 22 and 23). A dedicated service portal could facilitate better customer interactions.
- **Leverage Authentic Storytelling:** Use Patagonia's strong brand reputation (Mention 29) to craft compelling narratives focusing on the sustainability and quality of Worn Wear products. This includes educating consumers on the environmental benefits and the long-lasting durability of these products.
- **Increase Customer Engagement Channels:** Facilitate a deeper connection with customers by introducing customer testimonials and case studies that highlight positive experiences, such as those mentioned about Goodwill's preloved finds (Mentions 46 and 47).

These strategic improvements can address current gaps, leverage positive perceptions, and strengthen customer loyalty, enhancing the success of Patagonia's Worn Wear program.

Detailed Analysis

The podcast mentions related to Patagonia present a detailed picture of how the company is perceived within various contexts, emphasizing its deep commitment to sustainability and employee development as key differentiators in the marketplace. Sentiment scores are predominantly positive, with an average sentiment ranking of 7.68, indicating strong public approval. This favorable outlook can largely be attributed to Patagonia's successful integration of sustainable practices and its standing as a leader in corporate social responsibility (CSR). For instance, in mentions 11 and 52 from "The Jacked Up Review Show Podcast" and "Business Growth Architect Show" respectively, Patagonia is highlighted as a prominent B Corporation, where it is commended for placing people and the planet above profit, showcasing extensive CSR practices.

Patagonia's implementation of employee-centric policies and flexible frameworks has been lauded, specifically in "The HCL Review Podcast" episodes (mentions 1 and 2). These mentions detail Patagonia's dedication to personalized development plans and innovative learning solutions, thereby fostering an engaged and loyal workforce. This approach ties into the broader sentiment of respect and admiration from both employees and external observers, which boosts overall brand loyalty. Patagonia's

focus on employee well-being through strategies such as on-site childcare and flexible schedules (mention 28 from "Rabbit, Rabbit") further illustrates how it prioritizes holistic work-life balance, aligning business operations with employee needs, a factor crucial to maintaining a competitive edge in the talent marketplace.

Environmental responsibility remains a central theme throughout the mentions. Podcasts like "Beyond the Blue Badge" (mention 31) and "Agency for Change" (mention 32) underscore Patagonia's environmental philosophy by discussing initiatives like the 1% for the Planet commitment. This voluntary charge, where companies donate 1% of their sales to environmental causes, reflects Patagonia's role as a pioneer in corporate sustainability. This, coupled with their transparent supply chain and high-performance materials, offers tangible and intangible benefits, creating a brand that appeals to ethically-minded consumers who appreciate genuine environmental impact, as analyzed in mentions 39-41 from "The Essential Shift Podcast".

Brand loyalty is underscored in several discussions, particularly "Be The Wolf" episodes (mentions 29 and 30) which attribute such loyalty not just to the quality of the products but to the company's unwavering commitment to its mission of environmental stewardship. Patagonia's strategic moves, such as channeling profits into environmental advocacy and surplus into conservation efforts (mention 30), go beyond typical corporate responsibilities and deeply resonate with consumers who value authenticity and purpose over mere profit.

However, there's some critique, albeit minor, as illustrated in "The Rock Fight: Outdoor Industry & Adventure Sports Commentary" (mentions 8). The mention highlights that while Patagonia leads in secondhand clothing with its WornWear initiative, the scale of recycled product sales remains relatively modest as a percentage of overall business. This observation points to potential opportunities for Patagonia to harness the increasing consumer interest in circular economy practices, thereby expanding their market share in the secondhand clothing market or intensively marketing this initiative to maximize its impact.

Patagonia's robust stance on sustainability and innovative approach to business also open intriguing investment opportunities. Mentions from "The New Abnormal" (mention 64) and "Endurance Drive Podcast" (mentions 18 and 19) further illustrate its entrenched market position with iconic product lines like the Houdini jacket, which enjoys extended popularity and consumer dedication. These factors, coupled with the company's commitment to improving its practices continuously, suggest Patagonia is well-positioned in both developed and emerging markets where sustainability is gaining legislative and consumer priority.

The detailed service provision to tech-driven markets also opens investment avenues, as noted in "The Untangling Circularity Podcast" (mentions 22 and 23) detailing innovative product care solutions that preserve product quality, thus extending the product lifecycle and showcasing Patagonia's commitment to sustainable technology advancement. These tactics can expand customer bases and demand, making Patagonia's strategies worthy of emulation by potential competitors or prospective investors looking for established, high-performing companies with a sustainable edge.

For future exploration, investors or entities considering mimicking Patagonia's model should closely evaluate how its strategic sustainability practices are intertwined with its corporate culture and product development. The extensive consumer loyalty and positive reputational capital have contributed profoundly to Patagonia's success, as showcased continuously in these mentions. Investment strategies that align similarly with stakeholder values may see fruitful returns and a leadership role within

conscious consumer segments.

In conclusion, the consistent positive sentiment towards Patagonia, as demonstrated extensively in the podcast mentions, reveals a company with strategized values that have successfully translated into high market trust and loyalty. Patagonia's example outlines a powerful investment trajectory where sustainable practices, corporate ethics, and employee well-being are not just afterthoughts but are central to the business model, thus offering a potentially profitable opportunity for investors who value these fundamentals.

Mentions

1. Podcast: The HCL Review Podcast

Episode: Why a One-Size-Fits-All Approach to Employee Development Doesn't Work, by Jonathan H. Westover PhD

Date: November 08, 2024 10:46 AM EST

Passage:

[00:00:49.340 -> 00:00:58.440] The article outlines the key components of an effective customized approach, including individual assessments, co-created development plans, and a suite of tailored learning options.

[00:00:59.300 -> 00:01:07.620] It also examines critical implementation factors like leadership buy-in, enabling infrastructure, and cultural change.

[00:01:08.120 -> 00:01:18.520] Through case examples of **Patagonia** and Kimberley-Clark, the benefits of this research-backed, employee-centric model are demonstrated.

[00:01:19.340 -> 00:01:26.120] The article concludes that investing in customized development is crucial for empowering employees and driving organizational success in today's dynamic business landscape.

[00:01:26.940 -> 00:01:33.360] In today's dynamic workplace, organizations are recognizing the importance of employee development more than ever before.

[00:01:34.160 -> 00:01:43.860] A skilled, engaged, and empowered workforce is key to an organization's ability to thrive and stay competitive.

Sentiment Score: 9

Reasoning: The sentiment regarding Patagonia is very positive, as they are highlighted as a case example demonstrating the benefits of a research-backed, employee-centric model, which emphasizes the effectiveness of their approach to employee development.

2. Podcast: The HCL Review Podcast

Episode: Why a One-Size-Fits-All Approach to Employee Development Doesn't Work, by Jonathan H. Westover PhD

Date: November 08, 2024 10:46 AM EST

Passage:

[00:10:07.360 -> 00:10:11.060] Flexibility and continuous improvement, given changing business needs and employee contexts.

[00:10:11.060 -> 00:10:16.080] Frameworks need built-in flexibility and room for adjustments.

[00:10:16.900 -> 00:10:19.700] Feedback is collected to identify gaps, surface lessons learned.

[00:10:20.580 -> 00:10:25.240] And enable a cycle of continuous advancement.

[00:10:26.320 -> 00:10:33.040] A startup mentality helps maintain agility as the space evolves rapidly.

[00:10:33.880 -> 00:10:39.460] **Patagonia** and Kimberley-Clark leading companies operationalizing customized frameworks offer useful case examples.

[00:10:40.280 -> 00:10:51.040] Outdoor apparel brand **Patagonia** assessed all two, 000 plus employees.

[00:10:51.840 -> 00:10:57.860] Created IDPs addressing hard and soft goals, and offers a self-service learning catalog with over 1.000 options from technical to leadership training.

[00:10:57.860 -> 00:11:02.900] Consumer products giant Kimberley-Clark rolled out an interactive digital platform powering goal setting.

Sentiment Score: 9

Reasoning: The mention of Patagonia is positively framed as a leading company in operationalizing customized frameworks, specifically highlighting its comprehensive approach to employee development by assessing all employees and offering an extensive self-service learning catalog.

3. Podcast: Second Nature

Episode: Second Nature Turns 50 - Ask Us Anything

Date: November 08, 2024 08:00 AM EST

Passage:

[00:03:11.610 -> 00:03:15.210] But in the spirit of not being totally redundant, I've got a few here.

[00:03:15.210 -> 00:03:18.470] Number one, The Compass and the Nail is a really good book.

[00:03:18.470 -> 00:03:25.950] It's by an individual by the name of Craig Wilson.

[00:03:26.340 -> 00:03:40.670] The subtitle is How the **Patagonia** Model of Loyalty Can Save Your Business and Might Just Save the Planet.

[00:03:40.670 -> 00:03:44.590] I read this early in my business journey with Free Trail about the importance of sort of building your business around a mission and ideally around a noble mission as **Patagonia** has.

[00:03:44.670 -> 00:03:47.990] This individual, the author, Craig Wilson, worked at **Patagonia**.

[00:03:48.110 -> 00:03:50.110] It's been a few years since I read the book, but it did have a big impact on me.

[00:03:50.310 -> 00:04:01.450] So I might be fuzzy on some of the details.

[00:04:01.850 -> 00:04:04.550] But he was early at the business, worked in marketing, was effective in helping generate the brand loyalty and community that **Patagonia** has enjoyed.

[00:04:05.090 -> 00:04:09.030] It's always centered around its noble mission.

[00:04:09.290 -> 00:04:12.030] And, you know, with Free Trail, obviously our tagline is Trail Running Will Save the World.

Sentiment Score: 9

Reasoning: The sentiment regarding 'Patagonia' is highly positive, as the speaker admires the company's model of loyalty, its noble mission, and its effective brand-building, suggesting a deep appreciation and respect for Patagonia's approach.

4. Podcast: Second Nature

Episode: Second Nature Turns 50 - Ask Us Anything

Date: November 08, 2024 08:00 AM EST

Passage:

[00:46:24.050 -> 00:46:30.490] And of course, you know, Aaron, I want to start the Rafa of trail running, the tracksmith of trail running, the apparel brand for trail runners that so signifies that you are enmeshed in our wonderful community and culture, that you're proud to rock a logo that signifies that.

[00:46:30.730 -> 00:46:32.490] That's been something that's my ultimate project that I've yet to make any progress on.

[00:46:32.490 -> 00:46:39.710] What do we do for Second Nature?

[00:46:40.750 -> 00:46:41.690] Do we need to have like some workwear, like what you wear to the office to signal that you listen to the business-to-business podcast of the outdoor industry?

[00:46:42.710 -> 00:46:44.630] What does that look like?

[00:46:45.270 -> 00:46:47.270] **Patagonia** vests is what that looks like, I think.

[00:46:47.290 -> 00:46:49.070] Or no, that's like Silicon Valley VCs.

[00:46:49.150 -> 00:46:49.490] It's got to be a hoodie of some sort, maybe.

[00:46:49.850 -> 00:46:50.070] I don't know.

[00:46:50.350 -> 00:46:52.870] Totally.

[00:46:53.050 -> 00:46:56.310] No, I mean, it's a really interesting question.

[00:46:56.330 -> 00:46:57.410] And I think in the Slack, even we talked about like, what would it look like to have a fund?

[00:47:02.490 -> 00:47:03.150] And then what would you do with it?

[00:47:03.230 -> 00:47:09.050] You back people up.

[00:47:09.450 -> 00:47:13.530] I think it's also really interesting, and we've talked about this a little bit, but what would an agency look like that creates content?

[00:47:13.690 -> 00:47:15.470] Like basically adopt an athlete and then create the flywheel around them through content.

Sentiment Score: 5

Reasoning: The mention of "Patagonia" in the text is neutral, as it is merely referenced in a comparison to the typical attire of Silicon Valley venture capitalists and does not express any positive or negative sentiment towards the brand itself. Therefore, the sentiment score is

5. Podcast: The Rock Fight: Outdoor Industry & Adventure Sports Commentary

Episode: Brand Updates, Used Stuff & Insights with the Outdoor Industry's Consigliere

Date: November 08, 2024 05:00 AM EST

Passage:

[00:00:00.000 -> 00:00:28.900][00:00:28.900 -> 00:00:41.760] Halloween may be over, but there are plenty of scary stories out there about some of our industry's longest tenured brands. But hey, retail buyers, do we have a feel-good story for you? Shake off those October cobwebs with Royal Robins. Yeah, that's right. Royal Robins. If you're like, really? Yeah, really! Royal Robins is one of the true OGs of outdoor brands, part of that early group of California climbers who kinda kicked off the modern era right alongside Tompkins and Chouinard of the North Face in **Patagonia**. So if anyone can step up, they can.

[00:00:42.140 -> 00:00:58.740] I spoke a bit with Royal's brand president Eric Burbank recently and they're making moves and planning routes. They're focused on natural fibers, tight merchandising and a range that knows what it stands for. All stuff that Royal himself would be down with too, I bet.

[00:00:58.900 -> 00:01:00.560] I'm hoping to have Eric on the Rock Fight soon so we can dig more into the rise of Royal and I will say, I've been wearing one of their new wool pieces. It's pretty damn good guys. So you can meet the Royal Robins team in Kansas City at GOA Connect November 11th to the 14th. Stop by their booth, say hi, maybe throw a few rocks.

Sentiment Score: 5

Reasoning: The mention of Patagonia is neutral, as it simply references Patagonia in historical context alongside Royal Robins and does not convey any positive or negative sentiment about the brand itself.

6. Podcast: The Rock Fight: Outdoor Industry & Adventure Sports Commentary

Episode: Brand Updates, Used Stuff & Insights with the Outdoor Industry's Consigliere

Date: November 08, 2024 05:00 AM EST

Passage:

[00:07:22.660 -> 00:07:28.060] I mean, and, and I, you don't get sold unless somebody sees financial upside because otherwise why are they buying you?

[00:07:28.300 -> 00:07:31.240] And cause it's not to say that these owners, I guess, couldn't do what the, couldn't retain that authenticity.

[00:07:31.320 -> 00:07:31.780] But to your point, they're not, they're not, there's not that emotional attachment to it.

[00:07:31.840 -> 00:07:32.960] There's not that thing.

[00:07:33.000 -> 00:07:34.040] Well, maybe we shouldn't do this.

[00:07:34.120 -> 00:07:34.660] It's just like, how do we grow?

[00:07:34.780 -> 00:07:35.800] How do we grow?

[00:07:36.060 -> 00:07:49.740] And just push, push, push.

[00:07:50.580 -> 00:07:50.900] And at some point, I mean, it works out, I guess, in some regards when you have like a North Face or some, or a **Patagonia**, but it seems like those examples are fewer and far between versus the ones who get acquired and then just kind of lose their fastball along the way.

[00:07:50.900 -> 00:07:53.440] Yeah.

[00:07:53.600 -> 00:07:57.220] I mean, even like you look at Madden Hardware is a great example, right?

[00:07:57.400 -> 00:08:01.020] So Madden Hardware was actually acquired by Columbia.

[00:08:01.200 -> 00:08:03.280] I didn't realize this until I was chatting with somebody who was in the business a couple of days ago.

[00:08:03.400 -> 00:08:13.080] They were acquired in 2003, right?

[00:08:13.280 -> 00:08:17.000] And so, so early days, the first like 10-ish years of that, Columbia basically left them alone and they did really well.

[00:08:17.000 -> 00:08:24.820] I mean, they, they, they were, I know from Moose Show, they were like a top five brand for us.

Sentiment Score: 8

Reasoning: The sentiment towards 'Patagonia' in the podcast mention is generally positive, as it is used as an example of a company that has managed to retain its authenticity and strength amid growth, contrasting it positively against other companies that lose their identity post-acquisition.

7. Podcast: The Rock Fight: Outdoor Industry & Adventure Sports Commentary

Episode: Brand Updates, Used Stuff & Insights with the Outdoor Industry's Consigliere

Date: November 08, 2024 05:00 AM EST

Passage:

[00:15:35.340 -> 00:15:36.680] Well, it's kind of like Vans when they realize, wait a minute, this is our subculture.
[00:15:36.920 -> 00:15:40.680] Let's own that piece.
[00:15:41.280 -> 00:15:43.540] And, uh, mainstream growth will grow out of that.
[00:15:43.640 -> 00:15:43.720] Well, so you look at the thing about opportunities that came out of that.
[00:15:43.800 -> 00:15:47.420] Right.
[00:15:47.420 -> 00:15:52.100] So, you know, because as things evolve, it just does open up opportunities, you know?
[00:15:52.100 -> 00:15:56.140] And so we talked to some specialty shops about old guard using air quotes, you know, outdoor
[00:15:56.140 -> 00:16:00.080] brands that are meaningful still today in terms of like, you know, important that they have
[00:16:00.080 -> 00:16:01.800] them, that they, they sell a lot of that stuff, but they also seem very vulnerable.
[00:16:01.900 -> 00:16:06.240] Like the North faces in the **Patagonias**.
[00:16:06.240 -> 00:16:08.740] It just, they're still a pretty high percentage and talking to some folks like a friend of
[00:16:09.260 -> 00:16:12.380] the show, Wes Allen or Todd Frank up at the trail house.
[00:16:12.660 -> 00:16:12.740] But everyone seems like they're very open to something else as well.
[00:16:12.880 -> 00:16:16.080] Right.
[00:16:16.080 -> 00:16:16.920] So, I mean, are we, do you think we're at the beginning, Owen, of a, of a run of interesting
[00:16:17.080 -> 00:16:19.880] new outdoor brands?
[00:16:20.000 -> 00:16:22.940] Are we kind of at heyday, like outdoor 2.0?
[00:16:23.140 -> 00:16:24.120] Like, where do you think we are when it comes to in the branding scene these days?
[00:16:24.320 -> 00:16:28.240] I think we could be.
[00:16:29.060 -> 00:16:29.780] I mean, I work with a ton of emerging brands that are coming up with some really, really
[00:16:30.400 -> 00:16:33.180] fun stuff.

Sentiment Score: 4

Reasoning: The mention of Patagonia in the podcast reflects a sense of vulnerability and potential decline as it is characterized as an "old guard" brand that may be overshadowed by emerging alternatives, suggesting a mixed sentiment that leans slightly negative due to its perceived openness to competition.

8. Podcast: The Rock Fight: Outdoor Industry & Adventure Sports Commentary

Episode: Brand Updates, Used Stuff & Insights with the Outdoor Industry's Consigliere

Date: November 08, 2024 05:00 AM EST

Passage:

[00:38:41.600 -> 00:38:47.960] Sophie Benson not that long ago, who's an environmental fashion journalist.
[00:38:47.960 -> 00:38:50.440] When you put what we are doing in the outdoor space against the larger fashion world, we truly
[00:38:50.800 -> 00:38:56.960] are doing some pretty interesting and innovative things.
[00:38:56.960 -> 00:38:58.960] But I think everything it comes back to is, can secondhand reach its potential as long
[00:38:59.100 -> 00:39:03.720] as brands are chasing growth at all costs?
[00:39:03.720 -> 00:39:06.600] And if it truly is for some of these brands, and I know I'm overly cynical on this topic, but
[00:39:06.940 -> 00:39:10.180] some of them, they are absolutely just checking the box and say they had it.
[00:39:10.380 -> 00:39:11.340] Frankly, I'll throw **Patagonia** into that conversation.
[00:39:11.740 -> 00:39:15.900] I think they have to be mentioned.
[00:39:15.900 -> 00:39:16.480] It's because Warnware has been around the longest, and it's still less than 1% of their
[00:39:17.080 -> 00:39:20.620] sales.
[00:39:20.760 -> 00:39:22.300] And at some point, you have to ask, what are you doing with this?
[00:39:22.300 -> 00:39:23.220] Now, you might, percentage-wise, they're a bigger brand.
[00:39:23.280 -> 00:39:23.980] They might have more on there.
[00:39:24.100 -> 00:39:29.540] They might sell more.
[00:39:29.540 -> 00:39:30.280] But you'd think, given who **Patagonia** is, they'd want that to be a much more meaningful part
[00:39:30.740 -> 00:39:35.840] of their business.
[00:39:35.840 -> 00:39:39.740] And so while I really do applaud the industry as a whole, that we're doing things differently
[00:39:39.740 -> 00:39:40.880] than a lot of other spaces, there's still definitely some things that are tripping us

Sentiment Score: 6

Reasoning: The sentiment towards 'Patagonia' in the podcast mention is moderately positive, as the discussion acknowledges Patagonia's pioneering role with Warnware while critiquing the brand for not making secondhand sales a more significant part of their business, reflecting a balanced view rather than one that is fully negative or positive.

9. Podcast: Easy Bake Coven

Episode: Episode 135: The Disappearance of Maura Murray

Date: November 08, 2024 05:00 AM EST

Passage:

[00:19:28.360 -> 00:19:31.120] card fraud, because she's signing somebody else's credit card number.
[00:19:31.120 -> 00:19:32.780] You don't just keep buying the same shit with a stolen credit card.
[00:19:32.920 -> 00:19:33.800] Just go to different pizza places.
[00:19:33.900 -> 00:19:34.180] Just like a dumb 21 year old, you know?
[00:19:34.820 -> 00:19:38.340] Yeah.
[00:19:38.600 -> 00:19:39.360] So she signs the receipt and the police pop out like, gotcha.
[00:19:39.380 -> 00:19:41.480] What are you doing?
[00:19:41.740 -> 00:19:43.020] It's like to catch a predator, to catch a pizza.
[00:19:43.920 -> 00:19:48.740] To catch a pizza thief.
[00:19:48.740 -> 00:19:51.080] Although to be fair, if my, if my credit card was financing somebody else's pizza and I
[00:19:51.280 -> 00:19:51.560] wasn't getting any, I'd be out for fucking blood.
[00:19:51.740 -> 00:19:56.580] Yeah.
[00:19:56.580 -> 00:19:57.840] My credit card financed one other person's **Patagonia** jacket and I was ready to buy a shotgun.
[00:19:57.860 -> 00:19:58.680] So if food was involved.
[00:19:58.980 -> 00:19:59.280] Imagine pizza.
[00:19:59.700 -> 00:20:00.540] Pizza?
[00:20:00.940 -> 00:20:01.960] Cheese and bread.
[00:20:02.800 -> 00:20:04.260] I would commit murder.
[00:20:04.360 -> 00:20:06.700] Well, those are some of my very favorite.

[00:20:07.820 -> 00:20:08.760] I don't even like **Patagonia** jackets that much.
[00:20:08.760 -> 00:20:11.340] Pizza fucking love.
[00:20:11.580 -> 00:20:11.800] But now it will go down as the one that got away.
[00:20:13.980 -> 00:20:16.200] Yeah.
[00:20:16.380 -> 00:20:18.600] So the police explained to her what's going on.
[00:20:19.080 -> 00:20:20.500] They took like a mug shot, like essentially.
[00:20:20.700 -> 00:20:22.240] I don't think they took her down to the station.
[00:20:22.240 -> 00:20:26.660] I think they kind of gave her a talking to.

Sentiment Score: 5

Reasoning: The mention of 'patagonia' in this podcast is neutral to slightly negative, as it is referenced in the context of a credit card fraud as an item the speaker was ready to pursue aggressively but ultimately did not value highly compared to other items like pizza.

10. Podcast: Good For You

Episode: Rizz 'Em with the Tizm | Good For You Podcast with Whitney Cummings | EP 263

Date: November 08, 2024 03:00 AM EST

Passage:

[00:59:30.040 -> 00:59:30.140] That was my lunch bag.
[00:59:30.240 -> 00:59:32.180] Yeah.
[00:59:32.200 -> 00:59:34.460] Like, oh, and I'm like, oh, sorry, I'm rich.
[00:59:34.940 -> 00:59:35.620] I literally thought I was like Serena Joy.
[00:59:35.820 -> 00:59:36.600] Oh, my God.
[00:59:37.040 -> 00:59:37.400] Serena Vanderson.
[00:59:38.940 -> 00:59:39.660] Vanderson.
[00:59:40.480 -> 00:59:41.420] Serena Joy.
[00:59:43.600 -> 00:59:43.960] My handmaid snail.
[00:59:43.960 -> 00:59:45.340] Sorry.
[00:59:45.380 -> 00:59:47.860] This election handmaid's tail.
[00:59:48.180 -> 00:59:49.060] I was marrying a Christian ultra nationalist.
[00:59:49.180 -> 00:59:49.580] And I miss that show.
[00:59:49.660 -> 00:59:50.940] It's great.
[00:59:51.180 -> 00:59:51.260] I think it's there's another season coming.
[00:59:51.340 -> 00:59:54.040] I know.
[00:59:54.220 -> 00:59:54.800] But is it sad that once they went to Canada and she stopped being.
[00:59:54.920 -> 00:59:55.480] I know.
[00:59:55.840 -> 00:59:56.620] It's a little.
[00:59:56.800 -> 00:59:59.520] She went back.
[00:59:59.760 -> 01:00:00.920] I was like, she's just running around to **Patagonia** and getting all these jackets.
[01:00:01.140 -> 01:00:01.780] I don't know if you're caught up.
[01:00:02.700 -> 01:00:03.400] She goes back.
[01:00:03.580 -> 01:00:05.480] You got it.
[01:00:06.780 -> 01:00:11.920] Listen, I think I'm the last person watching.
[01:00:12.380 -> 01:00:14.140] I just was like, I just when the showdown between her and Serena Joy.
[01:00:14.340 -> 01:00:14.840] I wanted her to hit her.
[01:00:15.120 -> 01:00:15.700] Yeah, completely.
[01:00:16.640 -> 01:00:17.360] And I don't know.
[01:00:17.540 -> 01:00:19.020] That's just me.
[01:00:19.860 -> 01:00:20.260] And when she didn't hit her, I was like.
[01:00:20.800 -> 01:00:23.420] Yeah.
[01:00:23.960 -> 01:00:24.440] Also a testament to Yvonne Strahovski, who plays Serena Joy.
[01:00:24.820 -> 01:00:24.920] She's incredible.
[01:00:25.240 -> 01:00:28.860] Incredible.

Sentiment Score: 5

Reasoning: The sentiment regarding 'patagonia' in the podcast mention is neutral as it briefly refers to Patagonia in the context of a character's actions without expressing any positive or negative feelings about the brand itself.

11. Podcast: The Jacked Up Review Show Podcast

Episode: Fitness-Nutrition-Entrepreneurs Roundtable Chat (with Shannon Wenzel)

Date: November 08, 2024 02:00 AM EST

Passage:

[00:15:38.370 -> 00:15:41.010] Um, so, uh, how did you decide you wanted to make this part of your brand?
[00:15:41.190 -> 00:15:42.310] Uh, how did I decide I wanted to make Arbonne part of my brand?
[00:15:43.770 -> 00:15:44.830] Yeah, with fitness and wellness.
[00:15:44.930 -> 00:15:47.690] Yeah, well, that's easy.
[00:15:47.870 -> 00:15:49.210] Just that is what Arbonne's thing is, right?
[00:15:49.330 -> 00:15:50.170] It's health from the inside out.
[00:15:50.170 -> 00:15:52.410] That is their mission.
[00:15:52.470 -> 00:15:54.270] It encompasses all holistic health.
[00:15:54.470 -> 00:15:55.270] Like I mentioned earlier, everything.
[00:15:55.350 -> 00:15:56.370] We want you connected.
[00:15:56.630 -> 00:15:58.870] We want you giving.
[00:15:59.070 -> 00:16:00.150] We want you to be buying from a company that aligns with your values.
[00:16:00.650 -> 00:16:04.610] So Arbonne is a B corporation.
[00:16:04.770 -> 00:16:05.930] Most people are probably familiar with a lot of really famous B corporations like **Patagonia**,
[00:16:06.070 -> 00:16:11.690] Ben and Jerry's, Athleta.
[00:16:11.690 -> 00:16:13.030] All that means is we are legally required because we put ourselves in this situation to put people
[00:16:13.030 -> 00:16:18.110] and planet above profit.
[00:16:18.290 -> 00:16:19.190] So they look into like 160 aspects of your business, everything, your sustainability policy,
[00:16:19.350 -> 00:16:21.010] your environmental policy.
[00:16:21.130 -> 00:16:25.010] Do you pay everyone a living wage?

[00:16:25.110 -> 00:16:25.210] Not minimum wage, but a living wage for where you're located, all of that kind of stuff,
[00:16:25.510 -> 00:16:31.090] right?
[00:16:31.090 -> 00:16:32.470] So we want everybody to have all of their health, their values and things that align with
[00:16:32.630 -> 00:16:36.190] them all in one spot.

Sentiment Score: 9

Reasoning: The mention of Patagonia in the podcast is positive, as it is grouped with other well-regarded companies known for their commitment to values and sustainability, highlighting Patagonia's reputation as a leading B corporation.

12. Podcast: On The Sofa with Colson, Jack and Ben

Episode: Who Are The Greatest Corrie Villains Ever?

Date: November 07, 2024 11:00 PM EST

Passage:

[00:14:55.970 -> 00:14:56.910] get up to there.
[00:14:56.910 -> 00:14:57.890] You're not fucking
[00:14:58.550 -> 00:14:58.950] making 90.
[00:14:59.030 -> 00:14:59.350] No,
[00:14:59.870 -> 00:15:00.310] I'm on about
[00:15:00.750 -> 00:15:00.930] 68,
[00:15:01.150 -> 00:15:01.910] isn't it?
[00:15:01.930 -> 00:15:02.110] Retirement age.
[00:15:02.830 -> 00:15:04.410] Yeah.
[00:15:04.410 -> 00:15:05.390] But we'd have a shit pension
[00:15:05.390 -> 00:15:06.030] because we'd move jobs
[00:15:06.290 -> 00:15:07.350] all the time.
[00:15:08.650 -> 00:15:09.310] Not necessarily.
[00:15:09.510 -> 00:15:10.170] Would you?
[00:15:10.170 -> 00:15:10.410] If we could all just
[00:15:10.510 -> 00:15:10.730] sort of,
[00:15:10.950 -> 00:15:11.870] anyway.
[00:15:11.870 -> 00:15:13.290] I like the idea
[00:15:13.290 -> 00:15:14.410] of doing different shit.
[00:15:14.410 -> 00:15:15.550] Or you've got a chance
[00:15:15.750 -> 00:15:16.010] in that one career,
[00:15:16.150 -> 00:15:16.610] I suppose,
[00:15:16.610 -> 00:15:17.870] what you're saying
[00:15:17.870 -> 00:15:18.570] to go up a ladder
[00:15:18.570 -> 00:15:19.810] to become
[00:15:19.810 -> 00:15:21.210] like I would
[00:15:21.210 -> 00:15:21.670] get in a massive redundancy.
[00:15:23.170 -> 00:15:24.370] Yeah.
[00:15:24.370 -> 00:15:25.830] The woman who was
[00:15:25.830 -> 00:15:27.290] CEO of **Patagonia**
[00:15:27.290 -> 00:15:27.650] started a sales
[00:15:27.950 -> 00:15:28.490] in Cardiff.
[00:15:28.490 -> 00:15:29.950] It was the second
[00:15:29.950 -> 00:15:31.070] employee in **Patagonia**
[00:15:31.070 -> 00:15:32.110] and just worked there
[00:15:32.110 -> 00:15:32.450] and then ended up
[00:15:32.450 -> 00:15:32.670] long enough
[00:15:32.670 -> 00:15:33.310] to
[00:15:33.310 -> 00:15:34.350] long enough
[00:15:34.350 -> 00:15:35.710] ended up being CEO
[00:15:35.870 -> 00:15:36.110] and CEO for 18 years.
[00:15:36.210 -> 00:15:36.330] She said,
[00:15:36.430 -> 00:15:36.850] yeah,
[00:15:36.850 -> 00:15:37.610] I just happened
[00:15:37.610 -> 00:15:38.350] to meet the guy
[00:15:38.350 -> 00:15:39.990] who made
[00:15:40.510 -> 00:15:40.830] started **Patagonia**.
[00:15:40.990 -> 00:15:41.090] I went,
[00:15:41.110 -> 00:15:41.850] yeah,
[00:15:41.850 -> 00:15:42.490] I hope you make
[00:15:42.490 -> 00:15:42.950] these kind of
[00:15:44.230 -> 00:15:44.670] hiking
[00:15:44.930 -> 00:15:45.030] things.
[00:15:45.050 -> 00:15:45.550] Yeah,
[00:15:45.550 -> 00:15:46.430] and it kind of
[00:15:46.650 -> 00:15:47.210] just took off.
[00:15:47.210 -> 00:15:47.950] So it could be
[00:15:47.950 -> 00:15:48.870] that scenario.
[00:15:48.870 -> 00:15:50.010] You could get
[00:15:50.010 -> 00:15:50.550] or you start
[00:15:50.810 -> 00:15:51.970] a new job.
[00:15:51.970 -> 00:15:52.790] But January comes
[00:15:52.790 -> 00:15:53.210] and what am I doing
[00:15:53.310 -> 00:15:53.990] this year?
[00:15:54.890 -> 00:15:56.850] I'm an optician.

Sentiment Score: 8

Reasoning: The sentiment towards Patagonia in this podcast mention is positive, as it highlights a success story about the rise to CEO

within Patagonia, emphasizing career growth and the company's growth narrative.

13. Podcast: Locked On College Football

Episode: SEC SQUAD - Which SEC Powerhouse will Emerge as CFP Contenders?

Date: November 07, 2024 05:00 PM EST

Passage:

[00:20:05.610 -> 00:20:06.270] Like, outside of Alabama, Georgia doesn't lose these games at all.
[00:20:06.310 -> 00:20:07.050] It's not the Lane Kippers.
[00:20:07.170 -> 00:20:07.910] It's fair.
[00:20:07.910 -> 00:20:09.050] That is very fair.
[00:20:09.170 -> 00:20:10.350] Georgia doesn't lose them.
[00:20:10.910 -> 00:20:15.170] And hold on, hold on, Stephen.
[00:20:15.170 -> 00:20:17.170] Like, you went into Athens last year, and it was 14-14.
[00:20:17.170 -> 00:20:20.730] The game ended 51-14.
[00:20:20.790 -> 00:20:28.350] Like, Kirby Smart does not lose these games.
[00:20:28.510 -> 00:20:34.510] And I know we were joking around with the Vineyard Vines mannequins and Jace and Chad and Trace and whatever else.
[00:20:34.990 -> 00:20:39.070] But Kirby Smart is not going to be scared of a bunch of **Patagonia** vest-wearing,
[00:20:39.290 -> 00:20:41.550] call-my-daddy-to-borrow's-Tahoe-to-step-the-tailgate kids in this stadium.
[00:20:41.770 -> 00:20:43.450] It's going to be a bloodbath like it always is.
[00:20:43.450 -> 00:20:47.930] Like, this is what Kirby does.
[00:20:48.570 -> 00:20:48.670] He's 40-0 in the last four years against teams not named Alabama, and they're never close.
[00:20:49.010 -> 00:20:55.630] Yeah.
[00:20:56.150 -> 00:20:59.530] Whenever - if Georgia plays its perfect game, at the top of its level, there's not a dang thing that Ole Miss can do at that point.
[00:20:59.830 -> 00:21:03.610] There is no chance that Ole Miss is winning that game if Georgia plays their best.
[00:21:03.610 -> 00:21:07.130] But Georgia plays its best once or twice a year.

Sentiment Score: 3

Reasoning: The sentiment toward 'patagonia' is somewhat negative, as it is used in a context that dismisses and belittles Patagonia vest-wearing individuals as lacking toughness or seriousness, contrasting them with Georgia's football prowess.

14. Podcast: Speaking of Travel@

Episode: Global Change Maker Larry Kopald Is Transforming The Path Forward To Heal Our Planet

Date: November 07, 2024 12:00 PM EST

Passage:

[00:55:24.710 -> 00:55:25.830] starts snapping.
[00:55:25.830 -> 00:55:26.650] So anybody
[00:55:26.650 -> 00:55:27.930] listening to
[00:55:27.930 -> 00:55:28.690] this, don't
[00:55:28.870 -> 00:55:29.490] think about it,
[00:55:29.670 -> 00:55:30.110] learn about it,
[00:55:30.110 -> 00:55:30.630] do something
[00:55:30.850 -> 00:55:31.330] about it.
[00:55:31.330 -> 00:55:32.670] And I'm going to
[00:55:32.670 -> 00:55:33.710] say one other
[00:55:33.710 -> 00:55:34.790] thing, which is
[00:55:34.790 -> 00:55:35.370] people always say
[00:55:35.370 -> 00:55:36.590] I've given them
[00:55:36.590 -> 00:55:37.110] optimism when I
[00:55:37.110 -> 00:55:37.690] talk about the
[00:55:37.690 -> 00:55:38.270] fact that we can
[00:55:38.270 -> 00:55:39.010] turn this whole
[00:55:40.570 -> 00:55:41.990] puppy around.
[00:55:41.990 -> 00:55:44.390] And the last
[00:55:44.390 -> 00:55:45.470] agency that I
[00:55:45.650 -> 00:55:46.530] ran was my own.
[00:55:46.530 -> 00:55:47.990] I got out of the
[00:55:47.990 -> 00:55:48.830] big world of
[00:55:48.830 -> 00:55:49.910] advertising and I
[00:55:49.910 -> 00:55:50.590] created a change
[00:55:50.990 -> 00:55:51.950] agency.
[00:55:51.950 -> 00:55:52.830] And we still
[00:55:52.830 -> 00:55:53.090] worked with, you
[00:55:53.090 -> 00:55:54.090] know, the
[00:55:54.090 -> 00:55:55.030] **Patagonia's** and
[00:55:55.030 -> 00:55:55.630] Wal-Mart's and
[00:55:55.630 -> 00:55:57.130] Procter and
[00:55:57.130 -> 00:55:57.810] Gamble's and the
[00:55:57.810 -> 00:55:58.970] Department of
[00:55:58.970 -> 00:55:59.390] Energy and, you
[00:55:59.390 -> 00:55:59.990] know, they were
[00:56:00.350 -> 00:56:01.850] our clients.
[00:56:01.850 -> 00:56:03.070] And I gave
[00:56:03.070 -> 00:56:04.350] myself the title
[00:56:04.350 -> 00:56:05.830] of chief optimist
[00:56:05.830 -> 00:56:06.830] because I felt if
[00:56:06.830 -> 00:56:09.450] we're really working
[00:56:09.450 -> 00:56:10.830] on enabling us to
[00:56:10.830 -> 00:56:11.730] grow our companies
[00:56:11.730 -> 00:56:13.490] and improve our

[00:56:13.490 -> 00:56:18.230] society and govern
[00:56:18.230 -> 00:56:19.030] better, that feels
[00:56:20.170 -> 00:56:20.590] very optimistic.
[00:56:20.590 -> 00:56:21.770] But as
[00:56:21.770 -> 00:56:23.150] Frances Lepay, she's
[00:56:24.050 -> 00:56:25.250] an amazing author

Sentiment Score: 9

Reasoning: The sentiment towards 'Patagonia' in this podcast mention is positive, as it is listed among reputable clients that contribute to the optimistic vision of creating change and improving society.

15. Podcast: The Entrepreneur Experiment

Episode: EE 388 - World Exclusive - Founder Reveals Stealth Startup & Reveals Famous Investors for the First Time - Will O'Brien

Date: November 07, 2024 04:27 AM EST

Passage:

[00:23:19.090 -> 00:23:22.390] Um, so great to have him on board and the wider lower carbon team are all just fantastic.
[00:23:22.710 -> 00:23:26.570] Um, and then we had Regen Ventures come in an Australian fund.
[00:23:26.730 -> 00:23:29.370] Um, uh, yeah, I still remember like my first call with them.
[00:23:29.510 -> 00:23:35.090] We knew it was just like a complete vibe fit from day one.
[00:23:35.510 -> 00:23:37.570] I think, uh, Dan, the founder of that fund, um, had been out surfing in a seagrass meadow that morning
[00:23:37.670 -> 00:23:39.450] and had like some seagrass and was showing it to us.
[00:23:39.610 -> 00:23:42.130] I was like, okay, this guy, this guy gets it.
[00:23:42.270 -> 00:23:46.830] And also their fun thesis is just like a perfect match for them.
[00:23:46.870 -> 00:23:50.110] And they've got great people on their team, like Rose Marcario, the founder, the CEO of **Patagonia**,
[00:23:50.310 -> 00:23:51.370] former CEO of **Patagonia** on the Regen team and others as well.
[00:23:51.590 -> 00:23:53.450] Were you extremely strategic?
[00:23:53.490 -> 00:23:55.390] Because they all sound like perfect alignments.
[00:23:55.390 -> 00:23:58.490] Were you extremely strategic about the fundraiser?
[00:23:58.650 -> 00:24:00.970] Yeah, we, we, um, it was a heavily oversubscribed round.
[00:24:01.190 -> 00:24:04.610] We had, you know, multiples more than we could have.
[00:24:04.730 -> 00:24:06.870] Uh, we needed a fundraiser, um, uh, wanting to come in.
[00:24:07.330 -> 00:24:11.070] So we did have the pick of people at the end.
[00:24:11.070 -> 00:24:12.090] Uh, so, uh, yeah, that, that was great to be able to like pick the ones.
[00:24:12.650 -> 00:24:13.350] Had your target amount in mind?
[00:24:13.430 -> 00:24:14.070] Oh yeah, sorry.
[00:24:14.510 -> 00:24:17.230] We raised \$2 million.

Sentiment Score: 9

Reasoning: The sentiment towards Patagonia is very positive due to the mention of having Rose Marcario, the former CEO of Patagonia, as a great addition to the team, suggesting admiration and confidence in her capabilities.

16. Podcast: The Big Fib

Episode: Deserts

Date: November 07, 2024 03:01 AM EST

Passage:

[00:12:31.640 -> 00:12:32.840] I'm sure he does very well.
[00:12:33.000 -> 00:12:33.660] Oh, he makes a kill.
[00:12:33.920 -> 00:12:34.300] I'm sure.
[00:12:34.480 -> 00:12:34.940] Okay.
[00:12:35.080 -> 00:12:35.420] Very good.
[00:12:35.700 -> 00:12:36.040] Thank you.
[00:12:36.140 -> 00:12:37.120] All right.
[00:12:37.120 -> 00:12:38.040] Back to you, Everett.
[00:12:38.200 -> 00:12:40.300] This is for both.
[00:12:40.600 -> 00:12:42.660] Which is your favorite desert and why?
[00:12:43.000 -> 00:12:44.180] My favorite desert is the Mojave Desert.
[00:12:44.520 -> 00:12:47.960] One, because I live here.
[00:12:48.580 -> 00:12:52.720] Two, because it spans 25 million acres.
[00:12:52.900 -> 00:12:55.360] And three, it is contained within four different states.
[00:12:55.660 -> 00:12:56.060] California, Nevada, Arizona, and Utah.
[00:12:56.340 -> 00:12:57.280] Wow.
[00:12:57.520 -> 00:12:58.180] It's a big desert.
[00:12:58.520 -> 00:12:58.840] Troy, how about you?
[00:12:58.960 -> 00:13:01.020] Yeah.
[00:13:01.540 -> 00:13:05.160] My favorite desert is **Patagonia**.
[00:13:05.480 -> 00:13:06.700] They're most famous in this country because they make really great winter coats.
[00:13:06.840 -> 00:13:08.780] But it's my favorite desert.
[00:13:09.000 -> 00:13:11.820] It's in Asia and it's a cold desert.
[00:13:11.980 -> 00:13:12.480] And that's why they're famous for making winter coats because they're in a cold desert.
[00:13:12.660 -> 00:13:13.420] Very nice.
[00:13:13.600 -> 00:13:14.460] Thank you so much.
[00:13:14.620 -> 00:13:17.960] This is for both.
[00:13:17.960 -> 00:13:21.780] If someone could get stranded in the desert, what could they do to survive?
[00:13:22.140 -> 00:13:23.880] The first thing people can do is to find shade.
[00:13:24.260 -> 00:13:30.960] Shade's really important in the desert.
[00:13:30.960 -> 00:13:35.420] The second thing is to carry a spot device, which is an emergency satellite device.

Sentiment Score: 5

Reasoning: The sentiment regarding 'patagonia' is somewhat neutral as it is mistakenly identified as a desert rather than a region in South America, suggesting a lack of accurate recognition rather than any specific praise or criticism.

17. Podcast: Pelecanus

Episode: Conservation On Fire with the Pelecanus Team

Date: November 07, 2024 03:00 AM EST

Passage:

[00:41:00.880 -> 00:41:03.480] Um, so it is, it's, it's, it's weird.
[00:41:03.480 -> 00:41:07.540] It's a weird job and it is fascinating.
[00:41:07.840 -> 00:41:14.380] Um, and you know, it takes all kinds.
[00:41:14.380 -> 00:41:19.900] Um, and I think also in the field too, we see that like some of the best conservationists
[00:41:20.760 -> 00:41:24.240] that we think of, you know, even Bill McKibben, you know, he's a volunteer firefighter professionally.
[00:41:24.320 -> 00:41:26.320] Um, uh, I don't know.
[00:41:26.320 -> 00:41:28.460] There's so many others that are coming to my mind.
[00:41:29.120 -> 00:41:31.960] Um, who are the **Patagonia** folks, Austin?
[00:41:32.440 -> 00:41:32.800] Um, well, the Chouinard and, uh, Tompkins.
[00:41:32.900 -> 00:41:33.300] Tompkins.
[00:41:33.420 -> 00:41:33.480] There you go.
[00:41:33.660 -> 00:41:36.120] Yeah.
[00:41:36.840 -> 00:41:40.280] Tompkins ran a retail clothing line.
[00:41:40.300 -> 00:41:48.400] So yeah, I mean, these are some of the like bigger conservationists in mind.
[00:41:48.420 -> 00:41:50.940] And so they all have these different, um, and strange backgrounds, but I, I think, I mean,
[00:41:51.560 -> 00:41:53.360] I'm definitely biased because my background is, is weird.
[00:41:53.360 -> 00:41:59.800] Um, but I think that helps.

Sentiment Score: 8

Reasoning: The mention of 'patagonia' in the podcast is positive, as it associates individuals linked with Patagonia, like Chouinard and Tompkins, with being notable conservationists, which is depicted in a favorable light.

18. Podcast: The Endurance Drive Podcast

Episode: Episode 55: Optimizing Wellness and Performance for Athletes with Ayurvedic Medicine Practitioner Brittini Nicolodi

Date: November 07, 2024 03:00 AM EST

Passage:

[00:45:27.250 -> 00:45:30.110] And my second one is the **Patagonia** Houdini because I've had mine for going on 10 years strong.
[00:45:30.430 -> 00:45:35.870] And I think I have one piece of tape on it and that's it.
[00:45:36.330 -> 00:45:37.610] So I keep saying I'm going to buy a new one and I just never do because I don't need to.
[00:45:37.830 -> 00:45:41.770] This is so funny, Brittany.
[00:45:41.950 -> 00:45:45.930] So you haven't listened to it because this is a podcast episode that comes out on this Thursday.
[00:45:46.150 -> 00:45:47.890] But the Houdini came up on that episode and has come up on probably 15 other episodes.
[00:45:47.890 -> 00:45:48.990] We love the Houdini.
[00:45:49.430 -> 00:45:51.910] Yeah, yeah.
[00:45:52.190 -> 00:45:53.610] This podcast is brought to you by the **Patagonia** Houdini.
[00:45:53.850 -> 00:45:54.670] So thank you so much for that recommendation.
[00:45:54.770 -> 00:45:58.550] And we will link.
[00:45:58.810 -> 00:45:59.630] Can you send us a link to the specific Abhyanga oil that you recommend?
[00:46:00.150 -> 00:46:00.490] We'll link it in our show notes.
[00:46:01.010 -> 00:46:01.110] Definitely.
[00:46:01.230 -> 00:46:01.470] Yeah.
[00:46:02.110 -> 00:46:02.350] Perfect.
[00:46:02.470 -> 00:46:03.590] All right.
[00:46:04.190 -> 00:46:04.990] Elena, you want me to take the next one?
[00:46:05.150 -> 00:46:06.630] Yeah, go for it.
[00:46:06.750 -> 00:46:10.590] I'm staying on the **Patagonia** theme.
[00:46:10.790 -> 00:46:13.990] It is now officially fall and I'm going to recommend the two best puffers in the world.
[00:46:13.990 -> 00:46:17.210] So the **Patagonia** Micro Puff and the **Patagonia** Macro Puff.
[00:46:17.650 -> 00:46:23.350] They're sort of like a big sister and a little sister of **Patagonia** jackets.

Sentiment Score: 10

Reasoning: The sentiment towards 'Patagonia' in the podcast mention is very positive as the speaker highlights enduring quality and affection for the Patagonia Houdini, and extends praise to other products like the Micro Puff and Macro Puff, showcasing a strong endorsement and repeated admiration for the brand.

19. Podcast: The Endurance Drive Podcast

Episode: Episode 55: Optimizing Wellness and Performance for Athletes with Ayurvedic Medicine Practitioner Brittini Nicolodi

Date: November 07, 2024 03:00 AM EST

Passage:

[00:46:31.090 -> 00:46:34.830] So I will be living in my puffs for the next probably six months on the East Coast.
[00:46:34.830 -> 00:46:39.550] And I will say often full price for these items can be a little bit steep.
[00:46:39.710 -> 00:46:41.130] But if you check out Wornware by **Patagonia**, they have sort of gently used **Patagonia** stuff.
[00:46:41.290 -> 00:46:44.390] And often it's excellent condition.
[00:46:44.590 -> 00:46:46.530] You can't even tell that it's used and it will be like half price or less.
[00:46:46.690 -> 00:46:48.870] Sometimes it's just a color from a previous season.
[00:46:48.990 -> 00:46:51.410] So definitely check out Wornware.
[00:46:51.650 -> 00:46:56.390] That's also a lot better for the environment than buying something brand new.
[00:46:57.470 -> 00:46:58.410] So we love **Patagonia** for many reasons, but especially for their puffs and their Houdinis.
[00:46:58.550 -> 00:46:59.510] We do love them.
[00:46:59.790 -> 00:46:59.950] We are such fans.
[00:47:00.270 -> 00:47:00.710] Okay.
[00:47:00.710 -> 00:47:06.210] Love it.
[00:47:06.470 -> 00:47:11.710] Mine, I honestly cannot remember if I've already recommended this many moons ago.
[00:47:11.710 -> 00:47:12.170] I might have, but I'm breaking it back because I have been using it on some recent runs and
[00:47:12.290 -> 00:47:17.270] it's been great.
[00:47:17.270 -> 00:47:18.390] But I love the naked belt running band coming off of the trail running episode too of just
[00:47:18.730 -> 00:47:23.790] like getting into trail running.

[00:47:23.790 -> 00:47:24.290] I know having a vest can feel pretty like uncomfortable for a lot of people running or
[00:47:24.590 -> 00:47:27.070] just heavy.
[00:47:27.210 -> 00:47:28.770] And I love the feeling of just having this belt.

Sentiment Score: 10

Reasoning: The podcast mention expresses a highly positive sentiment towards 'Patagonia,' highlighting admiration for their products, especially the commendation of Wornware for offering gently used items at a discounted price, and praising the brand for its environmental efforts and product quality.

20. Podcast: In the Family

Episode: #26 - First Comes Love, Then Comes Marriage, And Then Comes a Puppy in a Doggy Carriage!

Date: November 07, 2024 02:01 AM EST

Passage:

[00:02:04.620 -> 00:02:11.360] we need to talk and we need to find ways to talk and ways to share besides just reposting something
[00:02:11.360 -> 00:02:17.340] on social media. And that is what I've been doing and I need to do more. And I don't know, it's a,
[00:02:17.480 -> 00:02:26.000] it's an, it's a fine time to feel hopeless and to feel sad because I feel that too. But of course,
[00:02:26.000 -> 00:02:34.580] the only way forward is to act and to find some hope on Instagram today. Speaking of **Patagonia**,
[00:02:34.580 -> 00:02:42.900] the drag queen, so not **Patagonia**, **Patagonia** reposted or posted something that they wrote that I found
[00:02:43.460 -> 00:02:49.440] really just wonderful. So it says, I'll share it with you. What to do when you are hopeless? One,
[00:02:49.440 -> 00:02:56.040] inaction is an active choice. Doing nothing is doing something. Action works. Decide how you can take
[00:02:56.040 -> 00:03:03.320] action. Two, start fighting vertically, not laterally. This was won by billionaires who want
[00:03:03.320 -> 00:03:13.400] to destroy this planet for profit. Three, go outside. Four, do not disengage. So I am committing

Sentiment Score: 9

Reasoning: The sentiment regarding 'Patagonia' in the context provided is positive, as the speaker finds the content shared by 'Patagonia' on Instagram to be "really just wonderful" and inspiring, which suggests admiration and appreciation for their message.

21. Podcast: Just Investing

Episode: Ep. 3: James McRitchie of CorpGov.net

Date: November 07, 2024 12:00 AM EST

Passage:

[00:03:08.160 -> 00:03:15.700] is around this idea of public good. And so a benefit corporation in its founding will have a fiduciary
[00:03:15.700 -> 00:03:23.840] duty to pursue both. We now have 40 states that recognize these benefit corporations as a legal
[00:03:23.840 -> 00:03:31.260] incorporation status. And there are a few household names, Warby Parker, Ben and Jerry's. We also have
[00:03:31.260 -> 00:03:39.500] **Patagonia** are all benefit corporations. So now OpenAI, what's unique about them is they're the largest
[00:03:39.580 -> 00:03:45.260] company to ever pursue this path. I mean, they're valued on terms of AT&T, Goldman Sachs,
[00:03:45.960 -> 00:03:53.180] and they're the first big tech company to pursue this benefit corporation status.
[00:03:53.180 -> 00:03:57.800] So are they beneficial, as the name implies, or is calling yourself or turning yourself into a public
[00:03:57.800 -> 00:04:03.740] benefit corporation, is it really just a way to shield yourself from activist investors like

Sentiment Score: 5

Reasoning: The mention of Patagonia is neutral and factual, placing it among other well-known benefit corporations without expressing any opinion or emotional tone, which suggests a sentiment score of 5.

22. Podcast: The Untangling Circularity Podcast

Episode: Practical Circularity: Recycling with Steve Madsen (Tersus) + Cleo Escarez (Redyoos)

Date: November 07, 2024 12:00 AM EST

Passage:

[00:26:30.160 -> 00:26:31.280] So, 2009, I made the decision to go ahead and build our own machines because I love the technology.
[00:26:31.960 -> 00:26:34.240] So, we did that.
[00:26:34.260 -> 00:26:41.240] First machine came out in 2011.
[00:26:41.460 -> 00:26:44.640] And then over the course of the next five, six, seven years, we did research and development.
[00:26:44.640 -> 00:26:47.720] We worked with California Energy Commission on a couple of projects.
[00:26:47.720 -> 00:26:50.580] We worked with the Belgian federal government on a couple of projects.
[00:26:50.740 -> 00:26:53.300] We worked with some of the brands.
[00:26:53.560 -> 00:26:56.680] And we happened to get a call.
[00:26:56.860 -> 00:27:04.460] I got a call one day from Randy Harward from **Patagonia**.
[00:27:04.740 -> 00:27:08.900] And they were coming out with a jacket that had a special coating on a durable water repellency on the down.
[00:27:09.480 -> 00:27:11.020] Very expensive jacket, a belay jacket, a climbing jacket.
[00:27:11.140 -> 00:27:14.640] And they couldn't clean it.
[00:27:16.740 -> 00:27:21.700] Every time they tried to do anything with traditional laundry,
[00:27:21.980 -> 00:27:24.880] the qualities of the jacket would degradate a bit.
[00:27:25.220 -> 00:27:30.000] You know, the down loft went down.

Sentiment Score: 8

Reasoning: The sentiment regarding 'Patagonia' in the podcast mention is positive, as it highlights Patagonia's innovative approach through collaboration to solve a specific technical challenge with a high-quality product.

23. Podcast: The Untangling Circularity Podcast

Episode: Practical Circularity: Recycling with Steve Madsen (Tersus) + Cleo Escarez (Redyoos)

Date: November 07, 2024 12:00 AM EST

Passage:

[00:28:14.260 -> 00:28:17.680] So we, long story short, we were able to put together a program for them to be able to service that jacket.
[00:28:17.960 -> 00:28:19.900] And this was in January of 2014, I believe.
[00:28:19.900 -> 00:28:23.520] They were going to market in March.
[00:28:24.780 -> 00:28:27.160] So they were able to go to market because we could service the jacket.
[00:28:27.380 -> 00:28:32.240] And that's how we got into Dow.
[00:28:32.260 -> 00:28:37.300] And that's kind of how we got into the solutions part of Turson Solutions.
[00:28:37.920 -> 00:28:44.860] We figured out a way for **Patagonia** to get that jacket to market.
[00:28:45.740 -> 00:28:46.880] I think they ended up selling about 1,000 or 1,500 of them before they discontinued them.

[00:28:47.340 -> 00:28:49.660] We still get them.
[00:28:49.660 -> 00:28:52.840] There are people still sending them to us to this day.
[00:28:53.000 -> 00:28:55.520] We still clean them for the people who are out there.
[00:28:57.380 -> 00:29:00.620] They've become quite a collector's item now.
[00:29:00.780 -> 00:29:07.760] But that was how we got into Dow.

Sentiment Score: 9

Reasoning: The mention of Patagonia is largely positive, highlighting the brand's successful collaboration for a product that became a collector's item and continues to have demand, indicating a positive impact and nostalgia associated with Patagonia's efforts in circularity.

24. Podcast: The Shane White Show

Episode: Ep. #253 - AI Imagery 101 [NoBul #4]

Date: November 06, 2024 04:28 PM EST

Passage:

[00:06:02.180 -> 00:06:07.320] All right, everybody.
[00:06:07.620 -> 00:06:08.640] Welcome to episode four here of these little mini series we've been running here for Noble.
[00:06:08.900 -> 00:06:09.140] Kyle, what's up, my friend?
[00:06:09.480 -> 00:06:10.060] Much.
[00:06:10.240 -> 00:06:10.760] Fired up.
[00:06:11.020 -> 00:06:11.040] Fired up today.
[00:06:11.040 -> 00:06:11.480] Yeah.
[00:06:11.800 -> 00:06:11.880] Got the vest.
[00:06:11.880 -> 00:06:12.020] Yeah.
[00:06:12.160 -> 00:06:13.920] Vest.
[00:06:13.920 -> 00:06:16.380] First vest outfit of the season.
[00:06:16.560 -> 00:06:17.380] Yeah, we went full finance bro look today.
[00:06:17.380 -> 00:06:18.220] Got to get the...
[00:06:18.260 -> 00:06:18.680] I should have rocked mine.
[00:06:18.820 -> 00:06:20.920] Mine's somewhere.
[00:06:21.100 -> 00:06:25.120] We should have gone both vests on the fall.
[00:06:25.320 -> 00:06:25.440] We should have like our pumpkin spice coffees over here and the finance bro vest.
[00:06:25.600 -> 00:06:28.000] Yeah.
[00:06:28.340 -> 00:06:30.540] Woke up and it was 35 degrees.
[00:06:30.820 -> 00:06:31.220] So time to bust out the **Patagonia**.
[00:06:31.340 -> 00:06:31.720] That's right.
[00:06:31.940 -> 00:06:32.340] It's time.
[00:06:32.500 -> 00:06:37.300] All right.
[00:06:37.480 -> 00:06:39.500] So today we're talking about an extension of a video that we had done in the past around AI video.
[00:06:39.500 -> 00:06:50.860] This one is going to be all around AI imagery.
[00:06:51.040 -> 00:06:59.340] So for anyone who has wanted to or thinks their images on site, you know, obviously we talk mostly about Amazon, but this could be any platform really where you're using images of your products.
[00:06:59.600 -> 00:07:00.700] We're going to kind of go in deep here on a new service we're offering, the value and the struggle that we've dealt with just from running Noble and getting high quality imagery.
[00:07:00.820 -> 00:07:05.900] And I'll let Kyle take it away.

Sentiment Score: 8

Reasoning: The sentiment regarding 'Patagonia' in the podcast mention is positive, as it is referenced in association with excitement about seasonal fashion and comfort, notably during colder weather.

25. Podcast: The Daily Shoah Freefag Edition

Episode: TDS1260: America Hires A Strawman

Date: November 06, 2024 03:38 PM EST

Passage:

[00:38:16.050 -> 00:38:16.910] Like they're wearing like North face or like, um, this one woman had like leggings.
[00:38:17.150 -> 00:38:17.330] Like I've been outside.
[00:38:17.490 -> 00:38:18.170] Right.
[00:38:18.410 -> 00:38:18.590] We've been outside.
[00:38:18.830 -> 00:38:19.210] Right.
[00:38:19.210 -> 00:38:19.610] Yeah.
[00:38:19.710 -> 00:38:19.750] Yeah.
[00:38:19.830 -> 00:38:19.850] Yeah.
[00:38:19.850 -> 00:38:24.230] Yeah.
[00:38:24.310 -> 00:38:24.390] Like the outside sporty **Patagonia** Democrat look was what those people were dressed like.
[00:38:24.870 -> 00:38:26.010] Right.
[00:38:26.130 -> 00:38:26.230] And they were all thin.
[00:38:26.430 -> 00:38:29.770] Right.
[00:38:30.370 -> 00:38:32.190] And the Trump supporter table was literally fat bumpkins.
[00:38:32.370 -> 00:38:32.970] Like they were, they were fat obese.
[00:38:33.170 -> 00:38:36.690] They were sour.
[00:38:36.690 -> 00:38:39.550] Even though they were about to win, their faces were sour and they were just sitting there
[00:38:39.550 -> 00:38:45.230] grumpy where the people behind the Democrat table were nice.
[00:38:45.230 -> 00:38:48.550] They were dressed in their sporty **Patagonia** Columbia outfits and they had snacks for everybody
[00:38:48.550 -> 00:38:50.070] and they were being super nice to everyone, even though they knew all these people are
[00:38:50.810 -> 00:38:53.870] like voting against our candidate.
[00:38:54.030 -> 00:38:58.050] And, and even this one bitter, there's one bitter boomer behind me.
[00:38:58.150 -> 00:38:59.510] And when I was like, so, so I even, I tried to, I ripped.
[00:38:59.630 -> 00:39:00.490] I was like, that's where I made the joke too.
[00:39:00.690 -> 00:39:01.610] I was like, yeah, typical, right?
[00:39:01.730 -> 00:39:02.070] The Democrats, uh, give it out.
[00:39:02.230 -> 00:39:02.310] Free stuff.
[00:39:02.370 -> 00:39:02.910] Right.

[00:39:04.190 -> 00:39:04.830] I'm a right guy.
[00:39:05.730 -> 00:39:07.510] Democrat snacks.
[00:39:07.930 -> 00:39:08.250] And I, I like, I like grabbed the Dorito.
[00:39:08.330 -> 00:39:12.970] Yeah.
[00:39:12.970 -> 00:39:15.170] But, um, I just, it was like the tiny little teeny bags, you know, like the, the bags

Sentiment Score: 7

Reasoning: The mention of 'Patagonia' in this podcast context carries a somewhat positive sentiment, as it is associated with a "sporty" and "nice" appearance compared to the "sour" and "grumpy" appearance of others, despite a subtle undertone of political rivalry.

26. Podcast: Off Street

Episode: Ep. 82: Little Sins

Date: November 06, 2024 09:09 AM EST

Passage:

[00:01:01.040 -> 00:01:14.080] All right, Sean, it is Tuesday, November 5th, 1030 in the morning. We have a big controversy in the office today.
[00:01:14.300 -> 00:01:17.120] So, it's election day. Expected today to be a somewhat contentious day on a lot of fronts across our country. The one thing I didn't expect to be arguing about today is, as you said, blown up into a huge argument in our office specifically.
[00:01:18.240 -> 00:01:20.440] This was not on my radar until 15 minutes ago.
[00:01:20.520 -> 00:01:25.540] So, hit the people with it. What's going on?
[00:01:25.540 -> 00:01:28.300] So, we are getting **Patagonia** vests as a company. We're getting branded **Patagonia** vests.
[00:01:28.500 -> 00:01:33.980] The finance bro outfit of choice, right?
[00:01:34.200 -> 00:01:35.000] Yes. And there is some disagreement about which color is most appropriate.
[00:01:35.160 -> 00:01:39.680] Yes. Yes.
[00:01:40.040 -> 00:01:42.280] You feel very passionately about the stonewashed color, which is the classic gray.
[00:01:42.640 -> 00:01:44.160] I may have come on a little too strong.
[00:01:44.160 -> 00:01:45.160] You came out of the gate very hot.
[00:01:45.160 -> 00:01:53.920] I'll admit as much.
[00:01:54.020 -> 00:01:55.240] But when I think of the classic finance shop outfit, I think of you get a branded **Patagonia** vest with your company logo on it.

Sentiment Score: 7

Reasoning: The podcast mention of "patagonia" is light-hearted and revolves around a somewhat humorous office debate on color preferences, implying a neutral to slightly positive sentiment towards Patagonia as a common, recognizable, and desired brand for corporate apparel.

27. Podcast: Off Street

Episode: Ep. 82: Little Sins

Date: November 06, 2024 09:09 AM EST

Passage:

[00:02:16.160 -> 00:02:18.040] I think the second most popular color right now is the hunter green.
[00:02:18.360 -> 00:02:20.880] The hunter green, which is a great color.
[00:02:21.040 -> 00:02:23.960] I have a lot of hunter green outfits that I wear.
[00:02:24.200 -> 00:02:25.520] I don't think it fits what we're trying to do here, right?
[00:02:25.520 -> 00:02:30.520] Like I like hunter green.
[00:02:30.640 -> 00:02:33.020] I would never get a hunter green Phillies jersey because it's not what I'm going for there.
[00:02:33.200 -> 00:02:34.660] I also like the stonewashed color.
[00:02:34.880 -> 00:02:35.940] I think it is the classic look.
[00:02:36.180 -> 00:02:38.660] Yes, I would agree.
[00:02:38.660 -> 00:02:42.580] Though I did not expect it to blow up the way it did.
[00:02:42.620 -> 00:02:44.900] People are very passionate about the color of their **Patagonia** vest, apparently.
[00:02:45.200 -> 00:02:45.440] Yes, there are tribes forming it here right now.
[00:02:46.000 -> 00:02:48.200] Very quickly.
[00:02:48.700 -> 00:02:49.100] I mean, like you said, it is election day.
[00:02:49.620 -> 00:02:50.520] Finally.
[00:02:50.740 -> 00:02:54.020] We are here.
[00:02:54.280 -> 00:02:55.120] Should we turn to something a little less contentious and talk about the election?
[00:02:55.220 -> 00:02:56.320] Let's talk about the election.
[00:02:56.620 -> 00:02:58.680] Something that brings people together.
[00:02:58.800 -> 00:03:00.880] I saw a tweet last night.
[00:03:00.880 -> 00:03:02.940] Someone said, man, this is going to be really tough.
[00:03:05.520 -> 00:03:09.500] I just love both candidates so much.
[00:03:09.600 -> 00:03:10.600] One of the crazier elections of our lifetime, which I feel like everyone always says that.
[00:03:10.640 -> 00:03:12.260] I feel like that's every election, right?
[00:03:12.460 -> 00:03:16.880] This is the most important election of our lifetime.

Sentiment Score: 6

Reasoning: The mention of 'Patagonia' in the podcast reflects a neutral to positive sentiment, as it discusses how people are passionate about the color of their Patagonia vests in a somewhat playful and engaging manner without any negative context.

28. Podcast: Rabbit, Rabbit

Episode: 110 The Power of Workplace Happiness: Boost Productivity and Success with a Happy Team

Date: November 06, 2024 07:00 AM EST

Passage:

[00:31:47.500 -> 00:31:50.000] a stable, experienced workforce
[00:31:50.000 -> 00:31:53.640] that continues to grow and innovate
[00:31:54.400 -> 00:31:56.180] without the disruption that comes from high turnover.
[00:31:56.340 -> 00:31:58.620] With initiatives like these,
[00:31:58.620 -> 00:32:01.100] LinkedIn proves that investing in employee happiness
[00:32:01.100 -> 00:32:05.500] not only improves retention rates,
[00:32:05.700 -> 00:32:10.000] but also leads to more engaged and forward-thinking team,
[00:32:10.420 -> 00:32:13.060] which directly contributes to the company's sustained success.

[00:32:13.520 -> 00:32:15.880] Another great example would be **Patagonia**.
[00:32:16.680 -> 00:32:19.940] **Patagonia**, the outdoor apparel company,
[00:32:19.940 -> 00:32:23.100] has pioneered creating a balanced workplace
[00:32:23.500 -> 00:32:26.720] by implementing on-site childcare facilities,
[00:32:26.720 -> 00:32:31.220] flexible work schedules before the pandemic,
[00:32:32.180 -> 00:32:36.000] and environmental initiatives that align with its core values.
[00:32:36.000 -> 00:32:38.440] **Patagonia's** commitment to the mental well-being of its employees
[00:32:38.640 -> 00:32:43.440] extends beyond the office,
[00:32:46.150 -> 00:32:49.110] reflecting the holistic approach to work and life integration.

Sentiment Score: 10

Reasoning: The sentiment expressed towards Patagonia is very positive, highlighting the company's pioneering efforts in workplace balance, mental well-being, and alignment of initiatives with core values, which reflects their holistic approach to work-life integration.

29. Podcast: Be The Wolf

Episode: #87 Leading with Purpose is the Key to Solving Your Business Problems with Speaker, Consultant, Author Jonathan Stanley

Date: November 06, 2024 05:00 AM EST

Passage:

[00:25:36.660 -> 00:25:48.600] And because of that, that created a brand loyalty that was so strong that it didn't matter if they, the one iPhone version wasn't as good as the Samsung version.
[00:25:48.840 -> 00:25:51.160] It didn't matter because the loyalty, the message, the thought behind, the reason behind people, why people wanted to buy and participate with that brand was bigger.
[00:25:51.380 -> 00:25:52.760] You look at brands like **Patagonia**.
[00:25:53.180 -> 00:25:58.820] It's the same thing.
[00:25:58.820 -> 00:26:06.280] **Patagonia** is not a cheap brand, but people will always buy it.
[00:26:06.920 -> 00:26:10.320] And the company has so much loyalty for customers because of what they stand for.
[00:26:10.660 -> 00:26:14.020] And you're making a number of great points.
[00:26:14.460 -> 00:26:18.260] And it's because they're living their purpose.
[00:26:18.620 -> 00:26:26.380] We can have empty purpose statements.
[00:26:26.380 -> 00:26:29.900] I work with companies all the time that post core values on wardrobe walls and they hang them on posters.

Sentiment Score: 9

Reasoning: The mention of 'patagonia' in the podcast speaks highly of the brand's strong customer loyalty and purpose-driven ethos, likening it to other respected brands and emphasizing its positive impact on consumer decisions, which strongly suggests an overall positive sentiment.

30. Podcast: Be The Wolf

Episode: #87 Leading with Purpose is the Key to Solving Your Business Problems with Speaker, Consultant, Author Jonathan Stanley

Date: November 06, 2024 05:00 AM EST

Passage:

[00:26:50.640 -> 00:26:53.280] We can throw core values around all day, but unless you're accountable and living those core values every single day that you're tying them to performance and recognizing and rewarding employees who are living those values, unless you're living your purpose through actions and deeds, then they're just empty promises.
[00:26:53.280 -> 00:26:58.760] And people are smart, right?
[00:26:58.880 -> 00:26:59.560] They immediately recognize companies that are inauthentic.
[00:26:59.660 -> 00:27:01.420] And you can see it.
[00:27:01.760 -> 00:27:07.920] It's not difficult to identify.
[00:27:08.660 -> 00:27:14.300] So it's critically important that you live your why through your deeds and actions.
[00:27:14.520 -> 00:27:16.120] And like **Patagonia**, their purpose is to save the planet.
[00:27:16.120 -> 00:27:20.260] And they're living their walk.
[00:27:20.700 -> 00:27:29.660] The company, as you know, was donated.
[00:27:30.960 -> 00:27:34.060] All of the profits are now being donated to serve opportunities to create a better world and give back to the planet Earth.
[00:27:34.060 -> 00:27:47.440] Apple is a great example of living purpose.

Sentiment Score: 10

Reasoning: The sentiment towards 'Patagonia' is very positive, as it highlights the company's authentic commitment to their core values and purpose by actively donating all profits to create a better world and support environmental causes.

31. Podcast: Beyond the Blue Badge

Episode: From leader to advisor with Kevin Ackhurst

Date: November 06, 2024 03:01 AM EST

Passage:

[00:25:56.890 -> 00:26:00.130] remunerated that weren't necessarily just related to those things
[00:26:00.130 -> 00:26:01.310] that you end up thinking of being important remuneration
[00:26:01.650 -> 00:26:02.290] in a long corporate career.
[00:26:02.990 -> 00:26:10.050] Fascinating.
[00:26:10.050 -> 00:26:11.990] Very similar to this concept of is GDP growth the only way to measure
[00:26:11.990 -> 00:26:17.310] a company's performance?
[00:26:17.310 -> 00:26:20.410] And are there other sets of measures that when taken in totality
[00:26:20.670 -> 00:26:21.230] are more important and instructive?
[00:26:21.470 -> 00:26:25.390] Absolutely.
[00:26:25.390 -> 00:26:30.250] I also learned about the notion of B Corps and companies like **Patagonia**
[00:26:30.250 -> 00:26:34.950] and Ben & Jerry's and Allbirds and others like that who choose
[00:26:35.130 -> 00:26:38.790] to actually do something along the lines of what you're saying,
[00:26:38.790 -> 00:26:43.250] which is not necessarily just recognize GDP or growth as being
[00:26:43.450 -> 00:26:43.930] the only representation of success of the company.
[00:26:43.930 -> 00:26:47.130] Right.
[00:26:47.530 -> 00:26:52.510] Now, correct me if I'm wrong, but as I understand it,
[00:26:52.510 -> 00:26:54.330] one of the things you're doing is to help others make a similar transition
[00:26:54.570 -> 00:26:56.050] through NextWaves.

Sentiment Score: 9

Reasoning: The sentiment towards 'Patagonia' in the podcast mention is positive, as the company is highlighted as an example of a B Corp that goes beyond traditional GDP metrics to measure success, which is praised in the context of exploring more comprehensive success metrics.

32. Podcast: Agency for Change : A Podcast from KidGlov

Episode: Changemaker Kate Williams, CEO, 1% for the Planet

Date: November 06, 2024 02:00 AM EST

Passage:

[00:01:41.730 -> 00:01:46.750] I'm always happy to talk with you too, Kate.
[00:01:46.750 -> 00:01:50.930] And people, of course, can't see you because this is a podcast, but you have such a great smile
[00:01:51.210 -> 00:01:52.230] and you make me feel welcome on my own podcast.
[00:01:52.910 -> 00:01:58.890] So thank you for that.
[00:02:00.430 -> 00:02:08.470] I'd love to have you start by telling us more about 1% for the Planet.
[00:02:08.610 -> 00:02:11.950] Yes, we were founded in 2002 by Yvonne Chouinard, who is the founder of **Patagonia**, the company, and his friend Craig Matthews.
[00:02:12.090 -> 00:02:16.190] And they were doing some giving through their companies.
[00:02:16.190 -> 00:02:22.110] And essentially, they created 1% for the Planet to build a movement.
[00:02:22.310 -> 00:02:28.770] They realized like an individual company here and there doing something is good, but not enough.
[00:02:29.190 -> 00:02:34.150] And so building a movement to engage companies all over the world is the intent behind 1% for the Planet.
[00:02:34.410 -> 00:02:39.030] And the way it works is that every company who's a member, and we now have more than 5,000,

Sentiment Score: 9

Reasoning: The mention of Patagonia is positive because it highlights the company's founder, Yvonne Chouinard, as a key figure in the creation of a global movement for corporate environmental responsibility, demonstrating Patagonia's influential role in promoting sustainability.

33. Podcast: Agency for Change : A Podcast from KidGlov

Episode: Changemaker Kate Williams, CEO, 1% for the Planet

Date: November 06, 2024 02:00 AM EST

Passage:

[00:05:16.190 -> 00:05:25.470] But it all adds up together to this really powerful model.
[00:05:25.470 -> 00:05:44.430] So that's a beautiful difference of 1% and meaningful way in which 1% creates a mechanism for collective action at scale.
[00:05:44.690 -> 00:05:47.890] I really love the idea of that, that small businesses can be in the same group as a **Patagonia** or as many other large businesses and all coming together to make up that now 600 million US dollar impact.
[00:05:47.890 -> 00:05:50.690] That's really a lot of impact, Kate.
[00:05:50.810 -> 00:05:55.670] I'm really curious as we talk about this.
[00:05:55.850 -> 00:06:02.190] I'm curious about how you got involved with 1% for the planet.
[00:06:02.390 -> 00:06:04.750] I know you've dedicated your life to this work, but you know, I'm imagining you as an eight year old on the playground.
[00:06:04.970 -> 00:06:07.090] Someone says, what do you want to do when you grow up?
[00:06:07.250 -> 00:06:08.710] And you say, I want to get back to the planet.
[00:06:08.810 -> 00:06:10.390] Did it, did it happen like that?
[00:06:10.950 -> 00:06:11.750] Or what's, what's your story?
[00:06:11.870 -> 00:06:14.630] Not exactly.
[00:06:14.630 -> 00:06:18.730] At eight, I probably would have said, I just want to run faster than my brothers.

Sentiment Score: 9

Reasoning: The sentiment regarding 'Patagonia' is very positive, as the mention highlights Patagonia's role in a significant collective impact alongside other businesses, suggesting admiration and respect.

34. Podcast: The Storied Outdoors

Episode: Ep 126: Kansas Sartin: Chief Adventurer Pakmule Cargo Carriers

Date: November 06, 2024 01:00 AM EST

Passage:

[00:37:16.540 -> 00:37:17.020] Can you talk about some of the ways you guys are investing to, to keep wild places wild?
[00:37:17.120 -> 00:37:23.260] Yeah.
[00:37:23.260 -> 00:37:29.660] I mean, the, you know, the, the most palatable is just encouraging, inspiring people to get
[00:37:30.100 -> 00:37:34.160] out there because it's the people in longterm that are really able to do the most work.
[00:37:34.160 -> 00:37:34.980] You know, if people get out there and they love it, they're going to care to work at
[00:37:35.200 -> 00:37:38.680] it and take care of it.
[00:37:38.860 -> 00:37:43.580] And, you know, one person or one company can never do enough.
[00:37:43.580 -> 00:37:50.980] Like **Patagonia** is the biggest example of a company that's focused on the outdoors.
[00:37:50.980 -> 00:37:53.740] But I would, I would venture to say that the customers and the followers of **Patagonia** are
[00:37:54.620 -> 00:37:57.240] doing more for the wildlife than **Patagonia** is.
[00:37:57.240 -> 00:38:00.680] **Patagonia** is able to be the voice to create the inspiration.
[00:38:01.360 -> 00:38:06.500] The people are able to do the work and that multiplier is important.
[00:38:06.500 -> 00:38:16.720] And so to me, I feel like that's our biggest impact that, you know, the secondary impact

Sentiment Score: 9

Reasoning: The sentiment towards Patagonia in this podcast mention is highly positive, as the company is praised for being an influential voice that inspires people to actively care for and protect wild places, although acknowledging that the actual 'on-the-ground' conservation efforts are made by their customers and followers.

35. Podcast: We Run on Coffee

Episode: #86 Tayla's Journey of Entrepreneurship, Faith, + Moving Over 2,200 Miles Away from Home!

Date: November 06, 2024 12:01 AM EST

Passage:

[01:11:50.440 -> 01:11:50.800] Anyway, um, you had a second or you had a third book, I think, before I was cutting you off.

[01:11:51.160 -> 01:11:51.960] Yes.
[01:11:52.040 -> 01:11:52.300] You didn't cut me off.
[01:11:52.300 -> 01:11:58.760] It's okay.
[01:11:58.760 -> 01:12:00.080] Um, the last one I would say is, um, it's called Let My People Go Surfing and it's by
[01:12:00.580 -> 01:12:01.460] the founder of **Patagonia**.
[01:12:01.760 -> 01:12:04.580] It's really good.
[01:12:04.720 -> 01:12:06.900] Oh, this is another one you've told me about and I actually am very interested.
[01:12:07.080 -> 01:12:08.200] I'll put all of these in the stories for the people listening.
[01:12:08.640 -> 01:12:11.380] But okay, tell us about this one.
[01:12:11.500 -> 01:12:16.100] This one is, um, basically his journey.
[01:12:16.100 -> 01:12:19.120] If you guys know **Patagonia**, it's like a, obviously a clothing brand, but he cares way
[01:12:19.120 -> 01:12:20.440] more about like the mission than he does about the clothing brand.
[01:12:20.580 -> 01:12:22.340] And he talks about that in his book.
[01:12:22.560 -> 01:12:27.420] He's like, I didn't even really want to be a business owner.
[01:12:27.420 -> 01:12:30.460] Like it just kind of like happened, but it's so missionally based and they do like cool
[01:12:30.480 -> 01:12:35.220] documentaries and like, it's just all about the mission.
[01:12:35.220 -> 01:12:37.840] And so he talks about how he got his team on board, um, in the early days and how they
[01:12:38.320 -> 01:12:43.500] like keep people who work for him, like aligned to the mission.
[01:12:43.500 -> 01:12:45.000] And it's all about like building a story brand, like how he did it and like how you can build
[01:12:45.120 -> 01:12:46.580] a brand around like a cause.

Sentiment Score: 9

Reasoning: The sentiment towards Patagonia in this podcast mention is very positive because it highlights admiration for Patagonia's mission-driven approach and the founder's impactful story that emphasizes values over profit.

36. Podcast: Grandma's Silver

Episode: Creating Heirloom Holiday Traditions with Kate Stewart of Bauble Stockings

Date: November 06, 2024 12:00 AM EST

Passage:

[00:22:37.440 -> 00:22:39.720] Gangs proceeded to take over, like most of the major towns, took over the port.
[00:22:40.240 -> 00:22:44.340] This year, the airport was closed for three months.
[00:22:44.340 -> 00:22:46.540] It's been a really, really hard time for people in Haiti.
[00:22:46.840 -> 00:22:49.060] The inflation is crazy.
[00:22:49.320 -> 00:22:50.340] It's a hard place to live.
[00:22:50.740 -> 00:22:52.380] It's a hard place to do business.
[00:22:52.560 -> 00:22:59.120] It's not for the faint of heart, for sure.
[00:22:59.420 -> 00:23:01.000] But I'm very lucky that I have a business partner there, David Palmer, who runs the company we work with called Good Breads Needlepoint.
[00:23:01.160 -> 00:23:04.320] They are certified B Corp.
[00:23:04.720 -> 00:23:08.040] That's the same as Ben & Jerry's, **Patagonia**.
[00:23:08.720 -> 00:23:10.040] The companies you hear that do business the right way, they're B Corps.
[00:23:10.480 -> 00:23:13.040] David is amazing.
[00:23:13.040 -> 00:23:14.140] He has a foundation called Joan Rose Foundation.
[00:23:14.280 -> 00:23:16.520] We talk about it a lot.
[00:23:16.720 -> 00:23:18.980] But he feeds 400 kids a day.
[00:23:19.120 -> 00:23:20.400] He has a school for 126 kids.
[00:23:20.740 -> 00:23:26.680] He runs after-school programs.
[00:23:26.900 -> 00:23:29.140] And he started with his school, realized that kids with single moms were the most likely to drop out.
[00:23:29.280 -> 00:23:32.840] I mean, these were kids that weren't eating on a regular basis.
[00:23:33.200 -> 00:23:35.100] So he was like, why would they drop out of school when they know they'll get food if they come?

Sentiment Score: 8

Reasoning: The mention of 'Patagonia' in the podcast is in a positive context, as it is cited alongside other reputable companies that adhere to high ethical business standards as B Corps, which enhances its reputation.

37. Podcast: What's Good Denver

Episode: Election Day!! Cap Hill Spotlight, Innovative Election Programming, and the Final Weeks of Red Rocks Season.

Date: November 05, 2024 05:35 PM EST

Passage:

[00:35:52.050 -> 00:35:54.750] I'm trying to see if they've got a, how long they've been doing this.
[00:35:54.890 -> 00:35:59.510] I know it's at least 20 years, but this is a really cool event.
[00:35:59.750 -> 00:36:02.010] I knew one of the original organizers, photographers, stylists.
[00:36:02.210 -> 00:36:03.050] It's, it's, it's amazing.
[00:36:03.230 -> 00:36:05.210] It's, it's gorgeous.
[00:36:05.510 -> 00:36:13.710] And it's not Denver fashion week.
[00:36:13.710 -> 00:36:16.710] It's Denver fashion week, which is important because Denver fashion is, well, it's, you know,
[00:36:16.850 -> 00:36:21.490] the pinnacle of Denver fashion is crew neck sweaters.
[00:36:21.650 -> 00:36:29.630] We all know that, but generally speaking, it's your Arcterics and **Patagonia** set.
[00:36:29.630 -> 00:36:33.870] It's, it's kind of fashion illiterate in a way, but there is a very thriving fashion community
[00:36:33.870 -> 00:36:38.970] that, that does some like really progressive forward fashion forward stuff.
[00:36:38.970 -> 00:36:40.150] Um, and Denver fashion week is the place where they all get together and have parties and
[00:36:40.450 -> 00:36:41.250] do the runway stuff.
[00:36:41.490 -> 00:36:42.150] Super cool.
[00:36:43.290 -> 00:36:43.810] I love it.
[00:36:44.190 -> 00:36:49.170] Nice.
[00:36:49.350 -> 00:36:50.830] Um, November 9th, you've got the Denver veterans day parade and city park.
[00:36:51.350 -> 00:36:58.020] You can go check that out.

Sentiment Score: 5

Reasoning: The sentiment regarding 'Patagonia' is neutral, as it is mentioned alongside other brands in a somewhat dismissive manner, saying Denver fashion is "kind of fashion illiterate" with "Arcterics and Patagonia" as examples, without any specific praise or criticism.

38. Podcast: The Essential Shift Podcast

Episode: 156: What is happening in the business world right now

Date: November 05, 2024 03:02 PM EST

Passage:

[00:05:42.760 -> 00:05:49.500] element of the framework, which is the impact benefit layers. So the environmental contribution, [00:05:49.700 -> 00:05:56.640] the social impact, which I'm huge on, especially with understanding Zoe and essential shift, [00:05:56.640 -> 00:06:02.500] the community development, same thing, and the legacy creation, same thing. Those are the impact [00:06:02.840 -> 00:06:09.360] benefits layer. So what I'd like you to start thinking about is when you're pricing your software, [00:06:09.360 -> 00:06:14.660] your product, your service, and you want to invite this growth, this sustainable growth that **Patagonia** [00:06:15.540 -> 00:06:21.680] is having that, you know, I am having other businesses that are really purely driven by [00:06:21.680 -> 00:06:26.580] this reflection, our driving so that you define your pricing, not just because of the economy is [00:06:26.580 -> 00:06:35.440] going this or because the economy needs that or because you're looking through your pricing [00:06:35.440 -> 00:06:43.660] through those three lengths. So let's see how **Patagonia** really masterfully applies each layer of the value

Sentiment Score: 9

Reasoning: The sentiment toward 'Patagonia' in the podcast mention is very positive, as the company is highlighted for achieving "sustainable growth" and "masterfully applying" value layers, which signifies admiration for its business practices.

39. Podcast: The Essential Shift Podcast

Episode: 156: What is happening in the business world right now

Date: November 05, 2024 03:02 PM EST

Passage:

[00:07:04.180 -> 00:07:09.960] sharing here is just from my own interpretation. I just have to put this caveat in place. So the tangible [00:07:09.960 -> 00:07:18.500] benefit of **Patagonia** is a tangible benefit of **Patagonia**. Premium materials, it's organic cotton or it's recycled [00:07:18.500 -> 00:07:28.440] polyester, it's premium. The durability, they have an ironclad guarantee. The performance in extreme [00:07:28.440 -> 00:07:37.360] conditions, those are tangible benefits. You buy **Patagonia** for those tangible benefits. The intangible benefits, [00:07:38.800 -> 00:07:48.120] brand reputation for quality, environmental leadership, community and belonging. Those are intangible benefits. [00:07:48.120 -> 00:07:53.880] And then impact benefits. The 1% for planet commitments, the environmental activism, their innovative campaign. [00:07:53.880 -> 00:08:05.320] Remember one of the Black Friday campaign around Don't Buy That Jacket. The supply chain transparency,

Sentiment Score: 10

Reasoning: The podcast mention regarding 'Patagonia' is overwhelmingly positive, highlighting both tangible and intangible benefits such as high-quality materials, environmental leadership, and community belonging, alongside impactful commitments like environmental activism and supply chain transparency.

40. Podcast: The Essential Shift Podcast

Episode: 156: What is happening in the business world right now

Date: November 05, 2024 03:02 PM EST

Passage:

[00:08:47.940 -> 00:08:53.560] audit exercise. Step one, you list all of the tangible benefits. You look through the intangible benefits. [00:08:53.780 -> 00:09:01.120] What's very helpful with the intangible benefits is often asking your current clients, your current customers, [00:09:01.120 -> 00:09:09.500] those who are buying your software products and services. You quantify your impact, looking at how might you [00:09:09.500 -> 00:09:17.840] be more focused on impact as well. And then you stack and price accordingly. And in your communication [00:09:17.840 -> 00:09:23.480] strategies, then you need to communicate on each of those layers. **Patagonia** really communicates on each [00:09:23.480 -> 00:09:32.320] of the layer from the product specs for the tangible benefits, the storytelling for the intangible benefits [00:09:32.320 -> 00:09:37.880] and the impact metric for environmental benefits. I hope that inspires you to reframe your pricing rather [00:09:37.880 -> 00:09:42.900] just being like, okay, all the people are doing this. So I'm pricing in this way, which is what I see a lot of my clients [00:09:42.900 -> 00:09:51.160] saying, oh my gosh, we're going through an economic downturn. So I need to go and sell with my product,

Sentiment Score: 10

Reasoning: The sentiment regarding 'Patagonia' in this podcast mention is very positive because the brand is praised for its effective communication across various dimensions, including product specifications, storytelling, and environmental impact, which is presented as an inspiring model for others.

41. Podcast: The Essential Shift Podcast

Episode: 156: What is happening in the business world right now

Date: November 05, 2024 03:02 PM EST

Passage:

[00:18:43.480 -> 00:18:51.580] and really going through the assessment and the innovation sprint and the implementation. And boom, [00:18:51.580 -> 00:18:57.000] we have something in market that's really, really working. That's it for today. Those four key points [00:18:57.300 -> 00:19:02.680] that I really wanted to mention to you. I hope you found it valuable. Please leave a review, [00:19:03.280 -> 00:19:10.980] follow, share with a friend and let me know what you think about it. You can message me on Instagram. [00:19:10.980 -> 00:19:20.080] And remember, **Patagonia** didn't become **Patagonia** overnight. There is no overnight success. I always say [00:19:20.080 -> 00:19:25.720] I am an overnight success after 20 years of working in that field. So it doesn't become a one day [00:19:25.720 -> 00:19:31.340] overnight success. They all started with frameworks similar to the one I've covered today. So your next [00:19:31.580 -> 00:19:38.420] step is to choose one framework and implement it this week. Maybe it's pricing, maybe it's AI, [00:19:38.420 -> 00:19:43.340] maybe it's innovation. Whatever resonated from this podcast, please go ahead and implement it. And if you

Sentiment Score: 9

Reasoning: The sentiment towards 'Patagonia' is positive because it is used as a reference for successful business growth and innovation, highlighting the brand as an example of sustained success and resilience in the business world.

42. Podcast: Pointing It Out: A Needlepoint Podcast

Episode: Get to know your hosts: interviewing Megan Holmes of The Needlepoint Clubhouse

Date: November 02, 2024 09:00 PM EST

Passage:

[00:09:16.020 -> 00:09:17.440] I packed my summer dresses and my tank tops and my flip flops and all the things for a summer, a summer trip. [00:09:17.440 -> 00:09:20.480] And I got to Michigan. [00:09:20.560 -> 00:09:25.460] I got to Mackinac Island on I think it was like May 10th or 11th. [00:09:25.820 -> 00:09:26.920] I remember that because it was right after my 21st birthday and I was freezing.

[00:09:27.500 -> 00:09:27.900] I remember my mom.
[00:09:28.220 -> 00:09:28.480] Yeah.
[00:09:28.480 -> 00:09:28.780] Yeah.
[00:09:28.780 -> 00:09:32.780] Yeah.
[00:09:32.880 -> 00:09:41.960] I remember my mom taking me to I can't remember what it was called now.
[00:09:42.180 -> 00:09:43.980] It was like the Mackinac Outfitter or something like that and buying me a **Patagonia** jacket because I was sorely unprepared for my summer on Mackinac Island.
[00:09:44.120 -> 00:09:46.000] But for at least May on Mackinac.
[00:09:46.340 -> 00:09:46.980] You were good for August, but not for May.
[00:09:47.100 -> 00:09:47.920] Oh, man.
[00:09:48.380 -> 00:09:55.680] I was so cold.
[00:09:56.060 -> 00:09:58.360] But anyway, and then I ended up so I did really two summers at the hotel as a as a like an hourly employee.
[00:09:58.780 -> 00:10:01.580] I actually, believe it or not, worked in the retail shops.
[00:10:02.180 -> 00:10:03.820] And then graduated college.
[00:10:04.240 -> 00:10:06.520] Was that your first foray into retail?
[00:10:06.740 -> 00:10:07.220] Great question.
[00:10:07.420 -> 00:10:13.840] Sort of.

Sentiment Score: 8

Reasoning: The sentiment towards 'Patagonia' in the podcast mention is positive, as the brand is associated with providing a much-needed solution (a warm jacket) during an unexpectedly cold visit, reflecting gratitude and satisfaction.

43. Podcast: Endless Aisle Podcast

Episode: EA Live London: Ellis Brigham, Frasers, Hugo Boss, and Sweaty Betty

Date: November 05, 2024 11:00 AM EST

Passage:

[00:21:05.040 -> 00:21:10.000] Um, we do our store tours. Um, I quite often do, I'm based in central London, so I can quite often
[00:21:10.240 -> 00:21:14.840] do a lot around there. 10, 15 years ago, we would look at our competitors, blacks,
[00:21:15.140 -> 00:21:18.420] and Cotswolds of this world. Now we don't, we look at kind of premium wholesale retail, uh,
[00:21:18.420 -> 00:21:23.140] what we're doing with Fraser's group, what JD are doing, but we'll also go and look at
[00:21:23.300 -> 00:21:30.140] what's happening in direct to consumer. Many of our brands now, uh, Arc'teryx, North Face,
[00:21:30.140 -> 00:21:34.900] Solomon, **Patagonia**, all again, direct to consumer and our challenge is to compete with them and the
[00:21:34.900 -> 00:21:41.360] retail experience you can give in a branded world. And how do we bring that into a wholesale multi-brand
[00:21:41.360 -> 00:21:46.640] environment? Our USB is we can have all those brands under one house and our sales associates and
[00:21:46.640 -> 00:21:50.200] tech in the future can steer people through those choices rather than having to go to four or five
[00:21:50.600 -> 00:21:54.980] different stores to get that kind of product information and fit kind of advice.
[00:21:55.120 -> 00:22:00.060] That's the advantage of wholesale, isn't it? When, when Nike reverse their DTC strategy and go,
[00:22:00.060 -> 00:22:04.100] we need wholesale back. If they can't make it work, I don't think anyone can. And you guys have

Sentiment Score: 6

Reasoning: The mention of 'Patagonia' is neutral to positive, as it is included alongside other reputable brands being considered as direct-to-consumer competitors, indicating recognition and a level of respect for its market presence.

44. Podcast: Ecommerce on Tap by Sourcify and Izba Consulting

Episode: How Beautycounter's MLM Strategy Led to Billion-Dollar Success--and a Bankruptcy

Date: November 05, 2024 04:00 AM EST

Passage:

[00:23:54.900 -> 00:23:55.380] I think you have a beauty brand that,
[00:23:55.480 -> 00:23:57.800] you know,
[00:23:57.800 -> 00:24:00.940] kind of started that clean beauty trend,
[00:24:01.700 -> 00:24:01.820] but also like took a legislative route.
[00:24:01.820 -> 00:24:02.080] Right.
[00:24:02.200 -> 00:24:03.780] I mean,
[00:24:03.900 -> 00:24:07.320] Greg testified before Congress,
[00:24:08.520 -> 00:24:08.920] which I think very few kind of e-commerce founders have ever done.
[00:24:09.060 -> 00:24:09.620] Yeah,
[00:24:09.880 -> 00:24:10.060] I agree.
[00:24:10.420 -> 00:24:10.520] And,
[00:24:10.520 -> 00:24:13.440] you know,
[00:24:13.440 -> 00:24:17.660] I was just trying to go through and think through some other brands that,
[00:24:17.800 -> 00:24:17.940] that had a big mission as part of who they were and what they were doing.
[00:24:17.960 -> 00:24:18.560] And,
[00:24:18.600 -> 00:24:20.980] you know,
[00:24:21.140 -> 00:24:22.220] you think about all birds that we covered a couple episodes ago,
[00:24:23.180 -> 00:24:25.960] **Patagonia** comes to mind,
[00:24:25.960 -> 00:24:28.640] Greystone bakery and Ben and Jerry's and kind of their collaboration.
[00:24:28.800 -> 00:24:29.700] So Greystone bakery makes the brownies that go in Ben and Jerry's.
[00:24:29.740 -> 00:24:33.540] And I think it's,
[00:24:33.540 -> 00:24:36.480] it's something where it's like they,
[00:24:36.480 -> 00:24:36.720] they have a lot of people who had just come out of prison working at the
[00:24:36.840 -> 00:24:37.120] bakery.
[00:24:37.140 -> 00:24:40.600] There's some,
[00:24:41.560 -> 00:24:42.360] some tie in there where there's a social good for who's making the brownies.
[00:24:42.400 -> 00:24:44.500] But yeah,
[00:24:44.500 -> 00:24:46.600] I mean like these mission driven things,
[00:24:47.480 -> 00:24:47.660] they seem to really resonate with folks.
[00:24:47.800 -> 00:24:48.200] Yeah,
[00:24:48.360 -> 00:24:48.460] I agree.
[00:24:48.520 -> 00:24:51.800] I mean,
[00:24:51.880 -> 00:24:55.140] I think there's this balance of like kind of,

Sentiment Score: 9

Reasoning: The sentiment towards 'Patagonia' is positive, as the mention aligns the brand with other socially responsible and mission-driven companies, implying a strong positive perception of their values and impact.

45. Podcast: Ecommerce On Tap

Episode: How Beautycounter's MLM Strategy Led to Billion-Dollar Success--and a Bankruptcy

Date: November 05, 2024 01:50 AM EST

Passage:

[00:24:01.980 -> 00:24:07.320] And here, I think you have a beauty brand that, you know, kind of started that clean beauty trend, but also like took a legislative route, right?

[00:24:08.540 -> 00:24:09.620] I mean, Greg testified before Congress, which I think very few kind of e-commerce founders have ever done.

[00:24:09.940 -> 00:24:17.660] Yeah, I agree.

[00:24:17.840 -> 00:24:25.920] And, you know, I was just trying to go through and think through some other brands that had a big mission as part of who they were and what they were doing.

[00:24:26.200 -> 00:24:28.640] And, you know, you think about Allbirds that we covered a couple episodes ago, **Patagonia** comes to mind, Greystone Bakery and Ben & Jerry's and kind of their collaboration.

[00:24:28.640 -> 00:24:36.700] So Greystone Bakery makes the brownies that go in Ben & Jerry's.

[00:24:36.840 -> 00:24:40.580] And I think it's something where it's like they have a lot of people who had just come out of prison working at the bakery.

[00:24:41.540 -> 00:24:46.580] There's some tie in there where there's a social good for who's making the brownies.

[00:24:47.240 -> 00:24:48.200] But, yeah, I mean, like these mission driven things, they seem to really resonate with folks.

[00:24:48.200 -> 00:25:00.820] Yeah, I agree.

Sentiment Score: 8

Reasoning: The sentiment towards 'Patagonia' in the podcast mention is positive as it is associated with being a mission-driven brand that resonates well with people, alongside other socially-conscious brands.

46. Podcast: Conquering Columbus Podcast

Episode: Goodwill Columbus

Date: November 04, 2024 10:45 PM EST

Passage:

[00:31:39.220 -> 00:31:43.000] But again, that goal is how do we tell you what Goodwill will do with it?

[00:31:43.280 -> 00:31:47.380] And I think, you know, the example I often use is, you know, let's say Joe.

[00:31:47.540 -> 00:31:50.500] Joe can walk into a free store and find a great winter jacket as we prepare.

[00:31:50.680 -> 00:31:53.640] It doesn't feel like it right now, but as we prepare for colder weather.

[00:31:53.760 -> 00:31:54.920] And that is a beautiful, amazing service that we support and love.

[00:31:54.940 -> 00:31:56.180] We want people to be clothed.

[00:31:56.360 -> 00:32:00.840] It's a basic human right.

[00:32:00.920 -> 00:32:01.640] But as you think about, okay, so maybe at a Goodwill, maybe it's not Joe who's walking in.

[00:32:01.640 -> 00:32:05.580] Maybe it's you, Josh.

[00:32:05.580 -> 00:32:06.840] Maybe you're walking in and you're finding a cool **Patagonia** vintage jacket.

[00:32:07.200 -> 00:32:08.800] You're like, this is awesome.

[00:32:09.060 -> 00:32:10.920] So yes, you had that moment.

[00:32:11.020 -> 00:32:12.040] That's not the end of our mission, right?

[00:32:12.040 -> 00:32:15.140] It's a wonderful thing.

[00:32:15.360 -> 00:32:19.640] We are happy that you're happy, but you've actually just started something.

[00:32:19.880 -> 00:32:25.440] So maybe Joe isn't taking that home, that vintage **Patagonia** jacket on that particular day.

[00:32:25.440 -> 00:32:31.420] But maybe Joe's walking into our Clintonville Job Training Center and he's now sitting down to do a free CDL training.

[00:32:31.620 -> 00:32:35.680] And with the help of partners, we're also working with him with his housing security and food insecurity.

Sentiment Score: 8

Reasoning: The sentiment towards 'patagonia' in the podcast mention is positive, as it is described in an enthusiastic and appreciative manner, highlighting the joy of discovery and the broader social impact associated with such a find.

47. Podcast: Conquering Columbus Podcast

Episode: Goodwill Columbus

Date: November 04, 2024 10:45 PM EST

Passage:

[00:32:51.140 -> 00:32:54.860] We want people to absolutely be clothed.

[00:32:55.040 -> 00:32:57.060] But when you work or when you shop or donate at a Goodwill, we want you to know there's more.

[00:32:57.380 -> 00:33:02.360] It's just there's more that's happening behind the scenes.

[00:33:02.520 -> 00:33:03.080] And so when you go home and snap a picture and post it on Instagram, like, yay, I got this cool vintage jacket.

[00:33:03.200 -> 00:33:08.920] We love that.

[00:33:09.260 -> 00:33:17.620] But what we want you to know is that Joe also now has an opportunity to thrive in Columbus that he may not have had otherwise.

[00:33:17.900 -> 00:33:19.360] So I think it's just telling stories like that and finding partners who can help us find the Joes and Janes and everybody else out there who can take advantage of our services.

[00:33:19.360 -> 00:33:21.160] I think I'm a **Patagonia** person.

[00:33:21.180 -> 00:33:22.200] I don't know if that's a compliment or an insult.

[00:33:22.400 -> 00:33:22.840] I'm going to take it as a compliment.

[00:33:22.940 -> 00:33:28.440] I did.

[00:33:28.500 -> 00:33:29.960] Well, it's off my mind because we were at Grove City and this woman walked out with this amazing bright purple **Patagonia** jacket.

[00:33:30.360 -> 00:33:32.700] And I was like, how did that get away?

[00:33:32.840 -> 00:33:34.920] But yeah, no, you never know what you'll find in a Goodwill.

[00:33:35.040 -> 00:33:39.100] There are all sorts of vintage things.

[00:33:39.340 -> 00:33:41.040] Somebody just found George Washington's tent, Vince Lampardi's letter jacket.

[00:33:41.240 -> 00:33:42.380] You know, we get all sorts of stuff at a Goodwill.

[00:33:42.500 -> 00:33:43.040] So the hunt is it's fun.

[00:33:43.040 -> 00:33:51.140] It's a fun one.

Sentiment Score: 9

Reasoning: The sentiment towards 'Patagonia' is positive, as the mention of the bright purple Patagonia jacket evokes a sense of admiration and desirability, enhanced by the context of surprising finds at Goodwill, which adds an element of delight.

48. Podcast: The Arterburn Radio Transmission Podcast

Episode: #28 Paratruther- Weather Warfare, Geoengineering & The Elephant in the Sky

Date: November 04, 2024 08:00 PM EST

Passage:

[00:29:36.210 -> 00:29:39.190] It reminds me of that George Carlin bit, right?
[00:29:39.190 -> 00:29:41.870] You remember that one, Chris, where he's talking about it?
[00:29:42.470 -> 00:29:47.690] Like he, the earth isn't going anywhere.
[00:29:47.810 -> 00:29:48.430] You're going to shake us off like a bad case of fleas.
[00:29:49.330 -> 00:29:49.850] And he was right.
[00:29:50.070 -> 00:29:52.730] Right.
[00:29:52.890 -> 00:29:55.890] But you listen to some of these climate alarmists speak.
[00:29:56.650 -> 00:29:59.190] It's not like they even care about humanity.
[00:29:59.290 -> 00:30:00.670] There's a one lady, I forget her name.
[00:30:00.890 -> 00:30:05.610] Is it Chris Tompkins?
[00:30:05.610 -> 00:30:05.710] Her, her husband created the clothing lines, the North face in **Patagonia**.
[00:30:06.210 -> 00:30:10.050] Yeah.
[00:30:10.410 -> 00:30:15.290] They've invested something like \$350 million into preservation.
[00:30:15.290 -> 00:30:15.990] But her language, if you listen to her speak is very alarming, especially someone like myself,
[00:30:16.210 -> 00:30:20.030] who's a Christian.
[00:30:21.050 -> 00:30:27.670] She says, there isn't a Messiah who's going to save you from this.
[00:30:27.670 -> 00:30:36.090] It's like, I'm not going to take guidance from you, but, but her answer to it all would

Sentiment Score: 4

Reasoning: The sentiment toward 'Patagonia' in this mention is slightly negative, as the speaker expresses skepticism about the intention and rhetoric of someone associated with Patagonia, despite acknowledging a significant investment in preservation.

49. Podcast: Asian Not Asian

Episode: S4E18 - Nice Podcast, Bro with Ethan M. Wong

Date: November 04, 2024 08:00 PM EST

Passage:

[00:35:39.010 -> 00:35:39.810] like, you wanted to get into vintage clothes and then you found that that wasn't going to
[00:35:39.930 -> 00:35:40.630] quite work for you.
[00:35:40.810 -> 00:35:40.950] At least at that time.
[00:35:41.350 -> 00:35:41.430] Yeah.
[00:35:41.570 -> 00:35:41.790] Yeah.
[00:35:41.870 -> 00:35:46.130] Yeah.
[00:35:46.210 -> 00:35:49.670] No, I mean, it's, it's, it's so like, it's funny to think how everything that we own,
[00:35:50.190 -> 00:35:54.010] all the clothes all signal something or they have connotations to everything.
[00:35:54.010 -> 00:35:56.970] Um, and it's funny, I used to not really think this, but like, I kind of believe what, what
[00:35:57.050 -> 00:35:59.210] Derek has said too, where like, sometimes like the neutral thing is like a suit, right?
[00:35:59.310 -> 00:36:02.210] Like, cause like, you know, and that's not exactly true.
[00:36:02.210 -> 00:36:05.570] Obviously we think, well, that, you know, the corporate uniform has changed and like, even
[00:36:05.570 -> 00:36:07.730] now the suit's kind of outdated, you know, people are wearing the **Patagonia** vests, you
[00:36:08.350 -> 00:36:11.110] know, I mean, even that might be like moving away now.
[00:36:12.230 -> 00:36:15.970] And so it really is interesting to me about, about that.
[00:36:16.010 -> 00:36:18.550] But, you know, I've also found it kind of fun to figure out like, what does that mean?
[00:36:20.070 -> 00:36:24.390] Or what does it say about me when I'm doing things in my regular life?
[00:36:24.390 -> 00:36:26.290] Um, you know, I just, I had this conversation recently actually, where, you know, I was like
[00:36:26.630 -> 00:36:26.910] watching how I met your mother.
[00:36:27.210 -> 00:36:30.550] Yes.
[00:36:30.550 -> 00:36:32.470] And you know, like, and like, you know, you see, you see Barney and Barney wears a suit
[00:36:32.630 -> 00:36:36.970] all the time, but he also like wears outside of the office.

Sentiment Score: 5

Reasoning: The sentiment towards 'Patagonia' in the mention is neutral as the reference to Patagonia vests is made in the context of changing fashion norms without positive or negative connotations, thus it can be rated a 5.

50. Podcast: KidNuz: News for Kids

Episode: 11.04.2024

Date: November 04, 2024 07:00 AM EST

Passage:

[00:01:17.620 -> 00:01:23.820] and promos. Need a ride to a polling place? Uber and Lyft have election day discounts.
[00:01:23.820 -> 00:01:29.640] Crave a donut? Get one free at Krispy Kreme with an I Voted sticker. Election day is not a federal
[00:01:29.640 -> 00:01:35.300] holiday in the U.S., but according to the Society for Human Resource Management, more than 2,000
[00:01:35.760 -> 00:01:41.860] companies have pledged to give employees paid time off to vote, including Bank of America, Ikea,
[00:01:41.860 -> 00:01:47.800] **Patagonia**, and Visa. And according to ABC News, free child care during voting hours is available in at
[00:01:47.800 -> 00:01:54.220] least 10 states. 11-time Olympic track and field medalist Allison Felix has paired up with the
[00:01:54.220 -> 00:01:59.880] non-profit Chamber of Mothers to offer up two hours of paid child care in North Carolina through a service
[00:02:02.580 -> 00:02:08.700] called PolySit. Those in areas impacted by Hurricane Helene can get up to a full day.
[00:02:08.700 -> 00:02:15.700] Brat summer may not be over after all. Collins Dictionary has announced the term, made popular by

Sentiment Score: 8

Reasoning: The sentiment towards Patagonia in the podcast mention is positive as it highlights the company's initiative to give employees paid time off to vote, which reflects social responsibility and community involvement.

51. Podcast: Business Growth Architect Show

Episode: Ep #145: Tiana Sanchez: Tips for Civility in Leadership

Date: November 04, 2024 05:00 AM EST

Passage:

[00:03:42.780 -> 00:03:49.160] And I was like, OK, you're really piquing my interest. And then they could you could bring your pets to work, which is really before bringing pets to work was very cool.

[00:03:49.360 -> 00:03:55.580] And the end thing. But people had spaces for their animals. And then the idea of philanthropy.

[00:03:55.700 -> 00:04:00.620] So they weren't just saying, hey, you know, choose a cause and we'll gladly support you in spirit and in heart.

[00:04:00.800 -> 00:04:03.880] But no, they were saying we're going to put some financial support. So they match. They literally match their employee.

[00:04:04.060 -> 00:04:06.760] They said, hey, pick a cause that you want and we are going to support it.

[00:04:06.760 -> 00:04:10.780] We're going to contribute and we're going to match dollars.

[00:04:11.400 -> 00:04:15.740] And so the company that this gentleman worked at was **Patagonia**.

[00:04:16.040 -> 00:04:19.840] And if you know anything about **Patagonia**, they are all about sustainability.

[00:04:20.580 -> 00:04:28.360] They're about the world. They're about global responsibility.

[00:04:28.840 -> 00:04:32.260] And it just sit me down this rabbit hole of wanting to learn more about what this company is and why aren't more organizations like it?

[00:04:32.260 -> 00:04:38.340] Yes. **Patagonia**, who doesn't like that company? A B Corporation.

[00:04:38.600 -> 00:04:41.760] Do you mind just sharing with the audience sort of what is a B Corporation so we have some foundation established?

Sentiment Score: 10

Reasoning: The sentiment towards 'Patagonia' in the podcast mention is very positive, highlighting its sustainability efforts, philanthropy, and status as a B Corporation, which are admired and seen as exemplary attributes.

52. Podcast: Business Growth Architect Show

Episode: Ep #145: Tiana Sanchez: Tips for Civility in Leadership

Date: November 04, 2024 05:00 AM EST

Passage:

[00:04:55.400 -> 00:04:58.220] And so if you want to demonstrate that you are a company that is really not just saying certain things,

[00:04:58.220 -> 00:05:06.540] but actually living and breathing in this, then you go through this assessment.

[00:05:06.740 -> 00:05:10.200] So the five impact areas are governance, workers, community, customers and environment.

[00:05:10.460 -> 00:05:13.540] Once you go through this assessment, you get a score rating.

[00:05:13.700 -> 00:05:19.860] Most companies who go through this, they get a score.

[00:05:19.860 -> 00:05:25.620] And **Patagonia** has actually been certified, if I'm not mistaken, for many, many years with a very strong high scoring.

[00:05:25.780 -> 00:05:29.780] So that is what a B Corp, it's basically saying to the world that we believe in these five impact areas.

[00:05:30.120 -> 00:05:36.260] We're holding ourselves accountable and we're not just talking about it, but we're being about it.

[00:05:36.760 -> 00:05:40.860] And so how do you get from sitting there being inspired by that to this idea of civility?

[00:05:40.860 -> 00:05:46.900] I mean, needless to say, I don't think there's a more important conversation we had at this very moment.

[00:05:47.500 -> 00:05:59.980] But how did you get there and then say, I want to actually start this conversation?

Sentiment Score: 10

Reasoning: The sentiment towards 'Patagonia' in the podcast mention is very positive as it is highlighted as a company that not only scores highly on the B Corp assessment but also embodies strong values across governance, workers, community, customers, and the environment.

53. Podcast: Business Growth Architect Show

Episode: Ep #145: Tiana Sanchez: Tips for Civility in Leadership

Date: November 04, 2024 05:00 AM EST

Passage:

[00:24:22.800 -> 00:24:25.060] Or do you want to add anything to that?

[00:24:25.220 -> 00:24:28.320] I absolutely, I definitely will add.

[00:24:28.440 -> 00:24:35.060] I think for those who might be starting out, that could be a great approach.

[00:24:35.200 -> 00:24:37.740] Let's say you're 20 years young and you already have employees and you've kind of built a reputation for yourself.

[00:24:37.880 -> 00:24:43.920] And then all of a sudden you realize, you know what, I could be doing better.

[00:24:43.920 -> 00:24:52.000] I'm not doing as well or being as responsible as I'd like to be as an organization.

[00:24:52.260 -> 00:24:56.420] Again, I think of, you know, **Patagonia**, that they are continuing to still live and breathe the principles that they've established years ago.

[00:24:56.580 -> 00:25:00.160] At any point, as a leader, you can flip that switch.

[00:25:00.420 -> 00:25:10.840] You can say, you know what, going forward, I am going to start making a difference.

[00:25:10.840 -> 00:25:13.740] There are principles of a civil leadership that says it shouldn't always be about the traditional business paradigms of a capitalistic society.

[00:25:13.860 -> 00:25:16.660] And I know that's going to step on toes because we're all about money.

[00:25:16.740 -> 00:25:17.620] And so if you're not making money, then it doesn't make sense.

[00:25:17.960 -> 00:25:24.020] Why are we doing it?

Sentiment Score: 9

Reasoning: The mention of Patagonia in the podcast conveys a positive sentiment as it highlights the company as an exemplary model for living and breathing their established principles and being responsible, a benchmark for leaders to aspire to.

54. Podcast: Directors' Dialogues: Stewardship in the Boardroom

Episode: Aligning purpose with profit in the boardroom with Lisa Bougie

Date: November 04, 2024 03:00 AM EST

Passage:

[00:00:23.270 -> 00:00:27.790] And I'm Matthew Moss. And today we're delighted to have Lisa Bougie as our guest.

[00:00:27.790 -> 00:00:32.350] Lisa is a member of one of the chapters in our network at the NACD in the United States.

[00:00:33.050 -> 00:00:43.710] She serves on the chapters Climate Advisory Council which was set up last year.

[00:00:44.490 -> 00:00:52.130] She's a very experienced board director, strategic advisor and an investor with extensive experience in consumer goods and a special emphasis on fashion and retail.

[00:00:53.010 -> 00:00:57.610] Lisa's worked with Stitch Fix, Nike, **Patagonia**, Gap in her executive roles and she sits on the board of four private companies.

[00:00:58.090 -> 00:01:08.990] As well she's an investor and an advisor with Alante Capital.
[00:01:09.610 -> 00:01:10.470] Lisa was one of four board directors who joined us at the World Economic Forum in Geneva earlier this year for a workshop on how board directors can use their positions to influence their companies towards climate-positive policies and practices.
[00:01:11.630 -> 00:01:14.630] Welcome, Lisa.
[00:01:15.870 -> 00:01:19.890] Thank you so much. I am eager to get into this conversation.
[00:01:20.690 -> 00:01:22.570] It's a delight to have you with us and we're really, really looking forward to the conversation, Lisa.

Sentiment Score: 5

Reasoning: The mention of 'Patagonia' in this podcast introduction is neutral as it is simply listed among other companies Lisa Bougie has worked with, without any positive or negative commentary specifically about Patagonia.

55. Podcast: The Next Trip - An Aviation and Travel Podcast

Episode: Boarding Pass 258: The XLR Arrives

Date: November 04, 2024 12:00 AM EST

Passage:

[00:16:45.090 -> 00:16:45.890] Like, why do you want to board early?
[00:16:46.090 -> 00:16:46.530] Overhead bin space.
[00:16:46.530 -> 00:16:49.750] 100%.
[00:16:49.870 -> 00:16:52.790] So if you're not concerned about that, you don't care about it.
[00:16:52.970 -> 00:16:54.650] I would suggest everyone listening, if you have gate anxiety about boarding,
[00:16:54.650 -> 00:16:56.990] like we're talking about, do what I do.
[00:16:56.990 -> 00:17:00.330] I have a carry-on that fits under my seat.
[00:17:00.470 -> 00:17:02.630] If it has, if there's no overhead space, I can fit it under my seat.
[00:17:02.850 -> 00:17:04.010] It holds as much as a roller board bag.
[00:17:04.170 -> 00:17:05.490] And I'll put some links.
[00:17:05.610 -> 00:17:06.930] I bought another one just today.
[00:17:07.290 -> 00:17:08.150] Just thinking about this.
[00:17:08.270 -> 00:17:11.270] I bought a new one.
[00:17:11.410 -> 00:17:14.750] The one I have, it's a **Patagonia** MPC or whatever.
[00:17:14.870 -> 00:17:17.490] I mean, you just go to **Patagonia** and just check the soft-sided carry-ons.
[00:17:17.490 -> 00:17:20.470] It's like a little suitcase, but it also has a backpack.
[00:17:20.750 -> 00:17:21.930] You can pull out the straps so you don't have to lug it.
[00:17:21.930 -> 00:17:23.490] Duffel bags are also good.
[00:17:23.650 -> 00:17:27.210] But duffel bags, you have to carry.
[00:17:27.330 -> 00:17:28.010] It doesn't, you know, you can't put it on your back so you can walk around.
[00:17:28.190 -> 00:17:32.050] So think about that.
[00:17:32.050 -> 00:17:34.670] But if you have one of these, Doug, you don't have as much gate anxiety
[00:17:34.870 -> 00:17:39.630] because you're not caring about overhead bin space.
[00:17:39.770 -> 00:17:43.710] The other good thing about this is you can turn it upright like a book and slide it in.
[00:17:43.710 -> 00:17:46.690] I only need like maybe six inches of width.

Sentiment Score: 9

Reasoning: The sentiment regarding 'Patagonia' in the podcast mention is positive, as the speaker recommends Patagonia products for their practicality and versatility, specifically highlighting features that help reduce travel-related anxieties.

56. Podcast: The Inner Chief

Episode: 350. Mike Smith, Founder and CEO of Zero Co, on how to build a tribe of loyal customers, creating a better world through business, and personal growth

Date: November 03, 2024 05:05 PM EST

Passage:

[01:01:22.330 -> 01:01:22.630] I don't want to cut it short, but both of us have got our next appointment.
[01:01:22.630 -> 01:01:24.510] Yes.
[01:01:24.870 -> 01:01:25.050] Hey, yeah, we've got some rapid-fire questions.
[01:01:25.050 -> 01:01:26.190] Okay, go.
[01:01:27.390 -> 01:01:40.210] We've got four chiefs to get to.
[01:01:40.910 -> 01:01:41.810] So if you could form any team, the ultimate executive team cannot be anyone in your current team now, made up of well-known leaders from any time, anywhere in history, who would your first three picks be?
[01:01:41.890 -> 01:01:43.490] Oh, wow.
[01:01:44.050 -> 01:01:45.550] That's a really good one.
[01:01:45.810 -> 01:01:46.150] I can be living now.
[01:01:46.150 -> 01:01:49.750] Yeah, yeah.
[01:01:49.810 -> 01:01:50.250] Yeah, Yvonne Chouinard, who is the founder of **Patagonia**.
[01:01:50.890 -> 01:01:55.410] **Patagonia**.
[01:01:56.950 -> 01:02:00.870] Who has just built the absolute global standard in sustainability.
[01:02:04.350 -> 01:02:05.330] Incredible, incredible company and philosophy and mission that he has built.
[01:02:06.450 -> 01:02:26.170] David Attenborough.

Sentiment Score: 10

Reasoning: The mention of 'Patagonia' highlights its status as a global leader in sustainability and praises the company's incredible philosophy and mission, reflecting a highly positive sentiment.

57. Podcast: The Inner Chief

Episode: 350. Mike Smith, Founder and CEO of Zero Co, on how to build a tribe of loyal customers, creating a better world through business, and personal growth

Date: November 03, 2024 05:05 PM EST

Passage:

[01:05:17.260 -> 01:05:17.440] Have you chatted to, um, Ethan from July?
[01:05:17.620 -> 01:05:18.160] No.
[01:05:18.540 -> 01:05:18.900] Luggage brand July?
[01:05:19.240 -> 01:05:20.520] No.
[01:05:20.520 -> 01:05:27.260] I actually met Ethan yesterday.

[01:05:27.360 -> 01:05:31.080] We shared a, um, we shared a panel at South by Southwest in Sydney, uh, and spent most of the day with him.
[01:05:31.220 -> 01:05:32.280] He's an absolute legend and, and has lots of little balls of wisdom.
[01:05:32.280 -> 01:05:32.360] So you should totally reach out to him.
[01:05:32.500 -> 01:05:32.620] Yeah.
[01:05:32.680 -> 01:05:33.640] Okay.
[01:05:33.720 -> 01:05:34.240] We'll try and get him on the show.
[01:05:35.460 -> 01:05:36.580] That sounds great.
[01:05:36.840 -> 01:05:43.520] Um, okay.
[01:05:44.280 -> 01:05:44.800] If you could lead any company in the world, other than ZeroCo, any organization on the planet, what would it be?
[01:05:45.520 -> 01:05:45.900] **Patagonia**.
[01:05:46.060 -> 01:05:46.200] Oh, lovely.
[01:05:46.340 -> 01:05:46.500] Yeah.
[01:05:47.700 -> 01:05:48.180] Cool.
[01:05:48.540 -> 01:05:54.340] Okay, Mike.
[01:05:56.100 -> 01:06:09.360] Um, the final message of wisdom and hope for this generation of executives.
[01:06:09.640 -> 01:06:18.240] My final word is that we can, and we will solve all of these mounting environmental issues that are facing us, whether it's global waste problem, whether it's global warming.

Sentiment Score: 8

Reasoning: The mention of "Patagonia" in the podcast is positive, evidenced by the enthusiastic and affirmative reaction "Oh, lovely" following the indication of preference to lead the company.

58. Podcast: Software Process and Measurement Cast

Episode: Work Intake Halloween, A Second Opinion, Essays and Conversations with Jeremy Berriault, SPaMCAST 836

Date: November 03, 2024 05:00 PM EST

Passage:

[00:11:32.900 -> 00:11:35.900] It's more about the fresh, like a fresh pair of eyes looking at potential problems or looking at different solutions.
[00:11:36.080 -> 00:11:38.640] What if the person's older than the people coming on?
[00:11:38.820 -> 00:11:39.900] So, they're actually an older pair of eyes.
[00:11:41.700 -> 00:11:44.980] I'm kidding with them, fresh.
[00:11:45.080 -> 00:11:50.500] But still, I just finished reading the book Idea Flow,
[00:11:50.500 -> 00:11:58.740] and it was very interesting some of the topics that were brought up in this book.
[00:11:58.800 -> 00:12:04.540] And one of the topics was how at **Patagonia**, they had their shipping, one of their ship,
[00:12:05.400 -> 00:12:13.540] I think it was a shipping supervisor or a shipping person, come with them on a trip to work, to go surfing.
[00:12:14.320 -> 00:12:18.160] And how he came up with some ideas to create a better wetsuit that's more environmentally friendly than the neoprene
[00:12:18.500 -> 00:12:21.200] and warmer out in the water because he was not a surfer.
[00:12:21.500 -> 00:12:26.720] The one thing he didn't like was the cold water.
[00:12:26.840 -> 00:12:28.040] And in the book, they talked about how the other people from **Patagonia** who are surfers,
[00:12:28.120 -> 00:12:30.520] they were just used to the water.

Sentiment Score: 9

Reasoning: The sentiment towards 'Patagonia' is very positive as the mention highlights innovative and environmentally friendly practices by involving non-surfers in product development, showcasing adaptability and creativity within the company.

59. Podcast: The Ferret headlines

Episode: Investment firms certified as ethical hold £250m shares in oil giants and companies supplying the Israeli military

Date: November 03, 2024 01:30 AM EST

Passage:

[00:03:15.120 -> 00:03:18.420] It is also planning to require financial firms to screen their investment portfolios for human rights and environmental impact
[00:03:18.420 -> 00:03:24.860] and to take necessary mitigation actions from next year.
[00:03:25.520 -> 00:03:32.280] More than 350 UK companies have so far received the acclaimed title in 2024.
[00:03:32.920 -> 00:03:39.320] Since 2007, nearly 9,000 companies from dozens of countries and industries have been certified.
[00:03:39.840 -> 00:03:45.220] Notable certified brands include the clothing company **Patagonia**, Ben & Jerry's Ice Cream and The Body Shop.
[00:03:45.900 -> 00:03:47.780] The Scots beer giant Brew Dog Brewery lost its B Corp status in 2022.
[00:03:47.780 -> 00:03:50.580] Exploiting Customers' Beliefs
[00:03:50.840 -> 00:03:58.720] B Corp are lauded as forces for good.
[00:03:59.200 -> 00:04:07.400] The ethical accreditation recognizes high standards in five areas of business, including environmental and community impact.
[00:04:07.400 -> 00:04:19.980] B Labs owned surveys in the UK, the US and Canada found that most people who were aware of the scheme associated it with environmental benefits.

Sentiment Score: 9

Reasoning: The sentiment regarding Patagonia in the podcast mention is positive, as it is grouped with other reputable brands certified for ethical practices and environmental responsibility, suggesting high regard and recognition.

60. Podcast: Dave Plier

Episode: Retailers go old school and return to holiday catalogs, Chicago stores gone but not forgotten

Date: November 01, 2024 11:03 PM EST

Passage:

[00:00:30.000 -> 00:00:39.920] Now the hottest holiday toy catalog has hit the mailboxes of customers around the country filled with hundreds of goodies and illustrated covers. I mean it's back. Print catalogs are back and it might seem odd that the largest online retailer in the world is spending ad dollars on a decidedly non-online campaign instead of the holidays and that's Amazon. Amazon's got the big toy book that Sears used to have, Words used to have, Toys R Us used to have but now it's Amazon.
[00:00:40.080 -> 00:00:49.200] And so many others, J.Crew, **Patagonia**, of course there's the Neiman Marcus gift book and it's all inspired by the Sears Wishbook that debuted in the 1930s.
[00:00:49.800 -> 00:00:54.280] Now there are so many stores in Chicago we grew up with that are gone and not forgotten when I thought, who can we talk to take us down memory lane?
[00:00:54.740 -> 00:00:58.900] Someone who has had a lot of useless information stored in his skull.
[00:00:58.900 -> 00:01:05.600] Ladies and gentlemen, our old pal, Roger Badish.

[00:01:05.900 -> 00:01:08.680] When you're thinking, Lincoln Lincoln, better carpeting, let's call National 29000.
[00:01:09.280 -> 00:01:13.700] National 29000.

Sentiment Score: 5

Reasoning: The mention of 'Patagonia' in the podcast is neutral, as it is listed among other retailers participating in the revival of print catalogs without any specific praise or criticism, making it more informational than opinionated.

61. Podcast: Matt and Shane's Secret Podcast

Episode: Ep 526 - Reunited (feat. Billy)

Date: November 01, 2024 11:52 AM EST

Passage:

[01:01:20.670 -> 01:01:21.150] they're all as important
[01:01:21.150 -> 01:01:21.990] podcasts
[01:01:21.990 -> 01:01:23.250] this is a trifecta
[01:01:23.250 -> 01:01:24.530] of the entire world
[01:01:24.530 -> 01:01:26.710] canaries in the coal mine
[01:01:26.710 -> 01:01:27.470] we're the last
[01:01:28.910 -> 01:01:30.270] true philosophers
[01:01:30.270 -> 01:01:30.550] are we the X-Men
[01:01:30.550 -> 01:01:31.190] at all
[01:01:31.190 -> 01:01:31.670] or are we more
[01:01:31.670 -> 01:01:32.550] the Avengers
[01:01:32.550 -> 01:01:33.470] we are
[01:01:34.390 -> 01:01:35.550] we're the X-Men
[01:01:35.550 -> 01:01:36.270] we're Kamala's X-Men
[01:01:36.270 -> 01:01:37.050] we gotta get a shot
[01:01:37.050 -> 01:01:37.970] of you before this
[01:01:37.970 -> 01:01:38.590] of like you sitting down
[01:01:38.590 -> 01:01:39.570] me sitting down
[01:01:42.170 -> 01:01:42.850] talking about
[01:01:42.850 -> 01:01:43.610] my girlfriend
[01:01:43.610 -> 01:01:44.370] being my samurai
[01:01:44.370 -> 01:01:44.870] before shows
[01:01:45.390 -> 01:01:46.270] it's nice
[01:01:46.870 -> 01:01:47.970] preparing my armor
[01:01:49.690 -> 01:01:50.490] my **Patagonia** shirt
[01:01:50.490 -> 01:01:51.290] doing the fat
[01:01:51.950 -> 01:01:52.670] straps on the shirt
[01:01:52.670 -> 01:01:53.590] dude I got
[01:01:53.590 -> 01:01:53.910] I got a mind melder
[01:01:53.910 -> 01:01:54.290] for you
[01:01:54.290 -> 01:01:55.630] what
[01:01:55.630 -> 01:01:55.950] so you guys
[01:01:55.950 -> 01:01:56.530] are familiar
[01:01:56.530 -> 01:01:56.910] with the pressure
[01:01:56.910 -> 01:01:57.630] coming down
[01:01:57.630 -> 01:01:57.810] from ceiling fans
[01:01:57.810 -> 01:01:58.130] right
[01:01:58.130 -> 01:01:58.850] sure
[01:01:58.850 -> 01:01:59.330] I got tripped up
[01:01:59.330 -> 01:01:59.730] on this the other
[01:01:59.730 -> 01:02:00.430] day I still
[01:02:00.930 -> 01:02:02.070] can't figure it out
[01:02:02.070 -> 01:02:03.050] when the ceiling fan
[01:02:03.050 -> 01:02:03.490] is like putting air
[01:02:03.490 -> 01:02:04.430] on you
[01:02:04.430 -> 01:02:05.090] is it moving
[01:02:05.090 -> 01:02:06.050] in a circular
[01:02:06.050 -> 01:02:06.670] vortex or is it
[01:02:06.670 -> 01:02:07.350] like a sheet of
[01:02:07.350 -> 01:02:07.670] air just falling
[01:02:07.670 -> 01:02:08.510] on you
[01:02:08.510 -> 01:02:09.370] what do you mean
[01:02:09.370 -> 01:02:10.250] so when you're
[01:02:10.250 -> 01:02:11.170] feeling the wind
[01:02:11.170 -> 01:02:11.750] from a ceiling fan
[01:02:11.750 -> 01:02:12.310] is it like
[01:02:13.090 -> 01:02:13.870] angled
[01:02:13.870 -> 01:02:14.390] but I just
[01:02:14.390 -> 01:02:14.510] straight from the
[01:02:14.510 -> 01:02:15.890] ceiling
[01:02:15.890 -> 01:02:16.170] all the ceiling fans
[01:02:16.170 -> 01:02:16.970] are angled
[01:02:16.970 -> 01:02:17.610] when it goes around
[01:02:17.610 -> 01:02:18.090] so what's it
[01:02:18.090 -> 01:02:18.650] giving you
[01:02:18.650 -> 01:02:19.110] depends on which way
[01:02:19.110 -> 01:02:20.410] it's going

Sentiment Score: 5

Reasoning: The mention of the 'Patagonia' shirt in the text is neutral, as it is simply part of a casual conversation about the speaker's

preparations and clothing without any notable positive or negative connotations.

62. Podcast: Tenacity with Sonia C.

Episode: How to Blend Profit and Purpose in Business with Chase Friedman

Date: November 01, 2024 07:00 AM EST

Passage:

[00:15:38.210 -> 00:15:39.850] And they had, I would say, at least over 100% increase ROI compared to the traditional paid tactics of paid social and PPC and things like that.

[00:15:39.850 -> 00:15:45.130] It completely changed the game for them.

[00:15:45.270 -> 00:15:53.130] Not only were they spending less on marketing, but they were earning more as a result of that.

[00:15:54.130 -> 00:15:56.430] And over a period of 6 to 12 months, they were seeing their customer lifetime value start to kind of tick up as well, building greater brand loyalty.

[00:15:56.610 -> 00:16:02.970] So it wasn't just direct response style.

[00:16:03.390 -> 00:16:06.070] It was sending out a message and resonating with their customers on a deeper level.

[00:16:06.230 -> 00:16:07.230] I mean, you take any company like, obviously, **Patagonia**.

[00:16:07.230 -> 00:16:09.430] You even take Salesforce.

[00:16:10.250 -> 00:16:21.750] You didn't look at the Circles.

[00:16:22.650 -> 00:16:26.090] They're an incredible leader in reinvesting in their team, their community, their workforce, underserved communities.

[00:16:26.650 -> 00:16:38.410] And they are a multibillion dollar company.

Sentiment Score: 9

Reasoning: The sentiment towards 'Patagonia' is very positive, as it is highlighted as an exemplary company that resonates with customers on a deeper level and is recognized for its leadership in community and workforce reinvestment, alongside successful business metrics.

63. Podcast: The Planet Today

Episode: U.S. Presidential Election Environmental Policy Special & some current events!

Date: November 01, 2024 05:00 AM EST

Passage:

[00:17:00.030 -> 00:17:03.210] And to your point, it's not the 1900s anymore where we discover, or I guess the 1800s where we discover like coal and oil can be used really, really effectively to heat homes and whatever.

[00:17:03.390 -> 00:17:06.430] Like we know what stuff like this does to the planet.

[00:17:06.970 -> 00:17:13.910] You know, there's, there's no ignorance here.

[00:17:14.030 -> 00:17:16.430] There's either you accept what you're doing as a planetary harm and you're cool with it, or you figure out a way to get around it.

[00:17:17.070 -> 00:17:19.790] And like, I know I mentioned Microsoft doing something good twice.

[00:17:19.790 -> 00:17:23.230] Microsoft also does a lot of stuff that's extremely energy intensive.

[00:17:23.490 -> 00:17:24.310] And like, I don't want anyone to be like, wow, big Microsoft stand over here.

[00:17:24.310 -> 00:17:29.650] I am not.

[00:17:29.910 -> 00:17:32.910] I am not really a stand of any, I'd say the biggest company that I really, really appreciate is **Patagonia**.

[00:17:34.110 -> 00:17:34.690] Like if it's bigger than that, I probably don't really like it.

[00:17:34.810 -> 00:17:39.850] Yeah, man.

[00:17:39.850 -> 00:17:42.110] It's just, it's just, it's a lot to take in, but I'll close out with something from the Associated Press article.

[00:17:42.270 -> 00:17:44.130] Actually, both articles are linked in your show notes.

[00:17:44.270 -> 00:17:55.430] So swipe up if you want to read any of them.

[00:17:56.250 -> 00:17:57.110] But it says the world's 20 richest countries, which are responsible for 77% of the carbon pollution in the air, are falling short of their stated emissions cutting goals with only 11 meeting their individual targets.

[00:17:57.270 -> 00:17:59.610] Take that as you will.

[00:17:59.730 -> 00:18:02.570] You know, like Nick said, COP29 is coming up in a couple of weeks.

Sentiment Score: 8

Reasoning: The sentiment towards 'Patagonia' in the podcast mention is positive, as it is highlighted as the largest company the speaker appreciates, suggesting admiration and a favorable view.

64. Podcast: The New Abnormal

Episode: Donald Trump Could Be Elon Musk's Ultimate Cash Cow

Date: November 01, 2024 12:00 AM EST

Passage:

[00:52:51.570 -> 00:52:51.970] but if you haven't,

[00:52:51.970 -> 00:52:52.710] it's because they

[00:52:52.710 -> 00:52:53.150] used a process

[00:52:53.150 -> 00:52:53.970] called the

[00:52:54.170 -> 00:52:54.910] shadow docket,

[00:52:54.910 -> 00:52:56.050] which is where

[00:52:56.050 -> 00:52:56.710] they don't

[00:52:56.710 -> 00:52:57.430] necessarily

[00:52:57.430 -> 00:52:58.190] and usually

[00:52:58.190 -> 00:52:59.110] don't write

[00:52:59.390 -> 00:53:00.110] actual opinions.

[00:53:00.110 -> 00:53:00.650] They just

[00:53:00.650 -> 00:53:01.690] issue

[00:53:01.950 -> 00:53:02.850] decisions.

[00:53:03.050 -> 00:53:03.390] Glenn Youngkin,

[00:53:03.390 -> 00:53:03.910] who was the

[00:53:03.910 -> 00:53:04.790] Republican

[00:53:04.790 -> 00:53:05.150] governor of

[00:53:05.150 -> 00:53:05.790] Virginia,

[00:53:05.790 -> 00:53:06.550] who we were

[00:53:06.550 -> 00:53:07.270] assured was

[00:53:07.270 -> 00:53:07.730] not one

[00:53:07.730 -> 00:53:09.210] of the

[00:53:09.210 -> 00:53:10.030] ultra MAGA
[00:53:10.030 -> 00:53:10.890] conservative
[00:53:10.950 -> 00:53:11.690] bad guys,
[00:53:11.690 -> 00:53:12.710] but was a
[00:53:12.710 -> 00:53:14.350] normal everyday
[00:53:14.350 -> 00:53:15.930] guy in a
[00:53:16.010 -> 00:53:16.390] what was it?
[00:53:16.390 -> 00:53:17.410] A damn
[00:53:17.790 -> 00:53:18.950] vest jacket.
[00:53:19.150 -> 00:53:19.870] Sweater vest,
[00:53:19.870 -> 00:53:20.350] whatever the hell it was.
[00:53:20.850 -> 00:53:21.450] **Patagonia** vest.
[00:53:21.710 -> 00:53:22.930] Yeah.
[00:53:23.150 -> 00:53:24.150] He is,
[00:53:24.150 -> 00:53:25.290] he had ordered
[00:53:25.290 -> 00:53:25.830] election officials
[00:53:25.830 -> 00:53:26.810] in Virginia
[00:53:26.810 -> 00:53:27.350] to go after
[00:53:27.350 -> 00:53:28.450] quote-unquote
[00:53:28.450 -> 00:53:29.090] non-citizen
[00:53:29.090 -> 00:53:30.030] voters
[00:53:30.030 -> 00:53:31.410] and
[00:53:31.410 -> 00:53:31.770] to do it
[00:53:31.770 -> 00:53:32.390] in a way
[00:53:32.390 -> 00:53:32.790] that used
[00:53:32.790 -> 00:53:33.590] the
[00:53:33.590 -> 00:53:34.410] Virginia
[00:53:34.410 -> 00:53:34.830] DMV's
[00:53:34.830 -> 00:53:35.590] records
[00:53:35.590 -> 00:53:36.030] to identify
[00:53:36.030 -> 00:53:36.970] voters
[00:53:36.970 -> 00:53:38.290] who
[00:53:38.290 -> 00:53:38.630] checked a
[00:53:38.630 -> 00:53:39.490] box
[00:53:39.490 -> 00:53:40.710] self-identifying
[00:53:41.270 -> 00:53:41.690] as non-citizens.
[00:53:41.870 -> 00:53:43.010] Now,
[00:53:43.010 -> 00:53:43.670] DMV records
[00:53:44.010 -> 00:53:44.810] are,
[00:53:44.810 -> 00:53:45.970] as is
[00:53:46.210 -> 00:53:47.350] often reported,
[00:53:47.630 -> 00:53:48.170] wholly unreliable.
[00:53:48.170 -> 00:53:48.850] And
[00:53:48.850 -> 00:53:49.490] Shan Wu
[00:53:49.490 -> 00:53:49.890] at the Daily Beast
[00:53:50.170 -> 00:53:50.730] reported,
[00:53:50.730 -> 00:53:51.430] other reporters

Sentiment Score: 5

Reasoning: The mention of 'Patagonia' in this context is neutral and refers to a "Patagonia vest" as part of a description or identifier for Glenn Youngkin without expressing an opinion or sentiment about the brand itself, thus contributing neither positively nor negatively to the overall sentiment.

65. Podcast: Frontiers of Commoning, with David Bollier

Episode: Zoe Gilbertson on Bioregional Fibersheds & New Fashion Commons

Date: November 01, 2024 12:00 AM EST

Passage:

[00:04:22.650 -> 00:04:24.370] It created a fibre scale sort of lifecycle assessment of fibres.
[00:04:24.790 -> 00:04:26.370] But it put polyester above wool.
[00:04:26.790 -> 00:04:30.170] And this is in 2016.
[00:04:30.450 -> 00:04:31.650] And, you know, when you start to look into that, that becomes very confusing.
[00:04:31.830 -> 00:04:33.390] Like wool's a natural fibre.
[00:04:34.150 -> 00:04:38.010] You would think it would be better.
[00:04:38.010 -> 00:04:47.490] Was the Higgs Index some greenwashing effort or was it a credible...
[00:04:47.710 -> 00:04:53.290] Well, it appears it was kind of started actually back in the day by, I think, **Patagonia**, Nike, all the big companies funded it.
[00:04:53.290 -> 00:05:02.570] And I guess it took on their agenda and they all use polyester, even recycled polyester.
[00:05:02.750 -> 00:05:13.530] And there's a great expose of this by Rachel from Planet Critical, which outlined how this was essentially greenwashing.
[00:05:13.930 -> 00:05:22.030] I was confused by this sort of back in the late 2020s and then started reading, started learning about donor economics, started looking into this more and more and more.

Sentiment Score: 3

Reasoning: The sentiment towards 'Patagonia' in the podcast mention is negative, as it suggests the company was involved in greenwashing efforts by supporting an agenda that favored synthetic fibers over natural ones, which goes against the company's environmental reputation.

