

Sustainability matters.

Americans care – and they want to buy from brands and companies doing the right thing for the environment and operating out of a strong sense of purpose.

Sustainable Brands • 6/4/18

Need help effectively marketing your organization?
Contact Shelton Group, the nation's leading marketing
communications agency exclusively focused in the
energy and environmental arena:
<http://www.sheltongrp.com/>; info@sheltongrp.com.

Thank you!

We create a market advantage for organizations that create a sustainable future



The company we keep



We start here...

Shelton^{Grp}

energypulse™

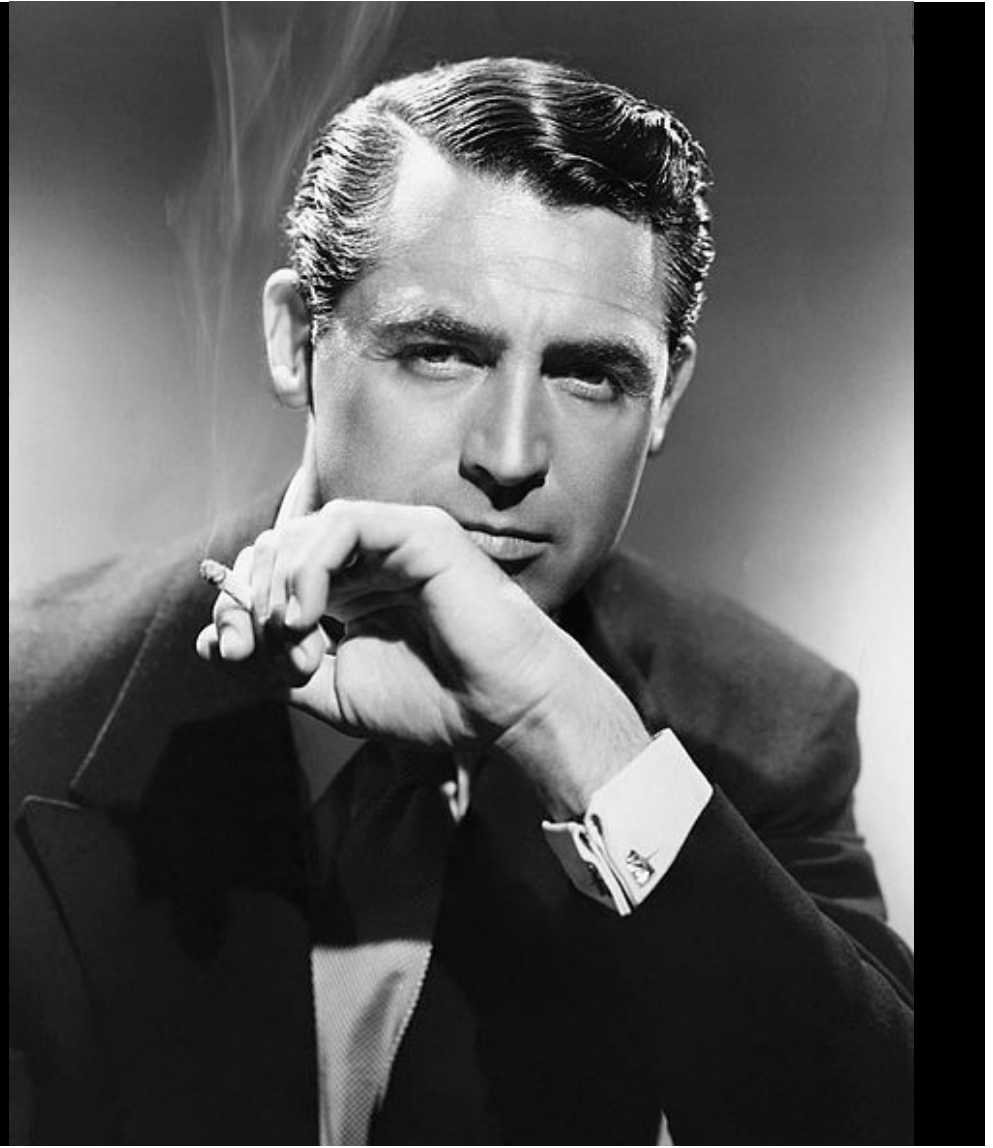
ecopulse™

b2bpulse™

..and we end with communications that build brands, shift perceptions and drive sales.



**We believe America is in the middle
of a tremendous cultural shift.**





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64%

say a company's environmental reputation
impacts their purchase decisions

86%

of consumers believe that companies should take a stand for social issues

Can you think of a time when you've purchased—
or not purchased— a product based on
the environmental record of the manufacturer?

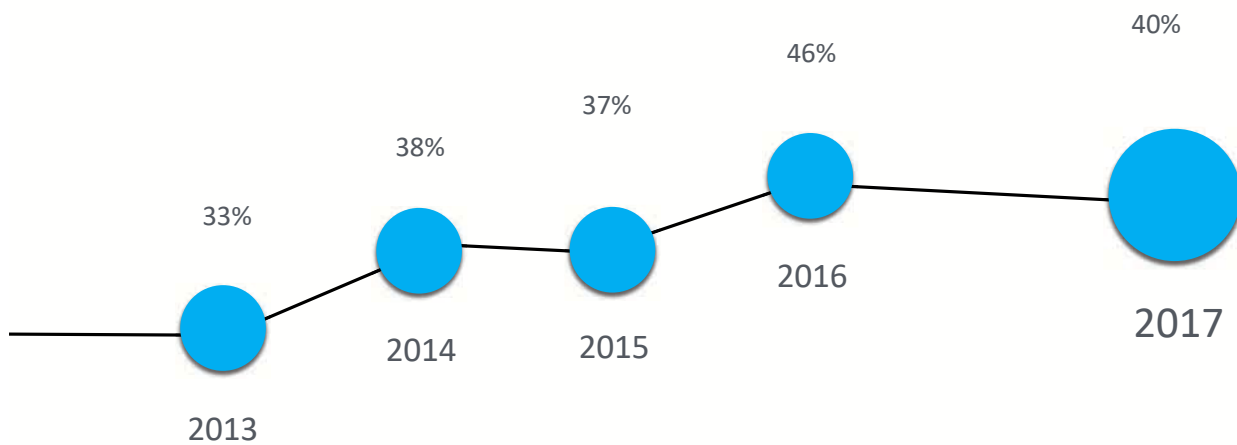
Name the brand or company.

16%

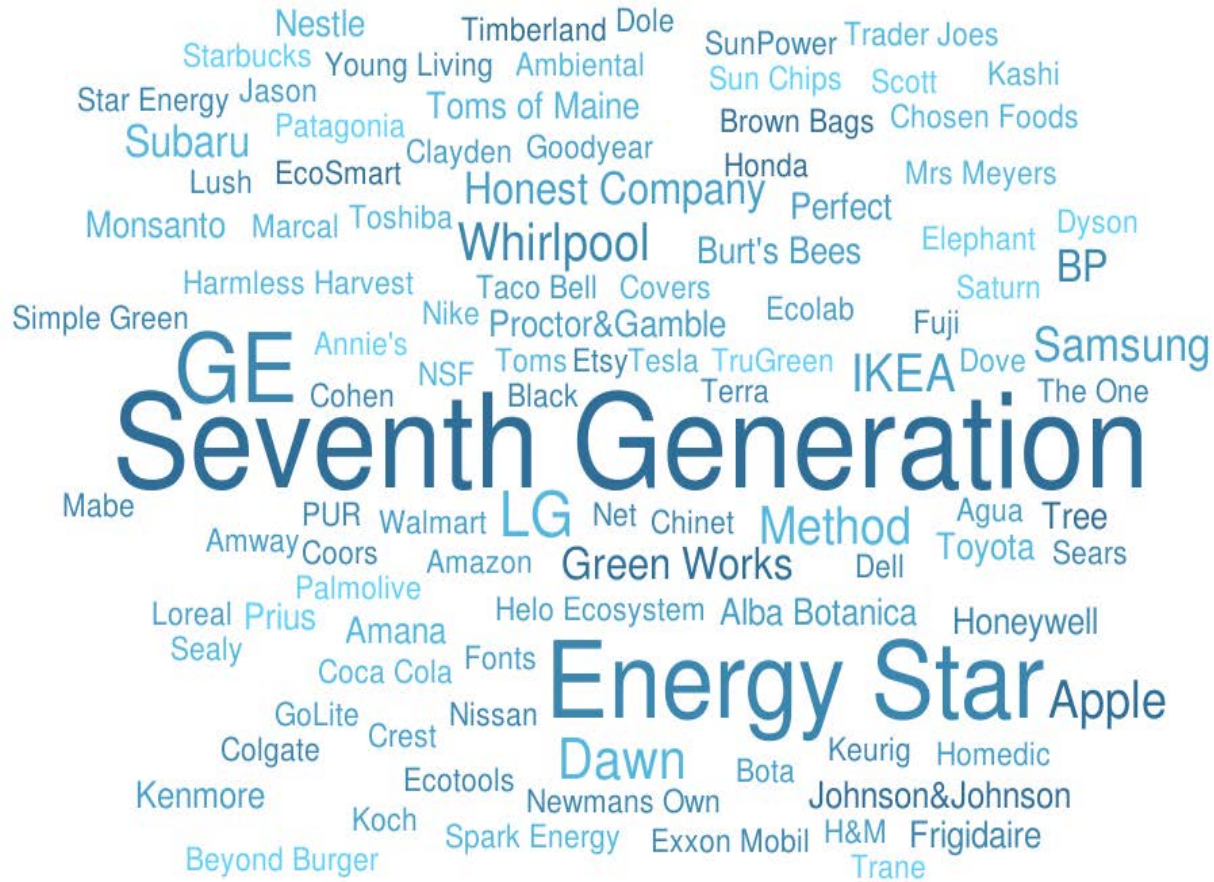
of Americans can name a specific brand they've purchased – or not purchased – because of the environmental record of the manufacturer... from 2009 - 2014 it was

6%

Would you like to be seen as someone who buys eco-friendly products?







n=197

Q21 – Brands chosen based on the environmental record of its manufacturer



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by Aaron Smith @AaronSmithCNN

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Is Apple a Sustainable Company?

Claire Moloney
October 1, 2017


Green Data Centers

Apple has consistently demonstrated creativity and innovation, making it a natural candidate for environmental leadership.

The late Steve Jobs made this connection back in 2007, when he publicly addressed the toxic materials found in Apple products.

"Apple is already a leader in innovation and engineering, and we are applying these same talents to become an environmental leader." – Steve Jobs

Apple has made significant efforts to improve its sustainability record since 2007, whether it was removing toxic materials from products...



When Millennials trust a brand's
environmental and social/business practices

95%

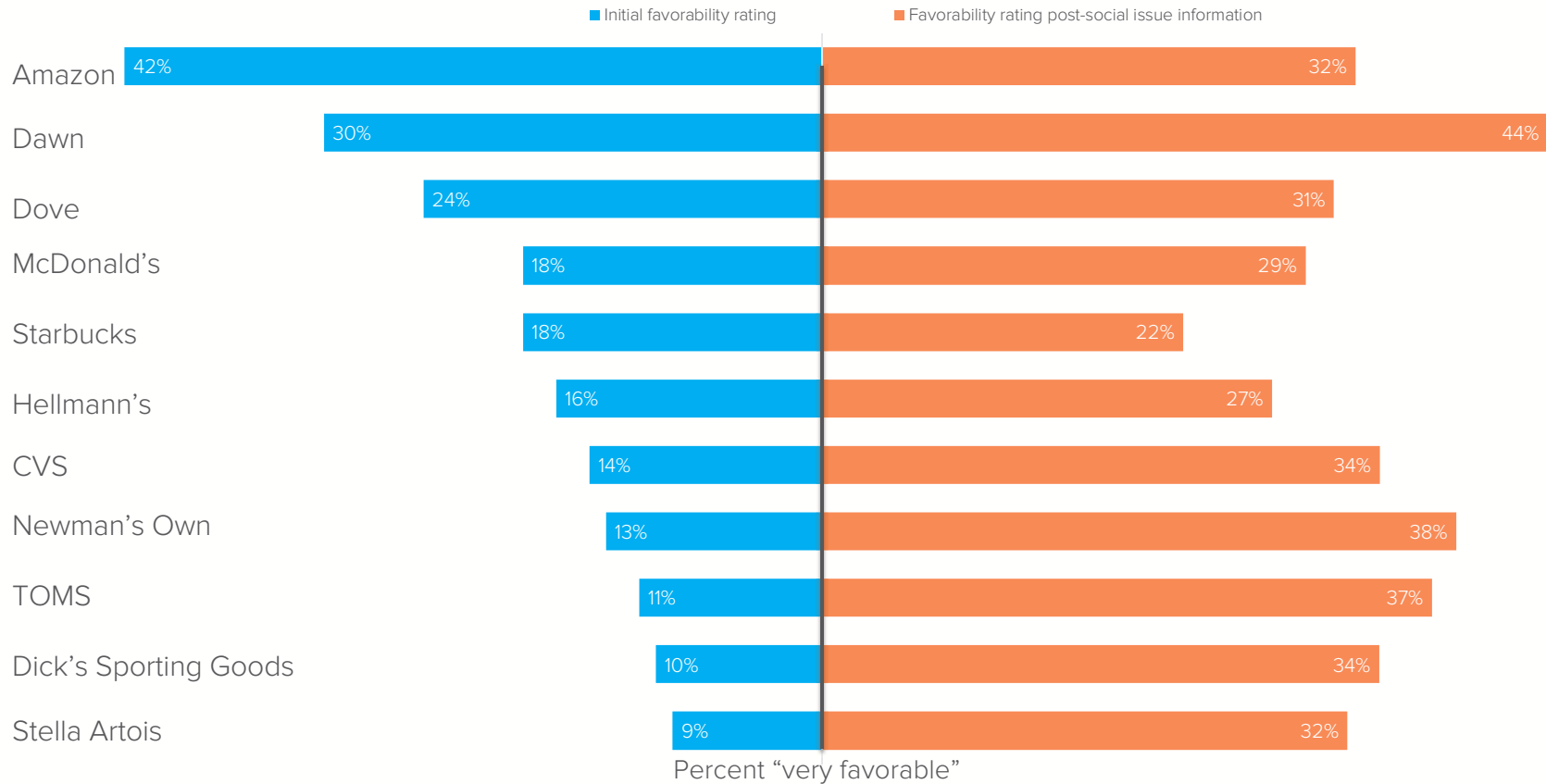
Recommend their products to other people
(friends, family, social media followers)

We tested a few companies and the causes they support.



Company	“Big” cause supported
Amazon	Donates .5% of the price of eligible purchases to the charitable organization of choice
CVS	Stopped selling cigarettes and other tobacco products
Dawn	Has donated thousands of bottles to wildlife rescue workers at The Marine Mammal Center and International Bird Rescue to help rescue and release wild animals affected by oil pollution
Dick’s Sporting Goods	Took a stand on selling guns, removing assault-style rifles from its offerings and instating a minimum age for gun purchases
Dove	Helps young people overcome body image issues and fulfill their potential by building positive body confidence and self-esteem
Hellmann’s	Hellmann’s Mayonnaise and Mayonnaise Dressings are now made exclusively from cage-free eggs
McDonald’s	Aims to get 100% of its packaging from renewable, recycled or certified sources by 2025
Newman’s Own	Newman’s Own Foundation donates 100% of net profits and royalties from the sale of food and beverage products to support nonprofits around the world.
Starbucks	Committed to hire more than 10,000 refugees globally over five years
Stella Artois	Supports the “Buy A Chalice” campaign to help provide clean water for people in the developing world
TOMS	One for One® program matches every pair of shoes purchased with a new pair of shoes for a child in need

Looking at just the “very favorable” shows a dramatic lift



Q4 - Please drag the bar to indicate whether you have an overall unfavorable or favorable opinion of the following companies.

Q9 - Now you'll see statements about brands and causes or stands that they support. Now, tell us whether you have an overall unfavorable or favorable opinion of the following companies.

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n=1,000

However...

only

8%

of consumers could correctly match more than 6 of the 11 brands tested to their stands

So...

- ✓ Your brand should stand for a social or environmental purpose, but it shouldn't be random
- ✓ Consumers will feel better about your brand and ultimately seek your products out and tell their friends and family about you --- all as part of their personal identity statement
- ✓ But you can't simply count on them to know what you stand for! You **MUST** proactively tell your story – with real marketing dollars – to get the full benefit of taking a stand.

Thank you!

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