

*From the desk of*  
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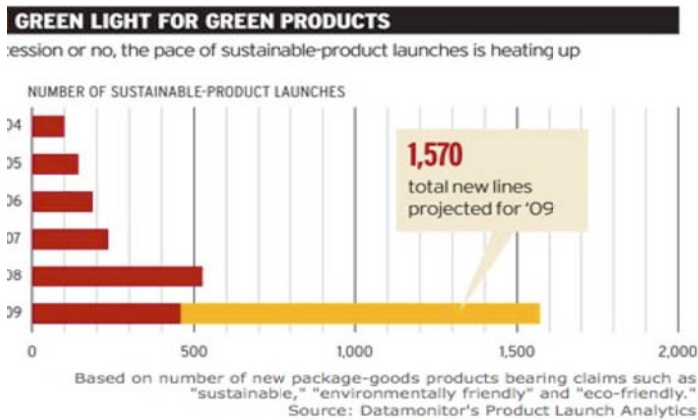
**SOCIALLY RESPONSIBLE  
ADVERTISING AGENCY  
Proposal**

**MISSION ::**

Our group aims to make social responsibility, in all of its varied incarnations, a cost of entry into any given market. No matter the industry, we want consumers to first ask, “does this product put the planet and its citizens before the bottom line?” This is a lot to ask of established corporations with complicated structures but like safety in automobiles, portions in food service, and durability in cellular phones, raising expectations raises standards.

## THE OPPORTUNITY ::

Businesses that recklessly plunged their bottom line in pursuit of ballooning annual profits are collapsing, making way for more sustainable business models. The laid-off, blue-collar workforce is already transforming into a green-collar workforce, the White House has an organic garden, and *Advertising Age* has reported that 2009 will see 1,570 new socially responsible product releases. The article boldly claims that “Green Marketing is turning out to be surprisingly recession proof,” and goes on to mention new lines from Scott Paper Towels, Wal-Mart's White Cloud, Huggies Pure and Natural, SC Johnson Wax, and Clorox.



SEVENTH GENERATION CEO JEFFREY HOLLENDER SAID HIS COMPANY'S SALES WERE UP 50% LAST YEAR AND 20% IN MARCH... 'THE GOOD NEWS IS THAT IN GENERAL THESE PRODUCTS ARE FARING BETTER THAN MOST CATEGORIES,'

[http://adage.com/article?article\\_id=136091](http://adage.com/article?article_id=136091)

These products are in response to the growing consumer interest in social responsibility. Another *Advertising Age* article reports “76% of millennials emphasized the importance of brands being ecologically conscious. This generation of consumers would like brands to be more environmentally responsible and give back some of their earnings to support the green movement, which makes the brand more credible in their eyes...64% of millennials aged 18 to 29 said they would be willing to pay more for a product if they knew some of their investment was going toward an environmental cause.” ([http://adage.com/goodworks/post?article\\_id=136331](http://adage.com/goodworks/post?article_id=136331))

Our group is appealing to an untapped client base of entrepreneurs and startups that have yet to join the consumer advertising. Many even have charitable or government funding and all are looking to grow. The socially responsible marketplace is flush with opportunity to make up for lost billings, encourage industry innovation, and transform society.

## THE STATE ::

The target market for socially responsible products is generally believed to be very similar throughout marketing and the communication tends to take on common tones of optimism and altruism. The truth is that the scope of applicable products, and the market they appeal to, has grown vast and varied. What once was a single, environmentally aware segment has split into an array of subdivisions. One market segment may care more about local sources while another is more concerned with fair trade practices. Some consumers favor products with recycled content while others are more interested in progressive technologies. There is no longer a universal socially responsible market that relevant advertisers can target.

7% OF THE POPULATION IS SOCIALLY RESPONSIBLE TO THE CORE. AND 70% ARE SOCIALLY RESPONSIBLE IN SOME WAY, BUT TO A LESSER EXTENT. IN BETWEEN, THERE'S A WIDE RANGE OF PEOPLE WHO ARE MOTIVATED BY ASPECTS OF SOCIAL RESPONSIBILITY TO DIFFERENT DEGREES. FOR EXAMPLE, SOME CONSUMERS BUY ORGANIC BECAUSE IT IS GOOD FOR THE ENVIRONMENT, WHILE OTHERS BUY STRICTLY FOR PERSONAL HEALTH. REGARDLESS OF THE SPECIFIC MOTIVATION, THESE ARE PEOPLE OF ALL AGES AND INCOME LEVELS WHO ARE LOOKING FOR BRANDS THAT SPEAK TO THEIR VALUES OF PERSONAL, SOCIAL AND ENVIRONMENTAL RESPONSIBILITY. THEY BUY FOOD IN MAINSTREAM GROCERY STORES, AND ALSO NEIGHBORHOOD CO-OPS. THEY LIVE IN TOPEKA, AS WELL AS SOHO. AND THEY'RE JUST AS LIKELY TO BE SEEN IN CHURCH ON SUNDAY AS THEY ARE IN YOGA CLASS. IT'S A NICHE THAT'S BECOME THE MAINSTREAM. WE CALL THEM THE 7-70 CONSUMER, AND THEY ARE EVERYWHERE. (THE 7/70 THEORY FROM EGG, A SOCIALLY RESPONSIBLE ADVERTISING SHOP IN SAN FRANCISCO)

One can argue that an all-encompassing strategy was necessary to grow the green movement to this point, but we have surpassed the tipping point. Social responsibility is becoming mainstream and the environmentalist message is being diluted by advertisers hijacking the notion of green. These advertisers can no longer rely on the vague meanings associated with a color that resides in every crayon box, swatch palate, and paint shop.

Our target markets are full of savvy consumers; Mavens who can see through a coat of green paint and tell the legitimacy of a company's claims and appearance. In the socially responsible world, word travels fast. Corporate tendencies of deception and manipulation can ruin a reputation overnight.

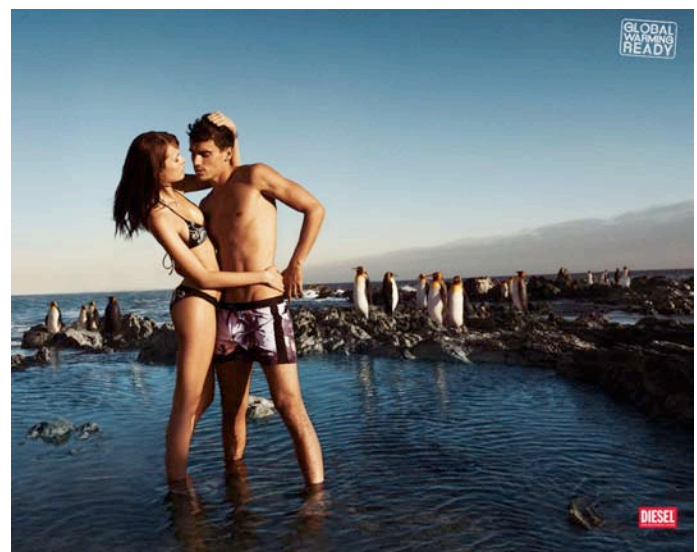
### MISSING TARGET ::

This campaign from Method fails to speak to any specific audience.



### DILUTION ::

In 2007, this campaign from Diesel's in-house shop won a Silver Lion for Print at Cannes International Advertising Festival. Though it is beautiful and thought provoking, the advertiser is not creating a socially responsible product and is merely working to dilute the messages of those who are.



## **OUR PROCESS ::**

We are well versed in the languages of this diverse audience. They are a very capable and often contradictory bunch. We know them to be technical and progressive, cynical and inspired, dreamers and doers, lovers and activists. There are many tenants that make an individual socially responsible and there is no single way to speak to them.

No market has a greater capacity to develop personal and emotional relationships with consumers. Socially responsible products have the potential to offer a deeper level of brand satisfaction. The early adopters in altruistic consumerism operated under the premise that their purchases benefited the greater good. Now consumers are realizing the personal benefits of an all-natural product or an energy efficient appliance. This revelation presents an opportunity to transcend ambiguous benevolence and soft sell techniques in favor of actual benefits and hard-sell tactics.

Our strategies will involve precise targeting within the socially responsible segment. The consumer that purchases a solar powered backpack is not the same as the one who purchases Seventh Generation chlorine free diapers. We will go so far as to distinguish iced tea drinkers from iced coffee drinkers in order to achieve a defined image and message. The ownership of a defined role in the consumer mind will inspire the kind of identification that leads to the choice of Coke over Pepsi. Speaking to specific target markets within the socially responsible segment will raise the expectations of iced tea drinkers as a whole and even cause consumers to question existing loyalties.

In order to satisfy our audience's demand for honesty and progress, we will work with our clients to improve their environmental and societal impact through materials, practices, and operations. Extensive education and connections in fields such as recycling, sourcing, sustainability, non-toxicity, plant based materials, energy efficiency, alternative energy, human resources, fair trading, and clean technology will prove invaluable.

There is a glut of products in the socially responsible marketplace with no definitive category owners or challengers. With 1,500 new product launches this year, it will be impossible for the consumer to tell one brand from another let alone recall a unique sales proposition.

**SHELF SAMPLE ::**

A search for clean cleaning products on [www.greenhome.com](http://www.greenhome.com) yields a plethora of brands. How could a consumer possibly distinguish one brand from another?



All Purpose Cleaner - Cloverdale  
From \$23.00  
[more info](#)



All Purpose Cleaner - Ecover Natural  
From \$26.00  
[more info](#)



All Purpose Cleaner - Natural  
From \$20.00  
[more info](#)



All Purpose Cleaner-Free and Clear-Seventh Generation  
From \$26.00  
[more info](#)



All Purpose Cleaning Kit  
From \$22.00  
[more info](#)



Citra - Spot Cleaner  
From \$13.50  
[more info](#)



Citra-Solv Cleaner and Degreaser  
From \$10.00  
[more info](#)



Cleaner - Trena Neutral  
From \$14.50  
[more info](#)



BioKleen Bac-Out Stain & Odor Eliminator  
From \$29.00  
[more info](#)



BioKleen Bac-Out w/foaming action sprayer  
From \$6.00  
[more info](#)



Ph Neutral Citrus Degreaser  
From \$23.00  
[more info](#)



SafeChoice Super Clean  
From \$25.00  
[more info](#)



Safety Clean  
From \$16.00  
[more info](#)



Scum Off Shower Cleaner  
From \$25.00  
[more info](#)



Soap - Shadow Lake Pure Castile  
From \$19.00  
[more info](#)



Natural Powder Cleanser  
From \$75.50  
[more info](#)



Non-Toxic All Purpose Cleaner - Charlie's Soap  
From \$18.50  
[more info](#)



Non-Toxic All Purpose Natural Cleaner - Super Citrus  
From \$23.00  
[more info](#)



Non-toxic Lime and Scale Remover  
From \$30.00  
[more info](#)



OXY-BOOST - Bleach Alternative  
From \$12.90  
[more info](#)



Evolut-ION Carpet Cleaner  
From \$22.00  
[more info](#)



Enzymes Kitchen Cleaner  
From \$30.00  
[more info](#)



Enzymes Stain Eraser  
From \$18.00  
[more info](#)



Green Cleaning Starter Kit  
From \$32.50  
[more info](#)



Kid Friendly Home Cleaning Kit  
From \$29.50  
[more info](#)



All Purpose Cleaning Kit - Quick 'n Brite  
From \$26.00  
[more info](#)



All-Purpose Cleaner - Life Tree Home Soap  
From \$9.00  
[more info](#)



All-Purpose Spray Cleaner - Life Tree Fresh & Natural  
From \$7.50  
[more info](#)



Bathroom Cleaning Kit  
From \$25.00  
[more info](#)



Biodegradable European Sponge Cloth  
From \$45.00  
[more info](#)

## **THE TALENT ::**

For too long creatives have been content to just put talent to work. This is an opportunity to put talent to GOOD use. Appealing to individuals who care about social responsibility will yield people who care about the work. Those who aren't just *willing* to put the work first but those who feel *privileged* to do so. Candidates should see this as an opportunity to contribute to a cause that can be believed in unequivocally.

## **SAMPLING of RELEVANT INDUSTRY CONTACTS ::**

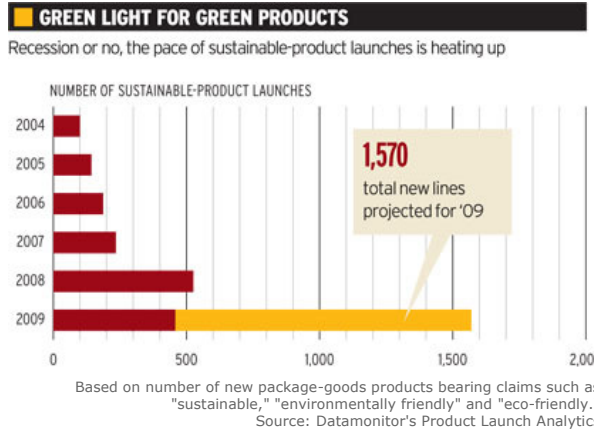
Marc Alt – Marc Alt + Partners  
Summer Rayne Oakes  
Jennie Nevin – Green Spaces  
Bob Wyatt – Union Green  
Mitch Baranowski - BBMG  
Benita Singh – BBMG  
Marty McDonald – Egg USA  
Jimmy Stone – Green Team USA  
Jeff Cooper – Groundswell  
Corey Szopinski – Core Interactive  
Wendy Brawer – GreenMap.org  
Linda Boardman – Applegate Farms  
Michela Calabrese - Interupccion  
Dani Nordin – The Zen Kitchen  
Laurie Varga – Anatomy Communications  
Leif Steiner – Moxie Sozo  
Peter Walbridge – Big Think Studios  
Mark Randall – World Studio  
Lisa Diller – Hill Holiday  
Solange Collins – Hill Holiday  
Marcio Moreira – McCann Erickson  
Michael Sennott – McCann Erickson  
Sallie Mars – McCann Erickson  
Joe Grimaldi – Mullen  
Mike Hughes – The Martin Agency

## Green-Marketing Revolution Defies Economic Downturn

Sustainable-Product Sales Rise as Eco-Friendliness Goes Mainstream and Value Players Join the Trend

By [Jack Neff](#)

Published: [April 20, 2009](#)



BATAVIA, Ohio (AdAge.com) -- Green marketing is turning out to be surprisingly recession-proof.

Datamonitor shows 458 launches so far in 2009 of package-goods products that claim to be sustainable, environmentally friendly or "eco-friendly." If that pace holds all year, it will triple the number of green launches last year, which in turn was more than double the number in 2007. Seventh Generation CEO Jeffrey Hollender said his company's sales were up 50% last year and 20% in March year over year despite Clorox, Church & Dwight and now SC Johnson entering the space. "The good news is that in general these products are faring better than most categories," he said. "A lot of people would be desperate to have 5% growth."

#### Related Story:

[State-Parks Group Thrives in Recession](#)

Consumers are still buying sustainable lines despite their higher cost. Nielsen Co. data show sales growth of organic food at 5.6% year over year in December from a year ago, though that's down from the double-digit pace of years past, and its SPINS tracking service showed sales at natural-food stores up 10.9% to \$4.2 billion last year. Though growth slowed in the fourth quarter, it was still more than 7% in December, far healthier than the rates at even top-performing grocery retailers such as Walmart or Costco.

"It looks like this green trend is going to survive the recession," said Tom Vierhile, general manager at Datamonitor's Product Launch Analytics.

"If you go back 10, 20, 30 years, other green movements ultimately have had the air taken out of them by recessions," said Aric Melzel senior brand manager at Kimberly-Clark's Scott paper company. "This one is acting differently than we've seen in the past. In looking at national tracking studies, it does

appear that this time the green mind-set is very much being more solidified."

#### **'Respectful stewards'**

Mr. Vierhile's read is that the interest in green products has reached beyond the vanguard of eco-enthusiasts. Indeed, Information Resources Inc. research found sales of green products growing fastest in the 52 weeks ended Jan. 25 in a predominantly Hispanic segment labeled "respectful stewards" and a predominantly white-male segment labeled "proud traditionalists." Sales actually remained flat in the "eco-centric" segment with the highest interest in green issues.

Part of the secret to green products' survival, Mr. Vierhile said, is manufacturers' desire to save on commodity costs. What's also helped is retailers -- particularly Walmart -- furthering the cause by working to keep green products affordable, as well as the entry of private-label and value-brand marketers into the category.

The test of whether green can really go mainstream is shaping up with a new offering from Scott: toilet paper, paper towels, napkins and wipes made from 40% to 80% recycled content. The launch is from a \$2 billion-plus global value brand that reaches 41 million households, or one in three U.S. consumers. You can't get more mainstream than that.

The premise is that consumers don't have to sacrifice either performance or price to make a positive environmental impact, said Mr. Melzel. The launch springs from research showing Scott's value-minded consumers still want to minimize the environmental impact of their products: 86% said they're interested and 41% said they're very interested in products with recycled content. Mr. Melzel said he believes recycled products can become a \$500 million business, or about 5% of the \$10 billion retail paper-products business in the U.S., up from less than 1% today.

Walmart is looking to go Scott one better with White Cloud private-label toilet paper from 100% recycled fiber. And while the retailer hasn't been beating the sustainability drum in its PR efforts as loudly as in the past, it has put some substantial weight behind its Earth Month marketing and merchandising efforts, billed as bigger than last year, with ads from Martin, Richmond, Va., touting 10 green products for under \$10 and rollbacks on products such as Clorox Green Works and Procter & Gamble Co.'s Tide Coldwater.

#### **Cleaners grow**

K-C, which this month is launching Huggies Pure & Natural, positioned as having more natural ingredients and post-consumer content than other products, found one sure sign of consumer interest during pre-launch buzz building. When Edelman, Chicago, reached out to 500 mommy bloggers about the product line, they generated close to 200,000 requests for samples, said Huggies Senior Brand Manager Tim Abate.

Sales of water-filtration devices and filters -- which have been positioned as a more eco-friendly alternative to bottled water by Clorox Co.'s Brita and Procter & Gamble Co.'s Pur in recent years -- soared 22.2% and 15.2%, respectively, in the four weeks ended March 22, according to Information Resources Inc. data from Deutsche Bank, continuing the torrid double-digit pace they've been on the past two years despite the recession and relatively high price points.

Green cleaners, too, continue to grow as more mainstream manufacturers, such as SC Johnson with its recently launched Nature's Source lineup, pile into the category. Clorox Green Works became the best-selling natural-positioned cleaning brand during its first year last year, said Jessica Buttimer, global domain leader for the brand, and roughly tripled an already robust green-cleaner-category growth rate of 35% in 2006 and 2007 to 108% in 2008. "In recent months, with the economic downturn, we are seeing some slowing growth in certain product categories where we've lapped our launch," Ms. Buttimer said. "But in categories such as natural liquid dish soap, growth continues to be strong at 143% [for the 13 weeks ended Feb. 22, relative to total dish-soap growth of 7%]."

Seventh Generation's Mr. Hollender said he does believe bigger players in the organic- and natural-products space are seeing their growth slow. An informal survey he did of five players in the \$150 million to \$500 million sales range have seen year-over-year growth in the single digits this year vs. double-digit growth last year -- but all were still growing, he said.

With more mainstream marketers expanding into more categories, Mr. Hollender said, every consumer-package-goods category will soon have some kind of green alternative. "Increasingly, it will be a choice between light green and dark green," he said.

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#### Four tips for green marketers

##### **1. Combine environmental with economic sustainability.**

Consumers define sustainability more broadly than the environmental concerns marketers mainly have tended to focus on, and they care more about social and economic issues such as poverty, employment and health care more than environmental concerns by a substantial margin, according to research by shopper-marketing agency Saatchi & Saatchi X. The agency is pitching the idea that green marketing is tired but that "blue marketing," which encompasses environmental with other social causes, will work better.

##### **2. Retailer support matters.**

With 298 different environmental certifications for consumer brands, consumers often don't know what to believe regarding green claims, said Curtis Munk, VP-insights for shopper marketing at Saatchi X. As a result, they look to retailers to be the arbiters, placing the most trust in more-green-positioned retailers such as Whole Foods and Trader Joe's, but also some others, such as Walmart, that have been working hard to burnish their green credentials.

##### **3. Opportunities remain.**

Research by Nielsen's concept-testing service Bases shows that environmentally focused Lifestyles of Health and Sustainability consumers have above-average purchase intent for personal care, pet products, and refrigerated, shelf-stable and frozen foods but perceive only average current product availability in those categories.

##### **4. Address skepticism about price and quality more than the actual green claims.**

Bases found more than 80% of consumers in all categories—including 89% of those most inclined to buy green but also 80%

of those unconcerned about green claims—found green claims completely or somewhat believable. Only 9% to 16% of consumers said they believe green products aren't as green as claimed—fewer than half the proportion who said they completely believe such claims. Yet a vast majority of consumers said they believe green products cost more and don't perform as well as others.

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