







Levi Strauss manufactured less water intensive jeans and encouraged consumers to save water by challenging them to live a water conscious lifestyle.

HOW

- New water efficient production techniques enabled Levi Strauss to produce a new range of high quality Water<Less jeans.
- The Go Water<Less campaign in partnership with Water.org, challenged consumers via the brand's Facebook page on World Water Day.
- The interactive campaign incentivized people to "unlock"
 WaterCredits and support initiatives in water scarce countries.

BUSINESS VALUE



Brand awareness – The Go Water<Less challenge raised consumer brand awareness online.



Growth – The Water<Less range sold faster than standard ranges.



Technology – New low water production techniques were developed to create the new range.

CONSUMER VALUE



EMOTIONAL

Research found that Levi Strauss consumers like to see themselves as changing the world. The Water<Less range taps into this belief and provides a way for consumers to fulfill it.

- More than 11,000 Go Water<Less challenges were completed on Levi Strauss' Facebook page on World Water Day. Source
- Levi Strauss jeans marketed as less water intensive sold faster than regular Levi's that were similarly priced. Source
- Water<Less jeans were introduced in 2011, when 1.5 million pairs were made. This year, Levi Strauss will send 29 million pairs of Water<Less jeans and other items to its stores. Source











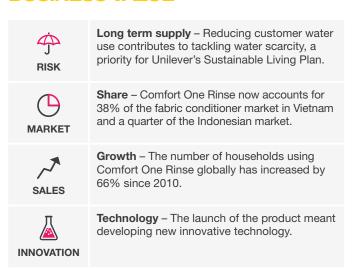


Unilever brand Comfort is helping reduce water consumption in laundry with a one rinse fabric conditioner.

HOW

- In 2012, Unilever launched the Comfort One Rinse fabric conditioner in Asia, where water scarcity is a daily issue.
- The product reduces the water used in rinsing, the most water intensive phase of laundry.
- The adapted product also saves customer time and effort by making the rinsing phase of laundry easier.

BUSINESS VALUE



CONSUMER VALUE



FUNCTIONAL

Comfort One Rinse allows customers to use less water in areas where water scarcity is a daily issue.



EMOTIONAL

Before the product launch, customers said they saw rinsing as a chore, something they wanted to do more efficiently so they could "spend more time with their loved ones." The product enables that family time.

- Comfort One Rinse can save up to 30 liters of water per wash and up to 3 hours of time spent doing laundry per week. Source
- As of 2012, the product is being used in 28.7 million households globally, a 66% increase since 2010. Source











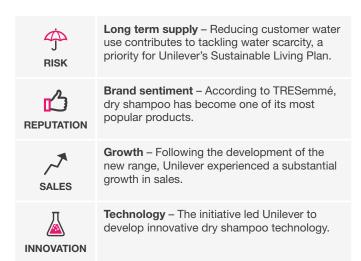


Unilever brands Dove and TRESemmé are removing the environmental impacts of using and heating water through their dry shampoo products.

HOW

- To achieve the objectives of its Sustainable Living Plan, Unilever introduced a new range of dry shampoos to provide its customers with a convenient alternative to traditional hair care products.
- The dry shampoos are spray on, absorb oil from hair, and also lend volume.
- Unilever estimates the new product category replaces a wet wash in 60% of uses and results in 90% fewer greenhouse gas emissions compared to washing hair with heated water.

BUSINESS VALUE



CONSUMER VALUE



FUNCTIONAL

The new range fit better with customers' busy lifestyles whilst maintaining the same performance as traditional shampoos.

- The new range of dry shampoos result in a 90% reduction in customers' greenhouse gas emissions compared to washing hair with heated water. Source
- Sales of Unilever dry shampoos grew by nearly 20% in 2012. Source











Denver Water reduced water usage and created a culture of conservation across Denver.

HOW

- The 'Use Only What You Need' campaign was launched in 2006 to reduce water usage by 22% over ten years.
- The campaign used media and non-traditional approaches to get residents to reduce water usage and raise awareness of the importance of water conservation.
- The campaign used creative visual metaphors through outdoor media, including bus signage, billboards and public installations to engage and spread the message.
- The creative approach generated media coverage and word of mouth.

BUSINESS VALUE



CONSUMER VALUE



FUNCTIONAL

By saving water, customers saved money on their utility bills.



EMOTIONAL

Residents felt good about helping address a serious problem faced by their community.

- After only three months, the campaign reduced water consumption by 21%. <u>Source</u>
- 71% of customers reported that they had changed their behaviors and were using less water. Source
- 82% of Denver Water customers were aware of the campaign, and 10% of customers reported an increase in the perception of service from Denver Water. Source











Max Burger, leader on sustainability in the Swedish fast food industry, sought to educate customers about the carbon impact of their choices from the Max Burger menu.

HOW

- In 2007, Max Burger analyzed the impact of its menu on climate change and found meat accounted for 70% of the business' carbon emissions.
- Alongside reducing its direct carbon footprint, in 2008 Max added climate labels to menus for all products, allowing customers to compare the options.
- The labels are clearly displayed on all menus in store and show the climate equivalent of the burgers production from farm to fork.

BUSINESS VALUE



Short term cost – Ingredients for low carbon options, which are growing in volume, are less expensive than beef (a high carbon option).



REPUTATION

Brand loyalty – In the year it started carbon labeling, Max Burger was voted Sweden's most popular burger chain.

Brand awareness - The world-first initiative gave Max Burger worldwide media coverage.



New segment access - The restaurant now draws in a new customer base with vegetarian and healthier offerings.



Growth - Customers are ordering more nonbeef options, causing sales of low carbon alternatives to increase.



INNOVATION

IP - Max Burger is able to assess the carbon impact of its entire food range.

DNSUMER VALUE



The information on carbon labels makes it easier for people to choose options that are 'better for the environment.



EMOTIONAL

Customers who believe it's important to be environmentally friendly use the carbon label information to make it easy to choose an option that fits with their beliefs.



SOCIAL

Choosing a visibly low carbon option sends a signal to that persons friends about what they think is important.

- Max Burger stores now average 11%-15% profit margins versus an average of 2%-5% at large competitors. Source
- Sales of low carbon alternatives increased by 16%. Source
- Between 2007-2009, customer loyalty increased by 27%.
- Max Burger has received worldwide media exposure, and won several sustainability awards in 2008 and 2009. Source













Toyota Sweden is promoting fuel efficiency by challenging and enabling consumers to drive more carefully.

HOW

- Toyota Sweden created a free Glass of Water iPhone app, giving drivers a fun and interactive way to reduce fuel consumption and CO₂ emissions.
- The app shows a virtual glass of water on the iPhone screen that reacts to acceleration and braking. Drivers can gauge their fuel efficiency at the end of a trip by seeing how much water spills out of the glass.
- The data can be uploaded to a website which allows users to analyze driving patterns, challenge friends, and share progress through social media.

CONSUMER VALUE



FUNCTIONAL

Drivers can reduce fuel consumption by 10% per trip.



EMOTIONAL

Consumers feel good about participating in a popular, eco-friendly challenge.

BUSINESS VALUE



Brand awareness – The app performed well on the iTunes download charts and created significant brand exposure to non-Toyota customers.

Brand sentiment – The app generated high participation rates.

- In its first week the app was the third most popular in the iTunes store, with 240% more people participating than originally targeted. <u>Source</u>
- More than 95,000 people have registered to take part in the challenge, together they have driven over 678 000 km with the iPhone app. <u>Source</u>
- There was a 150% increase in non-Toyota owners who would consider buying a Toyota as a result of the campaign. Source













Volkswagen Sweden is changing perceptions about driving environmentally friendly cars by engaging consumers in fun, interactive challenges that promote sustainable behaviors.

HOW

- Volkswagen Sweden launched The Fun Theory campaign to promote its BlueMotion Technologies, a series of cars and innovations that reduce environmental impact without compromising performance.
- The campaign made sustainable behaviors, like recycling and driving at the speed limit fun.
- Volkswagen Sweden filmed and shared a series of social experiments online that then went viral.
- The most popular film 'Piano Stairs' showed how people were more likely to take the stairs over the escalator when walking allowed them to create music.

BUSINESS VALUE



Brand awareness – The online campaign went viral, gaining a huge following.



Share – Volkswagen Sweden grew its share of the Swedish auto-market.

CONSUMER VALUE



SOCIAL

The campaign reframed eco-friendly behaviors as positive, fun things to do.

- Volkswagen Sweden's share of the auto-market grew from 10% to 13%. Source
- Volkswagen improved their market share in the eco-market from 8% to 14.7%, an increase of 87%. Source
- The campaign reached over 40 million people globally, with 'Piano Stairs' becoming one of the most shared films in viral history. Source













Walmart increased the use of energy efficient light bulbs to reduce electricity consumption through its 100 million light bulb campaign.

HOW

- In 2006, Walmart set an ambitious goal to sell 100 million compact fluorescent light bulbs to its customers in one year.
- The bulbs, which were then only present in 6% of US households, use 75% less electricity, last 10 times longer and save customers approximately \$30 over their lifespan.
- To hit its target Walmart used its buying power to negotiate lower prices which were passed onto customers, expanded dedicated shelf space and installed interactive displays in store.

CONSUMER VALUE



FUNCTIONAL

The energy efficient light bulbs last longer and save customers money.



SOCIAL

During the campaign, Oprah Winfrey highlighted the benefits of energy efficient light bulbs, helping normalize their use.

BUSINESS VALUE



Legislation – The campaign kept Walmart ahead of incoming legislation.



Brand sentiment – Through the campaign Walmart created a positive brand association.



Growth – Walmart surpassed its 100 million sales goal ahead of schedule.

- Walmart hit its 100 million sales goal 3 months early.
 Source
- By hitting its target, total sales of the light bulbs in the US increased by 50%, saving \$3 billion in electricity costs in America. Source



