



WATER<LESS

ADAPT PRODUCT & ENERGY & WATER

## WHY

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

 REPUTATION	<b>Brand awareness</b> – The Go Water<Less challenge raised consumer brand awareness online.
 SALES	<b>Growth</b> – The Water<Less range sold faster than standard ranges.
 INNOVATION	<b>Technology</b> – 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.

## RESULTS

- 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](#)



ADAPT PRODUCT & ENERGY & WATER







## WHY

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

 <b>RISK</b>	<b>Long term supply</b> – Reducing customer water use contributes to tackling water scarcity, a priority for Unilever’s Sustainable Living Plan.
 <b>MARKET</b>	<b>Share</b> – Comfort One Rinse now accounts for 38% of the fabric conditioner market in Vietnam and a quarter of the Indonesian market.
 <b>SALES</b>	<b>Growth</b> – The number of households using Comfort One Rinse globally has increased by 66% since 2010.
 <b>INNOVATION</b>	<b>Technology</b> – The launch of the product meant developing new innovative technology.

## CONSUMER VALUE

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**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.

## RESULTS

- 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](#)



NEW PRODUCT & ENERGY & WATER







## WHY

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

 RISK	<b>Long term supply</b> – Reducing customer water use contributes to tackling water scarcity, a priority for Unilever’s Sustainable Living Plan.
 REPUTATION	<b>Brand sentiment</b> – According to TRESemmé, dry shampoo has become one of its most popular products.
 SALES	<b>Growth</b> – Following the development of the new range, Unilever experienced a substantial growth in sales.
 INNOVATION	<b>Technology</b> – The initiative led Unilever to develop innovative dry shampoo technology.

## CONSUMER VALUE



### FUNCTIONAL

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

## RESULTS

- 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](#)



● BEHAVIORAL CAMPAIGN & ENERGY & WATER




## WHY

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

 <b>REGULATION</b>	<b>Legislation</b> – The results avoided the need for anticipated legislation on water consumption.
 <b>RISK</b>	<b>Securing supply</b> – The campaign delivered water savings and secured water supplies after a severe period of drought.
 <b>REPUTATION</b>	<b>Brand sentiment</b> – The campaign's core message and creative approach generated positive associations with the Denver Water brand.

## CONSUMER VALUE

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**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.

## RESULTS

- After only three months, the campaign reduced water consumption by 21%. [Source](#)
- 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](#)



● BEHAVIORAL CAMPAIGN & ENERGY & WATER






## WHY

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

 RISK	<b>Short term cost</b> – Ingredients for low carbon options, which are growing in volume, are less expensive than beef (a high carbon option).
 REPUTATION	<b>Brand loyalty</b> – In the year it started carbon labeling, Max Burger was voted Sweden's most popular burger chain. <b>Brand awareness</b> – The world-first initiative gave Max Burger worldwide media coverage.
 MARKET	<b>New segment access</b> – The restaurant now draws in a new customer base with vegetarian and healthier offerings.
 SALES	<b>Growth</b> – Customers are ordering more non-beef options, causing sales of low carbon alternatives to increase.
 INNOVATION	<b>IP</b> – Max Burger is able to assess the carbon impact of its entire food range.

## CONSUMER VALUE

-  **FUNCTIONAL**  
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.

## RESULTS

- 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%. [Source](#)
- Max Burger has received worldwide media exposure, and won several sustainability awards in 2008 and 2009. [Source](#)



# TOYOTA

● BEHAVIORAL CAMPAIGN & ENERGY & WATER



## WHY

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 CO<sub>2</sub> 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.

## BUSINESS VALUE



REPUTATION

**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.

## CONSUMER VALUE



### FUNCTIONAL

Drivers can reduce fuel consumption by 10% per trip.



### EMOTIONAL

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

## RESULTS

- In its first week the app was the third most popular in the iTunes store, with 240% more people participating than originally targeted. [Source](#)
- 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. [Source](#)
- There was a 150% increase in non-Toyota owners who would consider buying a Toyota as a result of the campaign. [Source](#)



BEHAVIORAL CAMPAIGN & ENERGY & WATER



## WHY

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

 <b>REPUTATION</b>	<b>Brand awareness</b> – The online campaign went viral, gaining a huge following.
 <b>MARKET</b>	<b>Share</b> – 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.

## RESULTS

- 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](#)



## WHY

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.

## BUSINESS VALUE

 REGULATION	<b>Legislation</b> – The campaign kept Walmart ahead of incoming legislation.
 REPUTATION	<b>Brand sentiment</b> – Through the campaign Walmart created a positive brand association.
 SALES	<b>Growth</b> – Walmart surpassed its 100 million sales goal ahead of schedule.

## 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.

## RESULTS

- 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](#)