



● BEHAVIORAL CAMPAIGN & SUSTAINABLE PRODUCTS



## WHY

L'Oréal took part in the French National Environmental Labelling Experiment, to help consumers choose more sustainable products by introducing clear labels on pack.

## HOW

- L'Oréal piloted an eco-label on its entire range of Garnier Ultra Doux products showing the water use, CO<sub>2</sub> emissions and water pollution impacts of the product's production.
- The labels translated the impact into everyday life equivalents e.g. meters traveled in a car.

## BUSINESS VALUE

 REPUTATION	<b>Brand sentiment</b> – Consumers indicated that they liked the eco-label initiative.
 INNOVATION	<b>Technology</b> – The company learned how to execute a life-cycle analysis, understand the associated time demands, and how to better communicate the results to consumers.

## CONSUMER VALUE



### FUNCTIONAL

Consumers reported that the use of equivalents from daily life helped them evaluate the products' environmental impacts.



### EMOTIONAL

Feedback showed that consumers liked the new eco-labels.

## RESULTS

- The experiment generated high quality insights to inform the government's approach. Source: L'Oréal Interview.

# Sainsbury's



● BEHAVIORAL CAMPAIGN & SUSTAINABLE PRODUCTS




## WHY

Sainsbury's is driving sales of sustainable seafood options by rebranding pollack to make it more consumer friendly.

## HOW

- Customers were uncomfortable asking for pollack, a sustainable alternative to cod, so Sainsbury's renamed the fish after the French name for the fish, 'Colin'.
- The rebranding involved new packaging, designed by Wayne Hemmingway and an intensive media campaign to change customer opinion on Pollack.
- The campaign raised awareness of the fish, ran taste perception challenges and gave recipe and preparation advice.

## BUSINESS VALUE

 RISK	<b>Long term supply</b> – Shifting consumption to a more sustainable option reduces reliance on overfished species.
 REPUTATION	<b>Brand sentiment</b> – Sainsbury's increased positive brand sentiment by visibly taking action on sustainable seafood, an issue of rising public interest. <b>Brand awareness</b> – The rebranding and accompanying campaign generated significant ROI for the brand.
 SALES	<b>Growth</b> – Since the rebrand, sales of pollack have increased significantly and continue to grow.

## CONSUMER VALUE



### FUNCTIONAL

Customers save money by choosing pollack, a less expensive alternative to cod.



### EMOTIONAL

People feel good about choosing a more sustainable fish.

## RESULTS

- Sales of pollack increased by 68% across Sainsbury's stores. [Source](#)
- Pollack is now one of the UK's top ten highest selling seafood options. [Source](#)
- Sainsbury's experienced an 87:1 return on investment from an intensive £1.8 million media campaign. [Source](#)



BEHAVIORAL SERVICE & SUSTAINABLE PRODUCTS

## WHY

eBay is enabling its customers to support charitable causes when buying and selling items online through its Giving Works program.

## HOW

- The Giving Works program makes it easy for its users to donate money to charities of their choice.
- When sellers list their items for sale, eBay asks them to donate a proportion of their sales to a charity of their choice. Buyers are also prompted to donate when they pay for purchases.
- The service also enables nonprofits to connect with over 100 million eBay community members and engage new supporters.

## BUSINESS VALUE

 REPUTATION	<b>Brand sentiment</b> – Helping users support charities of their choice has driven a positive brand sentiment for eBay.
 SALES	<b>Penetration</b> – Sellers using the Giving Works program are more valuable eBay customers.
 INNOVATION	<b>Technology</b> – integrating the Giving Works program into the existing platform developed new technology.

## CONSUMER VALUE



### FUNCTIONAL

Users are able to support charities that are important to them.



### EMOTIONAL

Customers making use of the Giving Works program feel they are playing a part in making a difference.

## RESULTS

- Over 4.7 million individuals in 199 countries took at least one charitable action on eBay.com in 2012. Source: eBay Interview
- eBay buyers who donate spend 26% more than non-donors. Source: eBay Interview
- eBay sellers who donate sell 29% more than non-donors. Source: eBay Interview
- To date the Giving Works program has raised over \$340 million for more than 25,000 charities worldwide. [Source](#)



BEHAVIORAL INFLUENCE & SUSTAINABLE PRODUCTS




## WHY

NBC is influencing viewers to adopt eco-friendly behaviors and products by weaving environmental storylines into popular TV shows.

## HOW

- NBC incorporates green-themed programming twice a year across all daytime and primetime shows.
- NBC uses subtle messaging called “behavior placement” to raise awareness around a variety of environmental issues.
- Characters on shows like “The Office” and “30 Rock”, are shown recycling or using energy efficient light bulbs, while reality cooking shows feature sustainable produce and tips for healthy living.

## BUSINESS VALUE

 MARKET	<b>New segment access</b> – NBC has attracted new advertisers who produce more sustainable products or who want to be associated with Green Week programming.
 SALES	<b>Growth</b> – Industry analysts estimate that new relationships have delivered revenue growth.
 INNOVATION	<b>Relationships</b> – New relationships have been built with producers of more sustainable products.

## CONSUMER VALUE



### EMOTIONAL

The programs talk about sustainability in their own tone and style, making it easier for people to connect to.

## RESULTS

- NBC received an additional \$20 million in advertising revenue from 20 new environmentally friendly brands.  
[Source](#)