



# Global Media Deck

*2010 ImagePower® Green Brands Survey*



June 2010

**cohn&wolfe**



Esty Environmental Partners

**Landor**



**PENN  
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# Background









- Since 2006, the ImagePower® Green Brands Survey has analyzed consumer perceptions of green products and corporate brands.
- WPP companies Cohn & Wolfe, Landor Associates, and Penn Schoen Berland, in partnership with corporate environmental strategy consultancy, Esty Environmental Partners, conduct the research and analysis.
- The 2010 survey is the largest ever—with over 9,000 people in eight countries.
- Australia was included this year for the first time. We do not offer 2009 comparative data for Australia.
- This deck presents top-line findings and global trends. However, it only begins to tell the story—to learn more please contact us.

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- **Methodology**
- Top-line findings and country insights
- Global Outlook
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# Methodology

- 9,022 online interviews were conducted in Australia, Brazil, China, France, Germany, India, the U.S., and U.K. from February 27 – March 24, 2010.

	Number of interviews	Margin of error (%)
	1,200	± 2.8
	1,201	± 2.8
	1,100	± 3.0
	1,120	± 2.9
	1,100	± 3.0
	1,100	± 3.0
	1,100	± 3.0
	1,101	± 3.0

- Interviews were conducted online among the general adult population. In China, India, and Brazil, respondents were from tier-one cities.\*

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# The Green Brands Survey answers several important questions

- Do consumers care about environmental sustainability when they choose a brand, product or service?
- How do consumers' environmental preferences and concerns vary by country?
- How have consumers' perceptions of “green” changed from 2009 to 2010?
- What consumer perception challenges must companies overcome in the green space?



# Key findings

- **The majority of consumers (over 60%) in all countries want to buy from environmentally responsible companies**
  - Consumers say environmental consciousness is an important corporate priority – ranking behind good value, trustworthy, and cares about customers
- **Consumers expect green companies to engage in a broad set of actions, particularly reducing toxics, recycling and managing water**
- **Many consumers also plan to spend more on green products, especially in developing economies**
  - Over 30% of consumers plan to spend more on green products next year
  - Over 70% of consumers in China, India and Brazil plan to spend more in the next year

# Key findings

- **Companies can connect with consumers by addressing local environmental issues and consumers' concerns and interests**
- **Consumers' environmental concerns differ by market**
  - Climate change is important across most countries
  - Water management issues are most important in Australia
  - Deforestation is important in India and Brazil
- **Consumer hurdles to buying green also vary**
  - In the U.S., U.K., France, Germany, and Australia, cost is the biggest challenge
  - In Brazil and India, limited selection is a concern
  - In China, consumers find green labeling confusing
- **Consumers learn about green products and companies in different ways**
  - Many consumers use certification marks to evaluate greenness, particularly in France, Germany and China
  - Consumers generally trust green advertising, especially in developing economies. France is more skeptical.



# United States

- **Economic concerns predominate and consumer intention to spend more on green products appears to be in a holding pattern**
  - 79% of consumers are more concerned about the economy than the environment, more than in any country polled
  - 35% of consumers say they will spend more on green products, but this is down 4% from 2009
  - 44% plan to spend the same on green products, a 7% increase from last year
- **Energy use is the biggest issue**
  - More consumers in the U.S. feel energy use is the most important environmental issues than in any other country polled
- **Consumers want value**
  - 76% say it is important for companies to offer good value; 37% say environmental consciousness is important
  - Several of the U.S. top green brands, e.g., IKEA and Whole Foods, appeal to green-oriented consumers, but also emphasize value

# United Kingdom

- **Concerns about the economy predominate, but consumers are still conscious of specific environmental issues**
  - 68% of UK consumers are more concerned about the economy than the environment.
  - Consumers say climate change, energy use and waste management are the most important environmental issues
- **Britons are engaged on packaging issues**
  - 95% of UK consumers think companies use too much packaging material
  - 75% believe government should require companies to recycle product packaging (+8% from 2009)
- **Grocers vie for sustainability leadership**
  - Grocery stores account for 4 of the top 10 U.K. green brands. Sainsbury's edged out Tesco, Asda and Waitrose

# France

- **The French are concerned about the environment, especially toxics**
  - 54% of French consumers think the state of the environment is on the wrong track, more than in the other developed economies polled
  - 80% of French consumers think that it is important for companies to reduce toxics in products and processes to be green—higher than in the other developed economies
- **Cost perception is a challenge**
  - 78% of French consumers say cost is the biggest hurdle to buying green
  - Perception that green products cost more is the highest in France (89% of consumers)
- **French consumers are oversaturated by green advertising**
  - France is the only country in which more consumers say too much green advertising makes consumers tune out

# Germany

- **Climate change is the biggest issue**
  - More consumers in Germany feel climate change is the most important environmental issues than in any other country polled
- **Shoppers in Germany are looking for value**
  - 78% of German consumers say that it is important for company to offer good value. 44% say it is important a company is environmentally consciousness
- **Labeling confusion and reliance on certifications**
  - Compared to the US, UK, and France, more German consumers (42%) say that green labeling is confusing or not trustworthy
  - 65% of consumers in Germany look for a certification mark - more than in any other country

# Australia

- **Australians are concerned about the environment**
  - 41% of Australians are more concerned about the environment than the economy, more than in any other developed country polled
- **Water management is a predominant concern**
  - Australia is the only country where consumers say water is the most important environmental issue
  - 68% say that it is important that companies manage water carefully in order to be considered green
- **Australian consumers want disclosure**
  - 77% of Australians think that governments should require food origin labels, higher than in any other country
  - Compared to other developed countries, more Australians (74%) think government should require disclosure of all materials and ingredients in products

# China

- **Chinese consumers think it is important for companies to be green and are interested in buying more green products**
  - 97% say it is somewhat or very important for a company to be green
  - 82% of consumers plan to spend more on green products in the coming year
- **Chinese consumers are particularly interested in toxics and water**
  - 75% of consumers think reducing toxics and 64% think managing water are important actions companies can take to be green
- **Consumers desire clear and transparent product labeling**
  - 69% say green labeling or product information is confusing or not trustworthy
  - 72% rely on certifications to determine if a product is green
  - 82% of consumers believe that government should mandate disclosure of all materials and ingredients in products



# India

- **Indian consumers are concerned about deforestation, toxics and water management**
  - Consumers see deforestation as the most important environmental issue
  - Indian consumers say it is important for companies to reduce toxics (85%) and manage water (79%)
- **Indians plan to purchase more green products, but finding them is a challenge**
  - 81% plan to spend more on green products in the coming year
  - 72% of consumers say limited selection a challenge to buying green—higher than in any other country
- **Consumers are receptive to advertising**
  - 86% say ads help consumers make informed purchasing decisions and understand the benefits of green products

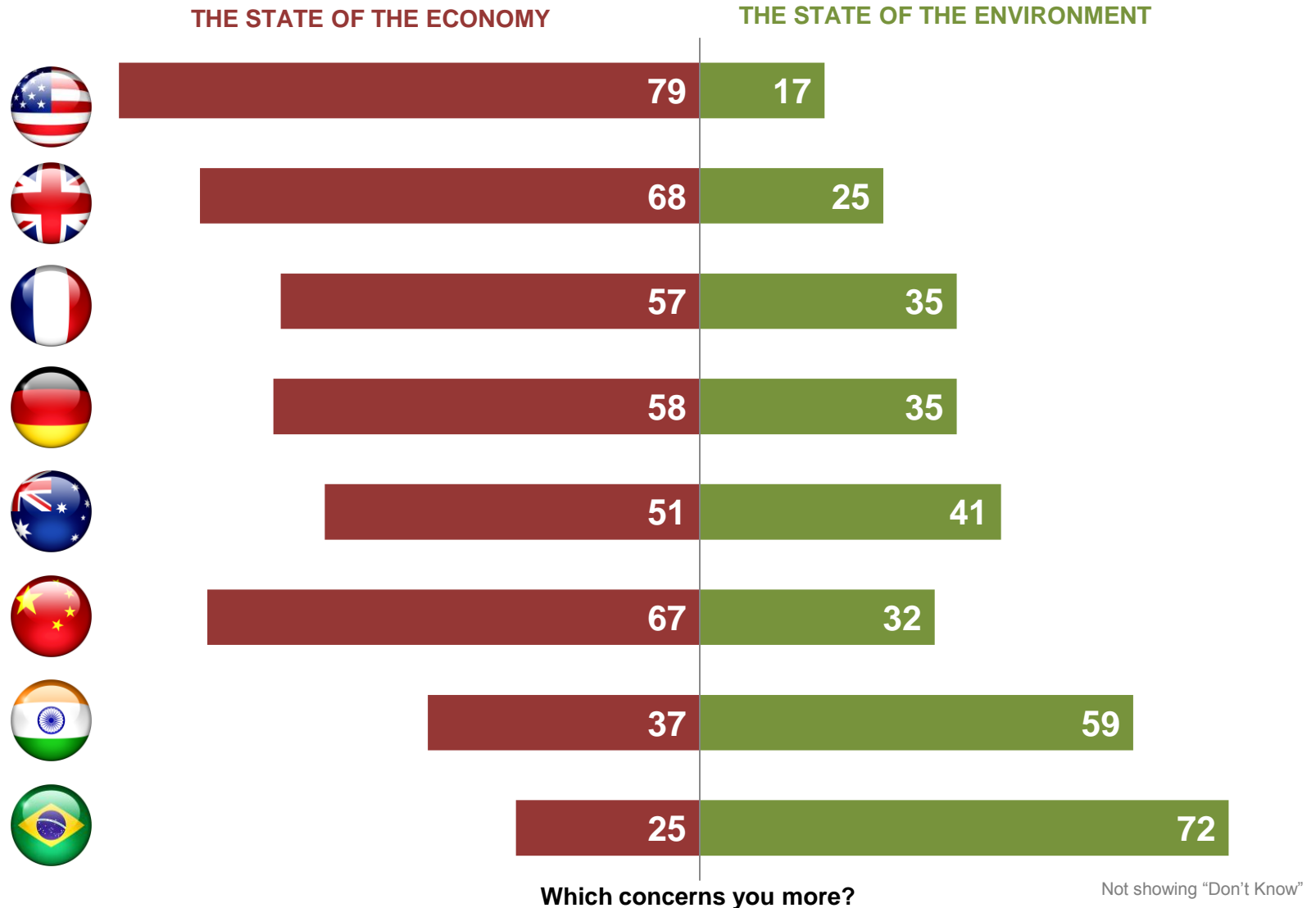
# Brazil

- **Brazilians are interested in green companies and plan to spend more on green products**
  - 72% say that when they choose products it is very important that a company is environmentally conscious
  - 73% plan to spend more on green products in the coming year
- **Consumers expect companies to manage toxics and water**
  - 87% of consumers say to be green companies should reduce toxics in products and business processes; 85% say companies should manage water resources carefully.
- **Companies can connect with consumers by improving product selection and communications**
  - 67% say limited product selection is the biggest challenge to purchasing green
  - 91% say that green advertising helps consumers make informed purchase decisions

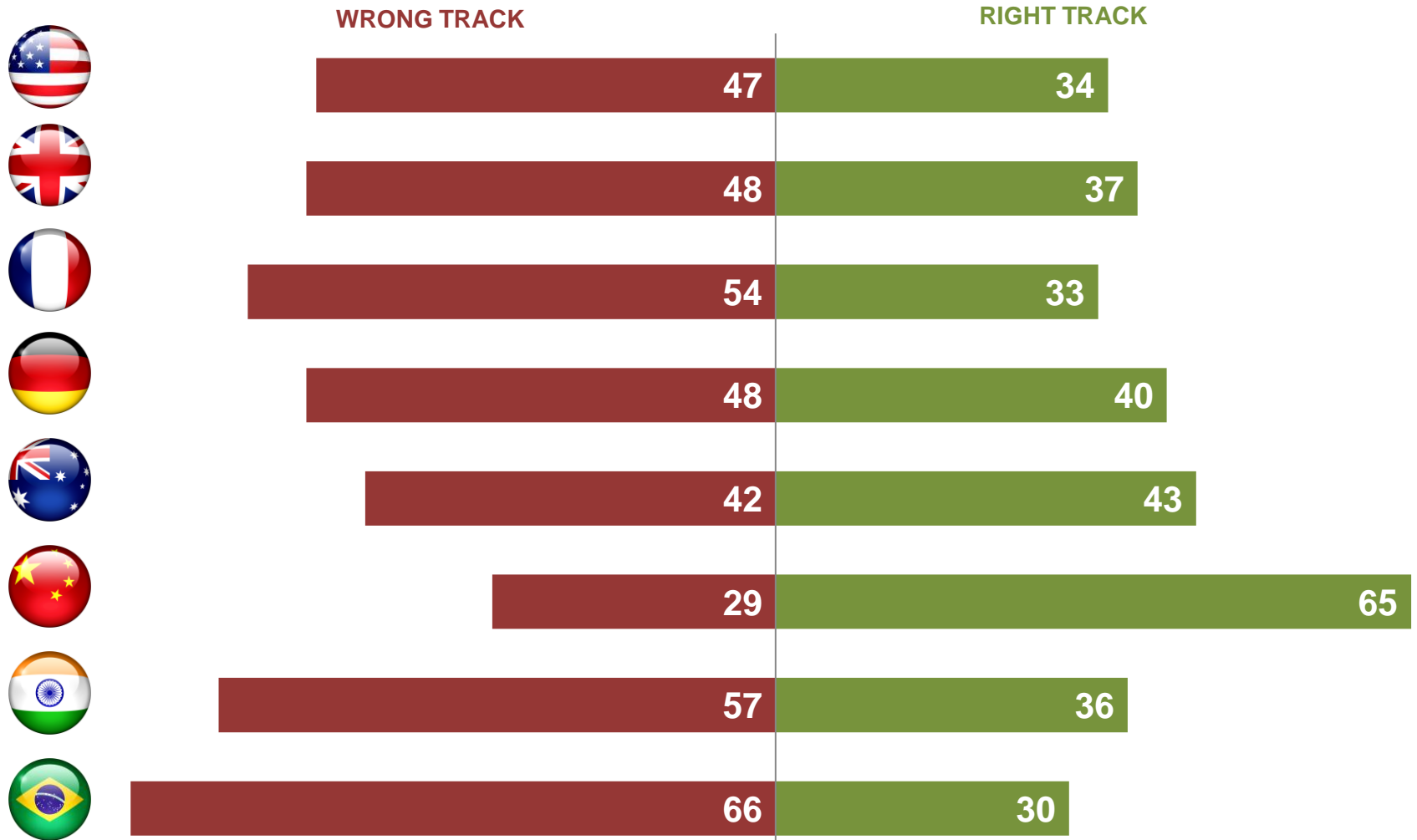
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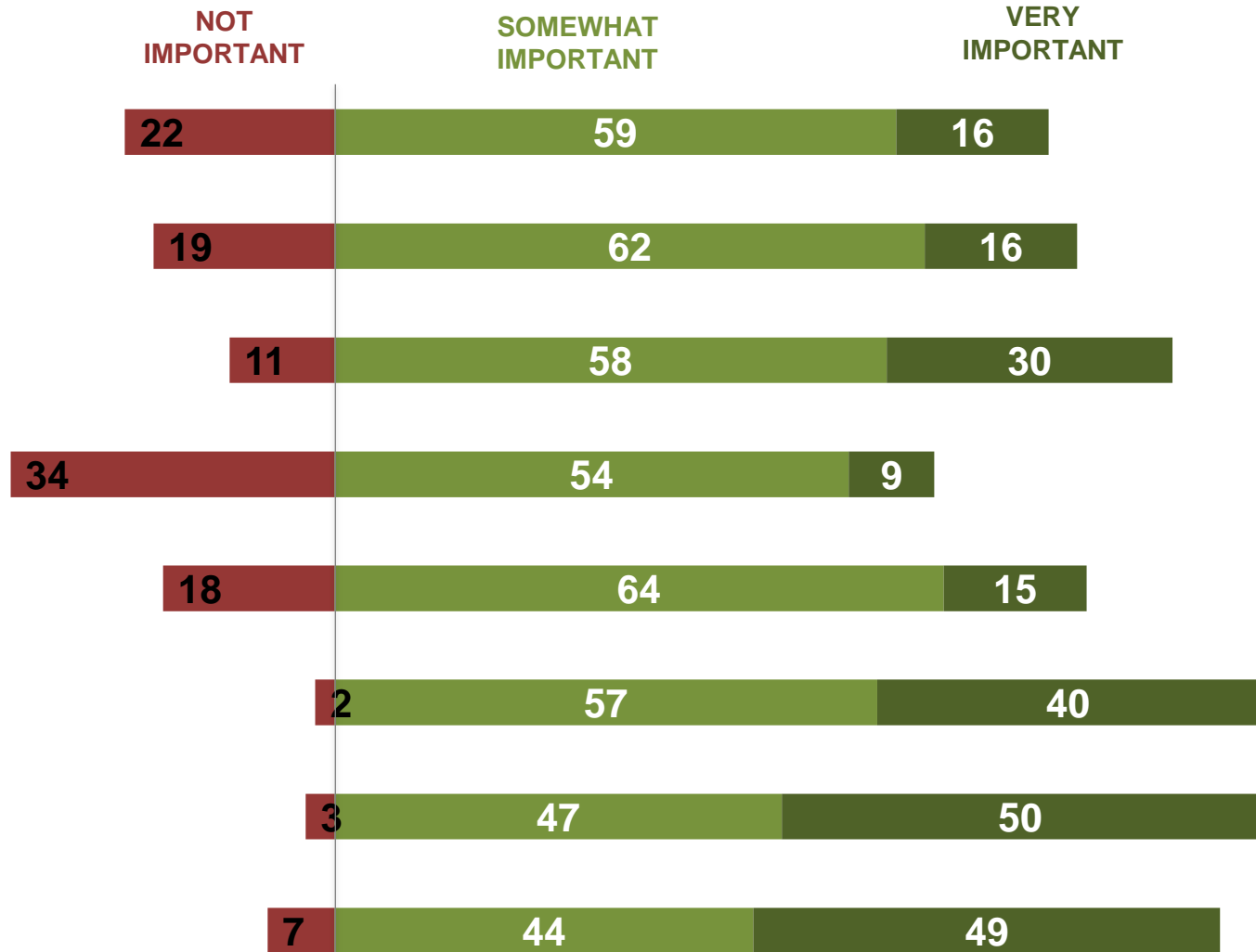
# Economic concerns predominate in most countries, but consumers in India and Brazil are more concerned about the environment



# Most consumers think the environment in their country is on the wrong track – except in China











# Over 60% of consumers in all countries say it is somewhat or very important to buy brands from green companies



When you think about what brands to buy, how important is it to you that a company is environmentally friendly or is a green company?



# Consumers think it is generally more important for companies to offer good value, be trustworthy or care about customers versus be environmentally conscious

								
Offers good value	76	73	66	78	74	65	75	62
Is trustworthy	71	61	55	57	63	70	82	83
Cares about its customers	63	56	54	46	57	59	82	81
Is environmentally conscious	37	37	51	44	38	54	71	72
Is best in its category	26	21	24	17	23	42	58	44
Is innovative	26	16	22	23	16	37	49	47
Has a strong brand	31	19	9	15	22	36	49	35
Is dynamic	13	8	18	11	9	24	35	34
Contributes to charities and the community	17	15	15	17	14	15	23	43
Is distinctive	14	11	15	13	9	17	33	33

Companies can have different priorities. How important is it to you that a company is the following when choosing to purchase its products or services? Showing "Very Important"



Most Important



2<sup>nd</sup> Most Important

# After reducing toxics, water conservation is the most important corporate behavior in developing countries

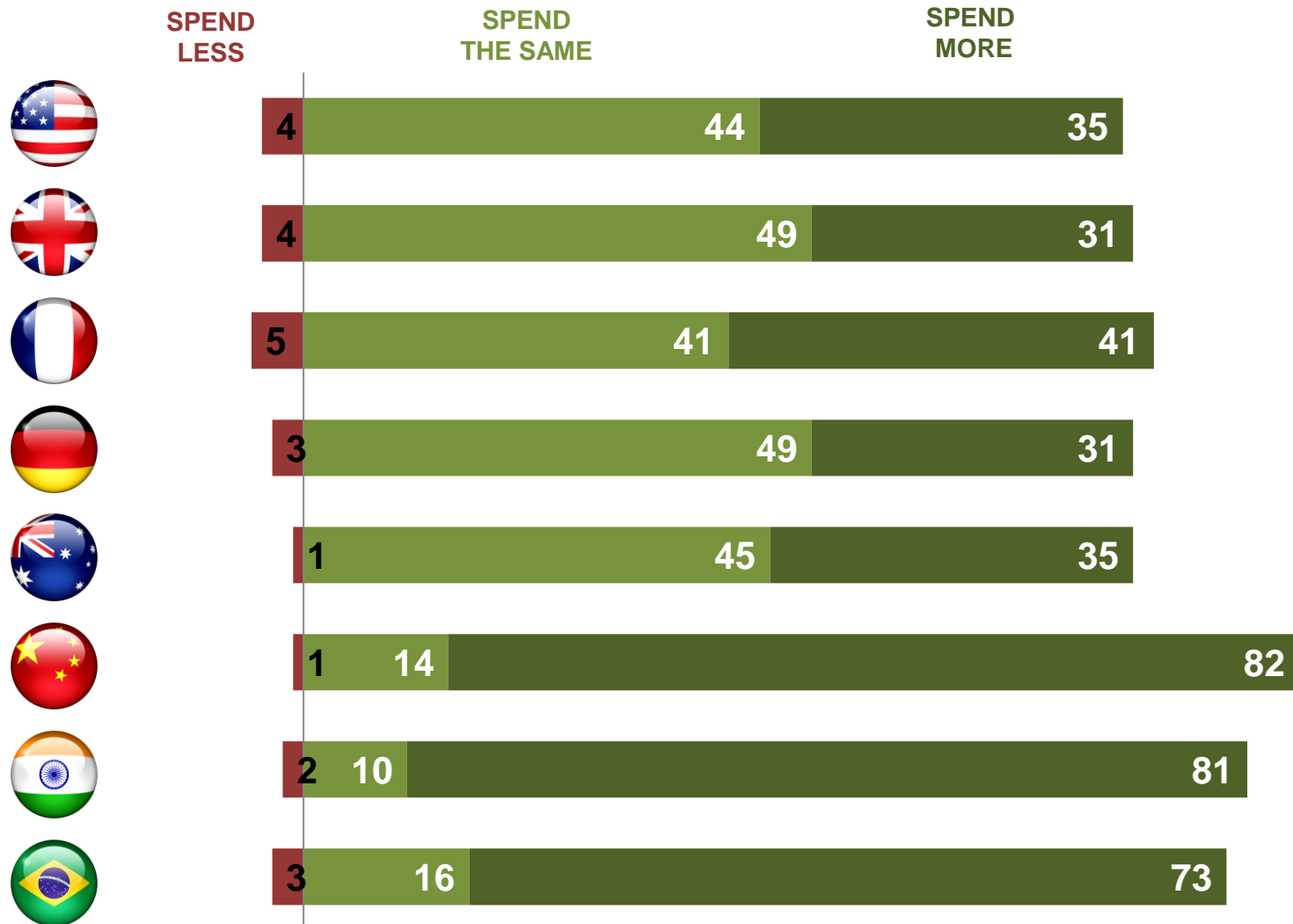


	USA	UK	France	Germany	Australia	China	India	Brazil
Reduces the amount of toxic or other dangerous substances in its products and business processes	69	74	80	71	74	75	85	87
Recycles materials and uses recyclable materials	59	67	68	53	62	55	68	83
Offers environmentally friendly products and services	50	48	57	51	51	62	76	81
Manages water resources carefully	54	49	62	52	68	64	79	85
Works to make operations more energy-efficient	56	55	58	44	56	50	63	66
Reduces the amount of packaging they use	46	68	66	53	56	41	42	42
Encourages environmentally friendly behavior among employees at the workplace	36	37	43	31	41	48	62	75
Takes actions to address climate change	30	40	39	51	37	46	54	60
Promotes green practices through advertising and public service announcements	26	27	16	14	25	27	56	49
Maintains partnerships with environmental organizations	24	27	23	15	24	25	40	55

Now please think about some specific activities a company can do. Please rate how important each is to you in order for you to think of a company as green. Showing "Very Important"

 Most Important
  2<sup>nd</sup> Most Important

# At least 30% of consumers plan to spend more on green products next year. In China, India and Brazil, over 70% plan to spend more



In the next year, do you plan to spend more, less or the same amount on green products and services?

Not showing "Don't Know"

# Most countries rate climate change as the most important green issue – other issues split by region











	USA	UK	France	Germany	Australia	China	India	Brazil
Climate change	15	21	18	33	20	32	19	30
Air pollution	15	12	17	12	11	19	22	12
Energy use	22	21	10	19	13	13	5	2
Deforestation	5	11	10	6	13	2	26	30
Water issues	6	1	11	2	23	15	9	8
Waste management	13	17	9	4	6	5	7	6
Chemicals, toxins and heavy metals	10	6	13	6	7	9	8	5
Ocean pollution and overfishing	3	6	7	8	3	1	1	2
Biodiversity loss	1	1	4	4	1	2	2	3

Which of the following do you feel is the most important green issue or problem today?

  Most Important
   2<sup>nd</sup> Most Important

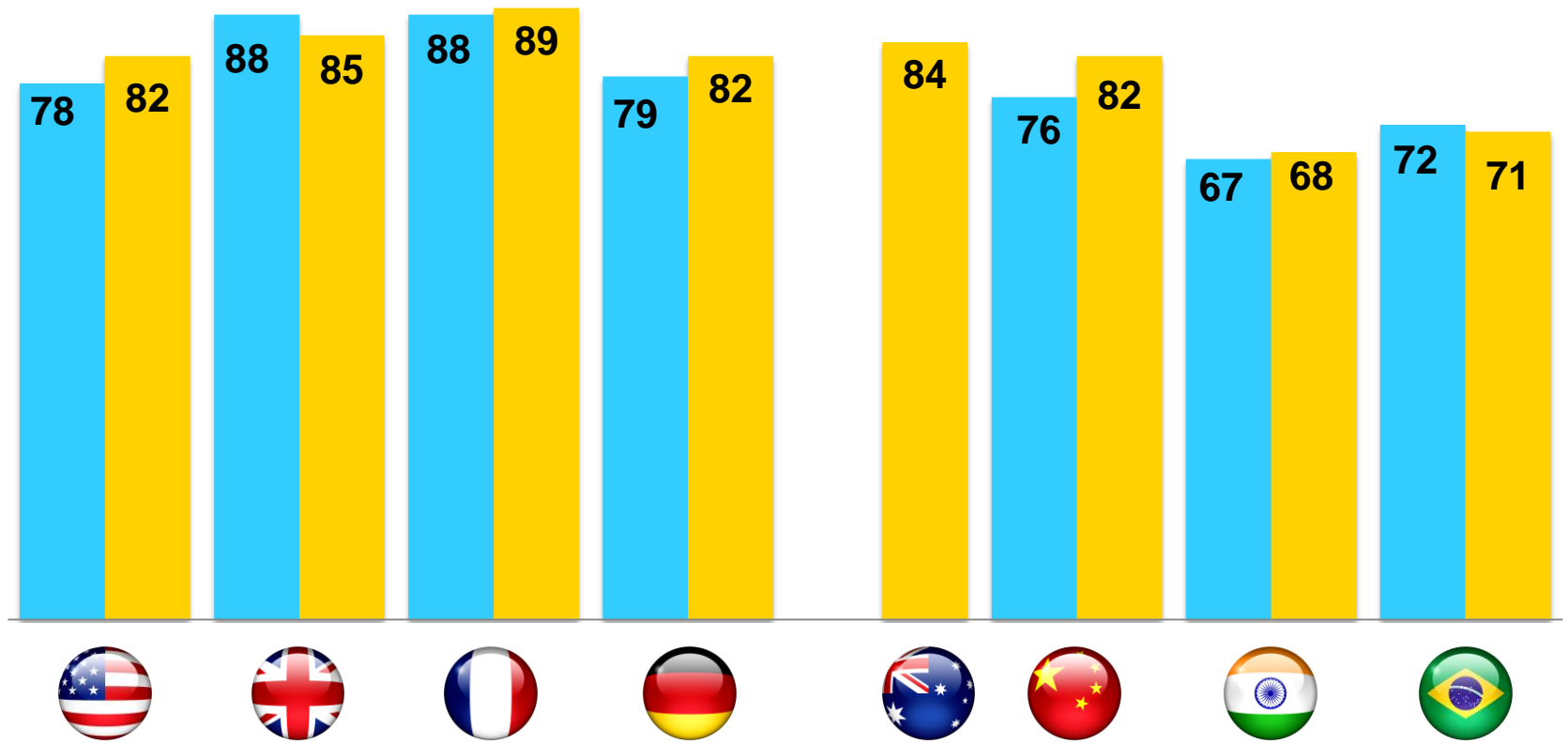
# Cost is the biggest challenge in developed markets; selection and labeling in developing economies

								
They are too expensive	67	71	78	58	69	43	46	53
There is a limited selection of items from which to choose	46	54	45	34	57	68	72	67
They are difficult to find (i.e., in specialty stores rather than mainstream stores)	29	30	33	29	39	40	66	63
The green labeling or product information is confusing or not trustworthy	26	32	33	42	44	69	44	38
They are difficult to identify because they are poorly labeled	23	30	37	31	41	58	40	42
They are of low quality / do not function as well as traditional products	19	16	9	7	18	24	15	6
The idea of green products is not important to me	4	3	1	4	3	0	0	0

What do you think are the biggest challenges to purchasing green products or services? Please select all that apply.

 Most Important  2<sup>nd</sup> Most Important

# But consumer perceptions of the higher cost of green products have not changed over the last year











Generally speaking, do you believe that green products cost more or less than comparable non-green products?  
**Showing Generally cost more**

2009 2010



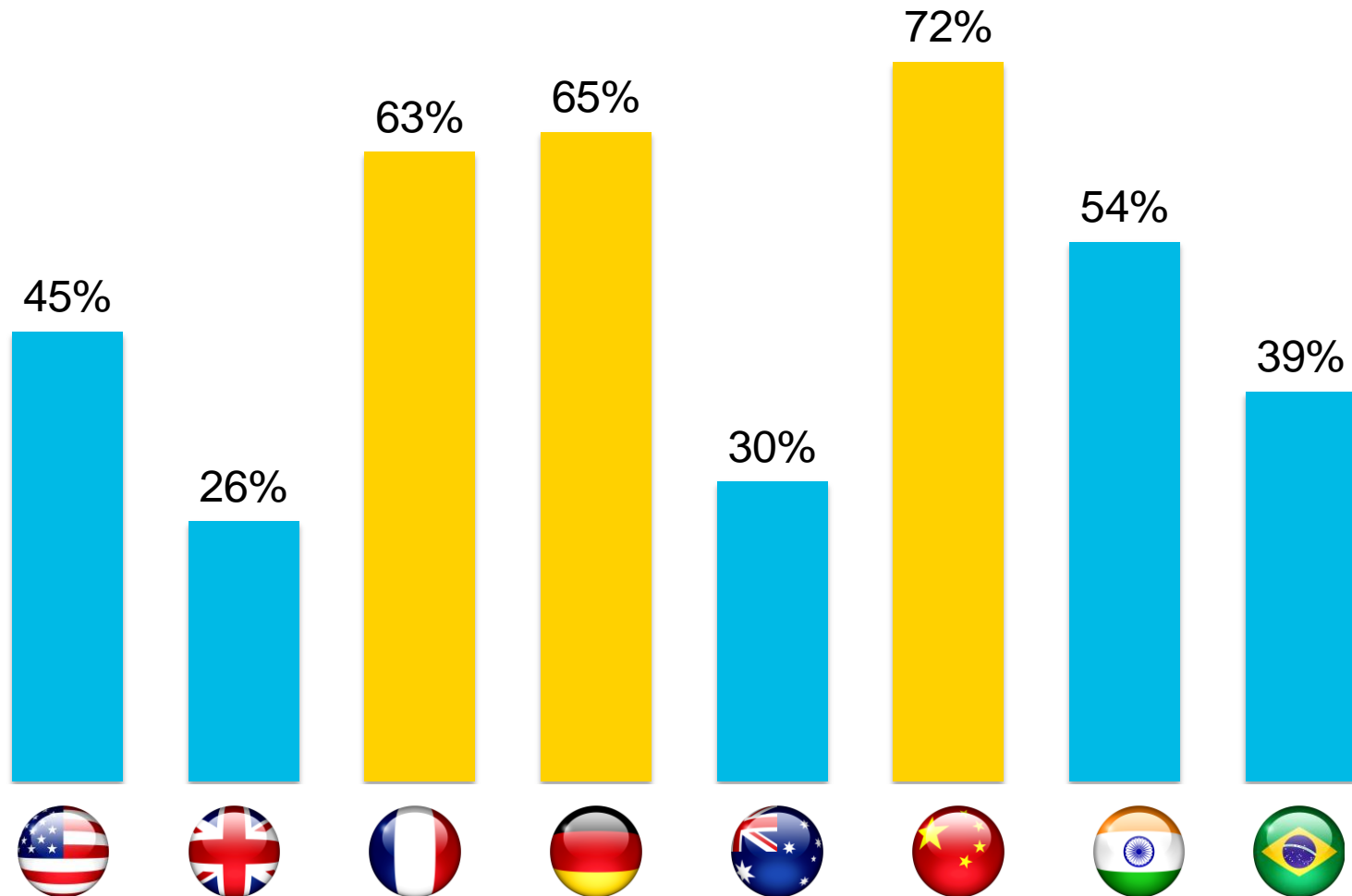
# Consumers want governments to mandate label clarity on ingredients, materials and origin, and waste management

								
Disclosure of all materials and ingredients in products	66	65	66	71	74	82	72	77
Labels that tell where our food comes from	65	65	68	72	77	71	71	77
Companies must recycle product packaging	57	75	74	67	66	69	72	80
Green product labels that are easier to understand	61	64	69	61	68	80	76	80
More food and product safety testing	65	50	58	63	60	83	77	76
Companies must take back products—such as electronic—at the end of their useful life	52	62	74	65	54	76	67	81
Information that explains how a product was manufactured	42	44	56	54	46	68	63	66

Now please take a look at the following list of possible requirements the government could put in place. Please rate each initiative in terms of importance, where "1" means the initiative is not at all important to you, and "10" means the initiative is extremely important to you. Showing 8+9+10

 Most Important  2<sup>nd</sup> Most Important

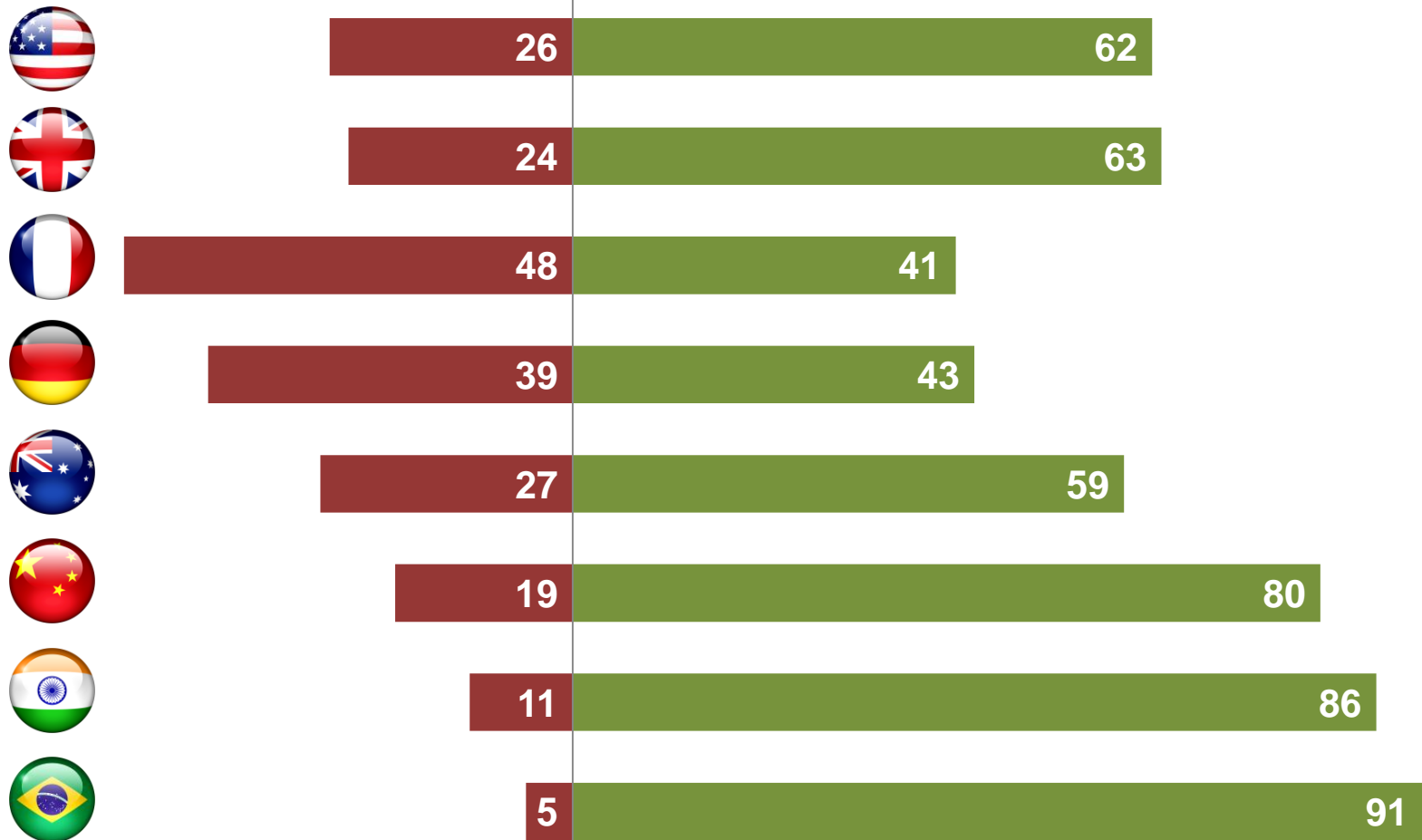
# Many consumers use certification marks to evaluate greenness, particularly in France, Germany, and China



# Most consumers trust green advertising, especially in developing economies – the French are more skeptical









There's so much advertising about green products that consumers tune out

Advertising about green products helps consumers make more informed decisions and understand product benefits



Which of the following statements do you more agree with?

# Past experience is most influential on green product purchase decisions, certifications are a close second

								
Past experiences with the product	18	16	20	30	17	20	19	12
Certifications	8	8	21	11	11	30	22	17
Recommendations from a friend/word of mouth	16	15	13	11	17	23	12	11
Articles that you read	10	13	11	10	12	9	14	19
Advertisements	10	8	4	6	7	6	16	17
Packaging	9	13	10	7	9	4	6	9
Endorsements from NGOs	6	6	9	7	9	4	5	7
The retailer	3	3	3	2	2	2	2	1
The company website	1	1	1	2	1	2	3	3

What most influences your willingness to purchase environmentally friendly or green products?

 Most Influential  2<sup>nd</sup> Most Influential

Not showing "Don't Know," "None of the above," "Other"

# Green brands by country

								
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

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# Cohn & Wolfe

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Cohn & Wolfe is a strategic public relations agency dedicated to creating, building and protecting the world's most prolific brands. With offices around the world, the agency is committed to breaking new ground in the delivery of cross-channel media strategies, creative programming, and practice area excellence.

Cohn & Wolfe is recognized year after year by clients and the industry for excellence in creativity, client service, digital communications, media strategy, senior management and strategic counsel. Cohn & Wolfe also consistently ranks among the top "Best Agencies to Work For" in an annual, industry-wide employee survey. For more information, visit: [www.cohnwolfe.com](http://www.cohnwolfe.com). Cohn & Wolfe is part of WPP (Nasdaq: [WPPGY](http://www.wpp.com)), one of the world's largest communications services group.

# Esty Environmental Partners



Esty Environmental Partners

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Esty Environmental Partners (EEP) is a management consultancy working with corporate clients to build high-impact environmental strategies that create sustainable business value. EEP serves a range of companies, from Fortune 500 to small business, in diverse industries including apparel, financial services, industrial, and consumer packaged goods. EEP clients are executives whose responsibilities include corporate environmental affairs and sustainability, product line management, facilities management, and the highest levels of company or division general management. They engage EEP's team of experienced environmental and business professionals to help them build core capabilities, innovate, and differentiate their companies through environmental strategy. To learn more, please visit [www.EstyEP.com](http://www.EstyEP.com).

# Landor Associates

## Landor

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Landor Associates is one of the world's leading strategic brand consulting and design firms. Founded by Walter Landor in 1941, Landor pioneered many of the research, design, and consulting methods that are now standard in the branding industry. Partnering with clients, Landor drives business transformation and performance by creating brands that are more innovative, progressive, and dynamic than their competitors.

Landor's holistic approach to branding is a balance of rigorous, business-driven thinking and exceptional creativity. Its work spans the full breadth of branding services, including brand research and valuation, brand positioning and architecture, naming and writing, corporate identity and consumer packaging design, branded experience, brand equity management, brand engagement, and digital branding.

With 21 offices in 16 countries, Landor's current and past clients include some of the world's most powerful brands, including BlackBerry, Citi, the Council on Foreign Relations, Diageo, Hilton Hotels, HP, Jet Airways, Microsoft, MillerCoors, Panasonic, PGA of America, Procter & Gamble, Taj Hotels Resorts and Palaces, and Verizon.

Landor is a member of the Young & Rubicam Brands network within WPP, one of the world's largest marketing and communications firms.

For more information, please visit [landor.com](http://landor.com).

# Penn Schoen Berland



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Penn Schoen Berland is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. PSB has over 30 years of experience leveraging unique insights about public opinion to provide clients with a competitive advantage. PSB executes polling and message testing services for Fortune 100 corporations and have helped elect more than 30 presidents and prime ministers around the world. Penn Schoen Berland is a part of Young & Rubicam Brands, a subsidiary of WPP, one of the world's leading communications services networks. More information is available at [www.psbresearch.com](http://www.psbresearch.com).





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