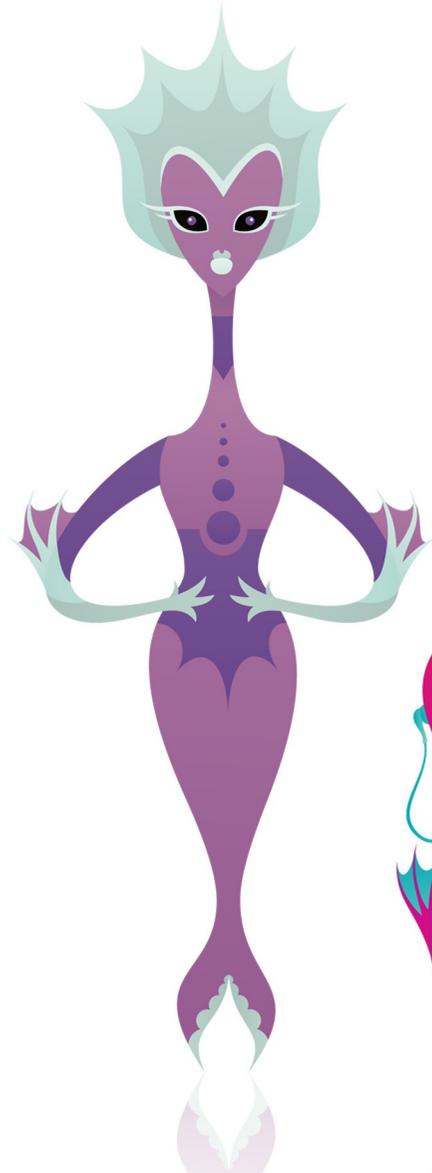




**CONTAGIOUS
SPECIAL REPORTS**

GOODVERTISING
THE ETHICAL, RESPONSIBLE AND
SUSTAINABLE MARKETING REVOLUTION

2008





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02 / Goodvertising

From billionaires to bands and from consumers to brands, people and organisations are reordering their priorities and causing global change across a range of interconnected spaces from honesty and fair employment practices to communal, social and environmental responsibility and simply being nice. The marketing community, from individual advertising figures to new agencies and business structures, is helping drive this ethical movement and Goodvertising is an umbrella term that Contagious is using for the role advertisers are playing in the return of ethical marketing and business practice.

03 / The good space

Goodvertising covers a wide range of increasingly connected, inseparable trends. The main areas are the environment, fairness, corporate social responsibility, ethical investment, community health and wellbeing. This section maps out some of the more innovative initiatives and highlights,

ranging from mainstream global corporate strategies such as **GE's Ecomagination** and advertiser-led campaigns like **Flick Off**, to new entrepreneurial approaches such as **Tom's Shoes'** 'Buy-one, give-one' model, **Benetton's** Africa Works microfinance scheme, **Kenneth Cole's** activist 'Awearness' campaign and health and educational programmes such as **Neutrogena's** 'Road Map to Healthy Skin'.

04 / Caring consumers

Quantitative data suggests there has been a major shift in consumer values: the majority of people now aspire to be perceived as more ethical, responsible and eco-friendly. A recent **Havas Media** international survey on climate change, for example, found that 81% of respondents believe we need to change the way we live our lives. Consumer movements and groups, often via online networks such as **'Do the green thing'**, **'Changents'** and **'Dotherightthing'**, are on the rise. Consumer power and activism is increasingly

forcing brands to listen and change - as has been the case with **KFC** and **PETA** and **Unilever/Dove** and **Greenpeace**. Established brands are responding to more caring consumer aspirations such as **Wal-Mart's** sustainable packaging programme and **Tesco's** 'green' loyalty card scheme.

05 / Ethics & economics

New corporate practices and business models must be built on economics as well as ethics. 'It is about both ecology and economy - we are increasingly finding them both playing off each other in powerful ways,' says **Sun Microsystems's** eco vice president David Douglas. **GE's** chairman Jeffrey Immelt, agrees: 'Green is green. We're at a tipping point where energy efficiency and emission reductions equal profitability.' A new generation of entrepreneurs, motivated by the twin drivers of ethics and economics, have built successful companies upon these principles - such as **Howies**, **Method** and **Zipcar** - and their ethical beliefs lie at the heart of the marketing and brand ►



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position. Furthermore, pollster Mori's research suggests that the new caring consumer attitude has become so well-embedded that it will withstand any future economic downturn.

06 / A new model

What is certain is that the marketing industry itself is moving to the forefront of this change and a new advertising model is emerging. This model needs to be relevant, fact-led, socially beneficial, educational, fair and built to last. Its key elements must be collaborative, active, transparent and committed. This section explores some of the steps companies are taking to build their brands and underpin their marketing upon these key pillars. Case studies include collaborative strategies from **Lego** and **Threadless**, active programmes like **Nokia's** Pangea Day and **Absolut's** Global Cooling, transparency initiatives from **Patagonia** and **Timberland** and totally integrated 360 degree pan-business commitments from **Marks & Spencer** and **Sanyo**.

07 / The big challenge

To adapt, develop and drive the goodvertising phenomenon, advertisers must question their existing models and develop new roles, practices, relationships and norms. The solution to the challenge lies in innovation, new relationships and alternative forms of communication, perhaps even a new set of terminology and language. But above all, the solutions will come from the area that is advertisers' core currency and greatest skill - new ideas. As Al Gore says; 'We are at the early stages of the biggest business movement in the history of the world and advertising is playing a larger role than any other time in history. Messaging has to be part of the solution. You need to find ways to use the skills you have in abundance to communicate the solutions.'

08 / Glossary

The goodvertising space spans a number of interconnected categories and sectors, many of which

have their own distinct terms, phrases and languages. This section attempts to explain and define some of the key terms.

09 / References & links

A diverse and broad set of publications, reports, surveys and studies were used both as direct and indirect references and sources for this report. The key ones are listed here.

ABOUT THE AUTHOR /

Jeremy Edwards is the director of Xtreme Insight - the research, analysis and consultancy division of leading global media intelligence agency Xtreme Information. Xtreme Insight offers bespoke research, analysis and consultancy services across the marcoms space and has worked on a range of goodvertising projects for clients such as Henkel, Honda and Toshiba. Xtreme Information is Contagious' parent company.





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Let's Green this City /

In the US, **Pacific Gas and Electric Company (PG&E)** has been doing its bit to help San Franciscans make their city the greenest in the states. With the help of production studio **Mekanism** and agency **Venables Bell & Partners**, it has created a rather beautiful website at www.letsgreenthiscity.com containing live action/animation films covering topics such as recycling, biking to work, fuel options, solar energy and light bulbs. The site links to partners, including car share sites, electronic recycling and even green office suppliers. A calendar also shows green events such as films and workshops taking place around the city. Mekanism partner and creative director Ian Kovalik comments: 'The big idea is that this site is a User Manual for greening your life.' www.letsgreenthiscity.com

The Changers /

In Brussels, the **Alliance of Liberals and Democrats for Europe (ALDE)** have recently launched a campaign to encourage people across the EU to take steps to reduce their environmental impact. 'The Changers' is a bi-lingual multi-media campaign, created by **Ogilvy Brussels**, which includes a website, online banners and a wide range of posters and promotional material, all intended to reach out to young people across the EU. Designed to stimulate changes in behaviour, the website lets users create their own avatars, enter a beautiful world of floating islands, become a part of each island's eco-system, and discover the impact that actions, like leaving a TV on stand-by, have on the natural world. We liked it so much, we decided to put it on the cover. www.thechangers.eu

Puma Atmos X /

With their new limited-edition Atmos X line, Puma are also seeking to raise awareness of the impact of human activity - in this case on the habitats of endangered species. Working with **National Geographic** photogra-

pher **Mitsuaki Iwago**, and inspired by his shots, a total of six designs have been created across two categories - Polar and Asia - each one capturing the characteristics of a particular endangered creature. The packs are available from **Atmos NYC** and **Ubiq** in Philadelphia. www.ubiqlife.com / <http://snipur1.com/32c5a>

Nike Considered /

Other sports shoe brands have also been doing their bit for the environment. **adidas Originals' Grün Collection** offers a range of products made from recycled and natural materials, while the **Nike Considered** project is another interesting collaborative venture with designer **Jeff Staple** to produce a limited edition footwear range under a set of sustainable, eco-friendly tenets. The Staple/Nike scheme sees a set of trainers produced in what it describes as a closed-loop system using 100% recyclable veg-tanned leathers and construction methods that use mechanical solutions rather than toxic adhesives. Originally, only a handful of Jordan XX3 sneakers were produced, but the massive demand (partly fuelled by a wave of positive PR) has seen the run extended. www.nike.com/nikebiz/nikeconsidered/

Drink 2 Wear /

Even the most famous brand of all, **Coca-Cola**, has launched a US clothing range made from 100% recycled bottles. It consists of a series of T-shirts bearing the slogans 'Make your plastic fantastic' and 'Rehash your trash' - predominantly sold through **Wal-Mart** stores and Walmart.com. The 'Drink 2 Wear' apparel is part of the wider Coca-Cola aim to recycle 100% of its plastic bottles and aluminium cans in the US. <http://snipur1.com/32c3t>

Drink 2 Wear has been the subject of some criticism from the green lobbies, however - particularly on the eco blogosphere. While Coca-Cola's official spin on the project is 'these fun T-shirts merge trend with con-



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03.06 / Dove / Scrutiny & backlash

Whether initiatives are about sustainability or fairness, finance or health, there is no shortage of interest groups scrutinising brands' ethical claims. Not only is it something of a vigilante market out there, but also the rise of digital communication has provided more economic and equal platforms for lobbyists, NGOs and consumers to communicate effectively and loudly. Brands claiming to 'be good' face unprecedented public scrutiny and there is a high risk of backlash if advertised claims prove wrong or inconsistent.

Even when a brand gets its strategies, tactics and claims right in one sub-sector of the goodvertising space, it can become subject to heavy, negative criticism on other ethical issues. Shortly after the release of Dove's 'Onslaught' viral, which aimed to encourage dialogue between mothers and daughters around today's appearance-obsessed culture, **Greenpeace** created their own version. Entitled **Onslaught(er)**, Greenpeace's viral leveraged Dove's social sustainability success to turn the spotlight on its environmental sustainability weaknesses.

Using matching imagery, music and editing, the film criticises **Unilever's** contribution to the destruction of Indonesia's forests, climate change and species extinction through its commercial involvement with its palm oil industry. The creative pulled no punches. The super reads: '98% of Indonesia's lowland forest will be gone by the time Azizah is 25. Most is destroyed to make palm oil which is used in Dove products.'

At the same time, Greenpeace used other 21st century tactics to raise awareness of their cause, including a very PR-able media stunt in which Greenpeace teams protested at the Unilever HQ dressed as orangutans, and creative executions that parodied Dove's real women advertising.

Just two weeks after the release of Onslaught(er), on 9 May, Unilever met with Greenpeace and agreed to a number of big changes including support for a moratorium on palm oil deforestation in South East Asia. The company pledged to use its leadership role within the industry to 'aggressively' build a coalition of companies to support the moratorium (including lobbying all the major players within and outside the Round Table on Sustainable Palm Oil - eg Kraft, Nestle and Cadbury). Unilever also agreed to put urgent and substantial pressure to save forests onto their palm oil suppliers on the ground in Indonesia as well as to lobby the Indonesian government to support the immediate moratorium. <http://snipur1.com/33jzf>

Dove's experience illustrates not just that the sub-sectors of goodvertising are increasingly interconnected and linked, but also that even the most admired and successful campaigns from one area can lead to complications and consumer backlash in another. Unilever's response, based around consumer collaboration and NGO dialogue also demonstrates how to successfully handle such issues and move forward.



links /

- [Toyota Aim: Zero Emissions](http://www.beyondpetroleum.com)
- www.beyondpetroleum.com
- [http://ge.ecomagination.com](http://www.ge.ecomagination.com)
- www.earthhour.org
- www.keygordon.com
- www.doagoodturn.co.uk
- www.ariel.co.uk/water
- www.letsagreenthiscity.com
- www.thechangers.eu
- www.nike.com/nikebiz/nikeconsidered/
- www.innocentdrinks.co.uk
- <http://grow.innocentdrinks.co.uk>
- www.doleorganic.com
- www.fairtrade.org.uk
- www.makeabignoise.com
- www.maketradefair.com
- www.americanapparel.net
- www.tomsshoes.com
- www.taxi.ca
- www.kennethcole.com/awareness
- www.svelto.com/
- www.grameen-info.org
- www.danone.com
- www.citigroupfoundation.com
- www.advanta.com
- <http://kiva.org/>
- www.membersproject.com
- www.benetton.com/africaworks/
- [The Body Shop Spray to Change Attitudes](http://www.thebodyshop.com)
- www.volvic1for10.co.uk
- www.bootschangeonething.com
- www.startmakingchoices.com
- www.campaignforrealbeauty.com



AWARD WINNING SUSTAINABLE BUSINESSES /

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SUSTAINABLE BUSINESS AWARDS (US) /

Progressive Investor (<http://progressiveinvestor.com>) has been listing the top 20 Sustainable Businesses for the past six years. These are companies that are making impressive contributions to sustainability at the same time as growing their businesses. Business Week (September 10, 2007 <http://snipurl.com/32e2r>) reviewed the latest winners. These included:

Nike /

for its goal of being carbon neutral in all its Nike-owned facilities by 2011. It has also committed to offset the business travel of executives.

Canon /

for halving its global CO₂ emissions as well as making consumer products such as digital cameras with lighter plastics and more recyclable parts.

Groupe Danone /

for its efforts to improve the conditions for local farmers by moving to produce more organic dairy products.

Whole Foods /

for its commitment to fair-trade products. Along with Green Mountain Coffee Roasters, Whole Foods has won a Sustainable Business Award for the past six straight years.

Google /

received an honourable mention for its range of environmental initiatives in its bid for carbon neutrality. The company provides employee rebates for buying hybrid cars and it runs the largest commuter shuttle programme in the US. 1.6-megawatt solar panels in the parking lot fuel its headquarters.

See more at: <http://snipurl.com/32e3a>

BUSINESS IN THE COMMUNITY'S AWARDS FOR EXCELLENCE (UK) /

Business in the Community is a movement of over 800 UK member companies which aims to support and challenge companies to continually improve the impact they have on society and the environment through their CSR programmes. Their Awards for Excellence are the UK's leading award scheme for responsible business. www.bitc.org.uk

Winners (Examples of Excellence) in 2008 included:

The Co-operative Financial Services /

For their impact on society /

www.co-operative.coop/

Procter & Gamble / Ariel Turn to 30° /

HBOS Responsible Marketing Award in association with the Marketing Society for their impact on the marketplace /

www.doagoodturn.co.uk

Sainsbury's / Fish for now, fish for the future /

John Lewis & Waitrose Supply Chain Award for their impact on the marketplace /

www.jsainsburys.co.uk/cr/?pageid=152

Tesco / Environmental Leadership /

Barclays Environmental Leadership Award in association with the CBI for impact on the environment /

www.tescocorporate.com/cr.htm

The Co-operative Group / Approach to Climate Change /

Man Group Climate Change Award for impact on the environment /
www.co-operative.coop/

For the full list, go to: <http://snipurl.com/32e3p>



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