

# Expanding the Innovation Horizon

Strategy and Change Management Services

**How to Make the Arcus Green  
Marketing Study Work for you.**

**Develop, Implement and Measure  
Superior Business Performance.**

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Today's green marketing realities fly in the face of conventional marketing wisdom. The fact is people don't buy products. They buy solutions to problems. But since most consumers don't see the environment as a problem, green marketers must take an extra step, helping them not just to understand the problem, but to actually care about it. Contact Arcus for:

1. A presentation on the Arcus Green Marketing Study
2. A consulting engagement to develop a business and brand growth strategy
3. A strategy planning workshop on green marketing

**WHAT IS THE ARCUS GREEN MARKETING STUDY?**

The study examines how green attitudes affect specific business categories. From the automotive industry to home building to energy, the Arcus Study helps marketers discover who is green and the green attitudes that are most likely to lead to specific shopping behaviours.

Concern about environmental issues is running high in the country today, but people are notorious for espousing pro-environmental attitudes and intentions that never translate into changes in lifestyle or purchasing patterns. The Arcus Green Marketing Study examines this disconnect and explores the impact of the current green movement in the marketplace in context of our clients marketing challenges.

**BUSINESS APPLICATIONS**

- ◆ **Discover** the green concerns that are most likely to result in long-term behavioral changes versus those that will fade quickly
- ◆ **Identify** green attitudes that are most likely to lead to various shopping behaviors
- ◆ **Refine** your marketing strategy for pricing, product and promotional decisions based on the value that consumers place on being green
- ◆ **Assess** trade-offs that consumers are willing and unwilling to make
- ◆ **Understand** barriers to green behaviors— what to address and solve when marketing green products
- ◆ **Realize** how green issues impact specific business categories
- ◆ **Segment** various types of consumers who have different concerns, levels of urgency and likelihoods to act
- ◆ **Recognize** the disconnect between people's intentions and behaviours with green products, loyalty and purchase intentions.
- ◆ **Find out** about attitudes and perceptions towards specific industries and product categories.

## COMPETITIVE EDGE

- ◆ **INTELLIGENCE:** What green means and how to talk about it to consumers
- ◆ **INSIGHT:** How green attitudes translate into behaviours, and how to manage consumer intentions and choices
- ◆ **ASSESSMENT:** Predict the trade-offs of cost, time and other resources that consumers are willing to make so that you can offer them something affordable and easy to do
- ◆ **ACTION:** Who is likely to act on green attitudes and who is not

## THE COMPLETE PACKAGE

Complete report accessible via our Client Resource Gateway

- ◆ Data tables in E-Tabs format
- ◆ Desktop version of the data set (additional fee)
- ◆ A live webinar presentation of the results (additional fee)

## FIELDING DETAILS

**Sample:** Nationally representative sample of 2,465 adults, ages 18+

**Methodology:** Data collected via 60-minute online questionnaires and 30 minute follow-up interviews.

**Data Collected:** General attitude, lifestyle and demographic questions, plus industry specific behaviours and attitudes on a wide variety of topics, including the following:

- ◆ Current state of the environment
- ◆ How consumers define “green”
- ◆ Green consumer behaviours
- ◆ Support and participation of green activities
- ◆ Role of green in making purchase decisions
- ◆ Sources of information
- ◆ Uses of information
- ◆ Category-specific questions for selected categories

## AREAS COVERED IN THE STUDY

### PRESENT STATE

- ◆ The Arcus Green Marketing Study assesses the extent to which consumers choose brands based on their perception of industries, a company’s “green” corporate and brand image.

### FUTURE STATE

- ◆ Marketers like to think that consumers have an excellent grasp of issues related to the environment and hence focus on more sophisticated green campaigns. But most people understand it as an abstract issue. Understanding the challenge in context of your brand’s current state is critical.

### PLANNING

- ◆ Those passionate about the environment tend to have higher incomes and are more likely to live in larger cities. Find out about best practices in green marketing in Canada, the US and Europe. Learn about new strategies that could help you engage your customers and strengthen brand loyalty.

## ARCUS GREEN MARKETING MODEL

Arcus helps marketers with research and strategy planning services. Our focus is on identifying growth opportunities for our clients with an in-depth understanding of their customers, brands markets and competitors. A potential engagement with a client will include strategic planning, consumer insight mining and implementation plans.

### Traditional marketing model

- ◆ The traditional marketing model is for you to change attitudes in order to change behaviour. But you might be able to change behaviour with the current trend without changing attitudes, as opposed to the tree-hugger route, where you're preaching an environmental message.

### Green marketing is different

- ◆ A big insight is that if you want people to act greener, it's better to talk to them about saving money and health concerns, not about saving the environment. It's not just about green products; it could be about green manufacturing. Attitudes to green marketing are complex and have many variables that influence consumers perceptions such as convenience, value, less packaging and health.
- ◆ There are three distinct groups of consumers for Green Marketing. The Green Involved; The Green Enthusiast and the Green Inclined. These groups have varying degrees of involvement and concern for the environment. Each group's attitude and behaviour has a dramatic impact on brand preference and purchase intentions.



### In-depth data

- ◆ More affected are those products with high purchase frequencies and where green intersects with wellness. Most grocery retailers are not making a big push. Even if the percentage of Canadians who are passionate about the environment is fairly low, the subset is a pretty desirable group of consumers. And that's got to be likely to grow. As for the 17 percent, they really, really care. They think that paying more is the right price. And 17 percent is a good strong part of the consumer market. Arcus believes the 17 percent will continue to grow and will draw people. The core group is unlikely to double over next decade, not without some fundamental change that makes the environment felt at a personal level.
- ◆ Green priorities compete with other issues— healthcare, infrastructure and crime. The environment has just not crossed that threshold yet. The Arcus study also found that only 17 percent of Canadians are passionate about environmental issues—while 24 percent have virtually no interest. For most companies, green products represent only a "niche" opportunity. Yet, they are investing heavily in "green" marketing campaigns- a puzzling development. 45% of Canadian consumers feel "highly concerned" about environmental issues, but only 26% feel highly knowledgeable about environmental issues. And only 24% feel they can make a difference when it comes to the environment.

