

The Green Shift within marketing



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The term “green shift” refers to the global shift towards sustainability and environmentally friendly practices.

The green shift is having a significant impact on consumer behaviour and therefore affecting marketing strategies for businesses.

Green marketing is great for businesses, providing they can prove their environmental claims, awards and accreditations, and follow up on their sustainable goals and targets.

Examples of green practices include:

- Environmentally friendly materials in products and services. Including eco-friendly packaging materials.
- Products or services which are produced with a low-carbon footprint/renewable energy sources.
- Educating consumers and customers about the environment built into their products, marketing campaigns and brand ethos.
- Organic materials that are harmful free chemicals to animals and the environment.
- Partnering with recognised third-party certifications such as the Forest Stewardship Council (FSC)

Customers and consumers are becoming more conscious of their purchasing decisions and the effects on the environment, as a result, there is a growing demand for sustainable, eco-friendly products. The shift has stimulated industries to incorporate sustainability into their marketing strategies, highlighting their eco-friendliness, and sharing goals and achievements such as their carbon footprint reach.

Consumers are increasingly considering a company's stance and environmental practices when making purchasing decisions. Brands that show a genuine commitment to sustainability and the environment resonate more with environmentally conscious consumers. Marketing campaigns that emphasise a company's sustainability initiatives or support for social causes can help build a positive brand image.

The recent **June 2022 Global Consumer Insights Pulse Survey** by PwC, showed that **77%** of people are influenced by a company's environmental record when deciding to buy from. (PwC,2022)



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A rise in 'green influencers'

Influencer marketing is a popular strategy for reaching specific target audiences. In the context of the green shift, there is a rise in the prominence of green influencers or eco-conscious influencers who promote sustainable lifestyles and products. Collaborating with these niche influencers can help brands tap into the growing audience interested in sustainable living and environmentally friendly products. Green hashtags are trending, making it easier for likeminded consumers to find their products and brands which align with their values.



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Transparency and eco-labelling

To avoid 'greenwashing' consumers are expected to be ever so vigilant. There is an increased demand for transparency from brands regarding their environmental practices. Recognised third-party certifications such as the Forest Stewardship Council (FSC) or the Terra Carta Sustainable Markets Initiative add to authenticity.

Customers and consumers want to know if products are sustainably sourced, and if they were manufactured ethically using renewable energy or with recyclable materials. To meet this demand, companies are implementing eco-labelling practices to communicate the sustainability attributes of their products. Marketing campaigns often highlight these eco-labels to attract environmentally conscious consumers. We have recently worked with Hoya, who provide vision care, tasked with creating new display cases to be used within their retail spaces. They wanted a sustainable approach as we used bamboo instead of aluminium and plastic and Katz Board instead of normal cardboard. The entire display was modular and designed to be re-usable.

Consumers are looking for brands that align with their values and aspirations, thus the green shift has placed a greater emphasis on storytelling and brand narratives. Effective marketing campaigns often focus on telling a compelling brand story that emphasises sustainability, environmental stewardship or social responsibility. Brands that can authentically communicate their commitment to the environment and engage consumers on an emotional level are likely to have a competitive advantage.

The digital revolution has played a significant role in the green shift. Online platforms provide a space for consumers to research, compare and review products based on their sustainability credentials. This has compelled marketers to leverage digital channels, such as social media and websites, to communicate their sustainable practices, engage with environmentally conscious consumers and educate them about the benefits of their eco-friendly offerings.

The surge of the green shift is encouraging more companies, customers and consumers to make more conscious decisions in turn educating and therefore helping reduce negative impacts on the planet. Overall, the green shift has transformed marketing by pushing companies to prioritise sustainability, adopt transparent practices and effectively communicate their eco-friendly initiatives to appeal to the growing base of environmentally conscious consumers.

To find out how we at APS can help you navigate the green shift get in touch with our sustainability experts to learn more about how we can make more possible in this area.





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