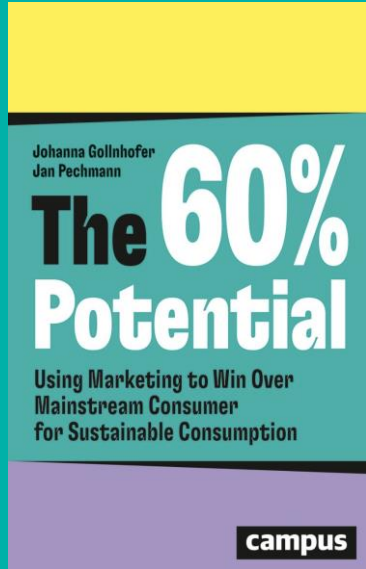


DON'T CALL IT



Prof. Dr. Johanna Gollnhofer



Using marketing to win over
mainstream consumers for
sustainable consumption

A woman with long, wavy blonde hair is sitting outdoors, holding a small brown dog. She is wearing a dark grey sleeveless top and light blue jeans. The background is filled with tall green grass and some pink flowers. The text is overlaid on the right side of the image.

Ich will eine Bank,
die Nachhaltigkeit nicht
nur als Trend versteht.

Eng.: I want a bank that does not
understand sustainability only as a
trend

Eco-Fans

Ca. 15-20%



**Green attitude =
green behavior**

Eco-Fans

Ca. 15-20%



Consequent &
Dogmatic
Pro-Environment

Green attitude =
green behavior

60% Potential



Pragmatic
Pro-Environment
& Pro-Lifestyle

Green attitude ≠
green behavior

Eco-Grouches

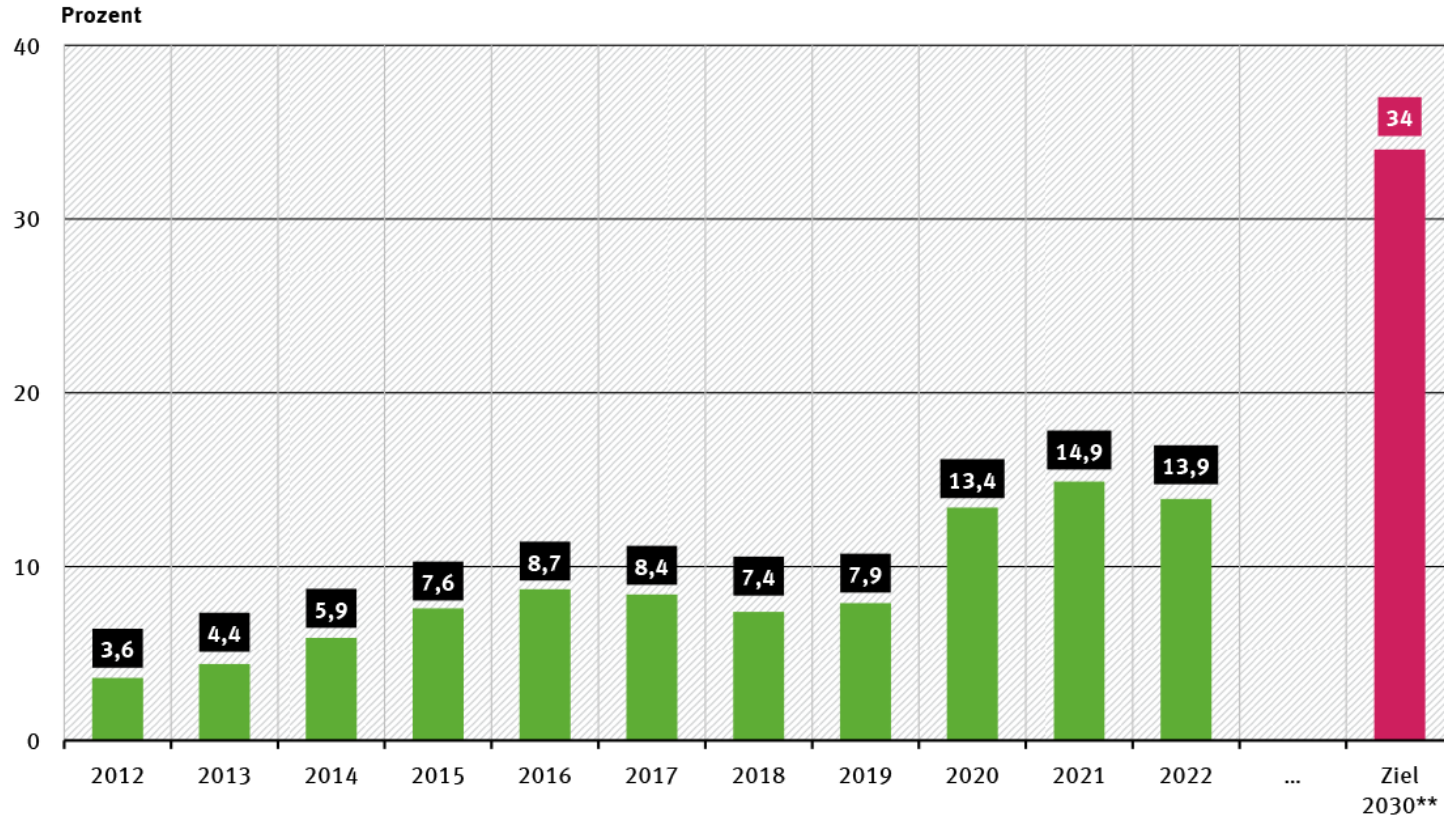
Ca. 15-20%



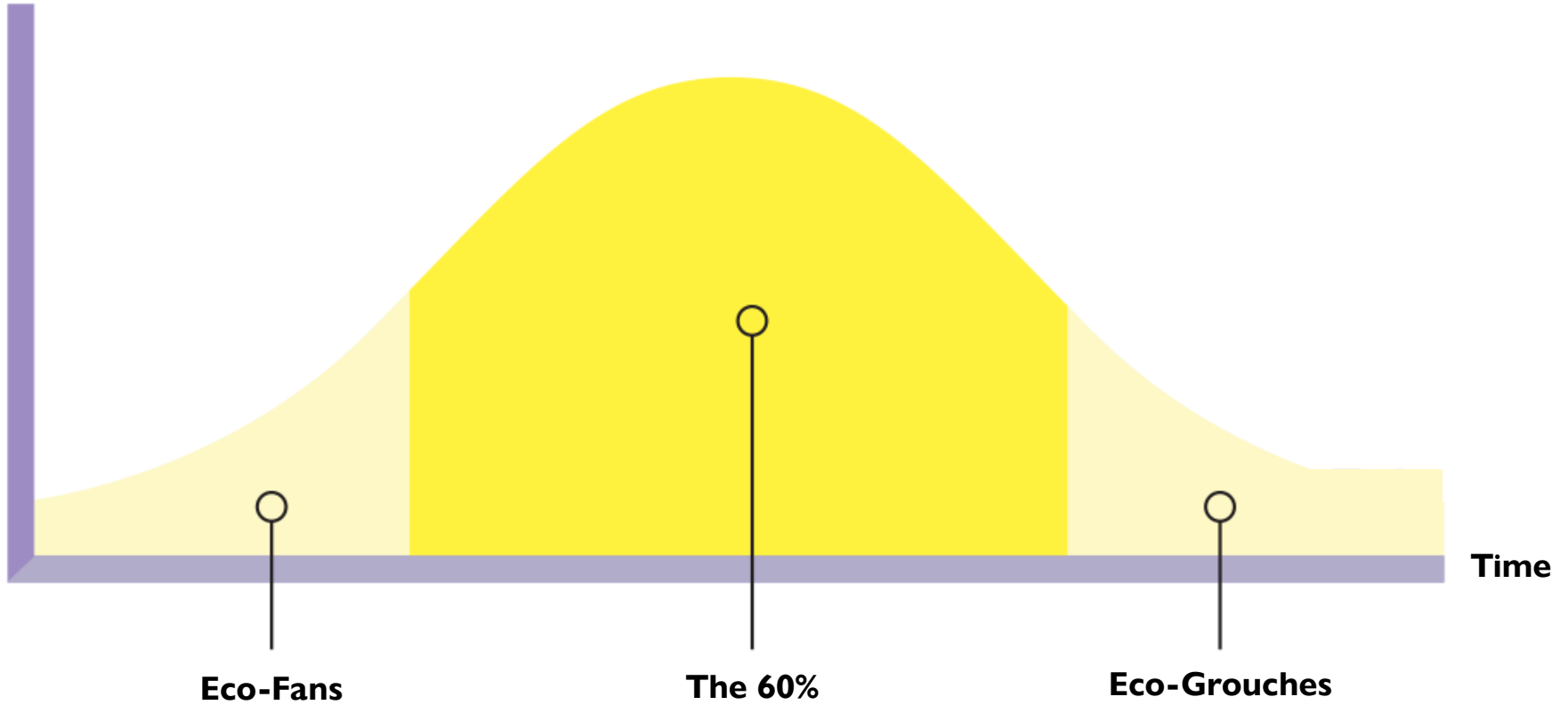
Consequent &
Dogmatic
Pro-Lifestyle

No green attitude =
no green behavior

Sustainable offers are still in a niche



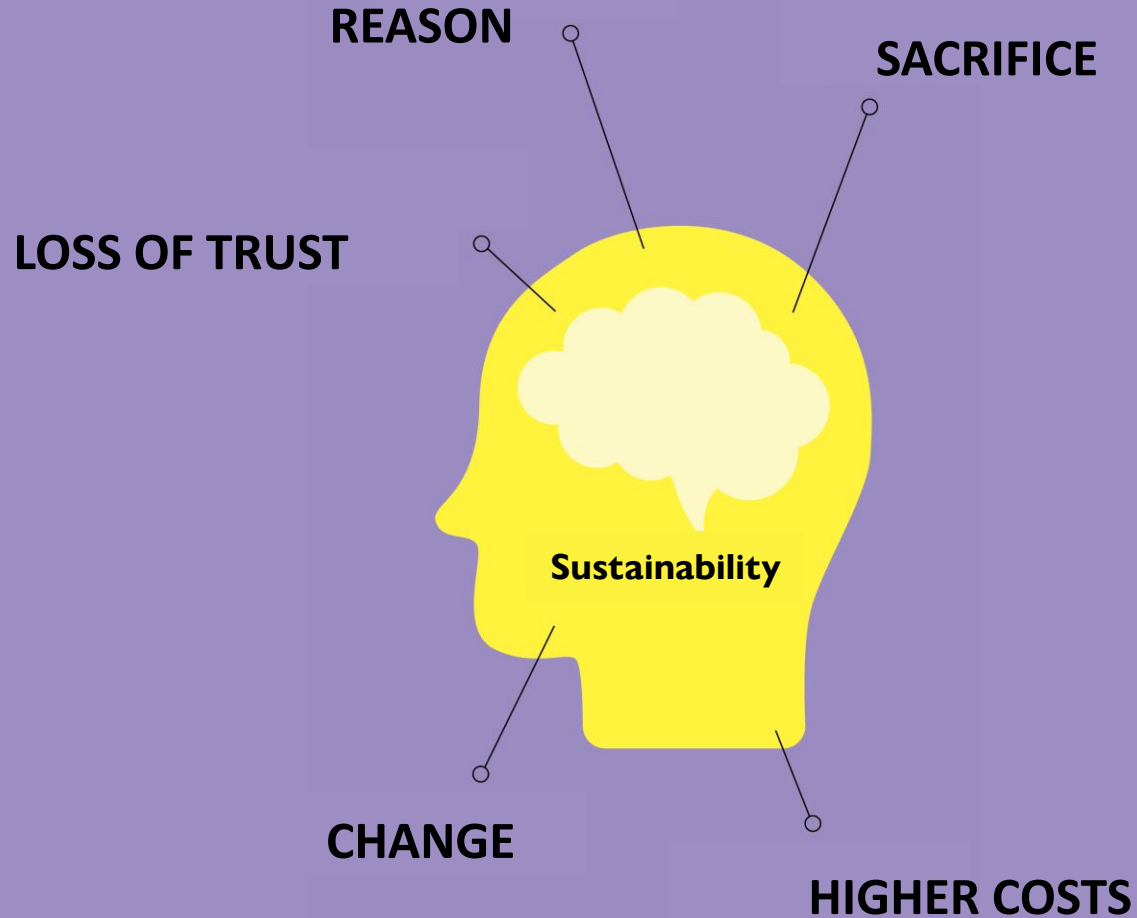
Amount



REVENUE  **ENVIRON
-MENT**

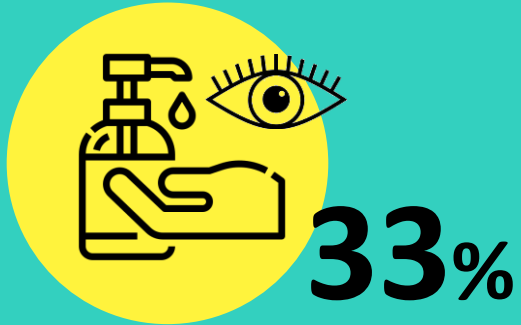
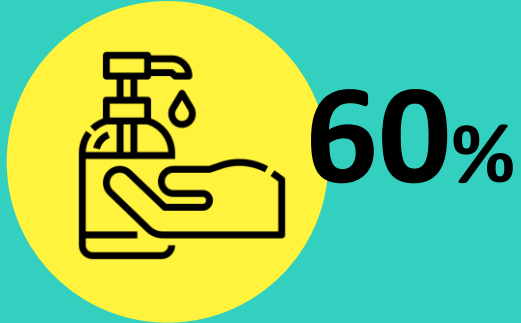
Insight 1

Among the 60%, the word sustainability - and related words - have an image problem.

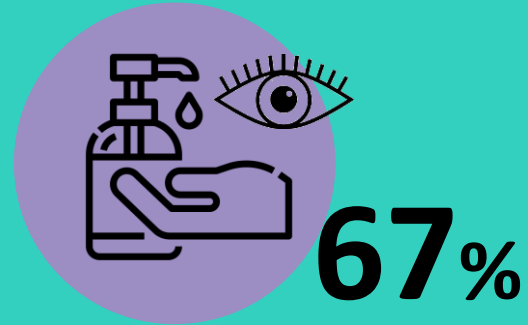
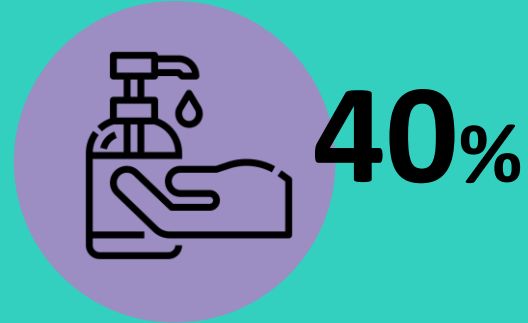


sustainability liability

Conventional Desinfectant



Sustainable Desinfectant





WHAT TO YOU ASSOCIATE WITH THE WORD OF
SUSTAINABLE FASHION?

Which word would tempt you to buy the minced meat?



Tasty

Attractive

Yummy



Vegan

Vegetarian

Disgusting

Words such as “circular economy”?



Podcast-Folge

Wie ist das nun? Wie entwickelt man kreislauffähige Produkte?

Inside Outdoor – Der VAUDE Podcast ohne BlaBla

19. März · Abgespielt ✓

Beschreibung der Folge

In dieser Episode befassen wir uns mit dem Thema kreislauffähige Produkte, einem immer wichtigeren Aspekt zeitgemäßer Produktentwicklung, mit einem besonderen Fokus auf unser Rethink-Projekt bei VAUDE. Zu Gast sind Judith Wild, eine unserer Produktdesigner*innen und unser Innovationsmanager René Bethmann. Beide haben intens

... **Mehr anzeigen**

Eng.: What is next? How can products be designed for circularity?

**UNENDLICH
PRAKTISCH**

Eng.: Incredibly
practical



Wasserdichte Fahrradtasche
Free Cargo

 **VAUDE**

If you **do not want to sell a lot,**
write

If you **do not want to sell at all,**
write

Insight 2

A lot of brands are stuck in the Eco-Trap!

Eco-friendly product design

Product design like that of an old health food store? The 60% want stylish and modern products that complement their lifestyle.



Price premium

Prices like those at a farmer`s market? The 60% need to save money – partly because they enjoy being thrifty, and partly because they often have more month left than money.



Fact-based communication

Rhetoric like that of a climate rally? The 60% seek brands that surprise and inspire rather than overwhelm them with facts.



Limited sales location

Found only in specialty stores? The 60% neither have the time nor the inclination to search for products – they are used to products finding them.



Eco-Trap

Out of the Eco-Trap!



before



after

Insight 3

**We must reframe sustainable
consumption!**



PRELOVED  BAG

Sustainability

**Customer benefit
for the 60%**

**Said but true:
Sustainability and related words are not a
primary benefit for the 60%.**

Which one do you think will work better for the 60%?



Sehr geehrte Gäste,
wenn Sie bei Aufenthalten, die mehr als eine Nacht betragen, keine
Zimmerreinigung benötigen, melden Sie sich bitte an der Rezeption.
Als Dankeschön erhalten Sie ein 1x Hürner Bier gratis in unserem Brauhaus.

Dear guests,
please tell the reception if you don't need your room to be cleaned by a stay
longer than one night.
As a thank you you'll receive 1x Hürner Beer in our restaurant for free.

MAGNUM
lebe deinen genuss
VEGAN
100%
GENUSS

Jetzt Gratis Probieren!

*Aktionszeitraum 01.04. bis 30.04.2021.



2021

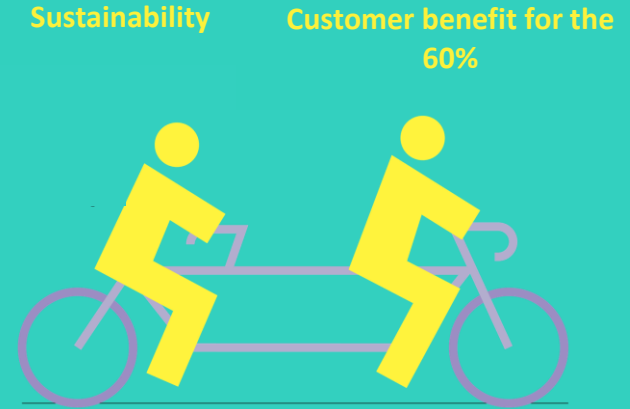
2024



We do not put sustainability at the back, because it is **not** important to us.

On the contrary:

We put it at the back, as it is important to us.



Case Work

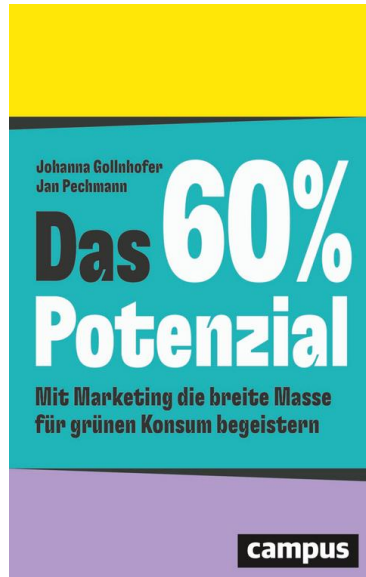
You work on one case with a group of 4-5.

Per group you find one page with QR codes.

Please scan these codes with your phone, immerse yourself into the brand and try to answer the following questions. Each group will present shortly afterwards (max. 2 minutes per group).

- 1) Who is the primary target audience for this case?
- 2) How do they communicate sustainability? How is sustainability portrayed?
- 3) What do you think: What are the three main customer benefits for the primary target audience?

**You find more of these
insights in our latest book!**



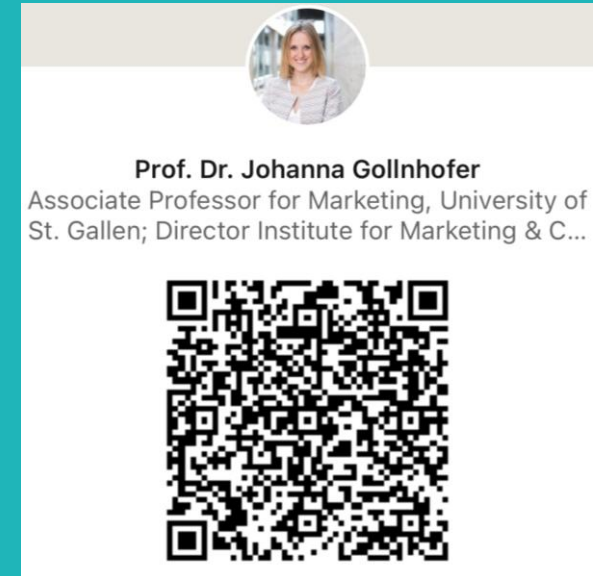
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