

Save  
money or  
save the  
planet?



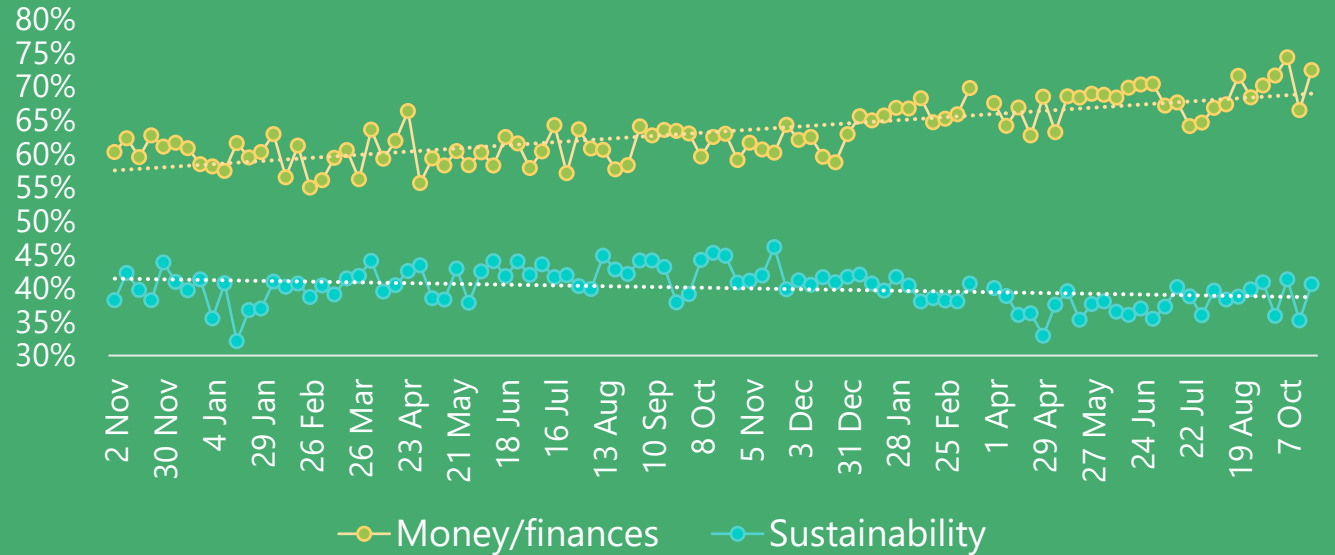
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# Cost of living risks trumping climate crisis

Even though climate threats unthinkable years ago are becoming a reality, the cost of living crisis is pushing sustainability down the pecking order – yet despite this we're still sensitive to the dangers.

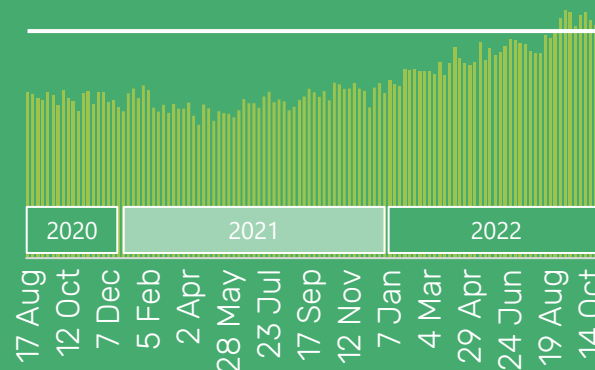
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## Top priority right now

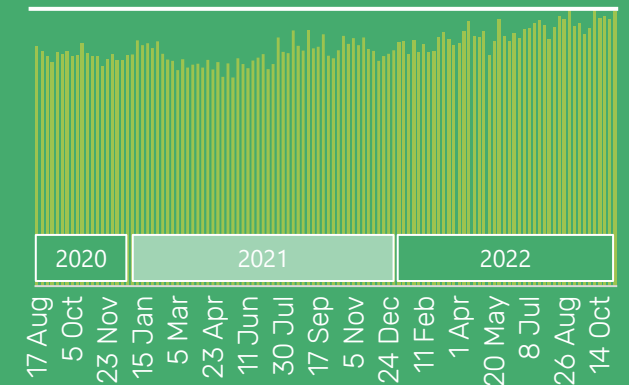


## % Terrified about...

### Personal finances



### The planet

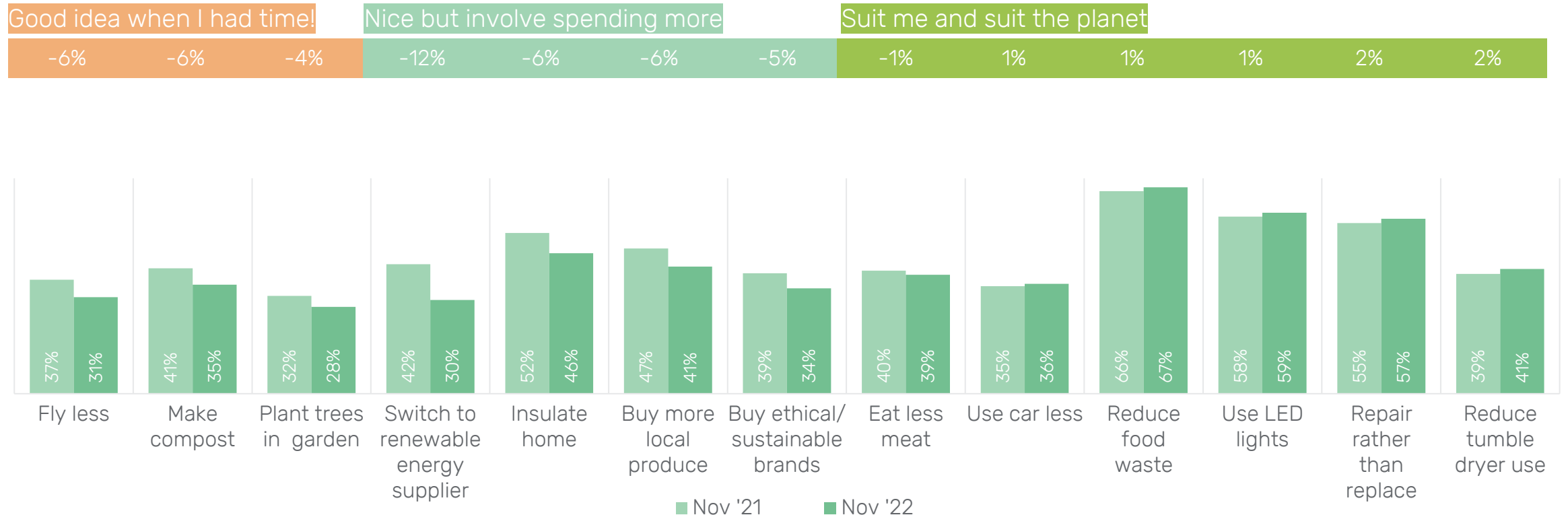


# CoL crisis = opportunity for sustainability...?

Consumers are looking for ways to ease financial burdens. We seen increased adoption of sustainable behaviours that come as a silver lining of the cost-of-living crisis, with actions which are expensive losing ground.

Brands which help consumers act on the realisation that sustainable can mean savvy are likely to strike a chord.

## Sustainable habits currently deployed



# How do we empower sustainable behaviours as CoL crisis deepens?



**1** Make people feel good about their choices



**2** Build unity and community



**3** Provide tangible rewards

# 1

## Make people feel good about their choices

We can use sustainability as the 'cherry on top' of decisions people are making in the face of the CoL crisis

This would help in two common scenarios:

- **When making sacrifices** – sustainable products have a financial benefit (save you money) and a feel-good factor (you're making the right choice ethically)
- **When splashing out** – relieve the guilt by offering a sustainability benefit





# COLORFUL STANDARD

Despite being more premium, this business uses several messages to both project money savviness and soften guilt:

## “Do you really need all that?”

- Encouraging people to spend a bit more less often and reduce waste

## Responsible materials

- Recycled packaging and cotton, environmentally friendly dyes, tech to minimise wastage

## Local suppliers

- Working with artisans to create pieces and give back to communities

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DO YOU REALLY  
NEED ALL THAT?

LESS HAS NEVER MEANT MORE

PRE-WASHED  
MADE IN PORTUGAL  
HIGHEST QUALITY FABRICS  
1% DONATION TO CHARITY



# Brushd.

Brushd tackles everyday plastic waste in oral hygiene in a way that's cost effective. Four Brushd heads cost just £5.99.

Plus it offers 'feel-good' sustainable benefits:

## Less plastic

- Use plant and fully recyclable materials on items like floss, plus tablets for mouthwash and toothpaste – to reduce packaging

## Recycling service

- When toothbrush heads are returned, the company ensures these are properly recycled

## Toothpaste Tablets

## Dental Supplements



## Toothbrush Heads

## Mouthwash Tablets

# 2

## Build unity and community

Brands can use imagery/messaging that unites – encouraging the **sharing of ideas** to build a sense that, 'We're all in this together' in an honest and welcoming way.

At the same time, brands can **foster a connection with consumers** by displaying **meaningful sacrifices** (e.g. a share of their profits going to sustainable causes).

Moves like this will have a halo effect on a brand and help ensure other parts of its proposition get a positive reaction.







Ariel's #WashColdChallenge harnesses an 'in this together' narrative – challenging customers to wash colder and save up to 60% on energy.

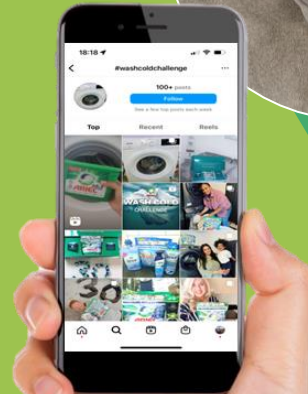
It does this by:

#### Connecting via social

- It's hashtag brings people together to 'make the pledge'

#### Showing that Ariel is doing it's bit

- By reassuring on cleaning results at lower temperatures and pledging to donate £100k to WWF if 1 million people make the pledge – demonstrating that Ariel is not just getting consumers to do the hard work



# 3

## Provide tangible rewards

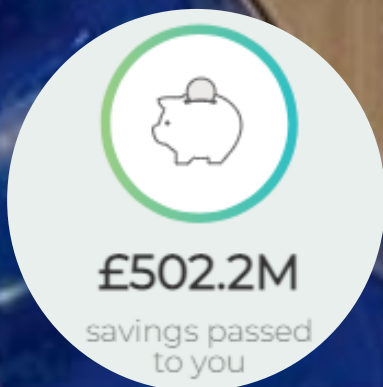
Prove to consumers that their efforts are having a financial and environmental impact (e.g. money saved, CO2 emissions saved etc.).

This will **reduce the mental load** and help sustainable choices feel easier. Ultimately, it'll make consumers feel in control and less anxious.

Avoid **vague claims** and show that **brands are making sacrifices too** – less “we planted X number of trees” and more “we donated X amount of profit”

Boost impact by **putting claims in context** – consumers’ knowledge of what sustainability looks like beyond their everyday lives is limited.





# smol

Smol, the household cleaning brand, uses tangible proof points and messages to reassure consumers that they've made the right choice financially and environmentally:

## Showing the savings

- Regularly communicating the amount of CO2 and plastic saved, as well as money saved by their customers

## Reinforcing key values

- Reiterating messages like "100% plastic free" to lessen any concerns

## Wisdom of the crowd

- Testimonials and Feefo reviews reassure customers that they've made a savvy choice

# KOKORO

The background is a solid teal green. On the left and right sides, there are large, organic, light green shapes that resemble stylized hills or abstract blobs. The text 'plug in' is centered in the upper half of the image.

# plug in

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