



Metropolitan Group

the power of voice

Branding and Sustainability

Chicago Center for Green Technology

Green Business Seminar

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A brand that captures your mind gains behavior. A brand that captures your heart gains commitment.

David A. Aaker, Building Strong Brands

Your Brand: Values, Value and Voice

- Convey the Values of an organization/product
- Convey the Value of an organization/product
- Convey the Voice of an organization/product
- Convey what you stand for, what you mean to your audiences, the experience of your organization
- More than a logo and a slogan
 - Essence/Statement
 - Core Messages

Inside and Outside

- Develop a clear understanding of internal mission, vision, assets, challenges, points of differentiation, values, brand goals (engagement = ownership)
- Develop a clear understanding of who your external priority audiences are – what are their perceptions of the brand, the competition, what needs they have that must be fulfilled, what values they hold that can hook to the brand, what are their primary and secondary decision drivers relative to the category/ brand?
- Identify other offerings and their brand positions in the marketplace (essence; values, value and voice; statement; and core messages)

Build the Brand

- Clarity of brand goals
- Segmented and prioritized audiences
- Articulated mission, essence (3Vs), statement and brand messages
- Brand identity that conveys the brand (visuals, name and tagline)
- Testing as a tool for refinement – audiences as engaged stakeholders

Build the Brand (continued)

- Engage and train the team – living the brand = highest ROI
 - Mission, 3Vs
- Establish tools and protocols to permeate the brand in all core functions (product and service development, internal communication and OD, marketing and communication
 - Mission 3Vs

Live the Brand

- Consistency builds Equity /Equity builds Brand Value
 - Mission, 3Vs
- Part of daily life for ALL team members – not a marketing task, but a mission – driven part of the core (speaking, letters, packaging, customer interface, etc.)
- Answers the questions – why we exist, what is our soul, how do we engage in the world, what do we stand for?
- A good brand is true in its essence and aspirational in its reach

Green Brands: Living the Commitment

- Sustainability at the core
 - Company
 - Product(s)
- Walking the talk
- Knowing your audience

Does Sustainability Sell?

- Organics growing at 20% vs. conventional at 3-5%
- Green building growing and diversifying: public to private, commercial to residential, premium to affordable
- 75% of consumers support "green" but
 - 20% willing to change lifestyle
 - 25% willing to pay a bit more

Does Sustainability Sell?

- Lifestyles of Health and Sustainability
 - LOHAS: \$230 billion U.S.; \$546 billion worldwide
 - 30% U.S. population + leaning
 - Key driver is health not environmental concerns
- Cultural Creatives (CCs) 59 million Americans
 - Values and lifestyle critically important
 - About living a meaningful life

Opportunity and Glass Ceilings

- 40% of Americans say they buy organic
- 2% of food and beverage market is organic
- Nearly half of Americans identify themselves as socially responsible consumers/investors
- Approx. 12% of dollars invested are in SRIs
- Environment ranks as a top 3 issue
- SUVs and trucks best – selling vehicles

Communicating Your Brand

- CCs and LOHAS pay attention to big picture – compare and contrast/bs meter
- Conventional advertising can tick them off
- Create public will around commitment
- Make the connection to closely held consumer values
- Empower and engage consumers and supply chain

Communicating Your Brand – However. . .

- Emotion still trumps data
- Understanding Primary Drivers is critical
- Communicating value and values is essential
- Listen to and talk to customer needs – get beyond the choir

Communicating Your Brand

- Build meaningful relationships
- Create opportunities for discovery
- Build the market and expectation
- Focus on competitive advantage vs. only advantage

Helping Consumers Live the Commitment

- Opportunities for community and forum for shared values around your brand
- Consumer education through marketing
- Opportunities for consumers to learn/act – the power of voice

Sustainability as a Core Brand Value

- Sustainable Agriculture
 - Stonyfield Farm
 - Oregon County Beef
- Consumer Products
 - Patagonia
 - Seventh Generation
 - gDiaper
- Green Building
 - Loreto Bay and The Henry
 - ShoreBank and The Enterprise Foundation

Questions and Discussion

Metropolitan Group: Agency Profile

- Socially responsible business, public sector and nonprofit clients (regional, national and international)
- Unique focus on social change, capacity building and Public Will Building methodology
- Full - service strategy and implementation
- Boutique firm with offices in Chicago, Portland (Oregon) and Washington, D.C.

Agency Profile: Practice Areas

- Strategic Communication (brand development, communication/marketing strategy, PR, graphic design, online communication, etc.)
- Resource Development (capital, endowment and operating campaigns, feasibility studies and general fundraising consulting)
- Cross-cultural and Intercultural Communication (community – based outreach, culturally focused strategic communication services, etc).
- Organizational Development (strategic planning, internal communication, climate assessments, etc.)

Agency Profile: Areas of Focus

- Socially responsible business and CSR
- Environmental conservation and sustainability
- Arts, culture, heritage and humanities
- Libraries, literacy and education
- Community and economic development
- Children, youth and family services
- Public health
- Human rights and social justice
- Foundations

Agency Profile: Selected Clients

- Scholastic Inc.
- ShoreBank Corporation
- Social Investment Forum
- Gerding/Edlen Development
- New Seasons Market
- City *First* Bank of D.C.
- The Candy Institute
- Blue Sky renewable wind power
- British Telecom/Corporate Culture
- Pacific Natural Foods
- Social Venture Network
- BALLE (Business Alliance for Local Living Economies)
- Stateline Wind Generating Project
- National Association of Women Business Owners
- Starbucks
- Tiffany & Co.



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Strategic Communication
Resource Development
Organizational Development
Intercultural/Cross-Cultural Communication

Chicago • Portland • Washington, DC
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Mission:

Metropolitan Group crafts strategic and creative services to help social purpose organizations create a just and sustainable world.