Marketing is a holistic process that begins with **insights** from the customer market and ends with a plan to create **profitable relationships with customers**.
Consumers are more aware of issues of sustainability and more willing than ever to spend on sustainable products.

- 70% of consumers would pay a 5% premium for a “green” product but that % shrinks as the premium increases.¹

Normative appeals are more compelling to consumers than are benefits appeals. That is, consumers are compelled to “do the right thing” if they think others are doing it.

What is PittMoss®

Healthy Plants. Healthier Planet.

PittMoss is a mix of proprietary additives and recycled paper rescued from dwindling landfill space.

Each plant grown in PittMoss® reduces our reliance on the million tons of sphagnum peat moss imported to the U.S. each year - use of which results in untold negative effects on our environment.

- WETTING AGENT: 0%
- LIME ADDITIVE: 0%
- FUNGICIDE: 0%
- INSECTICIDE: 0%
Behavioral economics shows consumers often use external cues to guide behavior.

- If we give people a smaller plate, they will eat less.
- If you give them a smaller garbage can, they will produce less garbage.
- If you make saving in a retirement plan the default option, they will save more.
Instead of regular and “green” lines of products, could we have “environmentally harmful” and regular products?

- Positioning products as green makes them appear like a fad and not the default option.
- Flip the customer’s thinking so that the risk is on not purchasing the environmentally friendly product.
GREENWASHING: HOW DOES THE CUSTOMER KNOW WHAT CLAIMS ARE REAL?
WINNING IN THE GREEN FRENZY³: A STRATEGY FOR USING SUSTAINABILITY STANDARDS

COMPLEXITY OF THE MARKETING ENVIRONMENT

Demographic/economic environment

 Suppliers

 Political/legal environment

 Target customers

 Competitors

 Marketing intermediaries

 Marketing information system

 Marketing planning system

 Marketing organization system

 Marketing organization and implementation

 Technological/physical environment

 Social/cultural environment

 Marketing environment

 Product

 Place

 Price

 Promotion
CONCLUSIONS

- There’s an increased awareness and willingness to spend on sustainable products.
- Use the power of normative behavior.
- Make sustainable products the default choice.
- Determine if sustainable standards are important to your customer.