



# Sustainability Product Communications

(That Drive Conversion and Loyalty)

David Voxlin, SKIM

ARF Town Hall: Resuming the Sustainability Agenda: Market Research's Role



**SKIM**

decision behavior experts



Brand communications

Pricing & revenue management

New product development

Digital strategies



The Real World

Problem



Urgency  
Gap

Action

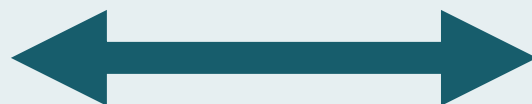


Impact  
Gap

Result



Me



## Temporal

The closer the **time** between the event and the presence, the lower the distance

## Spatial

## Social

## Hypothetical





## Temporal

## Spatial

The closer the **physical distance** between the event and your location, the lower the distance

## Social

## Hypothetical



Temporal

Spatial

Social

The **more similar** the person that the event is happening to is to you, the lower the distance

Hypothetical



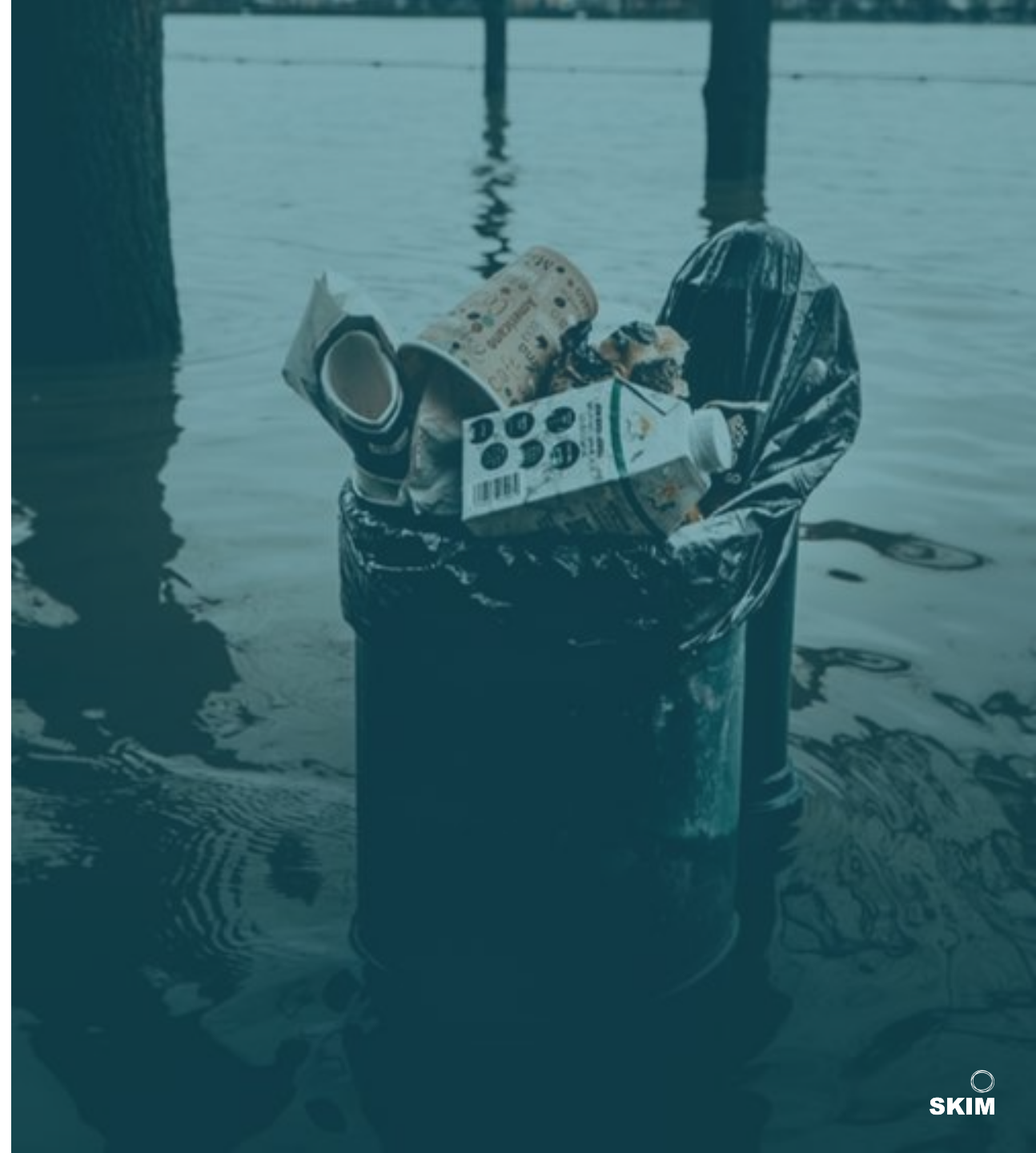
Temporal

Spatial

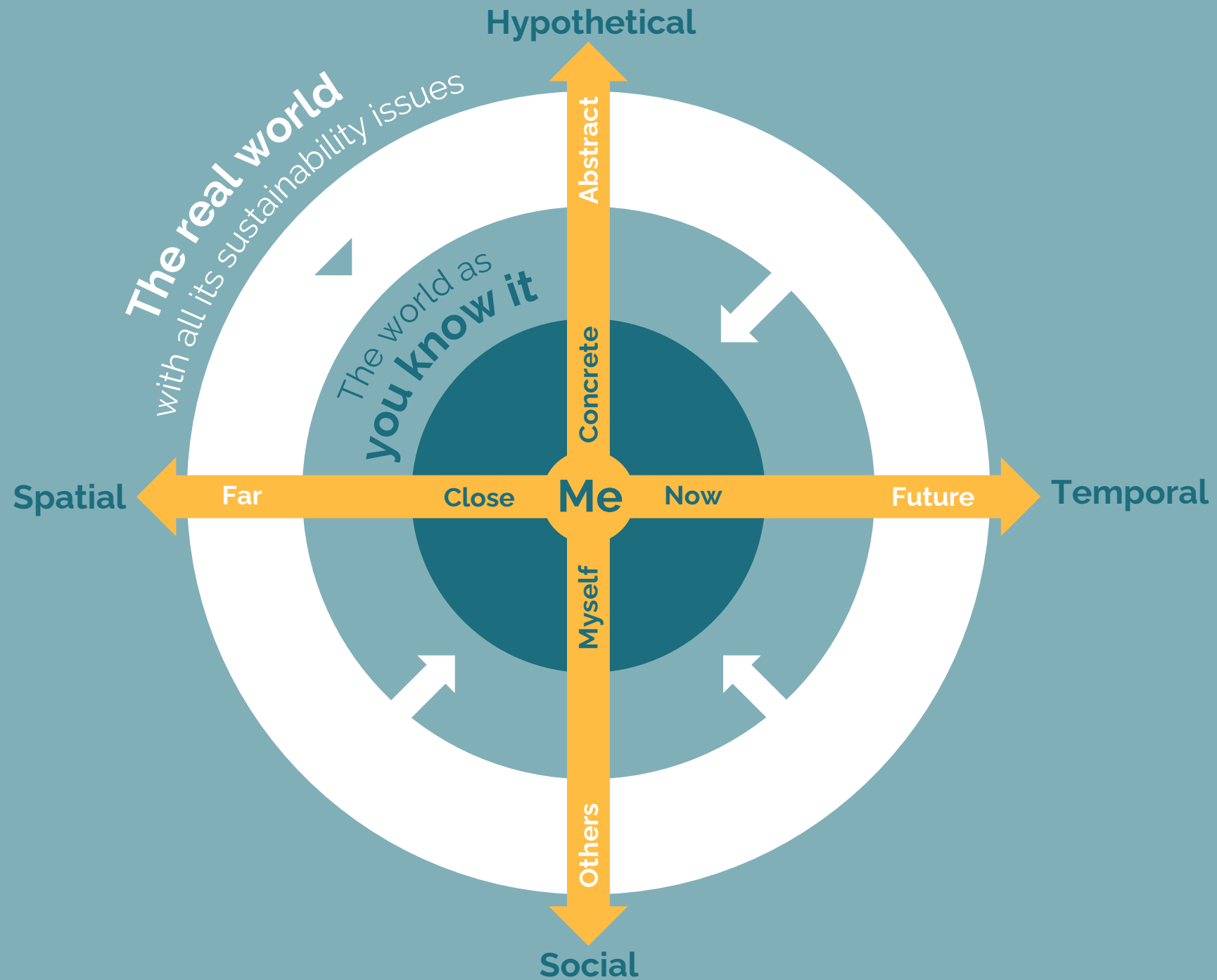
Social

Hypothetical

The better the experience is described, the **easier** it is to **imagine** what the event would be like, the lower the distance







# 500 claims



Household



Personal  
Care



Food

# Maximize product consideration

1

By reassuring consumers that your product or service is both **functional** and **sustainable**.



# Maximize product consideration

1

By reassuring consumers that your product or service is both **functional** and **sustainable**.

# BEYOND MEAT.

## A BURGER WITH BENEFITS



25 Grams of  
Plant Protein



No Soy  
No Gluten



No  
GMOs



YES  
WAY!





**Sustainability**

**Health**

**Convenience**

**Price**

**Quality**

## **Self-actualization**

desire to become the most that one can be

## **Esteem**

respect, self-esteem, status, recognition, strength, freedom

## **Love and belonging**

friendship, intimacy, family, sense of connection

## **Safety needs**

personal security, employment, resources, health, property

## **Physiological needs**

air, water, food, shelter, sleep, clothing, reproduction







## Offer more value to the consumer

2

By ensuring sustainability element **benefits** are **relevant** to both the **consumer** and the **product** category.

**NEW!** **OAT DRINK WITH CARBON DIOXIDE EQUIVALENTS.**





## plant-based and biodegradable tea bags

Tea bags usually contain polypropylene plastic but not Clipper's. We've worked really hard to create the world's first plant-based and fully biodegradable, unbleached and non-GM pillow tea bags. That means no polypropylene plastic in your cup and less in the environment. Hooray!

[read more](#)







For every  
drop we use,  
we give  
one back.



3

Go “all in” to show  
your brand’s  
genuine  
commitment

Using **100%** in  
messages is a  
powerful tool to build  
consumer **trust** and  
brand **loyalty**.











I'M NOW MADE FROM  
**100%** RECYCLED  
PLASTIC



THANKS FOR RECYCLING ♻️

# Summary

Product Sustainability Communications:  
3 Tips to Drive Consideration and Brand  
Loyalty

**1**

**Maximize  
product  
consideration**

**2**

**Offer more  
value to the  
consumer**

**3**

**Go “all in” to  
show your  
brand's genuine  
commitment**



# Thanks

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