

## **CONTENTS**

| For | Foreword by Kelvin Collins  |                                    |
|-----|---|------------------------------------|
| ſ   | Introduction The structure Thanks   | 1<br>4<br>5                        |
| 2   | The Power of Brand Ethos From ethics to ethos marketing Why reputation is more important than logos No ethos Becoming richer through ethics Looking in the mirror Summary           | 7<br>8<br>9<br>9<br>10<br>11<br>12 |
| 3   | Ethical - Reality or a Brand Image? When is an ethical reputation not the same as being ethical? The untapped power of ethos It's not how much you make but how you make it Summary | 15<br>16<br>17<br>19<br>21         |
| 4   | Churn and the Disposable Society From frivolous to frugal – the end of  | 23                                 |
|     | consumptive consumerism   | 24                                 |

|   | Churn and earn and hyper-consumerism          | 25 |
|---|---|----|
|   | When shopping is better than sex              | 27 |
|   | The disposable society                        | 27 |
|   | Mirror, mirror on the wall                    | 28 |
|   | Make less, destroy less                       | 28 |
|   | White, brown or green?                        | 29 |
|   | Reuse, repair not replace                     | 31 |
|   | A window of opportunity – encouraging         |    |
|   | churn   | 32 |
|   | Summary                                       | 33 |
| 5 | Bad Tasting Medicine                          | 35 |
|   | From bad tasting medicine to good             | 36 |
|   | The price of being ethical                    | 37 |
|   | Fairtrade – a fair price?                     | 37 |
|   | A return to post-war values                   | 38 |
|   | Second life packaging                         | 39 |
|   | Summary                                       | 41 |
| 6 | It's Not What You Say But What You Do         | 43 |
|   | Doing the walk and talk of ethics             | 44 |
|   | Good old honest food                          | 45 |
|   | Think great, be honest, feel proud            | 47 |
|   | Abbey National and Habitat                    | 48 |
|   | Keep it simple and honest                     | 52 |
|   | Selling sex advice through the turn of a coin | 53 |
|   | Nappy families – getting your message to      |    |
|   | students                                      | 55 |
|   | The power of youth media – the postcard       | 55 |
|   | Summary                                       | 58 |
| 7 | Brand Terrorism                               | 59 |
|   | David and Goliath                             | 60 |
|   | How to avoid anti-brand wash                  | 61 |
|   | From humanitarism to planetarism              | 62 |
|   |   |    |

|    | Avoiding brand suicide                    | 63 |
|----|---|----|
|    | A bitter after taste                      | 65 |
|    | Who pays? The power of the people         | 66 |
|    | The ethical time bomb                     | 67 |
|    | Summary                                   | 67 |
| 8  | Survival and Security                     | 69 |
|    | How are consumers responding to the       |    |
|    | recession?                                | 70 |
|    | Selling survival and security             | 72 |
|    | The real cost of living                   | 75 |
|    | Education, education education            | 75 |
|    | Paris goes eco-electric                   | 76 |
|    | Summary                                   | 77 |
| 9  | Engaging the Consumer, Sharing            |    |
|    | Responsibility                            | 79 |
|    | Just doing my bit                         | 80 |
|    | Al Gore's 'we can solve it' campaign      | 80 |
|    | Change the world for a fiver              | 81 |
|    | It's not what you say but what you do     | 83 |
|    | Summary                                   | 84 |
| 10 | Finding Reasons to Buy                    | 85 |
|    | The emotional consumer                    | 86 |
|    | The R&E line – a simple marketing tool    | 87 |
|    | The customer journey                      | 90 |
|    | NLP - the aardvark tool                   | 90 |
|    | Simplifying consumer choice - the power   |    |
|    | of three                                  | 93 |
|    | People vs planet - the geography of needs | 95 |
|    | Summary                                   | 96 |
| П  | Research and Surveys                      | 97 |
|    | The numeric society                       | 98 |
|    | New ideas in profiling                    | 99 |

|    | NLP and enneagrams                          | 99  |
|----|---|-----|
|    | Emotivations                                | 100 |
|    | Visuality profiling over numeric            | 105 |
|    | Joel Makower, the green blogger on research | 106 |
|    | 'Anti-marketing'                            | 108 |
|    | Beware of the numbers                       | 109 |
|    | Never trust surveys unless you've asked the |     |
|    | three golden questions                      | 109 |
|    | The ethical shopping survey                 | 112 |
|    | Who's to blame and who's going to fix it?   | 116 |
|    | Changing consumer habits                    | 117 |
|    | Summary                                     | 117 |
| 12 | The Business and Religion of Ethics         | 119 |
|    | Ethics as a religion                        | 120 |
|    | The Puritan Purpose                         | 121 |
|    | Profit over people                          | 122 |
|    | The Quaker way                              | 124 |
|    | Charity and the religion of money           | 124 |
|    | Summary                                     | 126 |
| 13 | Fairtrade                                   | 127 |
|    | The growth of Fairtrade                     | 128 |
|    | Traidcraft – the fair share offer           | 129 |
|    | 100 yellow bananas, hanging on the tree     | 130 |
|    | Summary                                     | 131 |
| 14 | Food Waste and Recycling                    | 133 |
|    | Food waste and recycling                    | 134 |
|    | Packaging less, selling more                | 137 |
|    | The power of gestures as a marketing tool   | 138 |
|    | From plastic bags to designer bags          | 139 |
|    | Anya Hindmarch: 'I'm not a plastic bag'     | 140 |
|    | The war on junk mail                        | 141 |
|    | Summary                                     | 142 |

| 15 | Recycling for Resale                   | 143 |
|----|--|-----|
|    | Turning lead into gold                 | 144 |
|    | Second life packaging                  | 146 |
|    | New brands from old                    | 147 |
|    | A fantastic way to market your brand's |     |
|    | ethical credentials                    | 148 |
|    | Eco innovation                         | 149 |
|    | Summary                                | 150 |
| 16 | Turning Recycling into Good Marketing  | 151 |
|    | How Coke see plastic differently       | 152 |
|    | How to engage consumers to recycle     | 153 |
|    | From ads to bags                       | 153 |
|    | Beach combing for new ideas            | 154 |
|    | The real art of persuasion             | 154 |
|    | Summary                                | 155 |
| 17 | The Ethical Sphere                     | 157 |
|    | The Ethical Sphere                     | 158 |
|    | Key Ethical Values (KEVs)              | 158 |
|    | Balancing propositions                 | 160 |
|    | The third dimension                    | 160 |
|    | The process                            | 161 |
|    | Seeing things differently              | 161 |
|    | Broader thinking                       | 162 |
|    | Summary                                | 163 |
| 18 | Language and Persuasion                | 165 |
|    | The power and influence of words       | 166 |
|    | Sustainability                         | 167 |
|    | Carbon footprint                       | 168 |
|    | Pollution has power                    | 169 |
|    | CO2                                    | 170 |
|    | Green                                  | 171 |
|    | Summary                                | 172 |
|    | *                                      |     |

| 19 | How to be a Creative Marketer            | 173 |
|----|--|-----|
|    | Why be creative?                         | 174 |
|    | History teaches us how to really fly     | 174 |
|    | Welcome to fuzzy marketing               | 175 |
|    | How to run a train less efficiently but  |     |
|    | look more efficient                      | 177 |
|    | Be brave - give your staff a get out of  |     |
|    | jail card                                | 179 |
|    | Process and ideas                        | 179 |
|    | Summary                                  | 181 |
| 20 | Fat and Fit - Obesity and Health         | 183 |
|    | Let them eat fruit                       | 184 |
|    | Healthy marketing                        | 186 |
|    | The growth of healthy snacks             | 188 |
|    | Rebranding fat – tafs                    | 188 |
|    | A mother's dilemma                       | 190 |
|    | Getting the name wrong                   | 191 |
|    | Don't blame it on the burger             | 192 |
|    | How to sell an honest snack              | 193 |
|    | Not so finger licking good               | 194 |
|    | Summary                                  | 195 |
| 21 | Selling Ethical Behaviour                | 197 |
|    | America's best selling product           | 198 |
|    | An ethical dilemma                       | 199 |
|    | Unhappy hour – unselling drunken Britain | 199 |
|    | The rebirth of ale                       | 201 |
|    | Why the wine industry has less bottle    | 203 |
|    | The rebirth of cider                     | 204 |
|    | The average consumer purchasing attitude | 205 |
|    | Local and organic marketing              | 206 |
|    | A world of too much consumer choice      | 207 |
|    | Summary                                  | 208 |

| 22 | From Brand Values to Brand Value        | 209 |
|----|---|-----|
|    | BBC sells disgusting food               | 210 |
|    | When a brand becomes a turkey           | 211 |
|    | Branding Mr Riley's pies                | 213 |
|    | When is food disgusting?                | 214 |
|    | Summary                                 | 214 |
| 23 | Fast Fashion                            | 215 |
|    | The hierarchy of ethics                 | 216 |
|    | The power of the high street            | 218 |
|    | Ethical fashion week                    | 219 |
|    | Saving the planet, one step at a time   | 220 |
|    | Small things can make a big difference  | 221 |
|    | The true price of cotton                | 221 |
|    | The devil wears Primark                 | 222 |
|    | 'How do they make 'em so cheap?'        | 225 |
|    | How Spain is conquering the high street | 225 |
|    | Don't look behind the label, look at it | 226 |
|    | Summary                                 | 227 |
| 24 | Washing Green                           | 229 |
|    | The great cleaning lie                  | 230 |
|    | Soap powders, friend or foe?            | 232 |
|    | Turn to 30                              | 233 |
|    | Wash at zero                            | 233 |
|    | The big softener con                    | 235 |
|    | Not so clean cleaners                   | 235 |
|    | Reframing from the environment to the   |     |
|    | home environment                        | 237 |
|    | Green enlightenment or jumping on the   |     |
|    | green bandwagon?                        | 238 |
|    | Summary                                 | 239 |

| 25 | Green Insurance and Finance                 | 241 |
|----|---|-----|
|    | Slow turning wheels - where are all the     |     |
|    | eco brands?                                 | 242 |
|    | Is the customer saving the planet or just   |     |
|    | saving money?                               | 243 |
|    | Ibuyeco – doing your bit through insurance  | 245 |
|    | The new world of micro branding             | 247 |
|    | What insurance can learn from selling shoes | 249 |
|    | Once bitten, twice shy                      | 249 |
|    | Caution and uncertainty                     | 251 |
|    | Forget green, try ethics                    | 252 |
|    | The green wall                              | 254 |
|    | Green car insurance, a consumer experience  | 255 |
|    | When the left hand doesn't know what the    |     |
|    | right hand's doing                          | 257 |
|    | Summary                                     | 258 |
| 26 | Bonus Chapters and Website                  | 259 |
|    | Creative orchestra                          | 261 |
|    |   |     |

263

Index