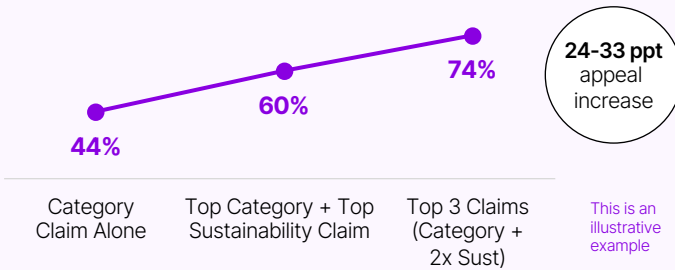


TOP 3 FINDINGS

01.

SUSTAINABILITY AMPLIFIES CLAIMS

When coupled with top a performing category claim, sustainability claims have a dramatic amplifier effect on a brand's reach and appeal.



02.

SUSTAINABILITY HAS MAINSTREAM APPEAL

The right sustainability messages resonated across demographics. Some environmental claims struggled to cut through overall, but were of particular interest to Gen Z.

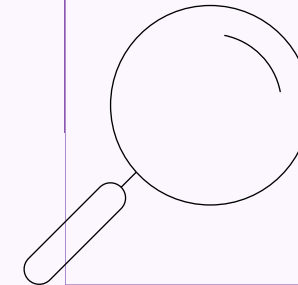
Strong claims performed well **across demographic and psychographic** cohorts including:

- Generations
- HH income
- Gender
- Education
- Political Affiliations
- Urbanicity
- Family Size

03.

THE TOP CLAIMS LINKED SUSTAINABILITY TO PERSONAL BENEFIT

Linking sustainability to a personal benefit resulted in the most appealing claims to consumers – it's not a choice between 'me' and 'we,' it's both.



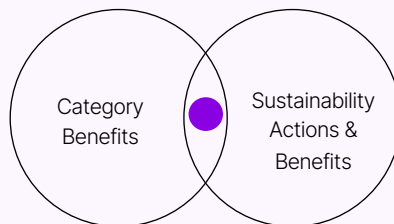
- “100% locally sourced **for a great tasting product**”
- “Formulated with sustainable ingredients **to be kind to your skin**”

TOP 3 LEARNINGS

01.

LINK SUSTAINABILITY TO YOUR REASON FOR BEING

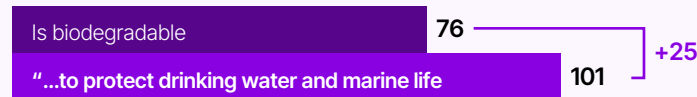
Deeply root your strategy in an understanding of your product, category and consumer. The best performing claims were tightly linked to the core product value proposition.



02.

BEWARE OF JARGON

Avoid technical sustainability claims when speaking to mass consumers, and focus on the result, not the process.



03.

EMPHASIZE BENEFITS TO MY WORLD NOT JUST THE WORLD

Consumers care **most** about:

- Themselves and Their Families
- Local Farmers
- Children and Future Generations
- Animal Health
- Sustainable Sourcing
- Local Sourcing

Consumers care **less** about:

- Scientific causes behind sustainability (they care about effects)
- Traceability
- Certifications (a vital validating role but not the main message)
- Packaging (unless 100% recycled packaging!)