

Going Green

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Social responsibility is at the forefront of international policy marketing and business trend-setting. Today's consumers are growing more educated and concerned about the fate of their planet, and therefore demanding more responsibility from their brands. Is your business taking advantage of this opportunity?

More & more consumers are embracing green initiatives and buying green whenever possible.

- Perceptions of environmental, ethical, and social stewardship are the fastest growing contributors to consumer brand value.
- Over 66% of Americans believe “Doing well by doing good is a savvy business strategy.”
- Over the past 5 years the sales of organic and all natural products have increased 18% to 25% year over year.
- 30% of American consumers are willing to pay up to a 20% premium on clean, green products over non-sustainable alternatives...and that number grows each year.

There is now an enormous array of websites dedicated to the Green movement. Even more specifically, a rapidly increasing amount of websites focused on Green developments appear virtually daily.

Green is quickly becoming the new color of the bottom line.

- Numerous marketing opportunities through internet marketing including: e-mail marketing, social networking sites, association with Green websites and search engine optimization.
- Due to the growing buzz about the green initiative, great public relations opportunities also exist. Traditional media and a host of growing vertical publications dedicate time and space to the growing trend. You can be in the forefront of the exposure with consistent, timely media messages.

Want to be part of the emerging market trend? Call us—we'll show you how!