

LIONS MARKETERS SERIES

Key Takeaways

LIONS MARKETERS SERIES

RESPONSIBLE BRANDS:
CHALLENGES,
INITIATIVES & INSIGHTS

The role of media content in sustainability awareness

- The ecological crisis is not a local concern, there is a general concern across Europe related to this topic as **more than 71% of respondents** acknowledge that there is a serious ecological crisis currently.
- When looking more into detailed environmental top, there was less awareness from the respondents. For example, **36% of Italian respondents had not heard of 'a carbon footprint'** and **54% of UK respondents had not heard of Digital Pollution.**
- However, the global expectations towards media publishers was clear for all countries: a large majority of European Audiences are expecting to see more media content related to this topic, to help them understand the issue but also to be advised on how to deal with it.

Is sustainable consumer behaviour a challenge for brands?

- As the global awareness of the ecological crisis rises, there has been a shift towards responsible consumption habits across European markets, **more than 80% of consumers** are taking actions to be more sustainable.
- **Dietary habits account for 18% of our carbon emissions.** In this sector, we see that the most popular sustainable action is the purchase of seasonal & local products. Southern locations in Europe allows for a greater variety of seasonal products to facilitate this.
- However, there are differences in structure, Italy has 15% of its farming area dedicated to Organic products, that's nearly twice higher than the average percentage in Europe and **6 times higher than the UK.**

Is sustainable consumer behaviour a challenge for brands?

- Mobility isn't only about our daily commuting, it's also about where we spend our holidays. In France and Italy, consumers are most likely to remain in their home country. Looking at the figures of international tourism, **Germany & the UK have significantly higher international departures when compared with France & Italy.**
- In the beauty sector, the dominant action is a focus on natural products. Germany & France already have a high penetration of natural beauty products in their domestic markets but what makes the Italians more likely to buy national organic & local products is the high density of domestic brands that provide these products.

How creativity is key to engage with mindful consumers

- Brands face challenges when communicating their responsible initiatives. Large numbers of brand have integrated social & environmental change in their communication, but **40% of Europeans** can't name a single responsible brand & **9 out of 10** think it's difficult to determine if a brand really acts responsibly.
- Brands need to strike a middle ground between a greenwashing approach that leaves consumers sceptical which can be easily singled out as fraudulent and an extreme communication angle likely to trigger a feeling of guilt & anxiety among consumers. The key elements for brands to focus on are: reality, practicality, empathy & a local approach.

How creativity is key to engage with mindful consumers

- Brands should take an approach which is pragmatic & straightforward by communicating **clear product facts** or creating ads with basic animations and light colours to express a **simple message** based on the product attributes.
- Brands that are heavily engaged in sustainability need maximum air time and editorial content to convey their messages.
- Consumers need empathy to reconsider their habits, a touch of humour can drive them towards more sustainable behaviour.

RESPONSIBLE BRANDS: CHALLENGES, INITIATIVES & INSIGHTS

1

European consumers are concerned about sustainability & expect media publishers to inform & help them on the matter

2

Consumption habits will shift across Europe and brands have to identify emerging needs to address them

3

Creativity is key for brands to convey their sustainable actions in an impactful & understandable way

Panel Discussion

Key Thoughts

- In light of events around the world, from COVID to Social Injustice, there is a clear need to brands to serve their local communities and create meaningful change.
- It's not enough just to listen, brands need to frame and reframe a story to lead them a bigger solution or even a better solution.
- Always try to make consumers feel part of your purpose and daily objectives.
- Brands need to find the sweet spot to understand cultural nuances and commonalities in consumers to be effective in their message.
- Brands have to be the change and lead the change they want to see from the way that they behave, not only internally, but also how they express it externally.

THANK
YOU
