



**M/A/R/C Thought Leadership Series**

**Sustainability in CPG**

**October 2022**

# When it comes to sustainability, when will consumers act with their wallets?



Are any proposed and achievable sustainability claims Instant Connections with consumers as they relate to everyday products?

## *Phase I*

*17 relevant sustainability claims were evaluated on motivation to switch brands and pay a slight premium*



Do any sustainability claims, if identified as Instant Connections, impact consumer purchasing?

## *Phase II*

*A personal care product (sunscreen) concept was evaluated monadically with and without this claim*

# A sustainability claim that connects with consumers in a meaningful way can impact their purchase decisions



## Connecting with Consumers *Phase I*

When it comes to everyday consumer products, commitment to **humane animal treatment is clearly the most impactful**, outperforming other claims related to earth-friendly production and waste/emissions reduction.

- Of the 17 claims tested, humane animal treatment is the only **Instant Connection** on the propensity to switch brands and pay a slight premium, indicating the potential to change consumer behavior.



## Impacting Consumer Choice *Phase II*

The positive impact of this Instant Connection claim is verified with a **meaningful lift (~8%) in potential purchase** for a personal care concept with the claim, compared to one without it.

- Including “commitment to humane animal treatment” bolsters perceptions of uniqueness and competitive strength versus their currently preferred brand.
- Only long-lasting water resistance is more important than the humane animal treatment claim for this leading sun care product.

## Implications

Consumer sentiment towards sustainability continues to grow, reinforcing the need to gain a more complete understanding of the claims that resonate. Identifying those Instant Connections that are relevant for your category and brand can cause consumers to act with their wallets and positively impact purchase.



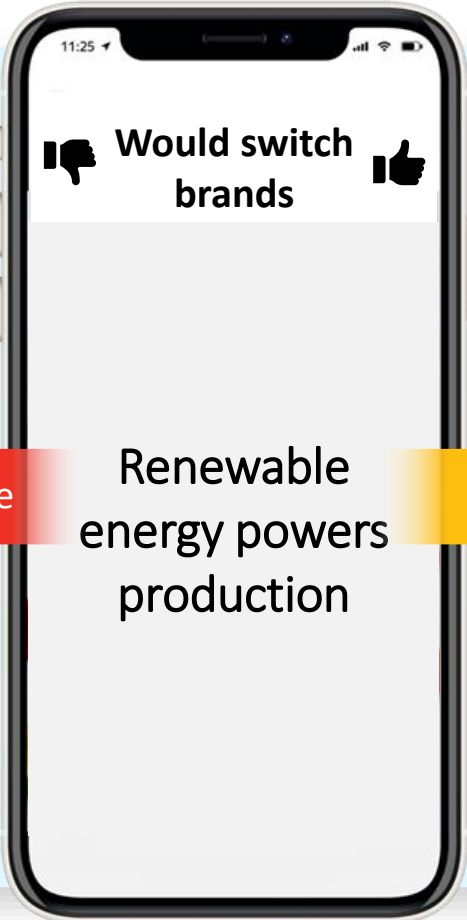
# Are any sustainability claims Instant Connections with consumers as they relate to everyday products?



<b>Emissions</b>	Reducing CO2 emissions with electric vehicles for distribution Will be net zero emissions by 2030
<b>Waste Reduction</b>	Product packaging is compostable Biodegradable packaging Compost production waste Made from recycled materials
<b>Better Materials</b>	Creating earth-friendly products Products are hormone-free Certified fair-trade resources make up 75% of all products made Products contain only organic ingredients All non-toxic elements used in the production process Focused on increasing plant-based resources
<b>Mindful production practices</b>	Use solar panels to power production Renewable energy powers our production Eliminating waste through better inventory management Practicing water conservation in agricultural production Committed to humane animal treatment



# Discovering Instant Connections with Breakthrough



By incorporating the science behind **implicit response time**, an intuitive swipe exercise, and our signature accelerated technologies, M/A/R/C® delivers in-the-moment **breakthrough** measures with relevant emotional connections.



Would switch brands



Would pay 10% more



**Breakthrough**  
a measure of relative emotional intensity determined by reaction time to stimuli

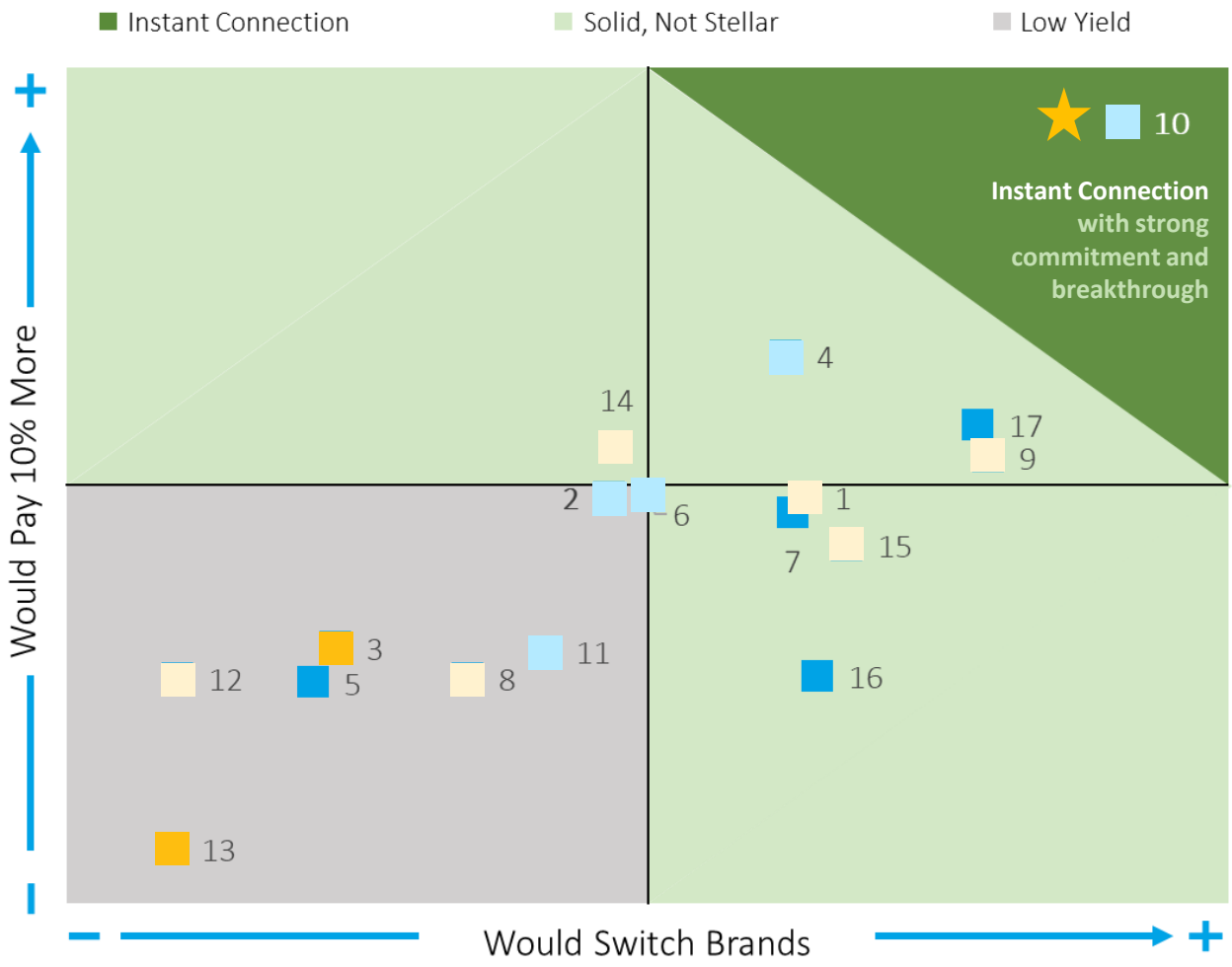


**Instant Connections**  
ideas with strong commitment and breakthrough



# Humane animal treatment stood out as an Instant Connection

This claim had the strongest ability to convince consumers to pay more and to switch brands.



- 10 Committed to humane animal treatment
- 9 Products are hormone-free
- 17 Made from recycled materials
- 15 All non-toxic elements used in the production process
- 16 Biodegradable packaging
- 1 Creating earth-friendly products
- 7 Compost production waste
- 4 Renewable energy powers production
- 6 Practicing water conservation in agricultural production
- 14 Products contain only organic ingredients
- 2 Use solar panels to power production
- 11 Eliminating waste through better inventory management
- 8 Focused on increasing plant-based resources
- 3 Reducing CO2 emissions with electric vehicles for distribution
- 5 Product packaging is compostable
- 12 Certified fair-trade resources make up 75% of all products made
- 13 Will be net zero emissions by 2030

Note: Swipe metrics are calibrated to reflect response time.   
 Items ranked by Breakthrough Would Switch Brands (High to Low)



# Does the Instant Connection claim impact consumer motivation to purchase?

We assessed the impact of the “humane animal treatment” claim in Phase II

Respondents evaluated one of two concepts for a top-selling sunscreen, either with or without the “humane animal treatment” claim. **Activation Potential** was estimated for each concept to determine the lift the claim may have on consumer motivation to buy.



[BRAND NAME] Sunscreen

- 3-fluid ounce bottles of [BRAND NAME] Sunscreen with SPF 70 that helps defend against the signs of sun and decrease the risk of skin cancer when used as directed.
- From the [DESCRIPTION] sun care brand, this sunscreen is also available in both spray and stick form and can be used at the pool or in the ocean for up to 80 minutes of water-resistance.

\$8.99



Without claim



[BRAND NAME] Sunscreen

- 3-fluid ounce bottles of [BRAND NAME] Sunscreen with SPF 70 that helps defend against the signs of sun and decrease the risk of skin cancer when used as directed.
- From the [DESCRIPTION] sun care brand, this sunscreen is also available in both spray and stick form and can be used at the pool or in the ocean for up to 80 minutes of water-resistance.
- Engineered with [BRAND NAME]'s commitment to humane animal treatment.

\$8.99



Cruelty Free

With claim

The concepts shown here have been blinded for confidentiality purposes but illustrate the information provided to respondents

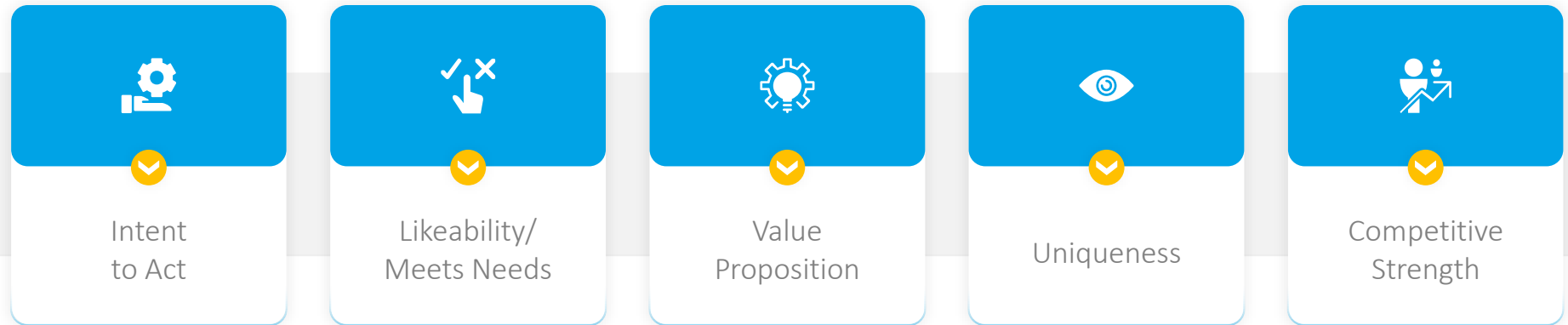


# Determine Impact through Activation Potential

Activation Potential is a **proven metric** for understanding a brand's ability to motivate the intended audience to act – a key element for in-market success.

## ACTIVATION POTENTIAL

MORE PREDICTIVE THAN ANY  
SINGLE MEASURE

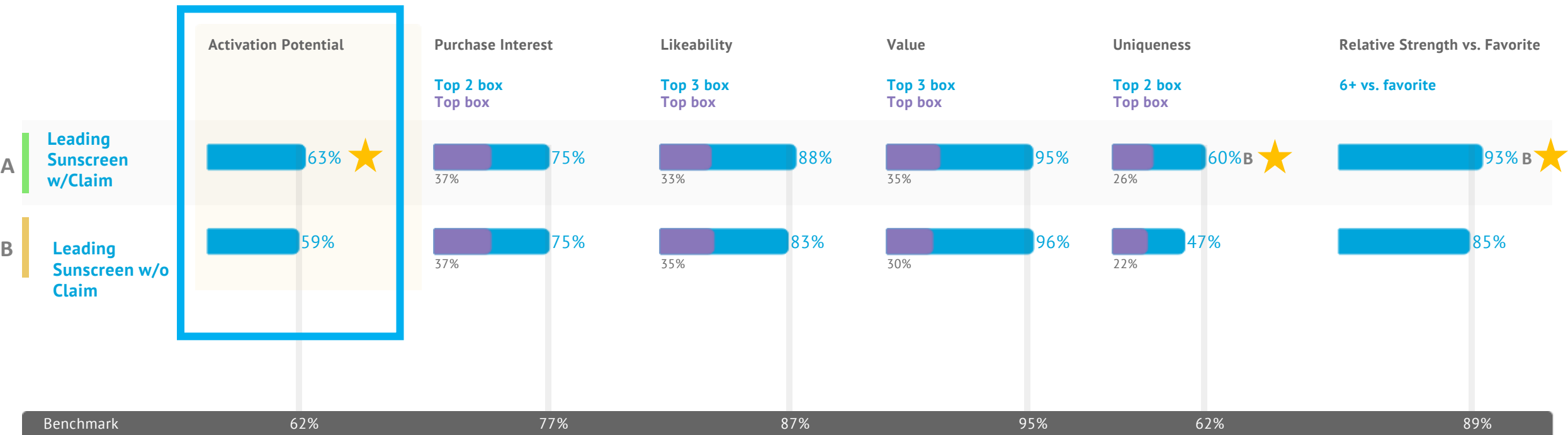


To drive **activation**, new concepts must deliver on **all the key dimensions** proven to influence decision-making in the real world. Requiring respondents' attitudes to logically follow their stated intention adjusts for overstatement produces an accurate assessment of concept potential.



# The Instant Connection claim increased activation

A nearly **8% lift in potential activation** is realized with the “committed to humane animal treatment” claim. Its presence drives significantly more uniqueness and competitive strength against the consumer’s favored alternative.



Our benchmarks are set at the top 25% of scores recorded by concepts tested in this category.

Note – Differences of +/-4% in Activation Potential is meaningful. Letters across added metrics indicate significance at the 95% level of confidence

# The Instant Connection outperformed many other descriptors

Even when put up against attributes more focused on specific brand dimensions or product features, humane treatment of animals was a strong positive driver.

## Key Driver Importance



# M/A/R/C® Gives You Clarity To Move Forward With Confidence

Sustainability is rapidly evolving with many complex considerations. We help companies find their best path forward with a wide range of sustainability initiatives:

Analyze Marketplace Opportunity	Vet New Sustainability Ideas	Optimize Sustainable Product and Packaging	Determine Implications of Compaction
Identify Salient Sustainability Claims & RTBs for Category/Brand	Segment Consumers Based on Sustainability Needs and Attitudes	Estimate Adoption & Willingness to Pay More for Eco-Friendly Offerings	Refine Communications to Best Convey Sustainability Message

Get in touch to find out how our expertise and solutions can elevate your sustainability efforts



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