

From Heart to Cart

Sustainable Messaging's Role in Elevating
E-commerce Brand Equity

A circular portrait of Shannon Anderson, a woman with short dark hair and glasses, smiling. The portrait is set within a black circular frame that overlaps a yellow circular shape on the page.

**Shannon
Anderson**

Client Research Manager,
Package InSight by Quad

Package InSight by Quad

8

Years

200+

**Consumer
research projects**

**over
8000**

**Shopper
participants**



tobii

Previous Package InSight sustainability research



2021-22 research in partnership with...



Two scenario test



Retail



E-commerce

Messaging saturation makes a difference



E-comm Printed Dunnage		E-comm Non-Printed Dunnage	
Total Fixation Duration (sec)	How many people have seen the logo? (count)	Total Fixation Duration (sec)	How many people have seen the logo? (count)
2.08	40	0.62	25

22 of **31**

Participants saw the logo

3.5x

Longer attention on the logo

>50%

Said the logo gave them a more positive impression of the brand

Consumers had little to no familiarity with real sustainability logos



79% unfamiliar



94% unfamiliar



71% unfamiliar

**How does sustainable
messaging affect shoppers in
a DTC path to purchase?**

Pilot study: Online screening survey of 430 potential participants

48%

Purchase online multiple times a week

Amazon and Patagonia

Consumer brand(s) doing a good job of mitigating their environmental impact

32%

Concerned with the environmental impact of their own online shopping

- 1. Package Recyclability**
- 2. Reducing Plastic**
- 3. Overpackaging**

What impacts of e-commerce concern you most?



The Pilot Study:

What qualified our shopping participants:

- Buys online at least several times a month
- Concerned about the environmental impact of e-commerce
- Tries to shop with companies that are concerned with sustainability and their environmental impact
- Shopped one of the brands before, but never purchased from them



One Shopper chosen for each brand

The logo for Misfits Market is displayed in a white circle. It features the words "Misfits" and "Market" stacked vertically in a bold, black, serif font.

**Misfits
Market**

Grocery

The logo for Grove Collaborative is displayed in a white circle. It features the word "Grove" in a large, dark blue, sans-serif font with a registered trademark symbol, and the word "COLLABORATIVE" in a smaller, dark blue, sans-serif font below it.

Grove[®]
COLLABORATIVE

Home Goods



Shoes/Fashion

Misfits Market



Our Participant: MJ

Female, 55

Box Office Manager

Part-Time Instacart Shopper

Biggest E-commerce sustainability concerns are Carbon Footprint and Over-packaging.

Thinks Aveda does a great job with sustainability

- Cornstarch packing peanuts
- Focus on Fair Trade materials
- Reusable bottles

Concerned with her personal environmental impact from online shopping

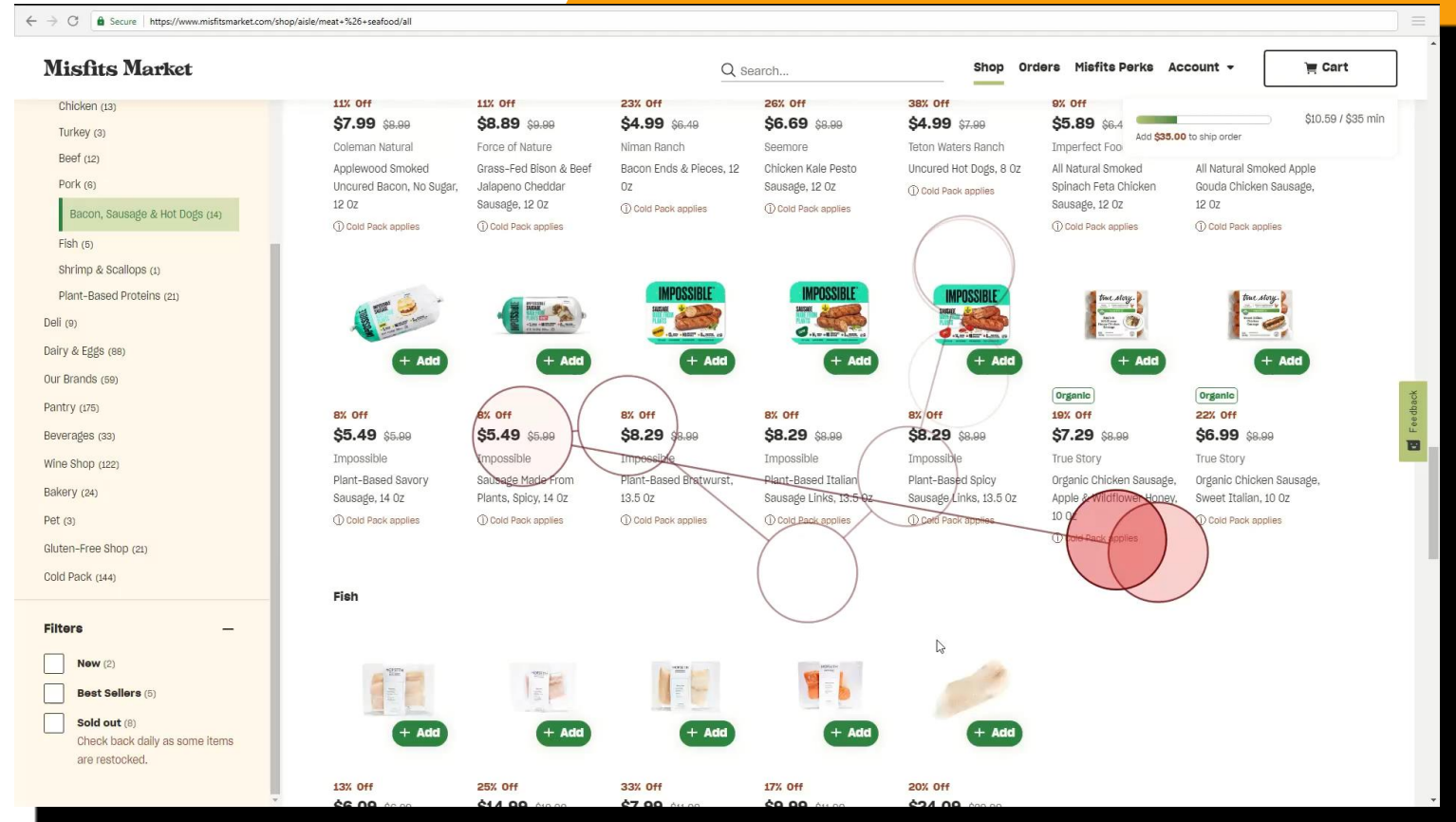


MJ's online shopping experience

- Surprised by the shift in focus from produce
- Only encountered ONE instance of sustainability messaging
- Deleted some items because she felt like she could get them locally cheaper

Shopped
25
minutes

Spent
\$51



MJ's unboxing

- No Sustainability messaging on or in the box
- Feels like they are going in the right direction, but she would like more info and clarity on their mission
- Wants to support small farms, but unlikely to order again because of value

8/10

Likelihood to refer a friend after shopping

6/10

Likelihood to refer a friend after unboxing



Grove[®]
COLLABORATIVE



Our Participant: NK

Female, 36
Production Manager

Biggest E-commerce sustainability concerns are that items are Responsibly-sourced and Ethical Production.

Thinks Moo does a great job with sustainability

- Communicated their packaging reduction
- Kept premium packaging look and feel while reducing waste

Encouraged by continuous improvement in e-comm sustainability



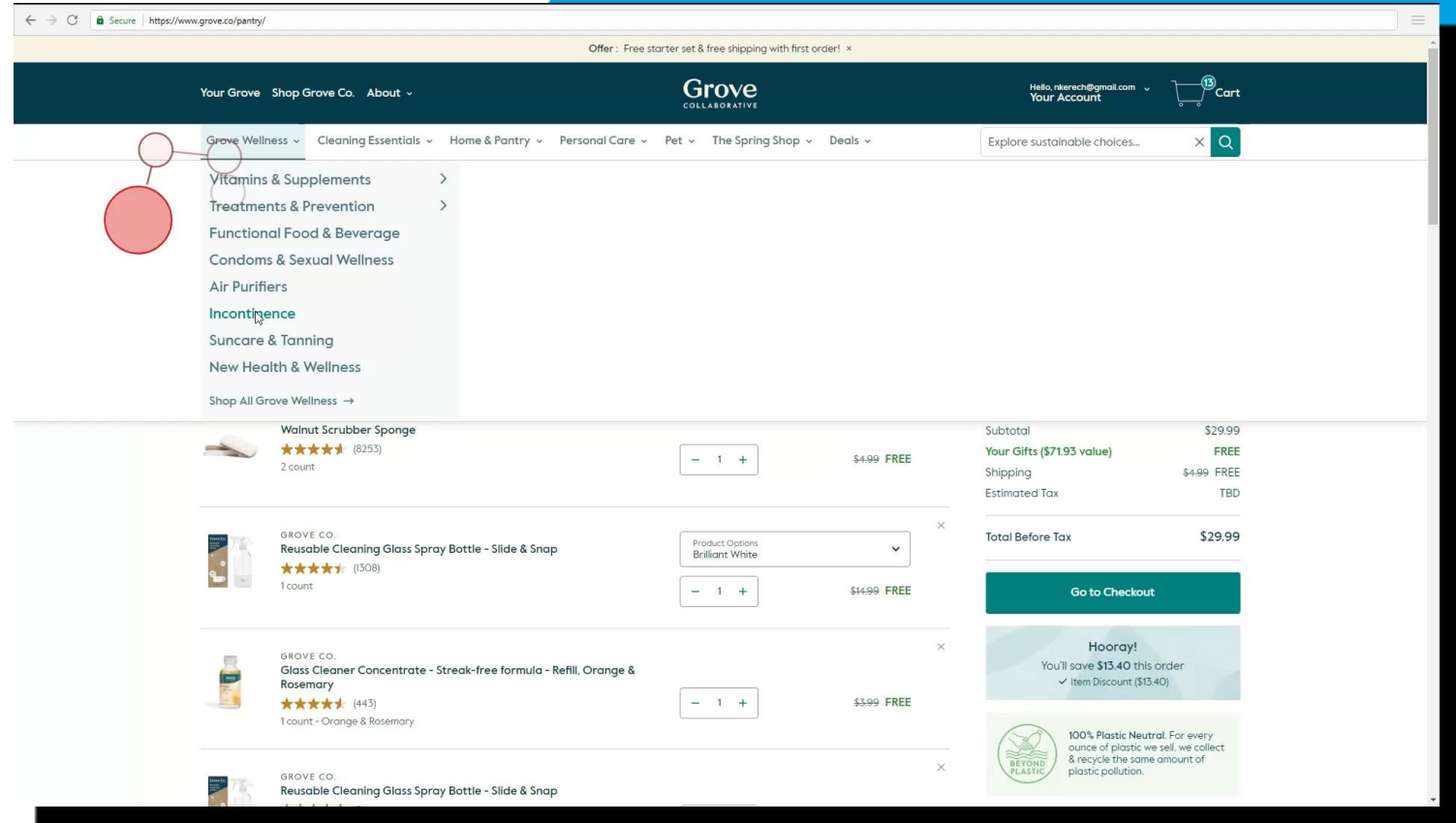
NK's online shopping experience

- Visual attention on sustainable messaging 16 times
- No recall of specific messaging a week later
- Included a lot of other brands aside from the Grove brand that she already recognized as sustainable

Shopped
14
minutes

Spent
\$53

(But got \$78 in “freebies”)



Subtle, almost subliminal sustainability messaging

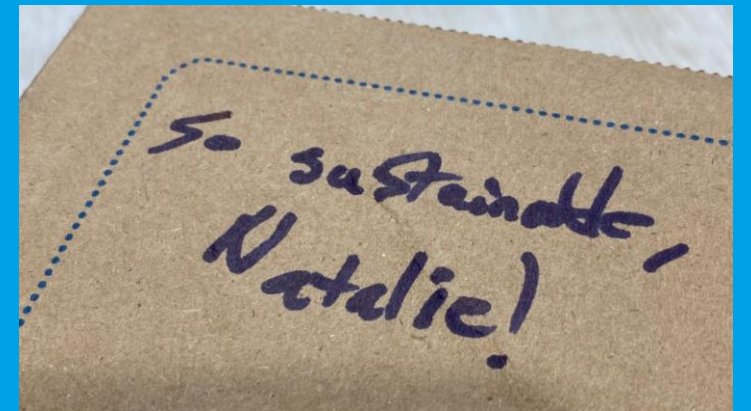
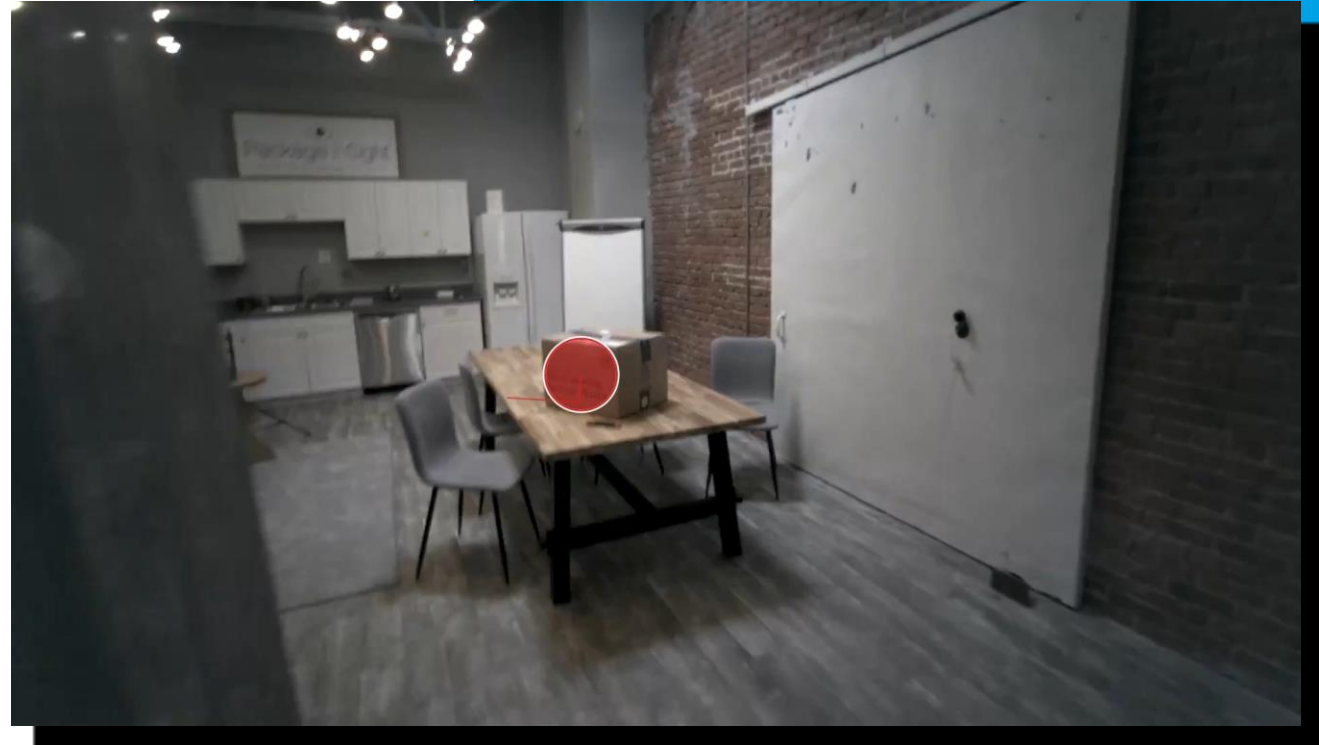
A screenshot of a shopping cart page. At the top, a progress bar shows 'Free Starter Set' and 'Bonus Gift' as completed, and 'Extra Gift' as pending. Below it, a message says 'Get another free gift when you add \$9.01'. A product card for 'Grove Co. Ceramic Sink-Side Tray' is shown with a 5-star rating and a price of '\$14.99 FREE with \$39 order'. The cart items list shows several items with 'FREE' shipping or discounts. The 'ORDER SUMMARY' table shows: Subtotal \$29.99, Your Gifts (\$71.93 value) FREE, Shipping \$4.99 FREE, Estimated Tax TBD, and Total Before Tax \$29.99. A 'Go to Checkout' button is highlighted. Below the button, a message says 'Hooray! You'll save \$13.40 this order' with a checkmark and 'Item Discount (\$13.40)'. At the bottom, a 'BEYOND PLASTIC' logo is accompanied by the text: '100% Plastic Neutral. For every ounce of plastic we sell, we collect & recycle the same amount of plastic pollution.'

A product page for 'GROVE CO. 3-in-1 Wrinkle Release'. The product is shown as a dark blue spray bottle. Below the image, the text reads: 'GROVE CO. 3-in-1 Wrinkle Release', '8 oz - Lavender Blossom & Thyme', a 5-star rating with '(158)' reviews, and a price of '\$6.99'. A large button at the bottom says 'Plan it Here!' with a checkmark and a hand cursor icon.

A screenshot of the Grove Collaborative website header. The navigation bar includes 'Your Grove', 'Shop Grove Co.', and 'About'. The main navigation menu lists categories: 'Grove Wellness', 'Cleaning Essentials', 'Home & Pantry', 'Personal Care', 'Pet', 'The Spring Shop', and 'Deals'. A search bar contains the text 'Explore sustainable choices...'. The main content area displays the message 'Now loading: A world where all choices can be sustainable...' above four placeholder images for products.

NK's unboxing

- Read sustainability messaging 7 times before she got the box open
- Achieved the “surprise and delight” with the quick handwritten message on the box
- Did recognize the “plastic-free by 2025” as aspirational, since several of her products were in plastic containers.





CARIUMA

Our Participant: GG

Male, 28
Software Engineer
Self-professed Sk8trBoi

Biggest E-commerce sustainability concerns are reduction of plastic and package recyclability/reusability.

Thinks Columbia does a great job with sustainability

- Recycling clothing
- Waterproofing without adding PFCs
- Responsible Down

Concerned with his personal environmental impact from online shopping

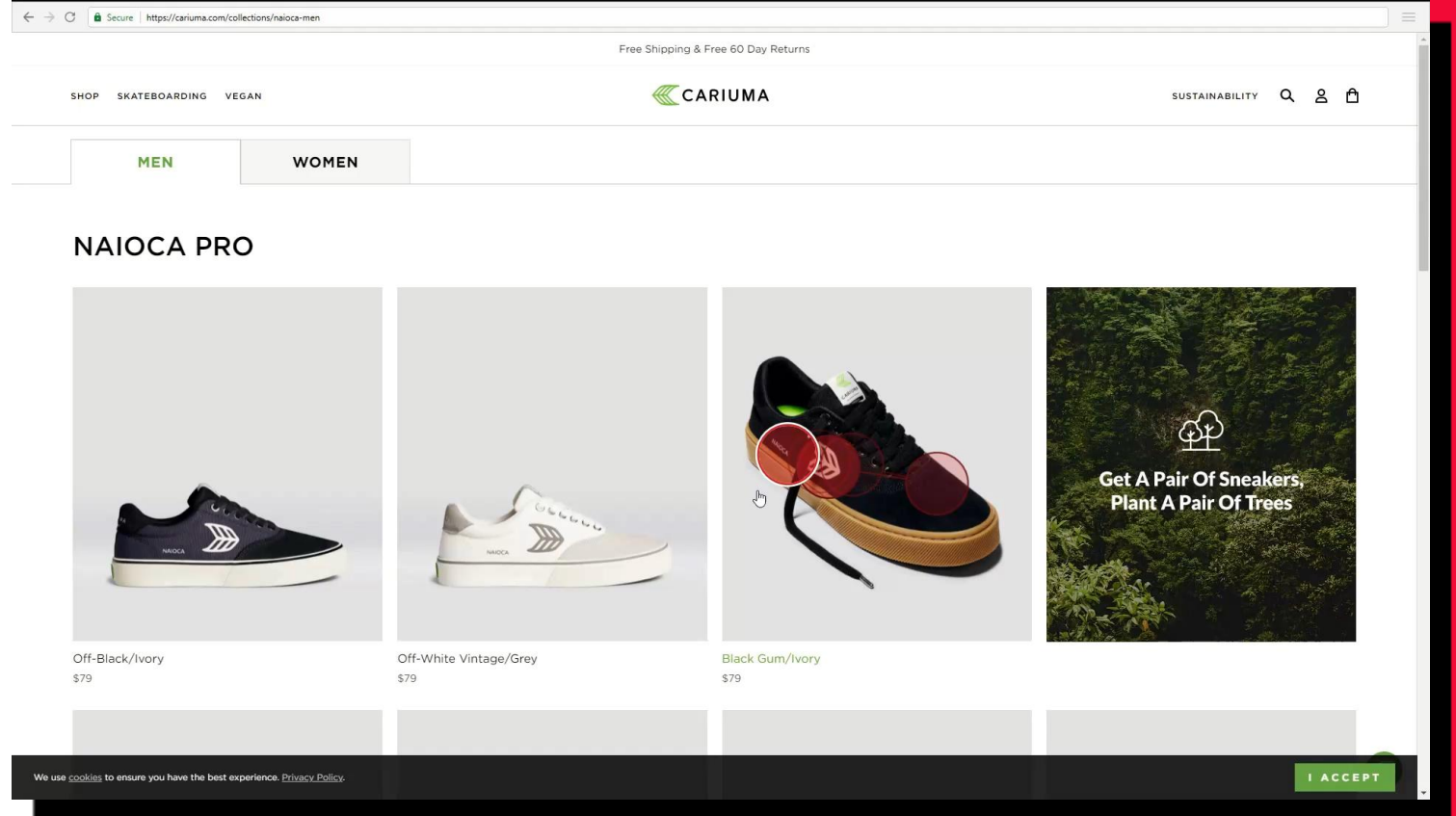


GG's online shopping experience

- Looked at sustainability Messaging 28 times
- Saw some version of the reforestation banner on 5 different pages
- A week later, remembered the message, "Get a pair of shoes, plant a pair of trees"

Shopped
12
minutes

Spent
\$79



Clear, direct message saturation

Better for People & the Planet

Here at CARIUMA, we're dedicated to creating sustainable sneakers that are good-looking, crazy-comfortable, and provide all-day comfort. We source the highest quality natural materials, and manufacture our sneakers in a low-impact, environmentally friendly way, in partnership with ethical factories. There's no need to choose between personal style and eco-friendly, ethical shoes!

[LEARN MORE](#)



Ethical Factories



Carbon Neutral Shipping



Cleaner Leather



Recycled And Recyclable Packaging



Handmade For Crazy Comfort



Natural Premium Materials

Certified



Corporation

It's Cool To Care.

We believe in making sneakers that are good for people & the planet. That's why we source the highest quality natural materials, and manufacture our sneakers in a low-impact, environmentally friendly way, in partnership with ethical factories. There's no need to choose between personal style and eco-friendly, ethical shoes!

[READ MORE](#)



Get A Pair Of Sneakers,
Plant A Pair Of Trees

As Seen in / VOGUE HYPEBEAST FSTCOMPANY BERRICS herta



Get a Pair of Sneakers, Plant 2 Trees

Nurturing the planet is a cause that's very dear to us at Cariuma. That's why we decided to start our own Reforestation Program in our founders' homeland, Brazil, where the rainforests are home to an increasing number of endangered plants & animals. For every pair of sustainable sneakers purchased, we plant a pair of trees in the Brazilian rainforest to directly aid in the restoration and preservation of these natural habitats.



Crowd Pleasers

WOMEN



Shadow Blue Canvas
OCA LOW
\$79

White LWG Leather/Ice
SALVAS
\$129

Black/Ivory
SLIP-ON PRO
\$85

SHOP MEN

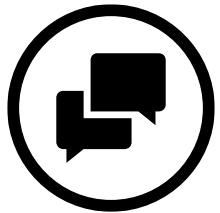
SHOP WOMEN

GG's unboxing

- 14% of the time he spent opening the box, he was reading sustainability messaging.
- 50 sustainability points of fixation (15 of those were reading the personal note)
- Package had 6 different instances of sustainability messaging inside the box

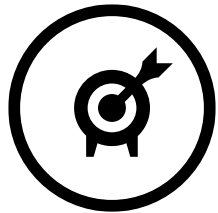


Takeaways



Communicate

Your customers want to know about the good things you're doing



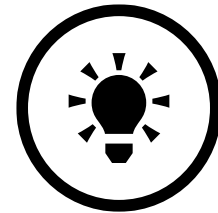
Be specific

Don't leave them to assume or fill-in-the-blanks



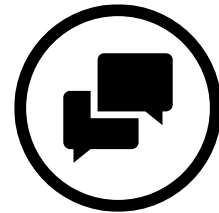
Be upfront

Don't make them look for your mission statement. They might not



Energize them

The idea that they are personally making a difference by shopping with you sticks with them



Communicate some more!

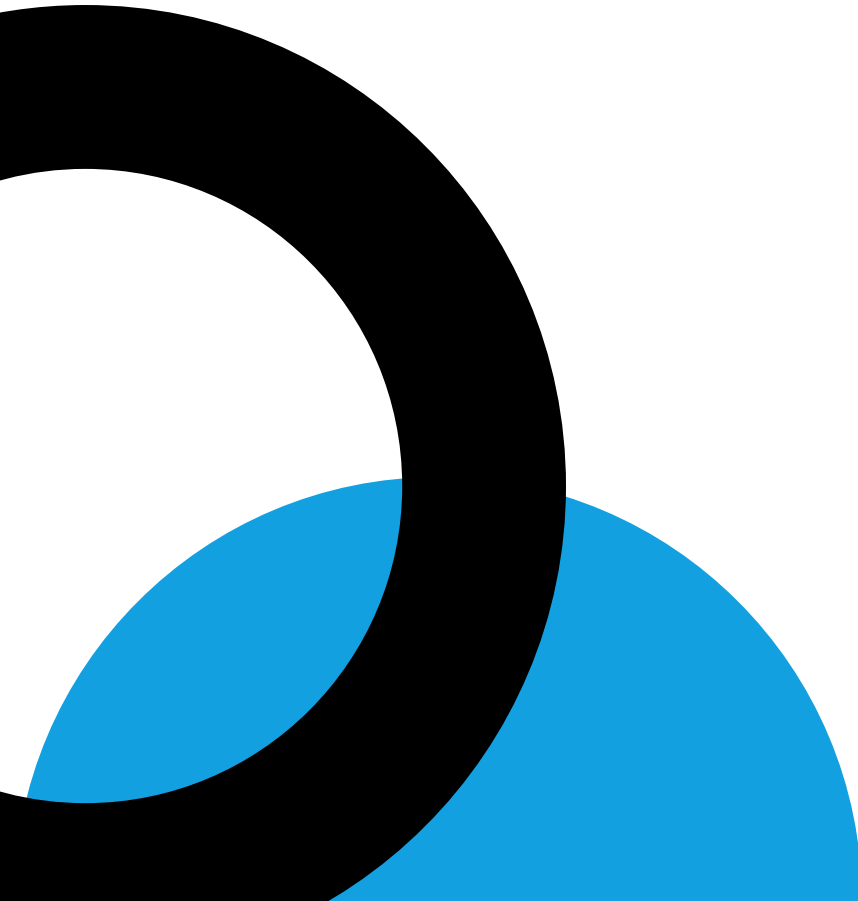
Message saturation works



Questions?



Thank you





Quad 

Basic Slide

Basic Text can fill in
Then bulleted text:

- Bullet 1
- Bullet 2
- Bullet 3
 - Sub bullet a
 - Sub bullet b
 - Sub sub bullet c

Icons



CALENDAR



LOCATION



CLOCK



CREATIVE



DESIGN



PREMEDIA 1



PREMEDIA 2



TARGET



SHARE 1



AIRPLANE



COMPASS



WATCH



PARTNERSHIP



GLOBAL



MONEY



CAUTION



CHECKMARK



SHARE 2



HOUSE



CAMERA



BRAIN



EDUCATION



HEADPHONES



LISTEN



STORE



SHOPPING CART 1



SHOPPING CART 2



CAR



CUSTOMER SERVICE 1



CUSTOMER SERVICE 2



PHOTO STUDIO



MEDIA



STRATEGY



BATTERY



AUGMENTED REALITY



VIRTUAL REALITY



PERSON



GROUP



FAMILY



FEMALE



MALE



PERSONAL NETWORK



ARTIFICIAL INTELLIGENCE



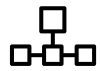
VOICE ASSISTANT 1



VOICE ASSISTANT 2



DATA



FLOWCHART 1



FLOWCHART 2



VENN DIAGRAM



SEARCH



CLICK



DIGITAL NETWORK



SOUND 1



SOUND 2

Icons (continued)



PLUS / ADD



MINUS / SUBTRACT



VITALS



HEART



THUMBS DOWN



THUMBS UP



TALK BUBBLE 1



TALK BUBBLE 2



PUBLIC
RELATIONS



PLAY



PAUSE



STOP



REWIND



FORWARD



DOWN



UP



RIGHT



LEFT



RADIO



OUT OF HOME



TV



LAPTOP



TABLET



PHONE



INSERT 2



BROCHURE



CATALOG



NEWSPAPER



INSERT 1



MAGAZINE



ENVELOPE



LETTER



PAPER



BOOK 1



BOOK 2



PACKAGING



SHIPPING



DESIGN 1



DESIGN 2