

Sustainability in Consumer Minds: **A Call for Authenticity**

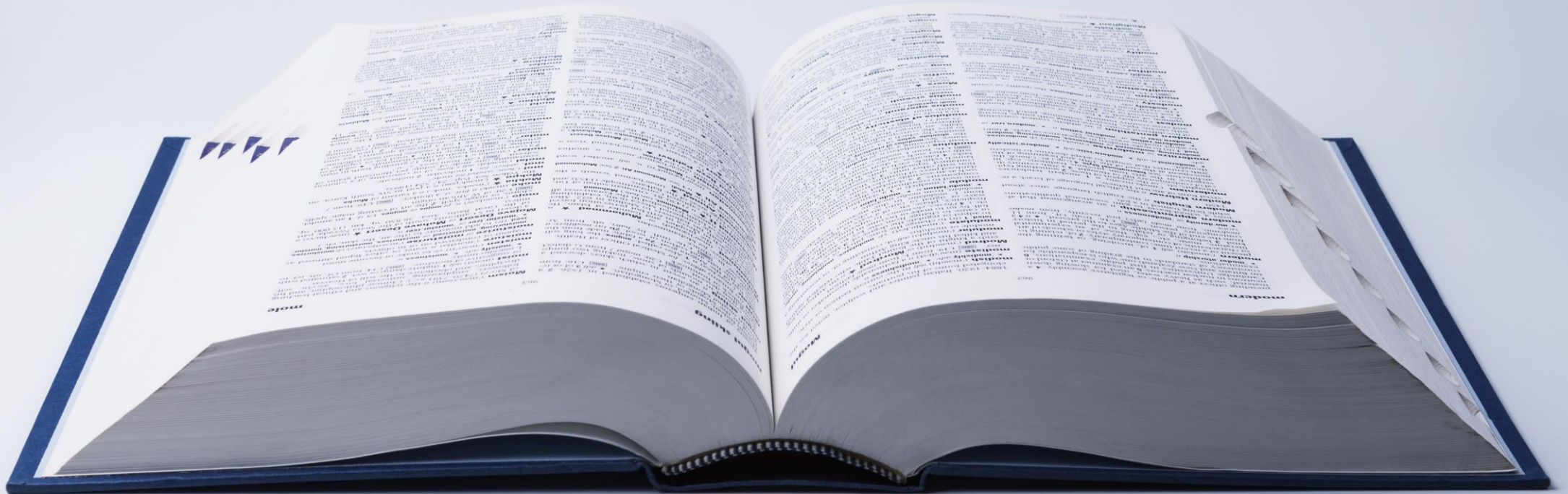


**Jamie
McGarry**

Head of CPG Strategy & Growth,
Quad

Definition of 'authenticity'

- the **quality** of being **real**
- not false or **imitation**
- true to one's own personality, spirit, or character



Authenticity in marketing

90%

of consumers claim **authenticity is important** in choosing a brand

Product/service

Purpose

Supply chain

Packaging

Content & communications

Actions



Sustainability matters to consumers

55%

say environmental
responsibility is very/
extremely important

70%

are most interested in
hearing about the social,
health, environmental and
safety impacts of products





Sustainability efforts are no longer just for your ESG report

Consumers want to know

How bad is this product for the environment?



Is this brand telling the truth about their claims?

Consumers just aren't buying it...

54%

of consumers **plan to avoid buying new goods** for sustainability reasons on average globally.

48% plan to in the United States.



Technology is helping their cause

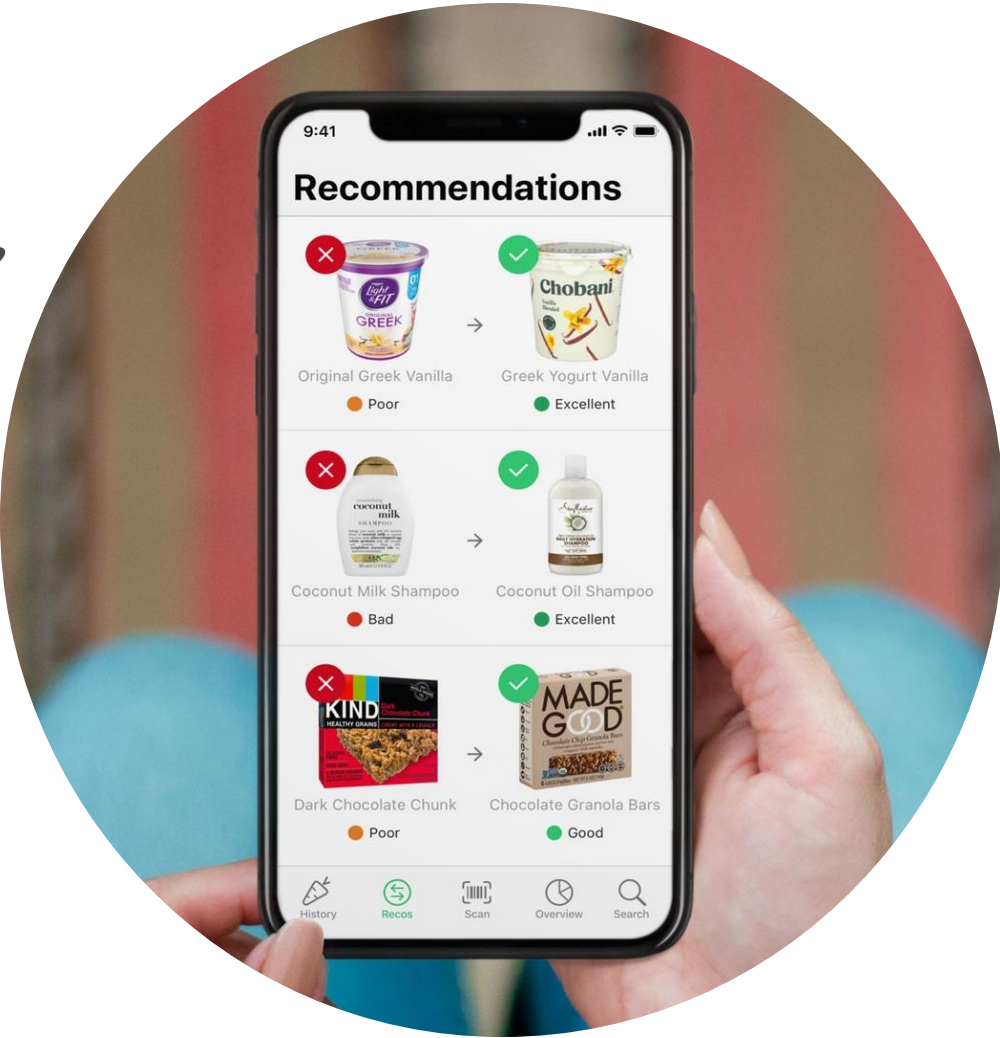
17M

active users use Yuka to check the health and environmental impact of the products they purchase.



94%

of Yuka users stopped buying certain products due to their low score on the app.



Brands are standing out among these demands



SEPHORA

YETI

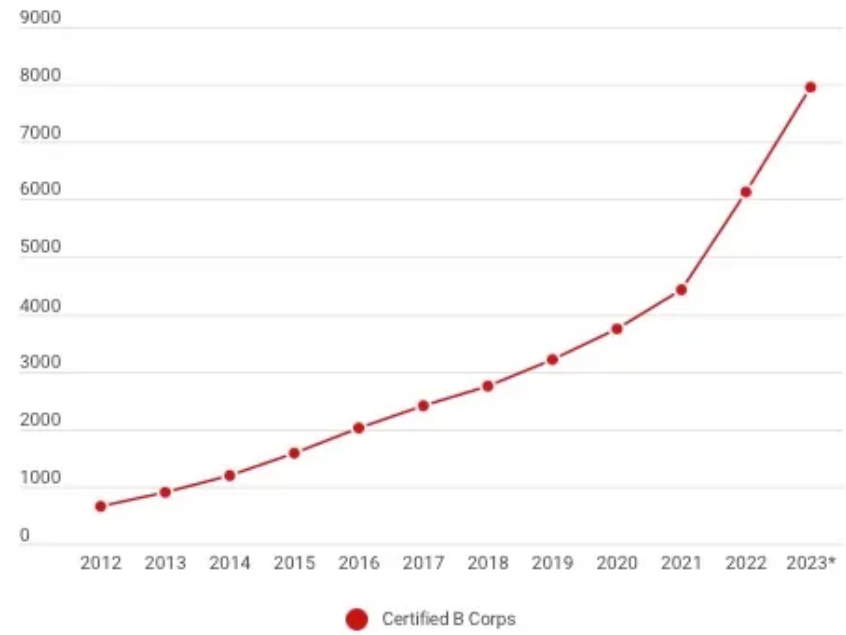
Grove
COLLABORATIVE



Companies are striving to use business as a force for good



The rise of B Corps across the world



Data provided by B Lab
*Indicates data as of 12/19/2023



FASTCOMPANY
 PREMIUM CO.DESIGN TECH WORK LIFE NEWS IMPACT PODCASTS VIDEO INNOVATION FESTIVAL 360 FASTCO WORKS

B Corporations Get a Boost With Very Own Ad Campaign

B lab is showcasing some of its members in an effort to win over consumers with the triple bottom line love.

BY JENARA NERENBERG 1 MINUTE READ

Better Companies make Better Products

B Corporations are Better Companies

ADVERTISEMENT
monday CRM
 Sales to customer management handover? Easy.

MARKETING BREW Topics Explainers Long-form Events

Why agencies are getting B Corp certified

Colle McVoy and Wieden+Kennedy are some of the latest to join the trend.



PRWeek

home

Why more agencies are becoming B Corps

The process is hard and maintaining it is even harder, but firms say B Corp status has cultural and bottom-line benefits.

by Chris Daniels | 03 August 2023

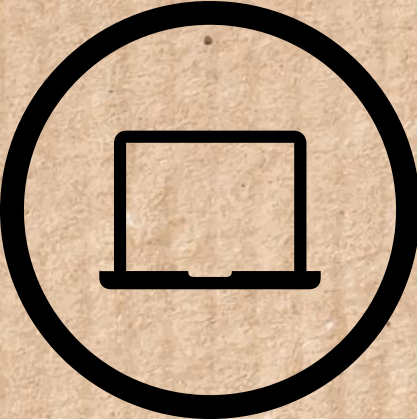


There are clear places for brands to start

A call for proactive transparency



**On and through
packaging**



**In the product
description**



At point-of-sale

The proof is in the package

Consumers are demanding sustainable packaging.



They want brands to clearly communicate their sustainability efforts on packaging.

Consumer expectations

55%

say they are extremely or **very concerned about the environmental impact of product packaging**

66%

would be willing to pay more for sustainable packaging

Sustainable packaging is showing up as a request from consumers across verticals.

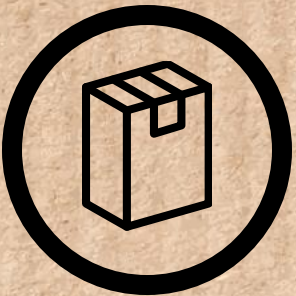
What are consumers demanding?



Produce



Beverages



Packaged Dry Food



Household Products



Pet food



Frozen food



Dairy

77% of people believe plastic is least environmentally friendly.

Paper is considered most environmentally friendly by 55% of participants.



Authenticity is key to successful sustainability messaging

Beware of greenwashing



30
%

of consumers in the U.S. strongly agree that they would stop buying from brands that have been proven to make false claims about sustainability

AKA “Greenwashing”

Things to avoid

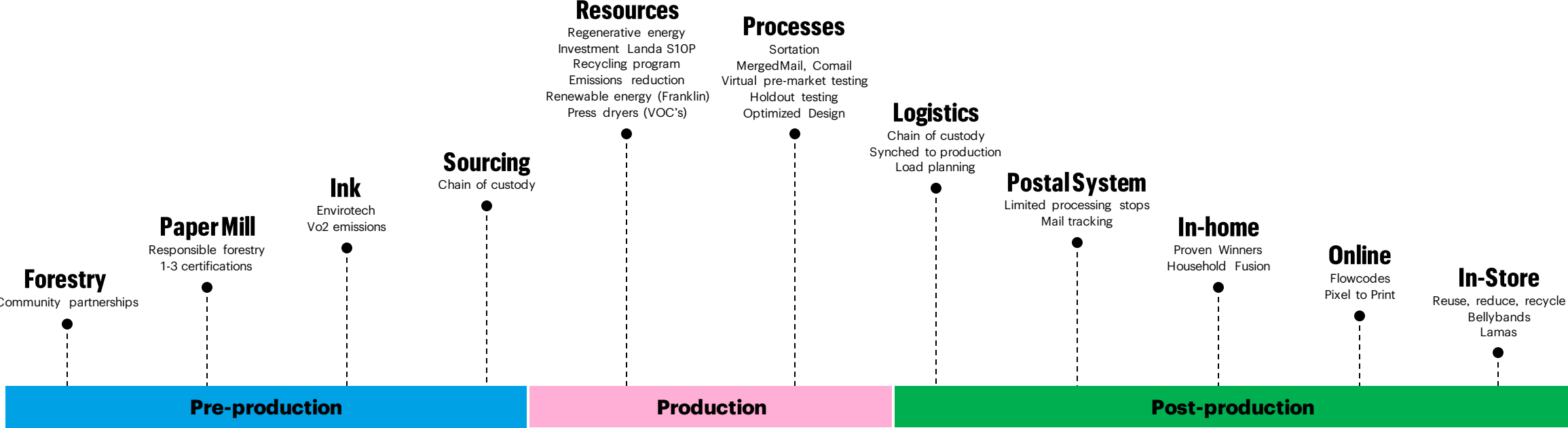
- **Greenlabeling**
- **Greenlighting**
- **Greenshifting**
- **Greenrinsing**
- **Greenhushing**





**Where can you authentically
take action to deliver results?**

Sustainable impact throughout the supply chain



Welcome to the Quad Sustainability Symposium