



ARSGreen Knowledge Nuggets

(Nov 2007)

A type of messaging effective in the green space. . .

- Ads with a specific green message (i.e., uses less plastic, 60 mpg highway) tend to influence consumers more than ads with general green messaging (good for the environment).
- Specific messaging which emphasizes a personal benefit (i.e., uses less plastic but cleans twice as much, 60 mpg highway saves you hundreds of dollars a year) is a splendid one-two punch in a green advertisement.

(Dec 2007)

Focus on your Green product, not your company's image

Incorporating information on company image or reputation in Green advertising has potential negative effects on an ad's sales effectiveness and on the image of the company itself. This seems to be a manifestation of the "greenwashing effect." Consumers are wary of baseless green claims made in advertising. We have observed that for both television and print advertising, effectively conveying a company's image, without substantiation of quantified environmental benefits has proven to be a difficult undertaking.

(Feb 2008)

Including a personal solution in your Green campaign can avoid the common pitfall of a negative tone . . .

While roughly 1 in 50 traditional TV ads have a negative tone, more than 3 in 4 green TV ads are negatively toned. This is manifested in the following differences:

- Compared to traditional TV advertisements, green TV ads generally:
 - do not present problem-and-solution combinations, typically leaning more towards a global problem without delivering a personal solution
 - do not focus on personal relevance
 - do not show user-satisfaction, again focusing on the global problem rather than how their product helps people on a personal level



These are among the elements that contribute to a generally negative or gloomy tone in the majority of green ads. By showing how a product/service can provide a personal solution, advertisers can have a more successful campaign.
