

Despite Economic Downturn, Consumer Hunger for Green Has Not Been Satisfied

Contributed by GfK
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While the worst recession since the Great Depression has tempered consumer demand for green products, the desire for green is still present, says global market research firm, GfK Custom Research North America, who is a presenting sponsor of the 3rd Annual Good and Green...

The Green Marketing Conference, on November 17th and 18th in Chicago, Illinois.

Join GfK in Chicago where experts from GfK Roper Public Affairs & Media and GfK Roper Consulting will address several pressing questions facing the environmental marketing community, including the degree to which the economy is affecting green consumption and what consumers expect from businesses vis-à-vis the environment in this climate.

The following are details on the presentations:

"Green Consumers, Red Economy" Holly Helene Jarrell, Group Managing Director GfK Custom Research North America

An examination of issues facing environmental marketers including:

Does the economic downturn represent a bump in the road or an insurmountable obstacle for eco-friendly brands? Which consumers are pulling back from green, whose commitment is holding firm, and which consumers will lead us to a greener place beyond the downturn?

An introduction to the GfK Roper Green Gauge® consumer segmentation, which provides an environmental marketing roadmap to changing green audiences in the US.

"Idealism or Realism? What Do Consumers Actually Expect of Companies?" Annie Weber, Senior Vice President, GfK Custom Research North America and Tim Kenyon, Senior Market Analyst

A look at how companies can balance the impact of the economy on their own businesses with the need to be good to the community, green with the environment and still run financially-successful businesses.

And a discussion on consumer expectations of companies, as well as other stakeholders, when it comes to environmental and CSR issues.

For more information or to register for the conference visit, www.goodandgreen.biz.

New York - 2nd November 2009
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