BuzzBack + the Rainforest Alliance Kick Off Earth Month With Findings From A New Global Study

Contributed by BuzzBack
Wednesday, 16 April 2014

Just in time for Earth Month, BuzzBack, an innovator in market research, and the Rainforest Alliance, a non-profit organization committed to promoting environmental, social and economic sustainability, has teamed up for a new global study on Sustainability.

Many of todayâ€™s top consumer product and pharma companies are focused on Sustainability â€“ yet the language and vocabulary that consumers use about it reflect a more diffuse understanding of the concept. The study reveals that marketers and consumers are not on the same Sustainability page, posing a challenge for those developing, branding and selling Earth-friendly products. â€œThis new study highlights the challenge todayâ€™s marketers face when it comes to incorporating Sustainability into their positioning,â€• explained Carol Fitzgerald, founder & President of BuzzBack Market Research, â€œSimply, the top of mind associations consumers have with Sustainability (recycling, natural, green) donâ€™t connect to their personal values when it comes to the idea (social responsibility, responsibility, moral). Further, these associations may not be relevant for all brands. And even though 80% or more consumers say that having a sustainable label on the package makes them more likely to purchase a product, the reality is that loyalty is tough to maintain. Todayâ€™s consumers want brands that align with their personal values and are making a difference in areas, concerns or causes that are meaningful to them.â€• â€œDespite the challenges of incorporating the word sustainability into brand messaging, as highlighted in this study, we have yet to identify a suitable alternative that single handedly describes environmental, social and economic viability,â€• said Tensie Whelan president of the Rainforest Alliance. â€œRather than only focusing on the positive impacts of environmental sustainability, marketers should focus on the all-encompassing benefits of sustainability in terms of promoting a healthier environment, improved living conditions and enhanced livelihoods.â€•For more information please visit: http://www.buzzback.com/ | @BuzzBack