

Reaching the Going Green Demo



Fun Facts

Demographics

Special Programs

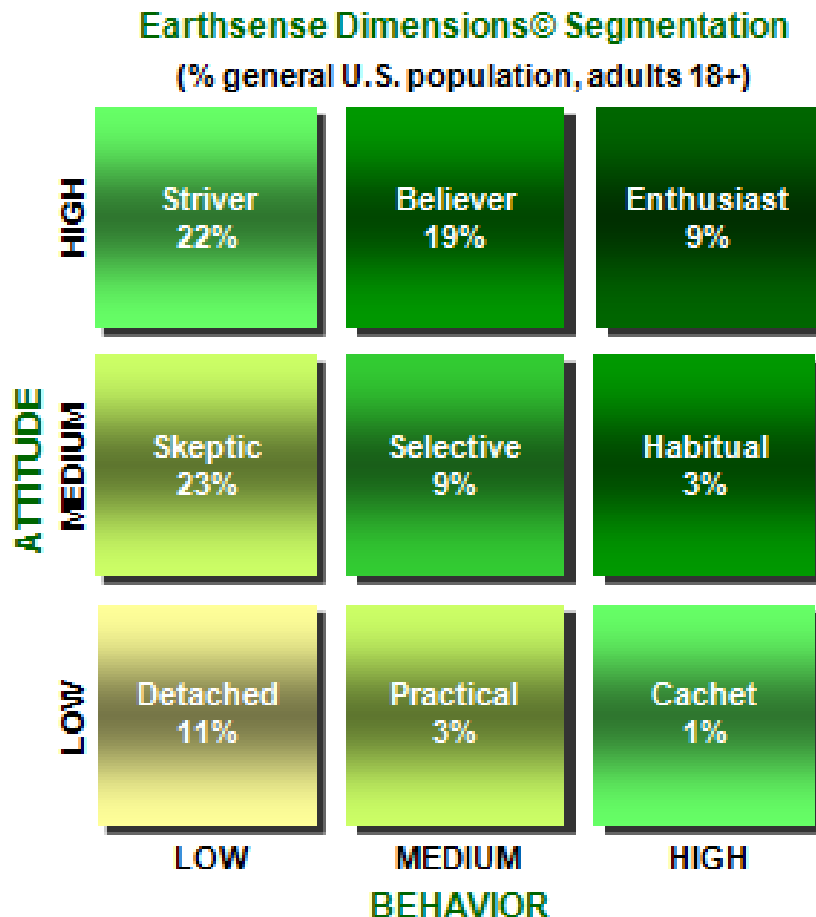
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Fun Facts/Demographics

“Going Green” is Going Mainstream...But Has a Way to Go

- At least 50% of US adults have strong feelings and concerns about the environment. No longer the purview of a stereotyped “crunchy granola” niche group, the past 12 months have seen an explosion of interest among US consumers about “going green”. New market segmentation by Earthsense LLC describes nine different segments based on their attitudes toward the environment, and the extent to which their behaviors are in sync with those attitudes.

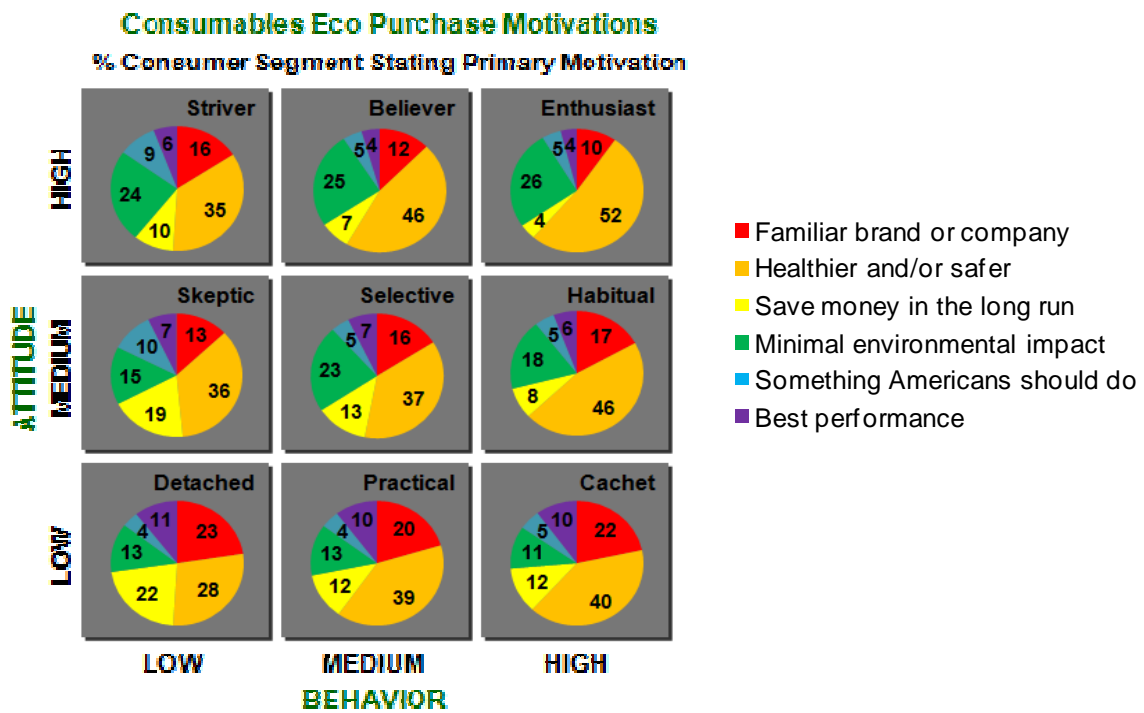


- **“Enthusiasts”** are a segment long familiar to marketers. At least 90% of the consumers in this high attitude/high behavior have bought green/eco-friendly products in the past month. Though relatively small in size (9% of US adults), this segment include 20 million adults – and is poised to grow. This group is an activist one, defined by their “walking the talk” – they cite the environment as a big concern, and their behaviors reflect that view. They actively seek to make purchases that reflect their beliefs and are four times more likely to boycott environmentally unsound products or seek out eco-friendly ones. They are the most likely group to pay a premium for “green” products and are especially sensitive to cry “greenwashing” about products that claim “green” credentials but don’t fully deliver.

This group is...

- More likely to be female (59%).
 - Riding the Baby Boom (38%).
 - Married, with kids grown.
 - Working full-time.
 - Mid-income.
 - Caucasian – but more likely than other segments to be Hispanic.
 - Democratic.
 - City dwellers are more likely to be in this group than suburban or rural.
- **“Believers”** and, especially, **“Strivers”** represent four out of five consumers who are highly concerned about the environment, but whose behavior and product purchases don’t always “walk the talk.” Why? A key reason is money, and more college students fall into these two groups than any other.
 - These two groups – which, together with **“Enthusiasts”**, represent the half of the US market that wants to “go green” – are increasingly willing do so when the cost is in reach. Merchandisers with green products that are marketed without a premium – and are of equivalent quality – can win with these groups.

- Consumers “go green” for different reasons. “Saving the earth” is rarely a primary reason for making eco-friendly purchases, even among “**Enthusiasts**”.
 - For consumable products (packaged goods, produce, household or personal care) the number one reason consumers buy “green” versions is often health. But it very much depends on the product:
 - Light bulbs, for example, win on a “save money” message.
 - Eco-friendly skincare products, produce and fresh foods draw their appeal from “health” benefits.
 - Paper goods are among the handful of products whose eco-appeal is increased from the belief that they have minimal damage on the environment.



Source: Eco-Insights Survey Fall 2007

- One of the biggest barriers to buying “green” products is consumer confusion. While two out of every three consumers thinks they know what makes a light bulb eco-friendly, the numbers drop off quickly from there. For many frequently bought items, fewer than half of their purchasers know if what they are buying is eco-friendly. The list includes...
 - Dish soap (54% don't know what makes this “eco-friendly”).
 - Trash bags (54%).
 - Skincare (56%), cosmetics (60%) and personal hygiene (60%) products.
 - Meat, poultry, fish and seafood (57 – 59%).
 - Dairy products (57%).
 - Candy (65%).
 - Canned goods (66%).

Source: Earthsense LLC



Going Green Programs



Eco – Travel Programs

- Eco or Green Travel tourism programs are springing up across the nation and the world.
- Evolution now has access to over a dozen such agencies, which bring thousands of Green Consumers fabulous Eco or Green Trips each year.
- Your product can be included in the canvas recycled gift bags.
- You can choose to host a group send off.
- Evolution makes it easy to participate.

Green Focused Mother's Club Sampling

- Green Mother's Clubs are independent groups started by local Moms. Each Suburban metro area has dozens of such clubs.
- Green Moms get together for a variety of reasons such as play dates, social times, cooking clubs, etc. Their focus is to help educate each other and their communities about today's Green issues.
- Your products and/or gift bags can be sampled at these local chapters in metro markets of your choice.



Green or Eco Festivals

- Green Festivals are no longer small venues. Large metro regions such as Chicago, Seattle, LA, NYC, DC are bringing large numbers of Green consumers in to see the latest in Green products and services, and to help educate the consumer.
- Evolution provides you the entry into the festivals.
- Whether you want to display a booth, and just take part in the recycled canvas gift bag opportunities, Evolution is here to help.
- Evolution provides full services to meet your needs.
- Evolution custom tailors your Green Festival Program to meet your needs.



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Eco – Chemical Free, or Organic Lawn Care Company Partnerships



- For most of our lives, taking care of the lawn in the suburbs of American cities meant paying the chemical lawn crew to come in each month and spray – killing the weeds and who only knows what else.
- Evolution has made partnerships with 2 National Eco lawn care companies.
- Your product will be handed out by the lawn care professionals at each treatment.
- You can reach up to a 500,000 suburban families across the nation most of the top DMA's.

Balloon Festivals

- Balloon Travel is a great place to meet consumers. Research shows your green consumer is here in large numbers.
- Evolution provides you the entry into the festivals.
- Whether you want to display a booth or just take part in the recycled gift bag opportunities, Evolution is here to help.
- Evolution provides full services to meet your needs.
- Evolution custom tailors your Festival Program to meet your needs.
- Balloon festivals take place every year in either early spring or fall, in many markets across the nation.



In Store Demos/Sampling at Whole Foods or Other Like Stores



- Set up a table at end of aisle where your product is sold.
- Prepare samples for attendees.
- Display product.
- Pass out samples, brochures, etc.
- Become your green brand ambassador.

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Green Focused Yoga/Pilates Class Passive Distribution



- Evolution has access to over 1,200 Green focused Yoga/Pilates studios nationwide.
- You select the major metro regions/number of studios.
- Evolution emails the studios in your selected region for participation.
- Evolution provides display instructions to manager.
- Evolution provides wicker basket – customized for display.
- You supply the signage for each store.
- You supply the samples.

Recycle Bin Advertising Opportunities



- Evolution can post your signage, or entirely wrap recycle bins at major event venues across the nation with your artwork.
- Show those who are taking the time to recycle that you care and are supporting them.
- Venues include ball parks, stadiums, outdoor fair grounds, racetracks.
- Top 25 DMA's.