

Green Light

New research from the Guardian into how consumer attitudes to sustainability affect advertising. Can't see anything? [Get Flash here](#)

INTRODUCTION



Green isn't just the new black; it's here to stay. But what should brands communicate about their green credentials, how, to whom and where? Green Light brings clarity and offers a framework to inform all stages of the communication planning process.



Andre McGarrigle,
Head of Commercial
Planning and Research,
Guardian News
and Media

Over the last five years a trend towards green and ethical consumption has been emerging that in the last few months has exploded into the hot marketing topic.

Advertisers from every industry are featuring green and ethical messages in their advertising campaigns. At the same time consumers are demanding that companies provide ethical goods and services and prove their green credentials but are also confused by conflicting messages in the media. It is a minefield for advertisers and careful consideration needs to be given to green marketing messages if they are to avoid being accused of 'green wash'.

In light of this, GNM have undertaken an extensive research project to find out the **true extent of green consumerism in the UK** and provide the industry with a **clear framework to use when conveying their green messages.**



GREEN CONSUMER SEGMENTATION
ADVICE ON CREATIVE MESSAGING
THE RESEARCH
CONTACTS

Green Light

New research from the Guardian into how consumer attitudes to sustainability affect advertising. Can't see anything? [Get Flash here](#)

INTRODUCTION

GREEN CONSUMER SEGMENTATION

ONLOOKERS
CONVENIENTLY CONSCIOUS
POSITIVE CHOOSERS
VOCAL ACTIVISTS
PRINCIPLED PIONEERS

Onlookers

This group is only moderately concerned about ethical and environmental issues. They don't have any particular desire to live ethically and only engage in very 'easy' activities such as recycling. They feel that it is not their responsibility or don't feel empowered enough to make a change.

26%
of UK population

It's not my responsibility to start worrying about it. They'll make me be green – they'll do it, I know it, whatever happens

I often think it's just one big scam to squeeze more out of you



ADVICE ON CREATIVE MESSAGING
THE RESEARCH
CONTACTS

Green Light

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GREEN CONSUMER SEGMENTATION
ADVICE ON CREATIVE MESSAGING
THE RESEARCH
CONTACTS

Green Light

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INTRODUCTION

GREEN CONSUMER SEGMENTATION

ONLOOKERS
CONVENIENTLY CONSCIOUS
POSITIVE CHOOSERS
VOCAL ACTIVISTS
PRINCIPLED PIONEERS

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ADVICE ON CREATIVE MESSAGING
THE RESEARCH
CONTACTS

Green Light

New research from the Guardian into how consumer attitudes to sustainability affect advertising. Can't see anything? Get Flash here

INTRODUCTION

GREEN CONSUMER SEGMENTATION

ONLOOKERS

CONVENIENTLY CONSCIOUS

POSITIVE CHOOSERS

VOCAL ACTIVISTS

PRINCIPLED PIONEERS

Conveniently Conscious

This group is aware of, and fairly concerned about, environmental change and ethical issues. They think that other people should be penalised for not recycling, and companies for their unethical behaviour. They do the 'easy' things like recycling and reducing water use, but are not interested in ethical consumption or local issues.

35%
of UK population

I will make any change that saves me a bit of money

You do wonder what our small island can do when there's China and India building new power stations ever week



ADVICE ON CREATIVE MESSAGING
THE RESEARCH
CONTACTS

Green Light

New research from the Guardian into how consumer attitudes to sustainability affect advertising. Can't see anything? Get Flash here

INTRODUCTION

GREEN CONSUMER SEGMENTATION

ONLOOKERS

CONVENIENTLY CONSCIOUS

POSITIVE CHOOSERS

VOCAL ACTIVISTS

PRINCIPLED PIONEERS

Positive Choosers

This group is highly aware and concerned and feel guilty about their lifestyle. They desire to live ethically and regularly buy from 'good' companies and boycott 'bad' companies, supporting the local community is also very important to this group. However, they do not complain vocally.

31%
of UK population

I'm actively green because I don't want my grandchildren to grow up in a desert, I see it as a moral issue

The environment is a serious business for us all. It's not just beardie-weirdies



ADVICE ON CREATIVE MESSAGING
THE RESEARCH
CONTACTS

Green Light

New research from the Guardian into how consumer attitudes to sustainability affect advertising. Can't see anything? [Get Flash here](#)

INTRODUCTION

GREEN CONSUMER SEGMENTATION

ONLOOKERS

CONVENIENTLY CONSCIOUS

POSITIVE CHOOSERS

VOCAL ACTIVISTS

PRINCIPLED PIONEERS

Vocal Activists

Like the Positive Choosers, this group is concerned, aware and taking a stand. However, they don't just live ethically but they also vocalise their discontent and are actively involved in action against climate change.

Too many companies think if they put a green sticker on it we'll be convinced

It's much too easy to pass the buck, we're all responsible and we all have to do our bit

4%
of UK population



ADVICE ON CREATIVE MESSAGING
THE RESEARCH
CONTACTS

Green Light

New research from the Guardian into how consumer attitudes to sustainability affect advertising. Can't see anything? [Get Flash here](#)

INTRODUCTION

GREEN CONSUMER SEGMENTATION

ONLOOKERS

CONVENIENTLY CONSCIOUS

POSITIVE CHOOSERS

VOCAL ACTIVISTS

PRINCIPLED PIONEERS

Principled Pioneers

This group are the most committed, they take a proactive and whole-hearted approach to living a more ethical and green lifestyle for example by installing alternative energy sources and. They are very knowledgeable in environmental matters and actively seek out ways they can reduce their carbon footprint.

I enjoy finding out about what I can do to help, I've fitted a water butt in my garden recently to use less water

I buy the right things where they are available, like looking for the sustainable mark on the fish I buy

4%
of UK population



ADVICE ON CREATIVE MESSAGING
THE RESEARCH
CONTACTS

Green Light

New research from the Guardian into how consumer attitudes to sustainability affect advertising. Can't see anything? [Get Flash here](#)

INTRODUCTION

GREEN CONSUMER SEGMENTATION

ADVICE ON CREATIVE MESSAGING

THE RESEARCH

QUANTITATIVE RESEARCH

QUALITATIVE RESEARCH

The Research

Quantitative Research

As part of Henley Centre HeadlightVision's (HCHLV) Planning for Consumer Change (PCC) study, which segments people according to their attitudes and behaviour, they produced ethical segments based on responses to the following factors:

Attitudinal factors

- Good consumption
- Responsibility
- Global concern
- Transport
- Desire to live ethically

Behavioural factors

- Buying from good companies
- Complaining
- Doing easy things
- Boycotting
- Buying local
- Support causes
- Engaged activities



CONTACTS

Green Light

New research from the Guardian into how consumer attitudes to sustainability affect advertising. Can't see anything? [Get Flash here](#)

INTRODUCTION

GREEN CONSUMER SEGMENTATION

ADVICE ON CREATIVE MESSAGING

THE RESEARCH

QUANTITATIVE RESEARCH

QUALITATIVE RESEARCH

The Research

Qualitative research

Focus groups were recruited based on the consumer segments. The groups were given stimuli to uncover how each segment should be communicated to with green messages.



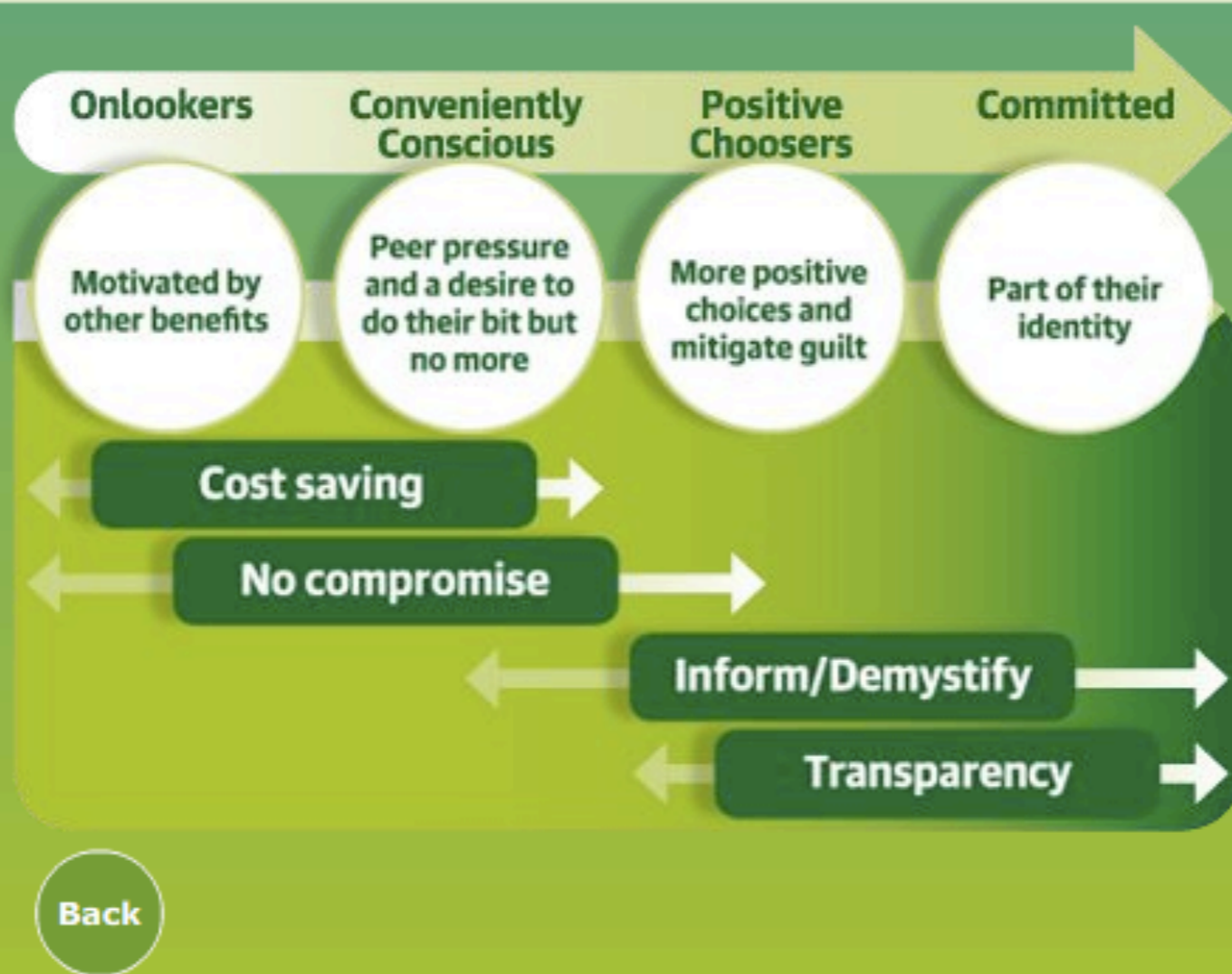
CONTACTS

Green Light

New research from the Guardian into how consumer attitudes to sustainability affect advertising. Can't see anything? Get Flash here

INTRODUCTION
GREEN CONSUMER SEGMENTATION
ADVICE ON CREATIVE MESSAGING

Targeting green messages across the segments



THE RESEARCH
CONTACTS