

Harness The Power of Eco-Friendly Promotions



With 9 out of 10 consumers saying they're concerned enough about the environment to buy green, isn't it time that your company made the most of eco-friendly promotions?

This report was developed specifically for the clients and prospects of:

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There's a definite trend electrifying consumers and the only "energy" it takes to harness the power is **researching the best eco-friendly promotional options** available. Why does this matter to your marketing efforts? We've done some research to explain.

According to the BBMG Conscious Consumer Report, 9 out of 10 Americans consider themselves "conscious consumers." Issues concerning them mainly stem from environmental challenges. For example, 90% consider safe drinking water a pressing issue; 86% worry about clean air; and 63% consider global warming a very important problem.



Do these concerns translate into buying behavior? You bet. **Eighty-seven percent of consumers surveyed prefer to buy from or do business with companies that commit to environmentally-friendly practices.**

Major companies like Home Depot are chasing the demand. The home-improvement giant now has more than 3,000 environmentally friendly products and a significant "Eco Options" ad campaign to promote them. Consumers are responding. The sales of its compact fluorescent light bulbs, alone, increased by 75% in 2007, indicating a public appetite for green. NBC launched a "Green Is Universal" campaign in November 2007, kicking off the promotion with a week of green-themed programming.

According to BBMG, smart marketers will take the lead from the bastion of "conscious consumers" by meeting them where they are – i.e. in a marketplace where "green" is being thrown around as the leading buzzword. They "...will help companies back their eco-friendly promises with sincere socially responsible actions," the report recommends.

Have you considered **an awareness program to shed light on the conscientious actions employees sometimes take for granted?** Empower your staff to expand those efforts and tout participation. For example, **an organization with a meticulous recycling system is a good start.** That's a great opening to talk about what, if any, other steps your company can take to preserve the environment. You can highlight efforts via community outreach initiatives or employee-awareness/rewards programs that encourage eco-conscious behaviors.

These kinds of campaigns open the door for recognition internally and externally – through sponsorship of local Earth Day events, for example, or through media interviews discussing how your company makes a difference on its own corporate campus.

Define Green...

A truly green promotion means that you've kept **every element of the campaign environmentally responsible.** For example, **cover letters and enclosures should be printed on paper made from post-consumer fiber. Inks should be water-based or vegetable-based.**

Keep It Green From A to Z

Today there is a wide range of promotional merchandise manufactured from biodegradable, recycled and organic materials. This means that you can both promote your activities using environmentally-friendly products and substitute “traditional” merchandise with items that support your eco-initiative. Whether your “to do” list in the coming months includes selecting a tradeshow giveaway, a gift for attendees of a golf outing, or a lumpy mailing item to help introduce a new product or service, you can do so and show your concern for our planet at the same time.



For instance, **apparel vendors** are adding more and more options in eco-conscious fabrics, including **recycled/organic cottons, fleece made from recycled plastic bottles** and **bamboo** and **soy**. Styles range from polo shirts to caps – an opportunity to cover just about any part of the body with an eco-friendly garment. Imagine the reception when you opt to reward employees, woo prospective hires, or thank key clients with a gift that gives in other ways, too.



Even **awards** and **business supplies** have gone green. Recently, a major supplier introduced **a line of bamboo and Biocomposite® award plaques that are formaldehyde-free and use soy resins to create color patterns**. There are **executive gifts** from **recycled leather journals** to **natural eco-friendly cardboard jotters**. And don't forget **lanyards** for green-inspired gatherings – these too are environmentally-friendly, some made of **EcoSpun™ fibers created out of post-consumer plastic bottles**.

Another supplier offers an entire line of **NatureAd™ products made from corn**. (Yes, corn!) Corn-based plastic products break down naturally by composting. The **NatureAd™ line includes everything from mugs and coasters to rulers and letter openers**.



Many suppliers now offer decorating options to complement their green product lines. One bag manufacturer, for example, offers **Eco-Choice inks, an acrylic-based screen-printing system using non-phthalate, non-PVC ink, to decorate its line of organic Eco-Choice bags**.



The bottom line is that there are ample products to choose from and green-printing options available for you to leave your own eco-friendly mark while spreading your marketing message. Your customers – and prospects – are likely among those “conscious consumers” that marketing studies have unearthed. Give them a green reason to do business with you and your business will grow.

We can help you create promotional marketing campaigns that reflect the eco-friendly goals and philosophies of your company. To learn more or get the process started, give us a call or send us an e-mail.