

HOW COMMUNICATION CAN HELP US SHAPE THE FUTURE WE WANT TO SEE

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THE TASK



IT'S US
THAT WILL
BREAK
IT'S OUR
ADDICTION

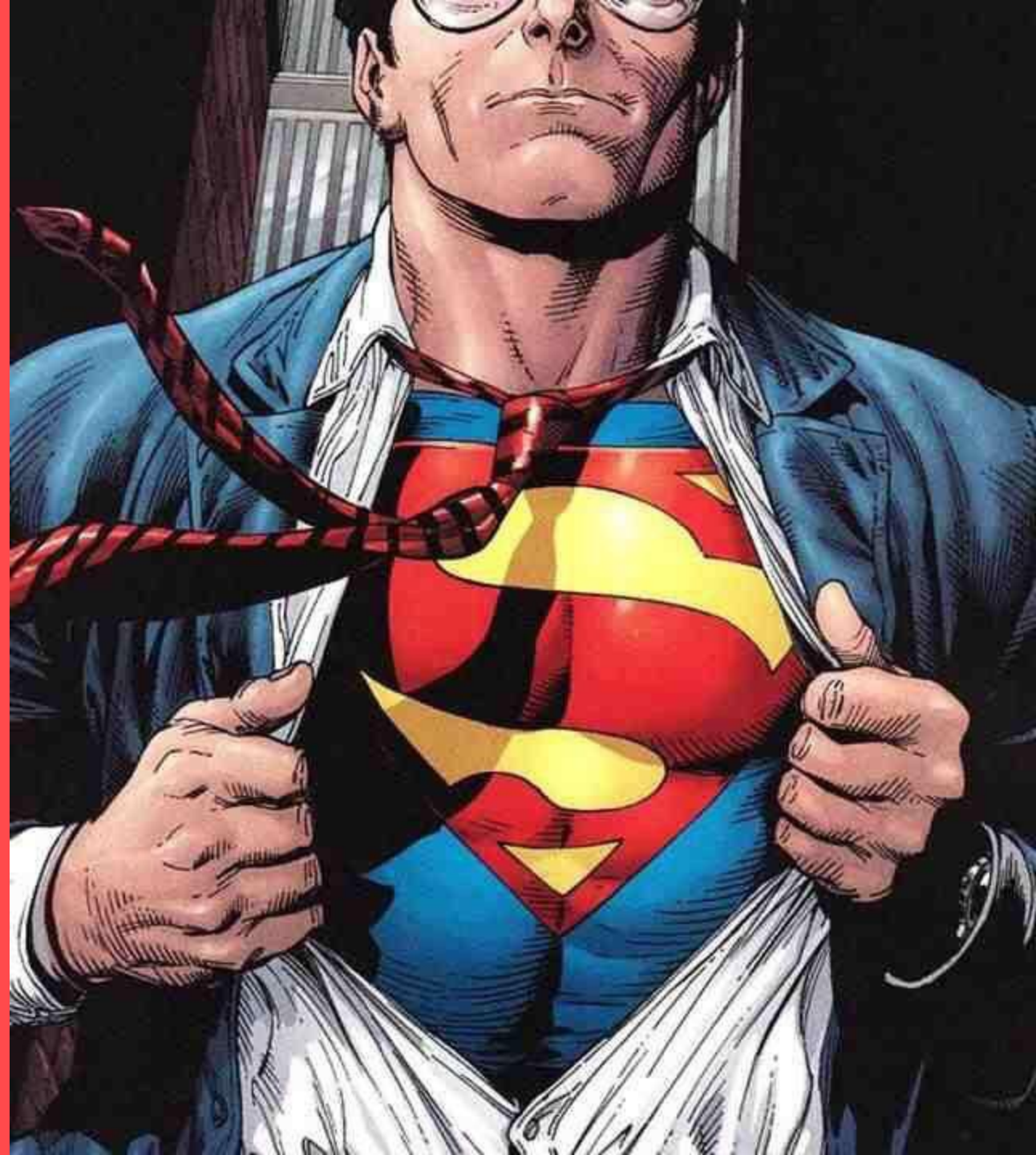
FRAMING FOR HEARTS & MINDS



SOLUTIONS & STORYTELLING

THE TASK

**How to sell awesome
products**



MY CAREER DILEMMA



**SELL
MORE
STUFF**

&

**SAVE
THE
PLANET**

**SELL
LESS
STUFF**

&

**SELL
BETTER
STUFF**

Our choice

Stable **climate**
Less **pollution**
Plentiful **water**
Clean **air**
Social **harmony**
Living **incomes**

START REGENERATING

KEEP DEGENERATING

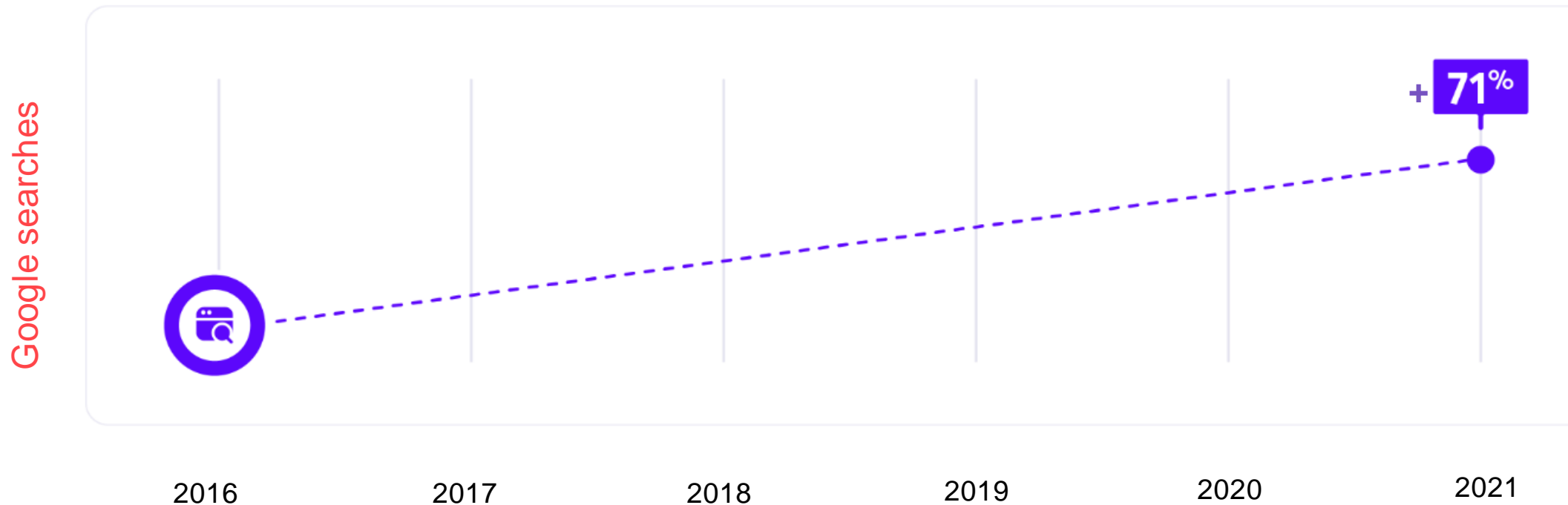
More **climate change**
More **plastic pollution**
More **water shortages**
More **air pollution**
More **social division**
More **poverty**

FUTERRA

**THINGS ARE
MOVING**



Thousands of studies say that consumers want to buy sustainable products and live a more sustainable life.





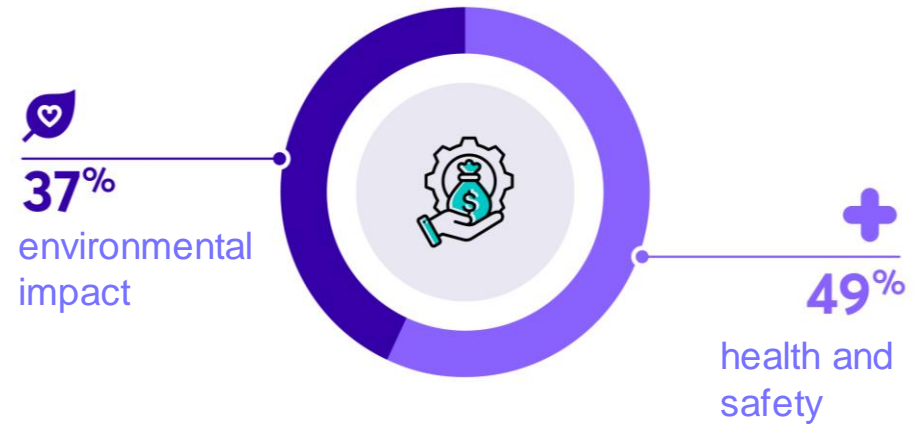
Sustainability is raising within the ranks and is now included in consumers' choices...and consumers' decision not to buy a brand.

89%

said they cared the most about the **quality** of a product when choosing a product to buy

84%

said they cared the most about the **price** of a product when choosing a product to buy





New studies are showing that the change in attitudes can be translated into actual purchase.

Products that make
environmental, social, and
governance-related claims
have achieved
disproportionate growth

Retail sales growth (US, CAGR 2010-22, %)

PRODUCT WITHOUT ESG-RELATED CLAIMS



PRODUCT WITH ESG-RELATED CLAIMS

FUTERRA

**AWESOME,
RIGHT?**

FRAMING FOR HEARTS & MINDS

The need to inspire
belief and audiences
we need to reach



Consumers believe that living more sustainably will make their lives better (not worse) —and they want brands' help



88%

of consumers would like brands to help them lead a sustainable lifestyle

Today, we face a culture crisis—
not just a climate crisis



WHAT WE NEED TO DO



We need a plot twist

FUTERRA



OUR MIND

5

**main
psychological
barriers**

**DISTANCE
DOOM
DISSONANCE
DENIAL
IDENTITY**



FROM THIS



TO THIS



~~Fear & Terror~~

Hope

~~Anger & Rage~~

Purpose

~~Grief~~

Awe

~~Confusion~~

Confidence

~~Guilt~~

Pride

~~Apathy~~

Motivation

~~Frustration~~

Clarity

~~Defiance~~

Desire

~~Hostility~~

Belonging

~~Boredom~~

Excitement

~~Mistrust~~

Openness

~~Exhaustion~~

Energy

WHO ARE WE TALKING TO?

Safety
Security
Saving

**BRICK
SETTLERS**

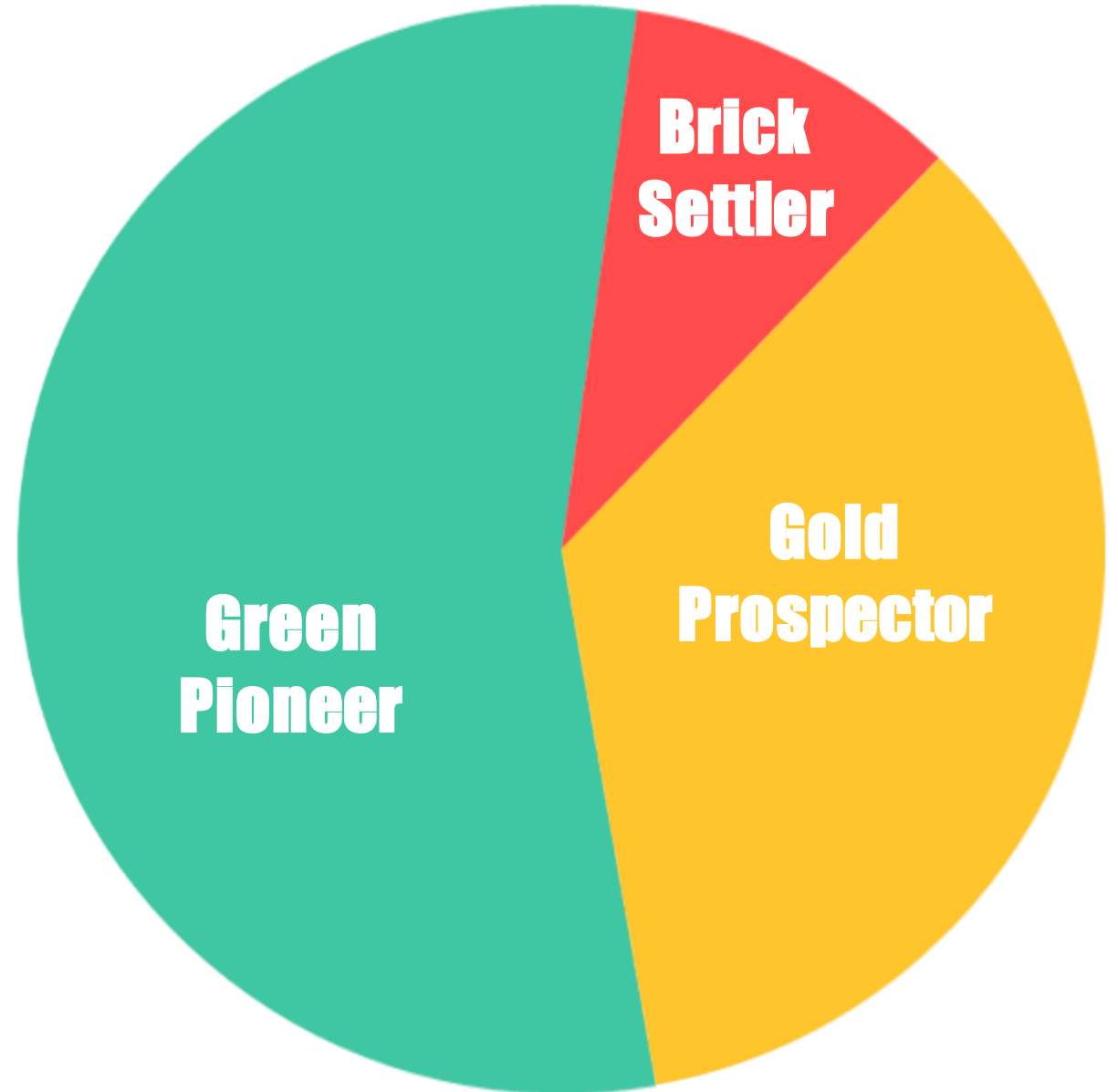
Ethics
Exploration
Innovation
Activism

**GREEN
PIONEERS**

**GOLD
PROSPECTORS**

Success
Esteem
Fun
Visibility

YOUR MIX?



**LET'S SEE WHAT IT
MEANS**

On average, the Nest Learning
Thermostat saves 10-12% on heating.





The new Nest Learning Thermostat

It learns from you, creates a schedule, and automatically adjusts as the seasons change.

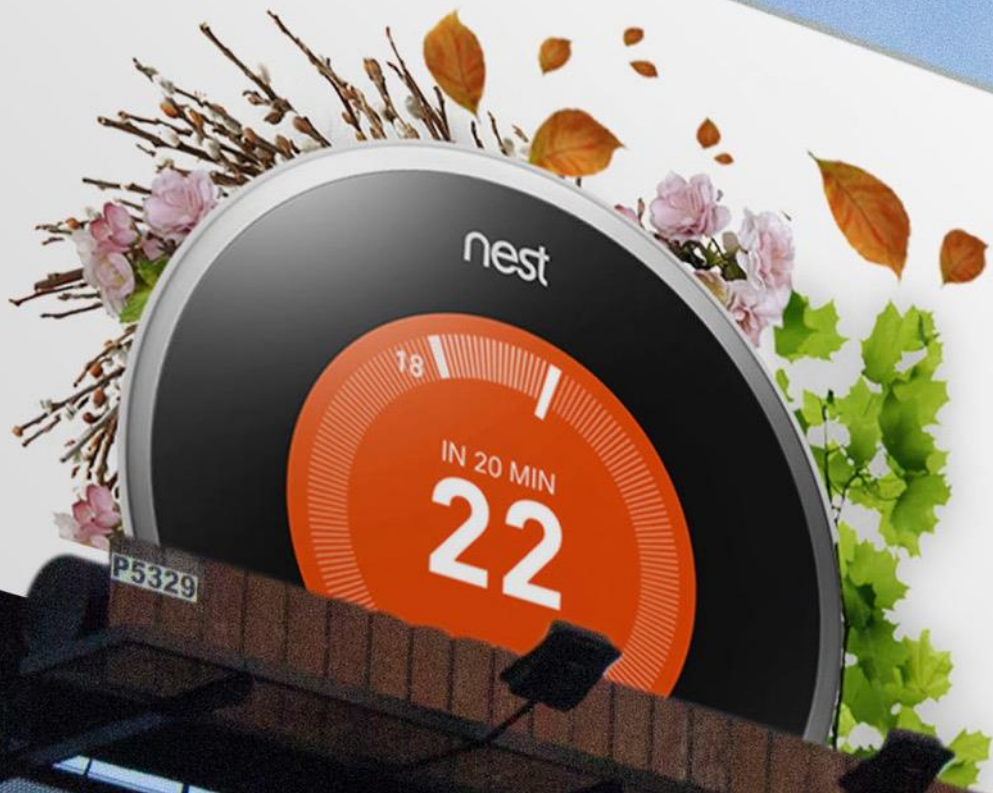


nest

Helps save energy.

Since 2011, Nest thermostats have saved billions of kWh
of energy in millions of homes worldwide.³





Change the temperature,
not the climate.

nest®

P5329

ADAMS

...ual example, which of us ever
undertakes laborious physical exercise,
except to obtain some advantage from it?
But who has any right to find fault with a
man who chooses to enjoy a pleasure.



The environment is in
your hand. Literally.



Nest is the self-programmable thermostat that
teaches you how to use less during the day
and a smaller carbon footprint. With
Nest, every day is a better day.



Solves mysteries.
Like the case of the missing shoe.

nest.
thoughtful things



Saving energy is a beautiful thing.

nest.
thoughtful things



Home is where the Nest Protect is.

nest.
thoughtful things



CLEAR CHANNEL



When you leave your home,
do you leave the water running?

Nest Learning Thermostat:
It automatically adjusts the temperature if you're away.
So you don't heat or cool an empty home.

nest
thoughtful things

THE VIEWS EXPRESSED IN THIS ADVERTISEMENT DO NOT NECESSARILY REFLECT THE VIEWS OF THE SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY.

SOLUTIONS & STORYTELLING

**The key ingredients
to drive change**



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WHO DOES IT WELL

#1

selling car
in Europe



\$2B

Brand in 10
years





+ 54%

growth year on
year

GANNI

FUTERRA

CENTER ON BENEFIT

Insight:

Center on benefits

How can we sell the
benefits harder and
stronger than the
problem?



FUNCTIONAL



EMOTIONAL



SOCIAL

Example:

Seventh Gen Concentrate

Sell function

People might not all be eco-minded so think about what else might appeal – we need buyers, not acolytes





Example:

Ikea Accidental Environmentalist

Inject joy

Champion more
humour, fun, and joy
into a field historically
(and currently) filled
with messages of fear
and despair?





Example:

Stanley cup

Show virtue

Make sustainability a status symbol and accept and celebrate green living being something people notice





THANK YOU

New York
30 East 23rd St, 8th Floor
New York 10010

London
39 Tabernacle Street
London EC2A 4AA

Mexico City
Arbol 45, San Angel
Ciudad de Mexico 01000

TO CONCLUDE...

**We need
better
products**



**And
better
stories**



On Presents|

