Sustainability Marketing and Communication

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Today’s objective

In this session, you will learn how to:

- See sustainability as an income opportunity, not a cost
- Design sustainable experiences
- Communicate persuasively
- Change consumer behaviour
Companies greenhush, to not seem incompetent
70% of your sustainability actions are NOT communicated.

Five benefits of sustainability marketing and communication

1. Improve your service
2. Improve your customer satisfaction
3. Increase your customer expenditure
4. Increase loyalty and reduce seasonality

5. To attract new customers is more costly and complex
1. Improve your service

1a. Ask nicely
1b. Be trustworthy
1c. Be honest
1d. Be humorous
1e. Be engaging
1a. Ask nicely

Take care to design your sustainability communications. Signage that uses your logo and has been desk top published and then displayed with care produces higher results with your customers. Avoid “be eco-friendly” and “we buy sustainable whenever possible”
1b. Be trustworthy

Evidence
Empathy
Write in first person, include a photo of the owner/manager
Testimonials of food suppliers
1c. Be honest

Don’t tell me to reuse the towel to save planet earth.

Current message:
Every day, in hotels all over the world, tons of towels are washed and washing powder is used, which contaminates the water. Please decide!

New best message:
Reuse me tomorrow. Just like at home.

Test conducted:
English, German and Spanish text
9,790 guests nights
1/09/16 – 23/10/16
TUI Magic Life Fuerteventura
1d. Be humorous

It is easier to change someone’s behaviour if you share a joke than if you make them feel forced to do it against their will, or if you are all doom and gloom.
Personal and social values
“we share the same values” message

“What I’m finding more and more as I travel and talk to parents, is the overwhelming number of you who are becoming desperate to help their children to engage with the real world and leave behind the screen of a computer, phone, Playstation, X-Box...”
2. Improve your customer satisfaction

2a. Make them feel good
2b. Use appealing language
2c. Tell customers what’s in it for them
2d. Make it easy
2e. Help them take decisions
2a. Make them feel good

Provenance
Menu descriptions, provenance statements
Show you care by cross selling (help them book activities with other providers)
Using Fairtrade sugar and organic coffee
Show and share the pride of the difference you made, together

Clandeboyne Estate Yoghurt

Situated near Bangor in County Down, Clandeboyne Estate is one of Northern Ireland’s most beautiful private estates and home to Lady Dufferin, the Marchioness of Dufferin and Ava, and a delicious range of creamy artisan yoghurts.

Clandeboyne Estate Yoghurts, the only yoghurts made in Northern Ireland, are created using milk from Clandeboyne’s award winning herd of Holstein and Jersey cows.

The high quality milk is blended by hand using traditional techniques that guarantee a rich creamy texture without high fat content. It is then prepared and cultured very gently over 24 hours in small batches, which helps create an exceptional flavour and texture. Clandeboyne yoghurt is available in Greek, Natural and a range of flavours from Strawberry to Blueberry.
2b. Use appealing language

Appealing first, factual as backup
Storytelling for emotional appeal
The bird menu…
2c. Tell customers what’s in it for them

Fresh, trustworthy, more enjoyable
Kitchen waste
Roof insulation
Showers
Air conditioning

If you are asking your customers to change their behaviour, offer them something in return
Put the client at the centre of the experience works for all messages
2d. Make it easy for them

Take the stress and responsibility out of making choices about sustainability for your customers. Instead provide the sustainable product as the natural choice, and have evidence available to back up your choices.

Make this part of better service
2e. Help them take decisions

Present information that is useful at that point in time
Make it convenient, easy, the normal choice

1. Pre booking/purchase
2. After booking and confirmation
3. On arrival/start of the tour
4. During the tour/stay
5. After the stay/visit

Staff Tip:
"Some Nepalese (older women in particular) do not like being photographed. Always ask before you photograph anyone."

Staff Tip:
"Some handy items to take are: a buff – you can pick these up cheaply in Thame or Namche/Pokhara, and it functions as a scarf, dust protector or neck warmer; Sun block – factor 50+, and snow grade sunglasses – don’t underestimate the glare off the mountains."

Staff Tip:
"I would recommend taking a heatproof or metal water bottle when trekking. It can be filled with boiling water in the evening and used as a hot water bottle to warm up your sleeping bag, and will also then be your drinking water for the following day!"
3. Increase your customer expenditure

“wow that’s really cool!” is what you are aiming for

3a. Make them feel special
3b. Give them things to do
3c. Improve the experience
3d. Package services
3.e. Target consumers with offers more specific to them
3a. Make them feel special

Unique service and sense of exclusivity increase willingness to pay
Offer specific products only for loyal customers

Across the border in East Yorkshire, England, local pubs and cafes are celebrating the birds’ return to form by selling ‘capuffincinos’, frothy coffees with a chocolate puffin sprinkled on top.
3b. Give them things to do

Upsell:
Help them spend more (time and money) with you
3c. Improve the experience

Increasing the experience increases the willingness to pay
Participate, experience
Make them the protagonists

(Join the chef in selecting the vegetables and herbs for dinner)
Essential/most known/highest sales products bundled with higher profit margin/ new to the market products
3.e. Target consumers with offers more specific to them

Segment your database. Why do you give the same offers to all of them?
Group A. High spenders.
Group B. Regulars.
Group C. Seldom buyers.
Group D. Once only buyers.
Group E. Prospective buyers.

What do you want each group to do?
What level of effort can you justify placing in each group?
4. Increase loyalty and reduce seasonality

4a. Make them aware
4b. Weather proof your offer
4c. Add a calendar
4d. Give them reasons to recommend or return
4a. Make them aware

Reinforce their perception of having made the right choice by letting them know, post purchase, how their product also helps sustainability as well as being a better quality product.
4b. Weather proof your offer

What to do when:
- There are midges
- It rains
- It’s too hot
4c. Add a calendar

What’s best about each month
Birds, flowers, Festivals
Seasonal food
What your garden will look like
Photos
4d. Give them reasons to recommend or return

Provide sustainability incentives appropriate to what the customer is worth to you.
5. Attract new customers

5a. Understand buyer requirements
5b. Communicate b2b + b2c benefits
What do you see yourself doing differently after today?