

# Labeling & Branding: Macro Trends 2019-2020



ECO-FRIENDLY

NO PLASTICS

Healthy Living

HOLISTIC WELLNESS

RECYCLING



WEAK KNEES  
GOCHUJANG  
SRIRACHA  
HANDMADE IN BROOKLYN, NY  
BUSHWICK KITCHEN  
NET WT 10.5 OZ (298g)

Renewable Energy

POP



Organic Food

FAIR TRADE



ARTISANAL

Clean Production

Awareness



SOCIAL CURRENCY

CONSCIOUS CONSUMING

## Characteristics of the Socially-Conscious Consumer:

- Wants to know values behind the brand
- Cares about transparency and ethics in business
- Consults those they trust, through their social networks, before making a buying decision
- Distrusts unsolicited promotions and advertising
- Want companies to be actively invested in the betterment of society and the solution of social problems
- They want companies that prioritize “making an impact” on the world around them
- want companies to involve their customers in their good works. They want an opportunity to give back — whether it’s with a gift of their time or their money

# WHO IS THE GLOBAL, SOCIALLY-CONSCIOUS CONSUMER?

socially-conscious-consumer

YOUNGER

63%

under the age of 40

GREEN

66%

think companies should support the environment

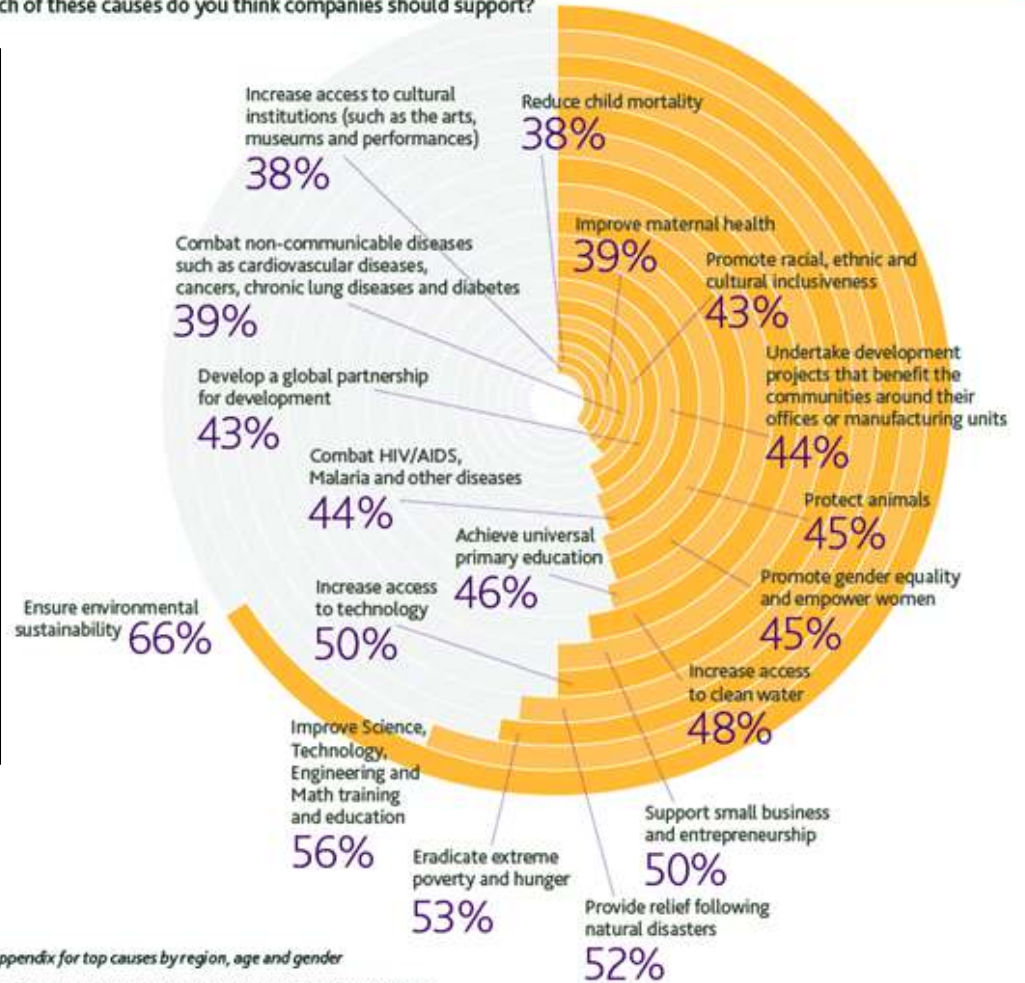
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Willing to pay more for socially-responsible products/services

Which of these causes do you think companies should support?

It's about meeting the needs of consumers as citizens:

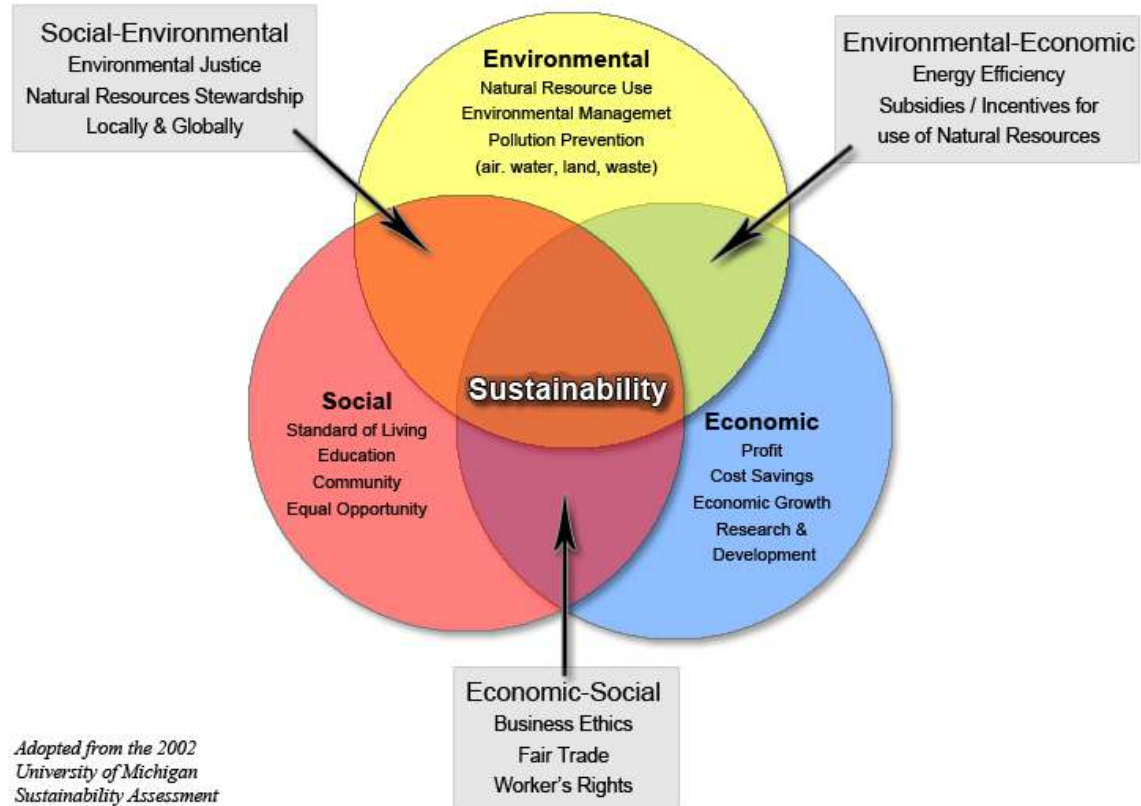
- There is no longer a dichotomy between businesses doing well and doing good  
Nielson survey indicated that globally, **66% of consumers are willing to spend more on a product** if it comes from a sustainable brand
- associate yourself with a cause that you have the means to address — even if it's in a limited way. No small effort goes unnoticed.



Sustainability is personal for consumers:

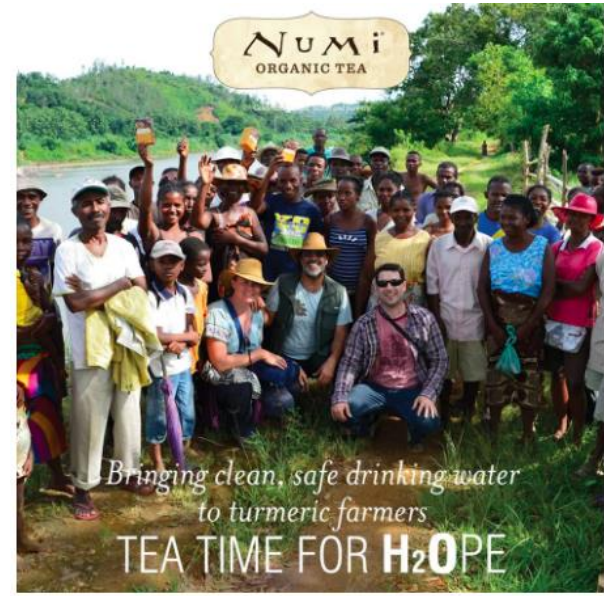
- “healthy for me” and “healthy for the world” claims do well for companies
- By identifying an opportunity to be more sustainable, and implementing a reasonable plan of action to accomplish it, companies achieve an authenticity that paid advertising can’t buy
- In countries where “organic,” “natural” and “artificial-free” are becoming commonplace terms, consumers will start asking “what do you mean?” and looking for more clarity in these claims.

## *The Three Spheres of Sustainability*



*Adopted from the 2002  
University of Michigan  
Sustainability Assessment*

# ECO-FRIENDLY TREND



# ECO-FRIENDLY BRANDS



- demonstrates a commitment to an environmentally sustainable future

- positive impact on the environment and their community

- recycled/reclaimed materials

- zero waste production

- non-toxic



## HOME FURNISHINGS

- 50 percent of its wood from sustainable foresters
- solar panels powering its stores
- 100 per cent renewables by 2020



## LIGHTING

- full life cycle of the product is considered
- designed for easy disassembly into raw component parts which can then be recycled or reused

ELVIS & KRESSE

## LIFESTYLE ACCESSORIES

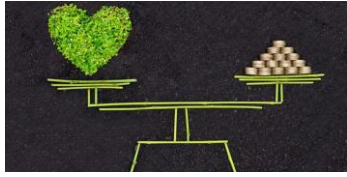
- use reclaimed fire hoses to create luxury bags
- use at least 120 tonnes of leather off-cuts



## CLEANING PRODUCTS

- environmentally friendly cleaning option

# SOCIAL CAUSES TRENDS



## Why Cause Marketing?



Have a more positive image of a product or company when it supports a cause.



Are likely to switch brands similar in price and quality, to one that supports a cause.

## #EducateTheGirlChild

Nanhi Kali  
for the girl child

supported by  
 Nestlé

# SOCIAL CAUSES BRANDS



- 70 percent of Millennials' report that they'll spend more with brands that support causes

- positive image in the market

- develops a sense of pride within its employees

- profits through principles

- Community Give back

- Charitable events

- Buy One Give One Business Model

## TOMS

One for One

### SHOES

- helps provide shoes, sight, water, safe birth and bullying prevention services to people in need



## /BOM-BAS/

### SOCKS

- every pair you purchase, they donate a pair to someone in need.



### FUTBOLS

- sponsorships, monetary donations  
- provided more than 2 million Futbols to organizations working with youth in disadvantaged communities worldwide



### ICE CREAM

- founded 1% For Peace in 1988, which set a goal to redirect one percent of the national defense budget to fund peace-promoting activities and projects



# HOLISTIC WELLNESS TRENDS



# HOLISTIC WELLNESS BRANDS



- natural and non-toxic beauty
- Zen/Meditation
- “Pure/Simple” (ingredients, production), sole source
- Detoxing body, mind, and home

- meditation cushions
- Self care Lifestyle
- essential oils
- coconut oil products

**AVEDA™**

## COSMETICS

- committed to using organic ingredients
- consider the effects of their products not only on hair or skin, but on body, mind and emotion



## APOTHECARY

- Plant-based and free from animal testing
- support local/organic farmers,
- use natural, sustainable, biodegradable ingredients and recyclable materials
- donate part of their profits to organizations that support education, the environment and animal welfare



## KOMBUCHA

- raw, organic, naturally effervescent, and handcrafted in small batches

**Welle©**

## DIETARY SUPPLEMENTS

- carefully formulated ingredients derived from wholefoods
- complete plant-based dietary supplements

# ARTISANAL TRENDS



# ARTISANAL BRANDS

- made in a traditional or non-mechanized way
- produced by skilled craft workers
- high-quality, distinctive product
- small batch quantities
- rooted in tradition

- ceramic homegoods
- home textiles
- cheese, chocolate
- sauces, jams, preserves



## LIFESTYLE BRAND

- dedicated to empowering women through design
- create home goods through partnership with at-risk artisan women in 10 countries at fair trade wages

*noonday collection*

- investing in women's economic empowerment by partnering with Artisan Businesses to create opportunities for women who are vulnerable, empowering them to earn a sustainable income and become leaders in their communities

# THE CITIZENRY

## HOME GOODS

- partner with master artisans, blending our modern style with their time-tested techniques
- using only local materials, they establish sustainable relationships with their artisans
- sell directly to consumers online so there is no middleman so are able to offer handmade goods, crafted with the highest quality materials, at more reasonable prices than traditional luxury boutique

# ART POP TRENDS



# ART POP BRANDS

- bright colors
- cartoons
- youthful
- vibrant

*free people*



## VERSACE



## URBAN OUTFITTERS



# Message & Labeling CUSTOMER ENGAGEMENT

Connect to new customers through social media as well as traditional advertising

Use your platforms to show your values

Align your brand with a cause, so that consumers will align with you

Develop content that encourages shares

Provide consumers with the opportunity to live the story with your brand



Support Small  
Support Local  
Support Makers  
Support Women

with your dollars



# Marketing example: Artisan & Fox



A Different Approach to Retail

OUR MISSION

#KnowYourArtisan

**better together**  
**better together**  
**better together**

Giving thanks, giving back, and giving gifts.

LEARN MORE



# Labeling and Packaging: Customer Engagement

Simple design is more effective

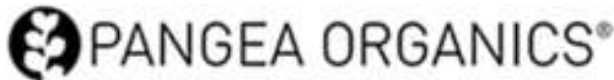
Consumers act when a brand makes them feel something

Embrace extreme authenticity

Focus on your strengths



Bamboo Straw Girl



act as if  
what you do  
makes a  
difference.  
it does.

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WILLIAM JAMES

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**ASIA**