

# CONTENTS

Foreword by Kelvin Collins	xiii
<b>1 Introduction</b>	<b>1</b>
The structure	4
Thanks	5
<b>2 The Power of Brand Ethos</b>	<b>7</b>
From ethics to ethos marketing	8
Why reputation is more important than logos	9
No ethos	9
Becoming richer through ethics	10
Looking in the mirror	11
Summary	12
<b>3 Ethical – Reality or a Brand Image?</b>	<b>15</b>
When is an ethical reputation not the same as being ethical?	16
The untapped power of ethos	17
It's not how much you make but how you make it	19
Summary	21
<b>4 Churn and the Disposable Society</b>	<b>23</b>
From frivolous to frugal – the end of consumptive consumerism	24

Churn and earn and hyper-consumerism	25
When shopping is better than sex	27
The disposable society	27
Mirror, mirror on the wall . . .	28
Make less, destroy less	28
White, brown or green?	29
Reuse, repair not replace	31
A window of opportunity – encouraging churn	32
Summary	33
<b>5 Bad Tasting Medicine</b>	<b>35</b>
From bad tasting medicine to good	36
The price of being ethical	37
Fairtrade – a fair price?	37
A return to post-war values	38
Second life packaging	39
Summary	41
<b>6 It's Not What You Say But What You Do</b>	<b>43</b>
Doing the walk and talk of ethics	44
Good old honest food	45
Think great, be honest, feel proud	47
Abbey National and Habitat	48
Keep it simple and honest	52
Selling sex advice through the turn of a coin	53
Nappy families – getting your message to students	55
The power of youth media – the postcard	55
Summary	58
<b>7 Brand Terrorism</b>	<b>59</b>
David and Goliath	60
How to avoid anti-brand wash	61
From humanitarianism to planetarism	62

Avoiding brand suicide	63
A bitter after taste	65
Who pays? The power of the people	66
The ethical time bomb	67
Summary	67
<b>8 Survival and Security</b>	<b>69</b>
How are consumers responding to the recession?	70
Selling survival and security	72
The real cost of living	75
Education, education, education	75
Paris goes eco-electric	76
Summary	77
<b>9 Engaging the Consumer, Sharing Responsibility</b>	<b>79</b>
Just doing my bit	80
Al Gore's 'we can solve it' campaign	80
Change the world for a fiver	81
It's not what you say but what you do	83
Summary	84
<b>10 Finding Reasons to Buy</b>	<b>85</b>
The emotional consumer	86
The R&E line – a simple marketing tool	87
The customer journey	90
NLP – the aardvark tool	90
Simplifying consumer choice – the power of three	93
People vs planet – the geography of needs	95
Summary	96
<b>11 Research and Surveys</b>	<b>97</b>
The numeric society	98
New ideas in profiling	99

NLP and enneagrams	99
Emotivations	100
Visuality profiling over numeric	105
Joel Makower, the green blogger on research	106
‘Anti-marketing’	108
Beware of the numbers	109
Never trust surveys unless you’ve asked the three golden questions	109
The ethical shopping survey	112
Who’s to blame and who’s going to fix it?	116
Changing consumer habits	117
Summary	117
<b>12 The Business and Religion of Ethics</b>	<b>119</b>
Ethics as a religion	120
The Puritan Purpose	121
Profit over people	122
The Quaker way	124
Charity and the religion of money	124
Summary	126
<b>13 Fairtrade</b>	<b>127</b>
The growth of Fairtrade	128
Traidcraft – the fair share offer	129
100 yellow bananas, hanging on the tree	130
Summary	131
<b>14 Food Waste and Recycling</b>	<b>133</b>
Food waste and recycling	134
Packaging less, selling more	137
The power of gestures as a marketing tool	138
From plastic bags to designer bags	139
Anya Hindmarch: ‘I’m not a plastic bag’	140
The war on junk mail	141
Summary	142

<b>15</b>	<b>Recycling for Resale</b>	<b>143</b>
	Turning lead into gold	144
	Second life packaging	146
	New brands from old	147
	A fantastic way to market your brand's ethical credentials	148
	Eco innovation	149
	Summary	150
<b>16</b>	<b>Turning Recycling into Good Marketing</b>	<b>151</b>
	How Coke see plastic differently	152
	How to engage consumers to recycle	153
	From ads to bags	153
	Beach combing for new ideas	154
	The real art of persuasion	154
	Summary	155
<b>17</b>	<b>The Ethical Sphere</b>	<b>157</b>
	The Ethical Sphere	158
	Key Ethical Values (KEVs)	158
	Balancing propositions	160
	The third dimension	160
	The process	161
	Seeing things differently	161
	Broader thinking	162
	Summary	163
<b>18</b>	<b>Language and Persuasion</b>	<b>165</b>
	The power and influence of words	166
	Sustainability	167
	Carbon footprint	168
	Pollution has power	169
	CO2	170
	Green	171
	Summary	172

<b>19</b>	<b>How to be a Creative Marketer</b>	<b>173</b>
	Why be creative?	174
	History teaches us how to really fly	174
	Welcome to fuzzy marketing	175
	How to run a train less efficiently but look more efficient	177
	Be brave – give your staff a get out of jail card	179
	Process and ideas	179
	Summary	181
<b>20</b>	<b>Fat and Fit – Obesity and Health</b>	<b>183</b>
	Let them eat fruit	184
	Healthy marketing	186
	The growth of healthy snacks	188
	Rebranding fat – tafs	188
	A mother's dilemma	190
	Getting the name wrong	191
	Don't blame it on the burger	192
	How to sell an honest snack	193
	Not so finger licking good	194
	Summary	195
<b>21</b>	<b>Selling Ethical Behaviour</b>	<b>197</b>
	America's best selling product	198
	An ethical dilemma	199
	Unhappy hour – unselling drunken Britain	199
	The rebirth of ale	201
	Why the wine industry has less bottle	203
	The rebirth of cider	204
	The average consumer purchasing attitude	205
	Local and organic marketing	206
	A world of too much consumer choice	207
	Summary	208

<b>22</b>	<b>From Brand Values to Brand Value</b>	<b>209</b>
	BBC sells disgusting food	210
	When a brand becomes a turkey	211
	Branding Mr Riley's pies	213
	When is food disgusting?	214
	Summary	214
<b>23</b>	<b>Fast Fashion</b>	<b>215</b>
	The hierarchy of ethics	216
	The power of the high street	218
	Ethical fashion week	219
	Saving the planet, one step at a time	220
	Small things can make a big difference	221
	The true price of cotton	221
	The devil wears Primark	222
	'How do they make 'em so cheap?'	225
	How Spain is conquering the high street	225
	Don't look behind the label, look at it	226
	Summary	227
<b>24</b>	<b>Washing Green</b>	<b>229</b>
	The great cleaning lie	230
	Soap powders, friend or foe?	232
	Turn to 30	233
	Wash at zero	233
	The big softener con	235
	Not so clean cleaners	235
	Reframing from the environment to the home environment	237
	Green enlightenment or jumping on the green bandwagon?	238
	Summary	239

<b>25</b>	<b>Green Insurance and Finance</b>	<b>241</b>
	Slow turning wheels – where are all the eco brands?	242
	Is the customer saving the planet or just saving money?	243
	Ibuyeco – doing your bit through insurance	245
	The new world of micro branding	247
	What insurance can learn from selling shoes	249
	Once bitten, twice shy	249
	Caution and uncertainty	251
	Forget green, try ethics	252
	The green wall	254
	Green car insurance, a consumer experience	255
	When the left hand doesn't know what the right hand's doing	257
	Summary	258
<b>26</b>	<b>Bonus Chapters and Website</b>	<b>259</b>
	Creative orchestra	261
	Index	263