



GREEN MATTERS

New Rules for Green Marketing Across Generations

The emerging green economy is forcing rapid and unprecedented change on business. Some companies and industries have committed to sustainability as an important business strategy while others are hoping it is just a passing fad.

Where does your organization fit in? How important is it to be green? What are the most relevant and meaningful ways to be green? What does your consumer or customer expect from you?

The Boomer Project, America's most recognized expert on generational marketing, puts the environmental movement into perspective and introduces ten new rules for marketing green across generations in a highly engaging, interactive presentation.

Findings and implications from this "just released" national research study among 2,800 U.S. consumers will help any organization better understand today's "Green" consumer. *Green Matters: New Rules for Green Marketing Across Generations* reveals how each generation (Gen Y, Gen X, Boomers, and Silent generations) views sustainability and environmental responsibility. What does it mean? Who should be doing it? Who is leading the way? How much of a premium will consumers pay for environmentally responsible products and services?

Our study of consumers across generations uncovers what it means to be green and provides practical tips on how to segment this new marketplace. We show you how to calculate a return on marketing investment in "going green" and how to design the most compelling and believable communications program to tell your environmentally responsible story.

***Insights from a new Landmark Study
from the Boomer Project and SIR Research***



The Audience Will Learn...

- 1 The Green Landscape:** How major consumer forces are changing the landscape of being environmentally responsible. What does the American green landscape look like now?
- 2 Shades of Green:** The different consumer segments that make up the US economy. Learn a practical consumer segmentation scheme that can easily be applied to your customer base.
- 3 Grades of Green:** How consumer expectations for being green vary across different categories – healthcare, financial, consumer products, local and national retail, travel, etc. – and how consumers rate the greenest company, celebrity, city, state and why.
- 4 Premium Green:** The premium that consumers are willing to pay for green products.
- 5 Marketing Green:** The ten new rules that companies and organizations should follow to achieve breakthrough results.

Attendee Handout

Ten New Rules for Green Marketing Across Generations – check list of the rules and the rationale behind each one.