

**WELCOME TO OPTIMISM**

The image features a vibrant yellow background. At the top, the words "WELCOME TO OPTIMISM" are written in a bold, red, sans-serif font. Below the text, there are several thick, curved bands that sweep across the frame from left to right. These bands are layered and overlap, with colors ranging from bright yellow to a deep red. The overall composition is clean and modern, with a strong emphasis on the color palette of yellow and red.

# Some givens

- The combustion engine will not go away overnight, there are still a lot out there
- The environment, it's all around us, it's been around a while! we all influence it, it's important
- Still lots of debate
- The world may or may not end
- Decisions are influenced by many things

How do you influence  
people?

it's not about marketing  
it's about biology



Lying back in a hot bath  
Bacon sandwiches  
First cigarette of the day  
Your quickest 10k  
Seeing her walk for the first time  
The starting procedure of a TVR  
Cerbera

**Experience is the only thing that matters!**

# ORTHODOX MODEL

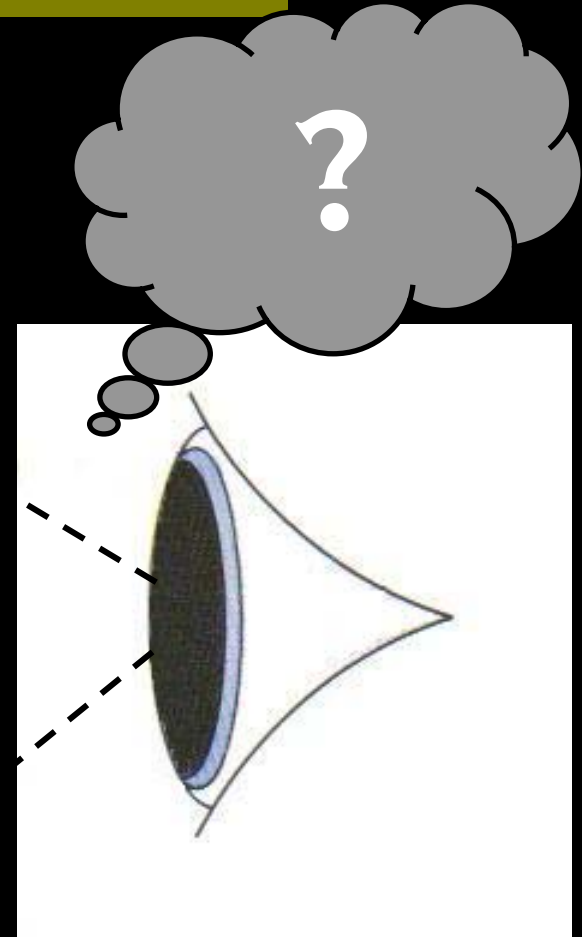
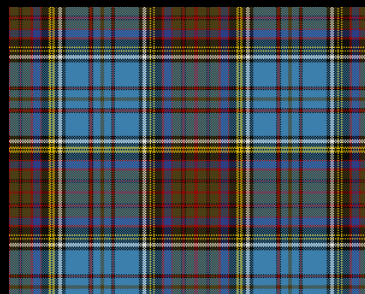
*SPIN*



Dissonance

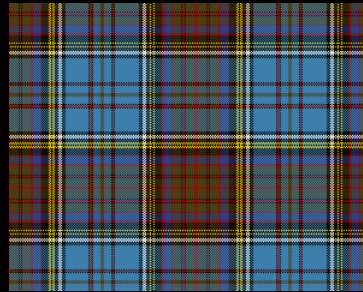


PRODUCT/  
SERVICE



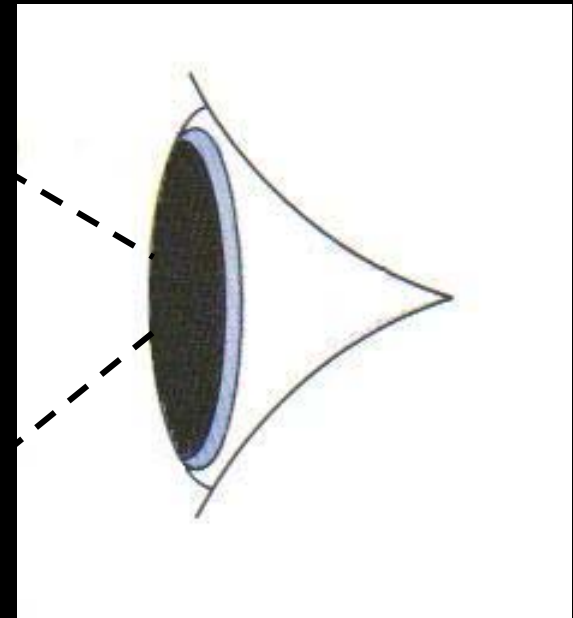
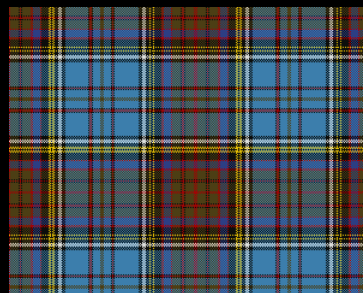
# HEURISTIC™ MODEL

‘SPIN’  
(=0)

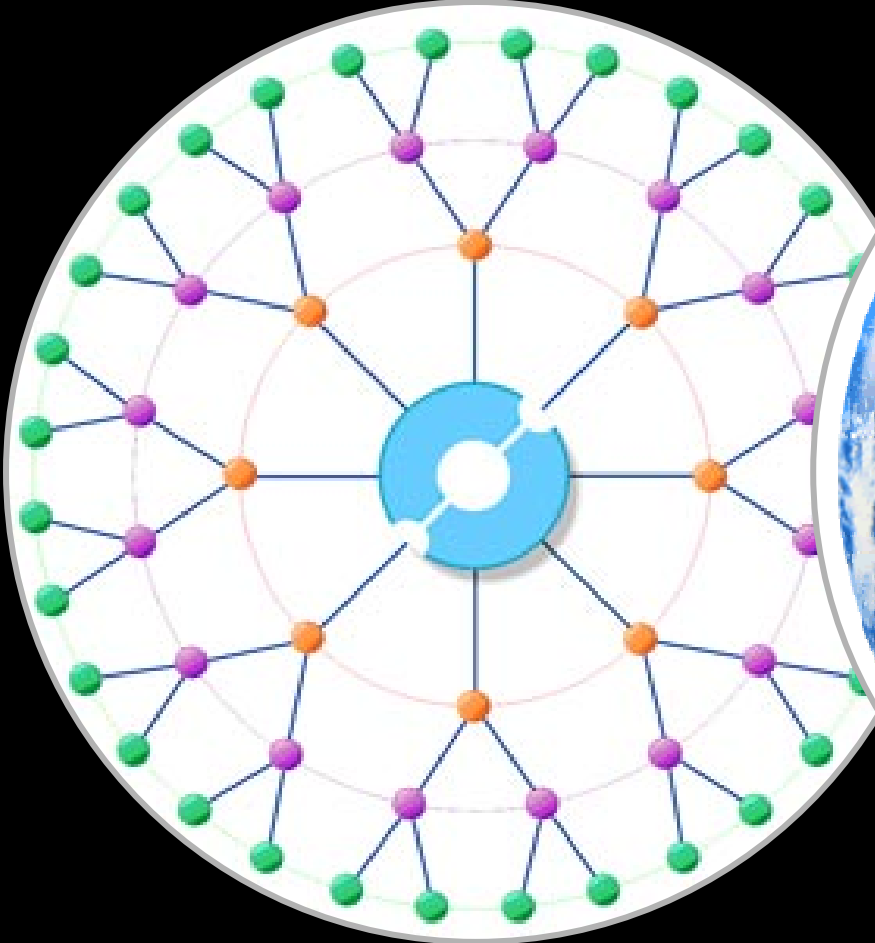


CONSONANCE =

PRODUCT/  
SERVICE



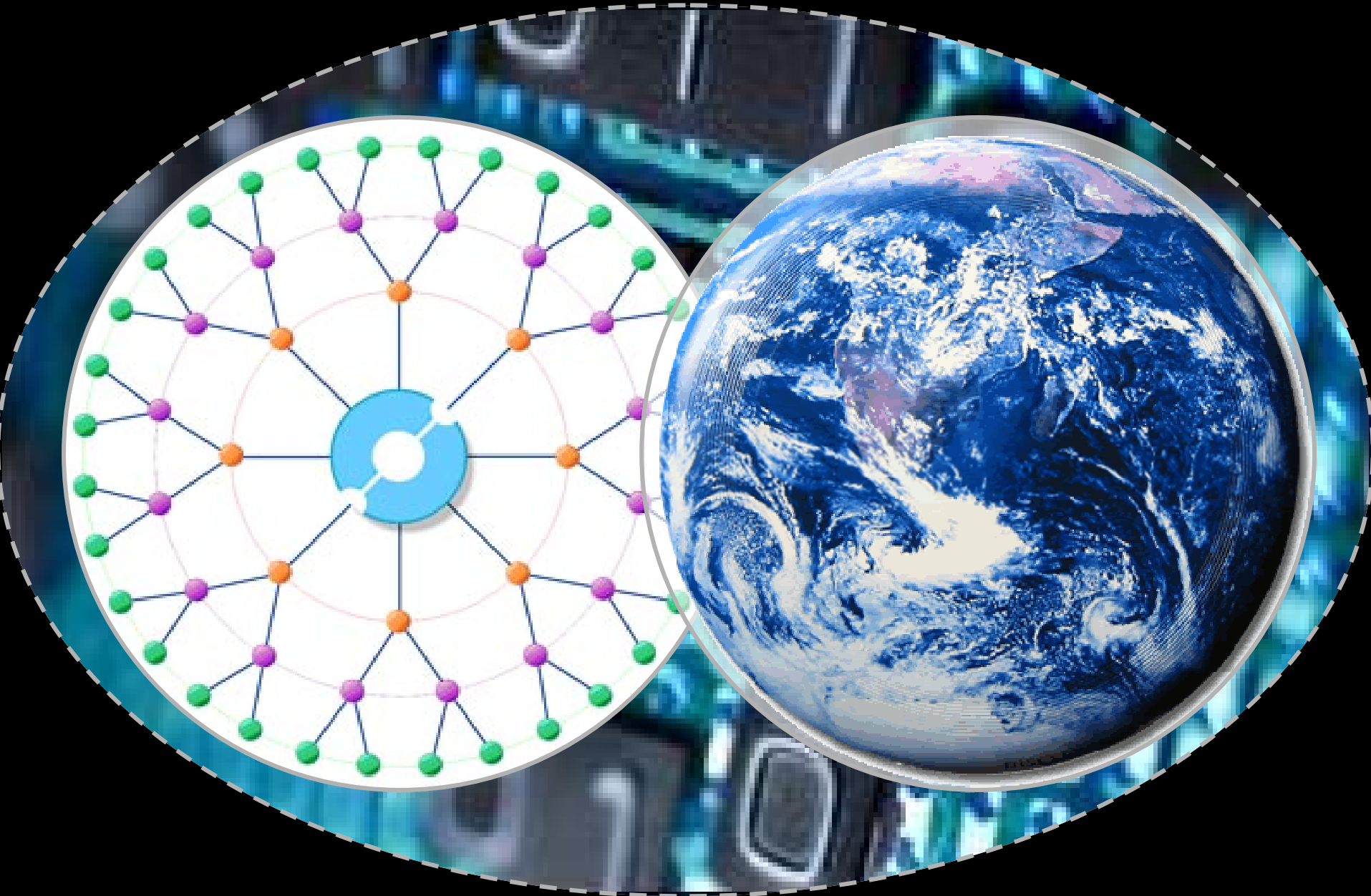
# Networked Society



# Environment

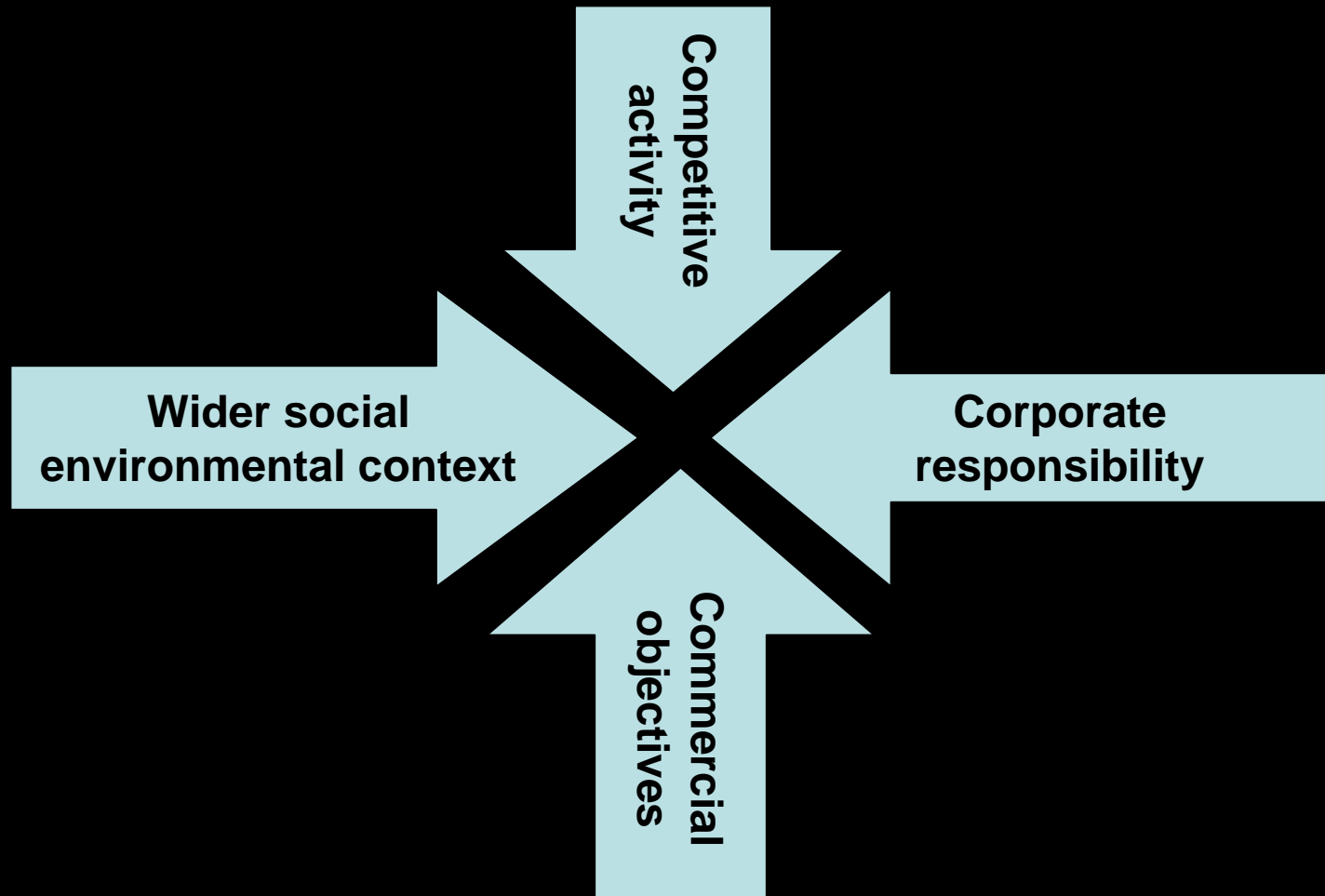


# Technological Innovation














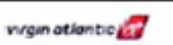







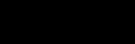


# It's a tough balancing act



Multiple factors influence the shape HUK's environmental marketing strategy needs to take

# Is 'green' driven by investment?

	Brand	Greenness	% More Green in Past 5 Years
1	The Body Shop 	58%	59%
2	smart 	35%	61%
3	Waitrose 	30%	65%
4	The COOPERATIVE BANK 	30%	50%
5	TESCO 	26%	72%
6	MARKS & SPENCER 	24%	64%
7	dyson 	23%	41%
8	Sainsbury's 	22%	70%
9	bp 	22%	61%
10	AVEDA 	21%	39%
11	ASDA 	20%	60%
12	TOYOTA 	19%	62%
13	virgin atlantic 	18%	46%
14	NIVEA 	18%	37%
15	shell 	17%	54%
16	INDESIT 	16%	50%
17	npower 	16%	49%
18	BOSCH 	16%	43%
19	Google 	16%	40%
20		16%	29%

From a pre-determined set of 37 consumer brands

Smart (#2) and Toyota (#12) the only car brands in the top 20

Other car brands included:  
Ford, BMW, Land Rover

# No apparent correlation



#1 £1.2m



#2 £3.1m



#4 £10.6m



#7 £5.1m



#10 £30K



#11 £96.2m



#12 £81.2m



#14 £63.6m



#15 £15.7m



#17 £32.8m

# Who do you trust? % trust

**Opinion of friend or  
acquaintance**

**83%**

**Review in a newspaper,  
magazine or on TV**

**75%**

**Information on  
manufacturer's website**

**69%**

**Review by a known expert**

**63%**



You don't get extraordinary results  
from ordinary strategies



**HENSON'S NEW AERIAL STEAM CARRIAGE.**

Don't interrupt what people are interested in. Be interesting.





# AD BUSTERS

No. 37

SPECIAL  
DOUBLE  
ISSUE.

People don't like advertising

# ADVERTISING IS DIRTY





# Winners and losers

15.2%  
share  
43%  
increase

**Online**

9.7% share  
10% decrease

**Nat  
Press**

1.6%  
share  
38%  
increase

**Cinema**

22% share  
9% decrease

**TV**

6.1%  
share  
9%  
increase

**OOH**

# Principles for ethical behaviour



## **Transparency**

Never been easier to get  
found out

## **Substance**

Not making normal green  
Making green normal

## **Honesty**

Power of information in  
consumers hands

## **Forward Thinking**

It's a moving target  
Do more than seems reasonable



“We only have  
one future.

And, if we have  
the courage of  
our convictions,  
it will be made of  
our dreams.”

thanks