

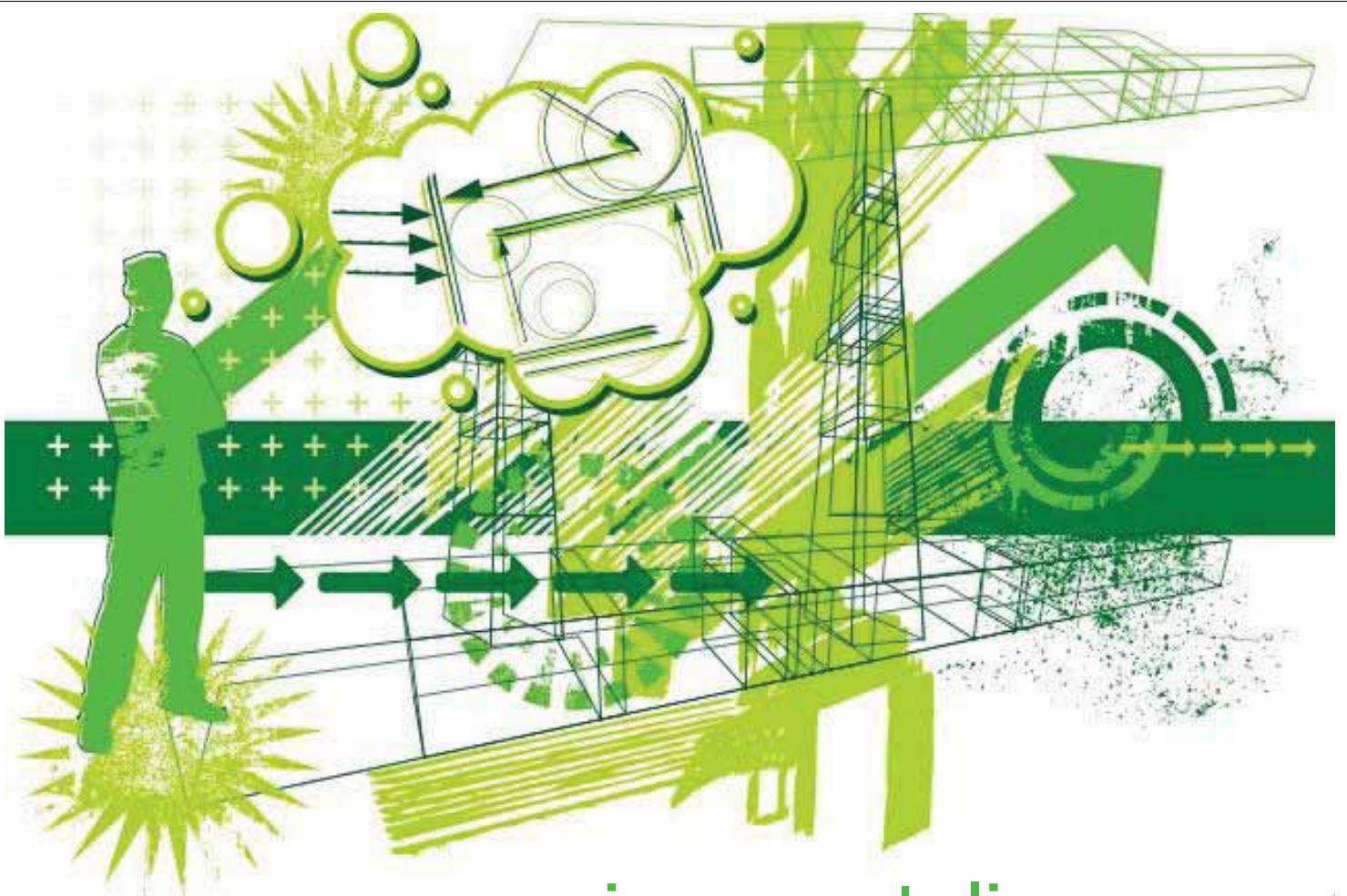


one earth innovation

business for a sustainable future



a finite resource



a new environmentalism

capitalism to save the world



growing green wave

finite resource



sustainable economy

eco-design & behaviour change

growing population

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closed loop eco-design



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THE INDEPENDENT

- First 'green' container goes on sale in British stores
- Leading firms opt for biodegradable packaging
- Development could help cut nation's waste mountain

The bottle that heralds a plastic revolution

Biodegradable bottle offers hope of cutting Britain's mountain of waste

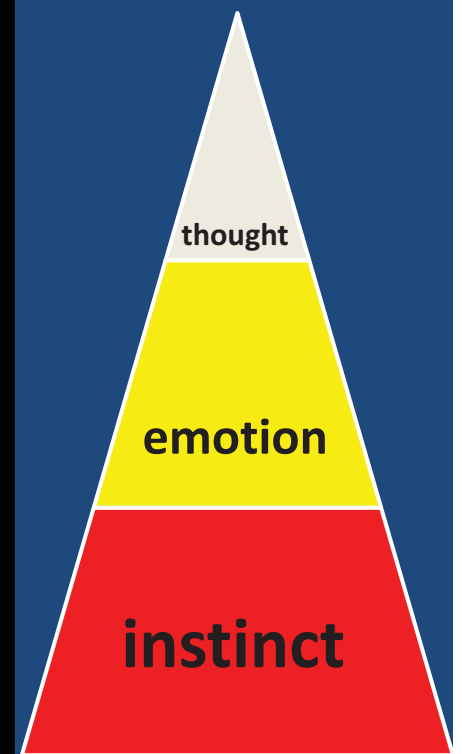
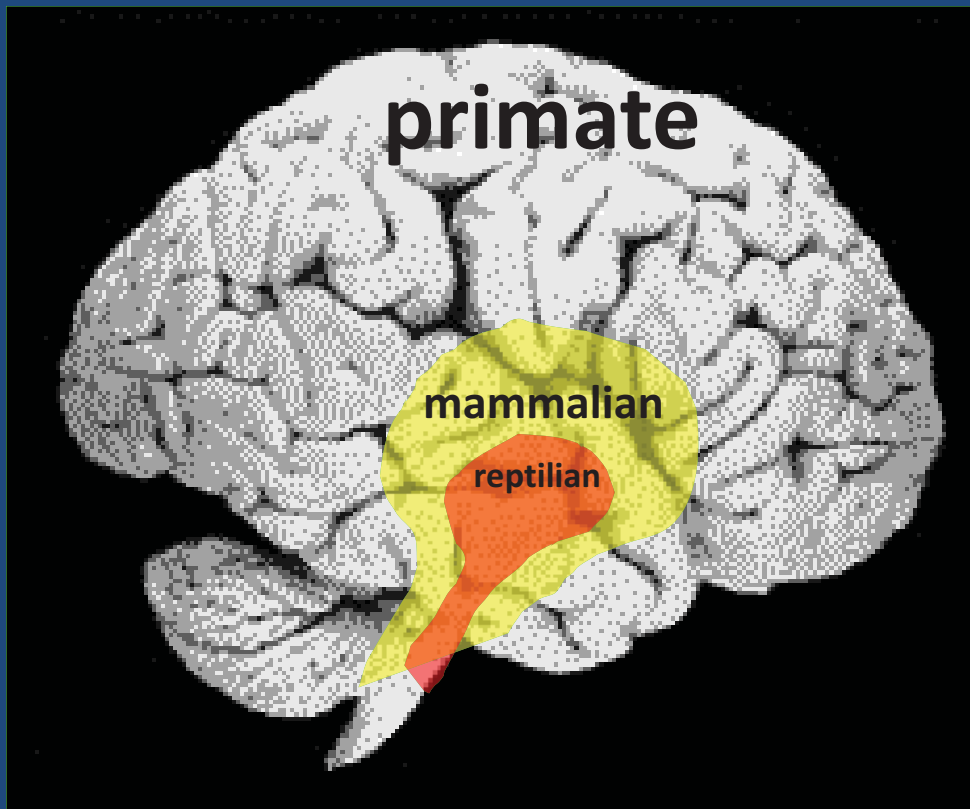
MONDAY 29 MAY 2006 THE INDEPENDENT



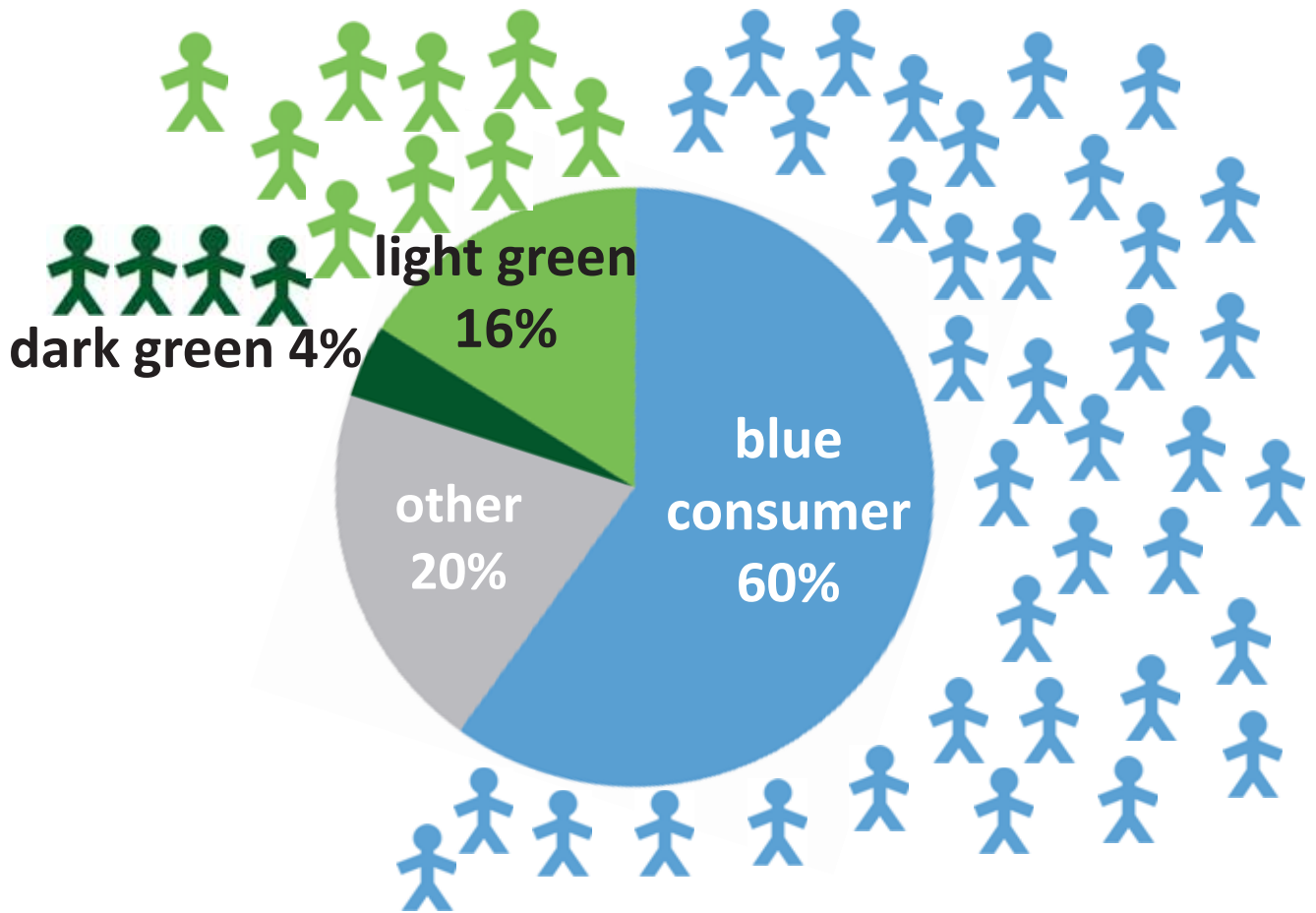
WaterAid

The UK's most eco-friendly bottled water

NEURO-PHYSIOLOGY OF MOTIVATION



psychographics of green consumerism



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BRAND STRATEGY

Blue Consumers

Green Consumers

QUALITY

VALUES

BRAND STRATEGY

Blue Consumers

Green Consumers

QUALITY

VALUES

Tangible Properties
Real & Imagined
Physical Attributes

Psychological Benefits
Conscious and Unconscious
Wish Fulfillment

Tone of Voice
Personality of the Brand

Ecological Values

Ethical Values

performance

STYLE

ECOLOGY

ETHICS

USP's

appearance

status

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PSYCHOLOGICAL BENEFITS - Wish Fulfillment -

Conscious

appearance

Unconscious

Key Wish:

attractiveness

Social Acceptance

Additional Wishes:

Stylish life
Stylish home
Attractive friends
Beautiful world

Sex / Love / Marriage

Children / Security

Fulfillment of Wishes:

Product or service delivers beauty

Key Unconscious Wish:

Immortality

Marketing Takeaway:

Ultimate Meaning:

Happiness

We Are Selling Happiness & Immortality

TO NE OF VOICE - Personality of the Brand -

The Psychology of Cool



Delivering Cool

Brand led name

Effective Color

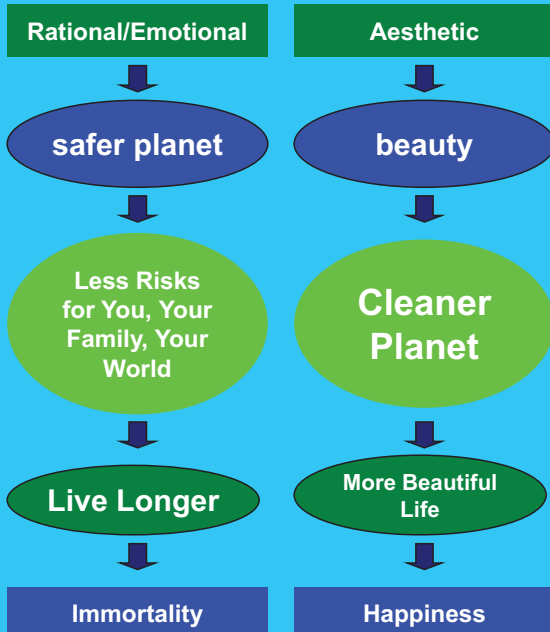
Company Attitude We are a young , hip, cutting-edge, smart, passionate and different: 'The pure water people'. (Aka 'the cool water people'.) We are not a stiff, boring, faceless corporate giant,

P.R. We will initially be featured in cool magazines and newspapers and get support from the coolest celebrities.

Word of Mouth By seeding in trendy stores, we will get the trendsetters to discover us and spread the word,.

ECOLOGICAL VALUES

The Psychology of Ecology



Delivering Ecology

Relevant Name

Relevant Color

Relevant Logo, Symbol & Label

Related Tagline

Possible Kite Mark

Side Copy Explain ecological issues / mission

P.R. Leverage the media on issue-based communications

Word of Mouth If messages right, people will discuss the ecological significance of the brand.

Advertising Tactfully get some 'eco' message out in advertising.

BRAND COMMUNICATION STRATEGY

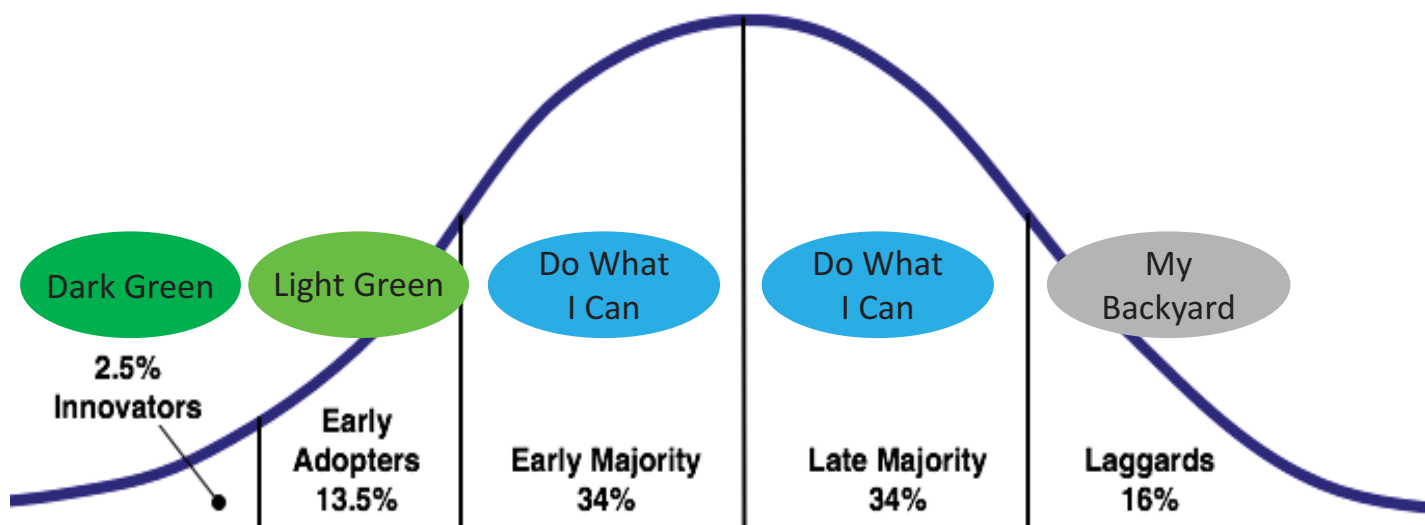
Channel →	Message	USPs	Beauty	Stylish/Cool	Ecology	Ethics
NAME		★				
COLOR		★				
LOGO		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
SYMBOL		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
LABEL		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
TAGLINE →	Mission or quality		★			
KITEMARK	1. mission-related					★
	2. quality				★	
SIDE COPY	Mission	★				
	Quality	★				
	Style	★				
	Engagement				★	
PR →					★	
WORD OF MOUTH					★	
ADVERTISING			★			

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Award Winning Design



tipping point dynamics



creating a green trend

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the new cool

the power of a good example



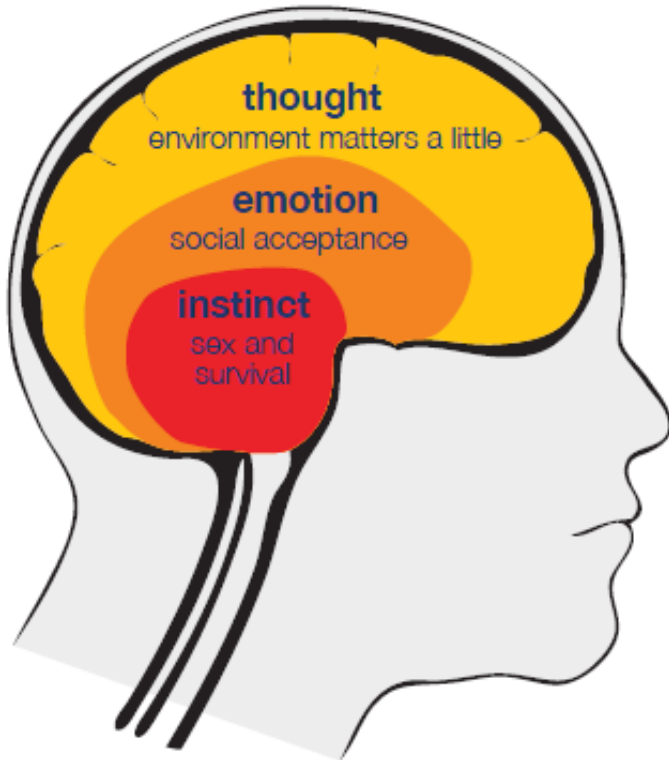
DRINK INDUSTRY BEFORE BELU

BEFORE BELU	Carbon Neutral	Profits to charity	No Export	promote PVC-Free Caps	Pro Tap Water	Bio-plastics	compostable
Blenheim	NO	NO	NO	NO	NO	NO	NO
Brecon carreg	NO	NO	NO	NO	NO	NO	NO
Buxton	NO	NO	NO	NO	NO	NO	NO
Evian	NO	NO	NO	NO	NO	NO	NO
DeCantae	NO	NO	NO	NO	NO	NO	NO
Frank	NO	NO	NO	NO	NO	NO	NO
Harrogate	NO	NO	NO	NO	NO	NO	NO
Highland Spring	NO	NO	NO	NO	NO	NO	NO
Hildon	NO	NO	NO	NO	NO	NO	NO
Kingsdown	NO	NO	NO	NO	NO	NO	NO
Llanllyr	NO	NO	NO	NO	NO	NO	NO
Minton	NO	NO	NO	NO	NO	NO	NO
One Water	NO	NO	NO	NO	NO	NO	NO
San Pelligrino	NO	NO	NO	NO	NO	NO	NO
Speyside	NO	NO	NO	NO	NO	NO	NO
Strathmore	NO	NO	NO	NO	NO	NO	NO
Tynant	NO	NO	NO	NO	NO	NO	NO
Volvic	NO	NO	NO	NO	NO	NO	NO
Voss	NO	NO	NO	NO	NO	NO	NO
Coke	NO	NO	NO	NO	NO	NO	NO
Pepsi	NO	NO	NO	NO	NO	NO	NO
Nestle	NO	NO	NO	NO	NO	NO	NO
Danone	NO	NO	NO	NO	NO	NO	NO

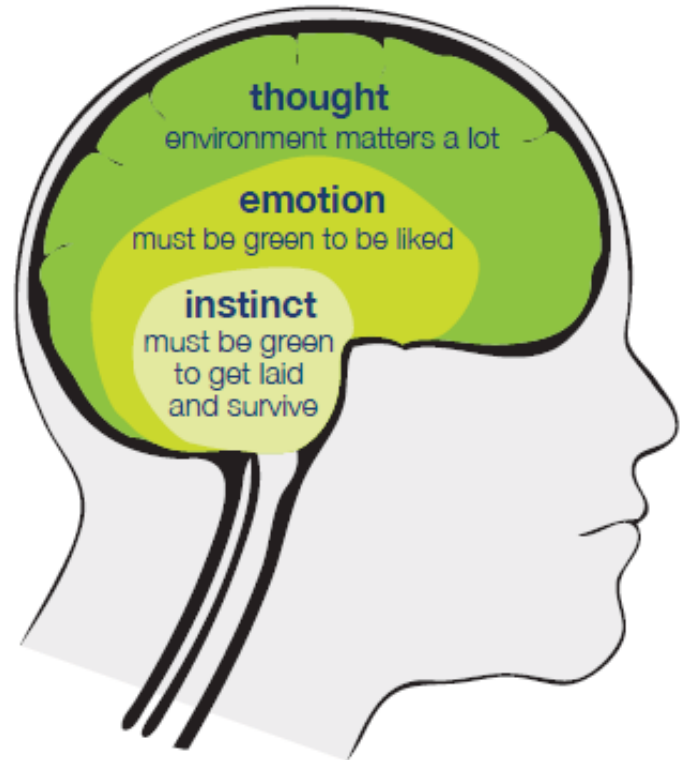
SINCE BELU	Carbon Neutral	Profits to charity	No Export	promote PVC-Free Caps	Pro Tap Water	Bio-plastics	Compostabl
Belu	YES	YES	YES	YES	YES	YES	YES
Blenheim	NO	NO	NO	NO	NO	NO	NO
Brecon carreg	NO	NO	NO	NO	NO	NO	NO
Buxton	NO	NO	NO	NO	NO	NO	NO
Evian	NO	NO	NO	YES	NO	NO	NO
DeCantae	YES	NO	NO	?	NO	NO	NO
Frank	NO	YES	YES	NO	YES	NO	NO
Harrogate	NO	YES	NO	?	NO	NO	NO
Highland Spring	YES	NO	NO	YES	NO	NO	NO
Hildon	YES	NO	NO	NO	NO	NO	NO
Kingsdown	YES	NO	?	NO	NO	NO	NO
Llanllyr	YES	NO	NO	NO	NO	NO	NO
Minton	NO	NO	NO	?	NO	NO	NO
One Water	NO	YES	YES	YES	YES	NO	NO
San Pelligrino	NO	NO	NO	?	NO	NO	NO
Speyside	NO	NO	NO	NO	NO	NO	NO
Strathmore	NO	NO	NO	NO	NO	NO	NO
Tynant	NO	NO	NO	?	NO	NO	NO
Volvic	YES	YES	NO	NO	NO	NO	NO
Voss	YES	NO	NO	YES	NO	NO	NO
Coke	NO	NO	NO	NO	NO	YES	NO
Pepsi	NO	NO	NO	NO	NO	YES	NO
Nestle	NO	NO	NO	NO	NO	YES	NO
Danone	NO	NO	NO	NO	NO	YES	NO



green behaviour change



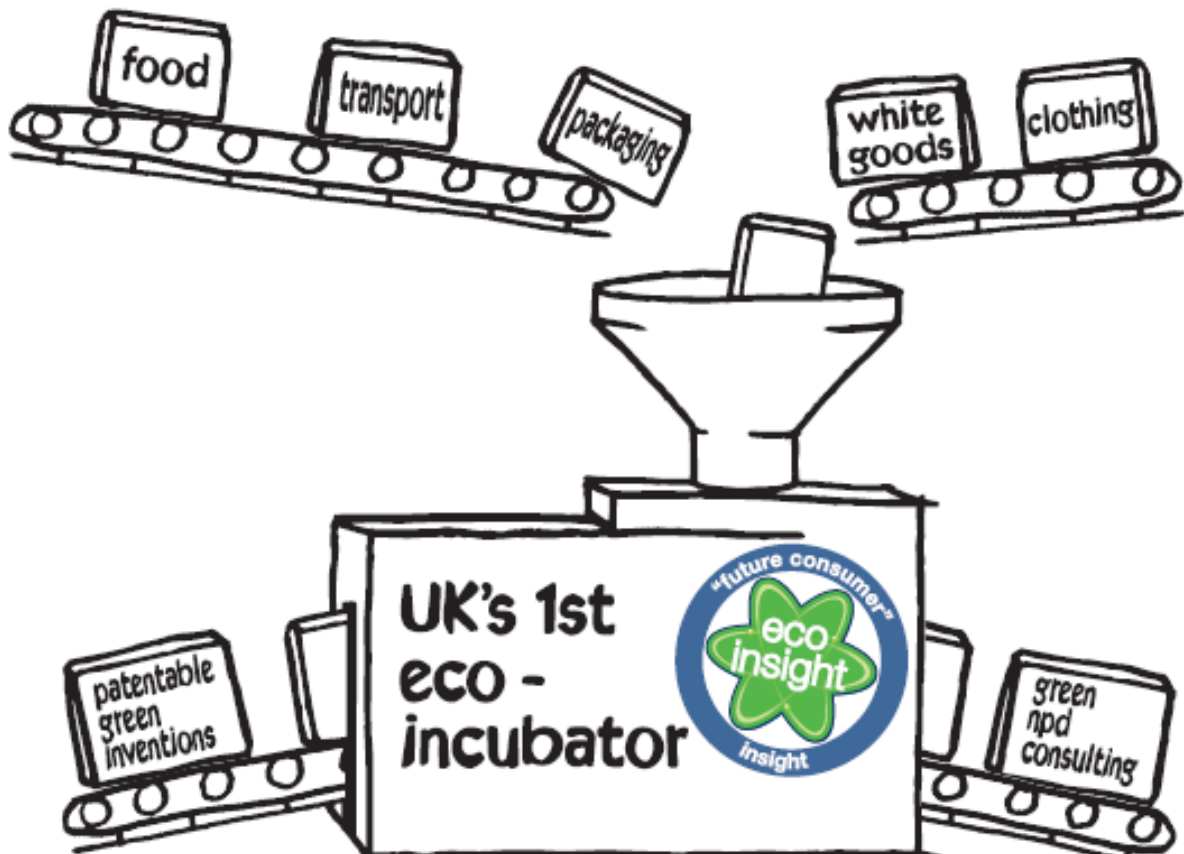
today's consumer



future consumer

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