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ECO-FRIENDLY

new TRENDS

WILL CONSUMERS EVEN NOTICE YOU?

With so many brands claiming to be Eco-friendly, will consumers notice at all? Low energy consumption, recycling efforts, environment sustainable technology, and the list goes on. In today's branding world, being environmentally conscientious is a good thing. Consumers around the globe have been demanding it for so many years.

But with so many brands building their value around this and their advertising and promotion campaigns with the same underlined environmental messages, do the consumers even notice them anymore and can the brands differentiate themselves from one another? One would certainly not discourage brands for playing their part in protecting our environment. It's about time.

To use Eco-friendly values to promote one's brand, the business must go a little further than this. The brand, from the boss down to each and every employee must embrace the very notion that it is doing its best to protect our environment. This should be instilled in the minds of the employees, the partners, suppliers and should be a consistent brand experience for the consumers. Simply splashing a coat of green colour, making references to nature, empty promises of a better world will pass largely unnoticed.

Unless you are able to deliver on that promise, you may want to look for a different, more unique Brand Promise, one that relates more to your consumers. One that you can own.

Consumer Trends

www.agendainc.com
www.blogpulse.com

Design Trends

www.dynamicgraphics.com
www.stepsinsidedesign.com

Suggested Reading

The Photoshop 7 Wow! Book
by Jack Davis

The Creative Business Guide to Running a Graphic Design Business
by Cameron Foote

05月色彩組合

Nature Quest

C0 / M0 / Y100 / K60

C75 / M0 / Y100 / K40

C25 / M0 / Y50 / K0

C0 / M0 / Y100 / K40

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