



# Green Values

– a new report from KMR that uses TGI data from around the globe, available **free** from our website

Growing concern about climate change is becoming a major driving force behind shifts in consumer attitudes and behaviour all around the world. Businesses not only have the opportunity to differentiate and create positive brand images, but can also help people in their role as responsible consumers by informing and educating.

Our new 36-page report shows how organisations can identify the consumers who are most engaged with the issues. It draws on many of the 60 TGI studies worldwide.

The report provides marketers with guidance on understanding consumer groups and communicating 'green' messages. For example, it shows how:

- A consumer 'travel footprint' can be calculated using TGI data – it shows that US, French and British consumers are responsible for the highest levels of carbon emissions
- Within these three countries there are small core groups who make decisions on the basis of environmental conscientiousness – although they still take more flights than average
- Around the world, different consumer groups respond to green initiatives in varying ways, so different messages are likely to resonate with them

- Green branding affects consumer purchasing decisions more visibly in some countries than others – so brands offering environmental integrity must compete on performance and tangible benefit too
- The consumers most engaged with green issues are also most likely to remain loyal to the brands they favour
- These 'Engaged Greens' may be treated as opinion-leaders and advocates who can help promote green messages to the broader population

For a FREE copy of this report in PDF format, please register at [www.tgisurveys.com](http://www.tgisurveys.com)



## Green values: consumers and branding

As consumer interest in the sustainability of our planet continues to gain momentum, green marketing presents sizeable opportunities for industry. Our Global TGI team has produced a new report which is available free of charge from our website.

The report tackles several key issues for marketers. It helps us understand how consumers are thinking and acting in relation to environmental issues, and shows how segmentation can help identify different types of 'green' customers more effectively.

Local cultures and traditions do shape the ways in which consumers respond to green messages in different parts of the world. As a source of worldwide marketing information and insight, TGI is ideally placed to help with all these challenges.

The report is available at [www.tgisurveys.com](http://www.tgisurveys.com) and also via the KMR Group and BMRB websites. I hope you find it useful.

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**Late breaking news:**  
**KMR wins 'Best New Idea' award**  
Polly Carter won the 'Best New Idea' award at the Worldwide Readership Research Symposium in Vienna in October, for her paper "Harnessing the Power of Buzz". The award is voted for by 220 of the most respected print media researchers globally, who had 58 papers from which to choose. More on this in the next issue.

### Also in this issue of KMR Update:

- The launch of NetQuest Quick Reports
- The TGI Health Study
- Ten years of TGI China
- TGI snapshot of Greece
- Global view of TV advertising