

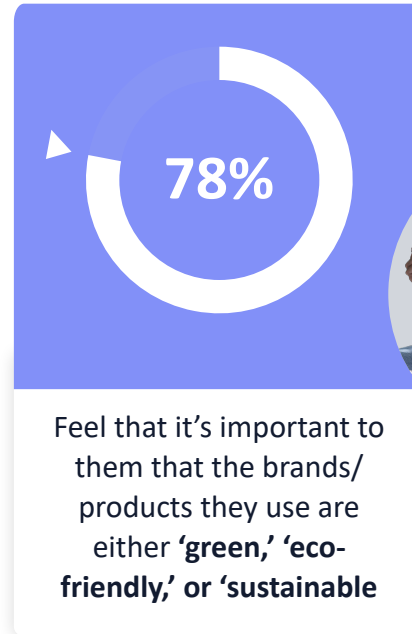


**bazaarvoice™**

# **Sustainability is the New Competitive Edge**

April 2021

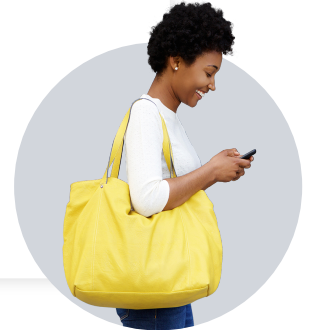
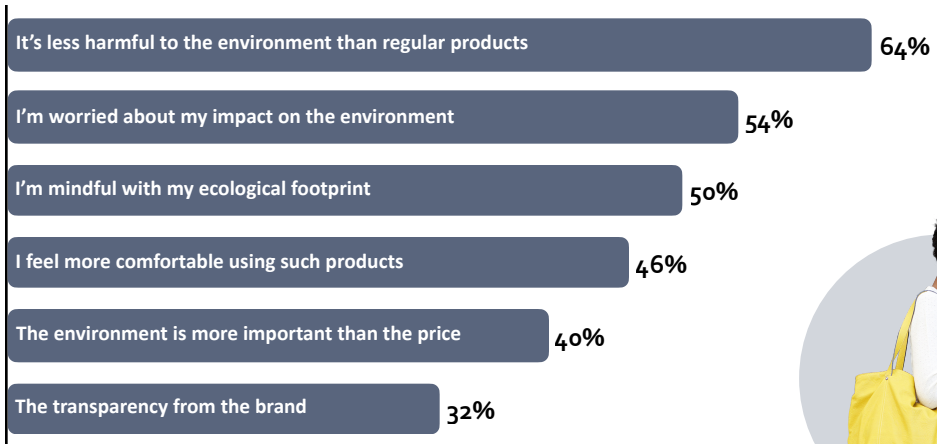
# Consumers are increasingly focused on brands' sustainable practices



# And they're evaluating their purchase decisions on a brand's eco-friendly commitments



Why do the terms 'eco-friendly/sustainable/green' contribute to your purchase decision?



# Consumers are prioritizing 'going green' over previous brand loyalty



Would buy a product from a new brand that is sustainable **over remaining loyal to a previously purchased brand**

61%

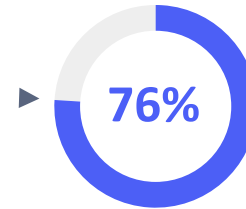
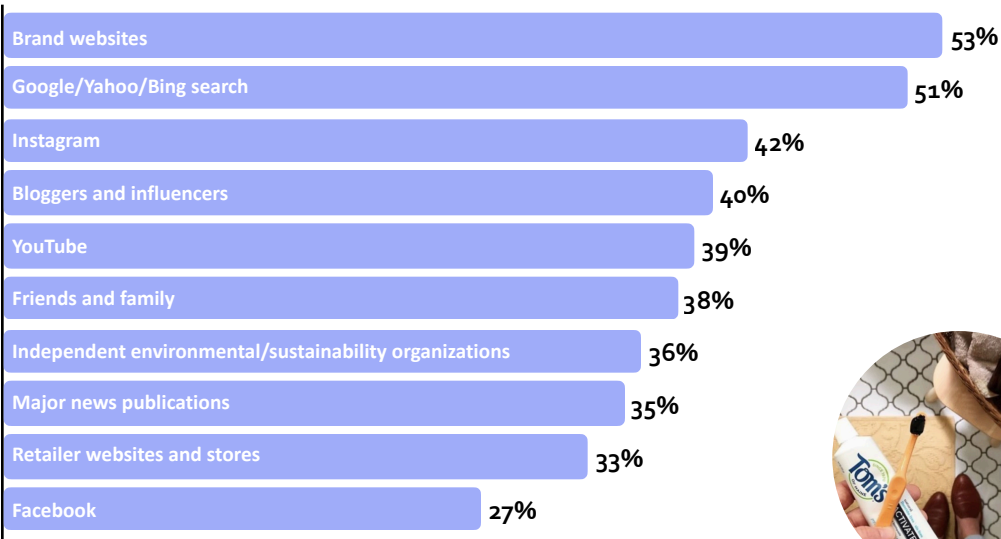
Prioritize purchasing eco-friendly/sustainable/green **skincare & haircare products**

56%

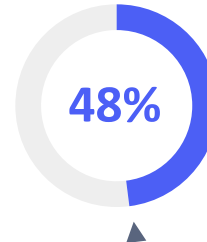
Prioritize purchasing eco-friendly/sustainable/green **cosmetic products**

# Consumers are looking for guidance from brands on sustainability

Where do you look to **educate yourself** about the latest sustainable practices?



Feel **'confident, assured, and happy'** by the information they receive from brands about their sustainability initiatives



Feel corporate actions can bring about **more impact** in the world **than personal choices**

# Jumpstart their curiosity into sustainability

Influencer partnership opportunities put your products in front of a motivated audience and create a brand connection that lasts long after the program's end

- **Packaging-free sampling**

**Influencer CashBack** is a packaging-free, environmentally friendly sampling alternative. Target sustainability focused shoppers and drive in-store or online redemption at key retailers.

- **Dedicated sampling campaigns with a low carbon foot print**

- Create a customizable brand experience, without disregarding sustainability through our Custom Voxboxes
- Box inclusions, postcards and tissue paper are Sustainable Forest Initiative certified
- Lower your campaign's footprint further by limiting box inclusions and creating a QR code-activated digital postcard in lieu of paper materials

100%  
of voxboxes are  
recyclable



60-95%  
of voxboxes are  
made from  
recycled material

