88% of Americans think that the average person should be taking concrete steps to reduce his or her environmental impact.
78% of Americans feel some sense of personal responsibility to change daily purchase habits and practices to positively impact the environment.
NEW UTILITY BUSINESS

Half of World's City Buses Electric by 2025

SUSTAINABLE ENERGY
Global Market: $2.65 Trillion with +$1 Trillion market opportunity

Unilever claims that the market for sustainable goods currently sits at $2.65 trillion. This creates just over $1 trillion in opportunities for brands who can effectively communicate their products’ sustainable attributes.
Sustainability is in your DNA. Use it!
THE MILLENNIALS

92 Million
Born 1981-1997

$1.4 Trillion
In disposable income
Climate change is an especially scary issue for Millennials.

I’m concerned about how climate change will impact ...

76%
My quality of life

82%*
My children’s quality of life

*of those who have children
When Millennials trust a brand’s environmental and social/business practices ...

- **90%** buy from that brand
- **95%** recommend their products to other people (friends, family, social media followers)

**MILLENNIALS & THE ENVIRONMENT**
STRATEGY 1

Lead with what’s meaningful to your customer and let the planet play the supporting role
With Potential Energy, Madison Avenue takes on climate change

Joel Makower
Wednesday, August 8, 2018 - 2:13am
Statement performance

The highest performing statement relates to our economy and has relatively unanimous appeal across segments; the statement with highest appeal among skeptics relates to energy independence.

**Performance of tested statements by segment**

Numbers represent probability-scaled utility scores for each segment-statement combination.

**Relatively high performing statements with fairly unanimous appeal relate to the economy and independence**

1. **Build a clean energy system that grows our economy and creates jobs. Let’s get to work!**
2. **Make our clean energy and everything that depends on it more affordable. Energy for all!**
3. **Build a clean energy system to protect the air and water we depend on. Protect our lifeline!**
4. **Build a clean energy system that provides a more peaceful and productive life for our children. Secure our children’s future!**
5. **Build the clean energy technology that will push our country forward. Tech is the future!**
6. **End our dependency on foreign sources of energy. Powered by America!**
7. **Build a clean energy system that helps preserve our beautiful earth. Preserve our planet!**
8. **Build a clean energy system that sets a new standard for the world. America should lead!**

**Relatively polarizing statements which appeal to climate believers, but are ~20% less effective among the Fighter / Lone Star segments**

1. **Build a clean energy system that makes the world a safer place with less poverty, famine, and human crisis. Keep us safe!**
2. **Take back control of our energy system, so a new generation of leaders can do better. It’s time to move forward!**
3. **Set an ambitious goal to build a clean energy system and not stop until we accomplish it. Onward and upward!**
4. **Give America something other than the primitive fossil fuels we depend on today. Modernize energy!**
5. **Use clean energy sources that keep us safe from natural disasters like floods, tornadoes, and droughts. Protect us from disaster!**
6. **Help us stand up to the big, evil companies that pollute our environment and mislead us. Our rights over corporate rights!**
7. **End our use of coal which is poisoning our air and killing our kids. Kill coal, not kids!**

Q30. Among the below promises, which would make you most likely and least likely to vote for a candidate?
“To accelerate the world's transition to sustainable energy.”
Becoming the safest company in the world
Make sustainability education a slow, consistent, never-ending drip
eCharge electric vehicle charging station

evs only
all others will be zapped

PNM plug in
Collaborate with your customers, community, competitors and even your adversaries to move your market, expand your impact and increase sales
COKE & PEPSI: Unite Over Climate Change
STARBUCKS AND MCDONALD’S: Unite Over Waste
PNM & ENVIRONMENTALISTS: Unite Over Clean Energy
Three's company: New Mexico joins California, Hawaii in approving 100% clean energy mandate
KEY TAKEAWAYS

• Lead with what’s meaningful to your customer and let the planet play the supporting role

• Make sustainability education a slow, consistent, never-ending drip

• Collaborate with your customers, community, competitors and even your adversaries to move your market, expand your impact and increase sales
• Domain expertise in environmental / sustainable messaging for products, services and initiatives
• Highly experienced team averaging 30+ years each with experience bringing big thinking to sustainable brands and organizations
• Proven ability to deliver high-impact marketing messaging and brand awareness through both digital and traditional marketing methods and channels
• Award-winning design and content by Executive Team
• Proprietary Mind Over Markets branding process to ensure your organization gets to the heart and soul of your message that will translate to all communications, i.e. website, social media, collateral, etc.
• In-the-trenches experience as entrepreneurs, not just marketers, growing organizations and businesses for over 30+ years

WHY MIND OVER MARKETS?
My offer to you . . .

ROADMAP
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