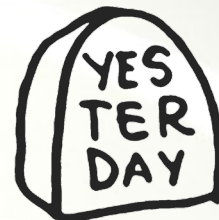




# Marketing to Gen Z in 2024: How to Message Sustainability with Authenticity and Impact



# Agenda



**1**

## **Consumer insights:**

The latest in healthy and sustainable living trends from Globescan with a focus on Gen Z shoppers

**2**

## **Panel**

### **discussion:**

Marketing sustainability with authenticity, credibility, and impact

**3**

## **Partner**

### **opportunities:**

Introduction to the MSC Earth Month 2024 campaign and how you can participate

# Panelists



**Christine Lamontagne**  
Associate Director  
GlobeScan



**Allison Ross**  
Founder, Creative Director  
Yesterday.RIP



**Andrea Urioste**  
Founding Partner and  
President  
WonderINgroup



**Charlotte White**  
Founding Partner  
WonderINgroup

# Healthy & Sustainable Living



**Exploring Gen Z Attitudes**  
Sustainable Lifestyles in North America

November 16, 2023

2023

A Global Consumer Insights Project

Globe  
Scan 



# Introduction and Methodology



## WHO

1000 adults 18+ in 31 countries

## HOW

Respondents from online consumer panels, recruited in a way that reflects census data

## WHEN

July and August 2023

R23\_particip\_map



PEPSICO



WWF

VISA



CONSUMERS  
INTERNATIONAL  
COMING TOGETHER  
FOR CHANGE

L'ORÉAL



For a conscious consumption



NYU

LEONARD N. STERN  
SCHOOL OF BUSINESS



target





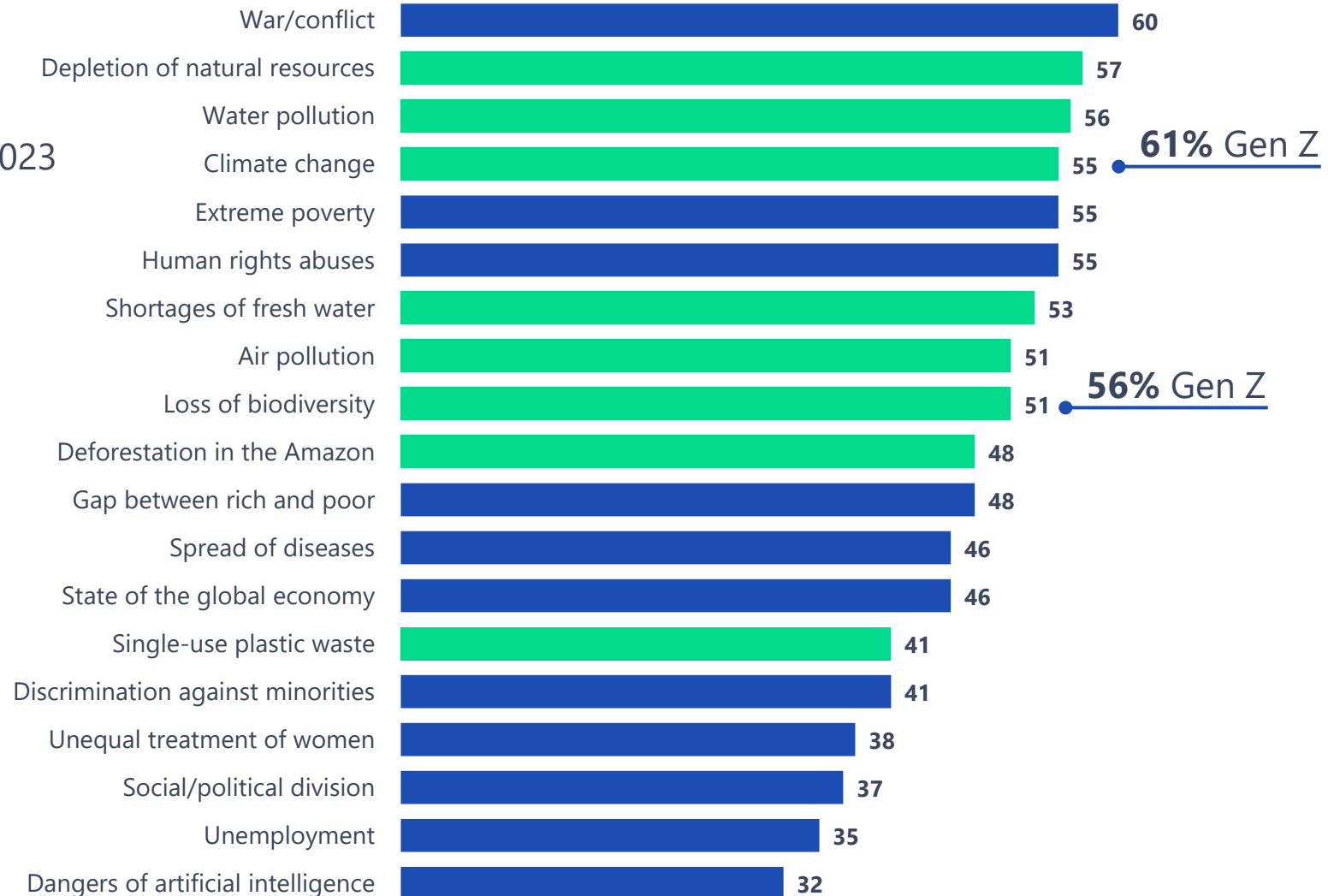
# Views about the Environment

# War and conflict are seen as most serious in North America, followed by concerns about natural resources, water pollution, and climate change



## Perceived Seriousness of Global Problems

"Very Serious," North America, 2023



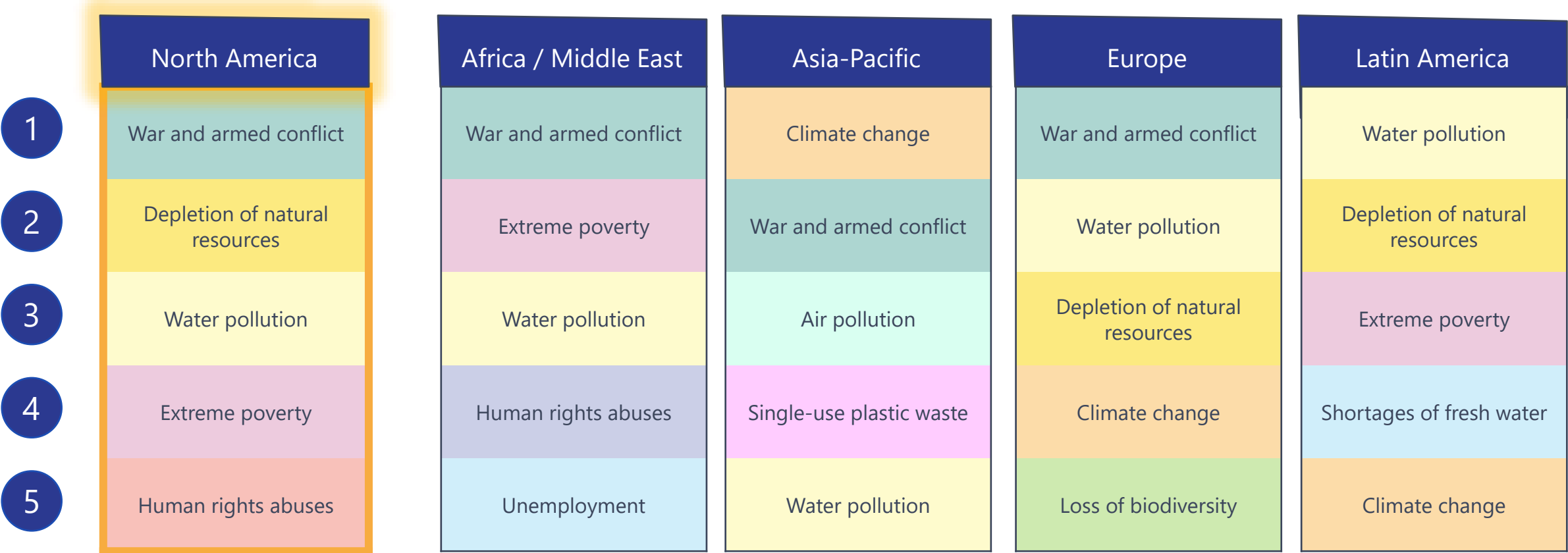
■ Environmental issues

# North Americans are more likely than other parts of the world to say that depletion of natural resources is a very serious global problem



## Perceived Seriousness of Global Problems

“Very Serious,” Top Issues, by Region, 2023



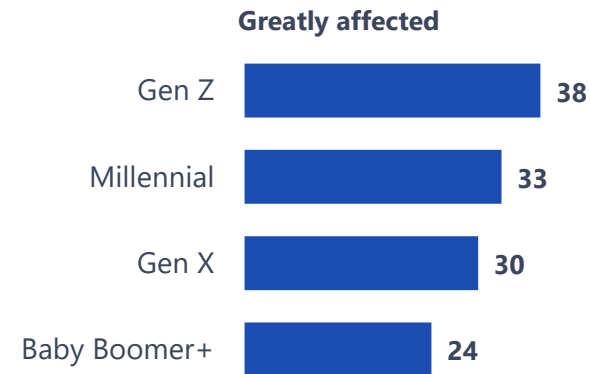
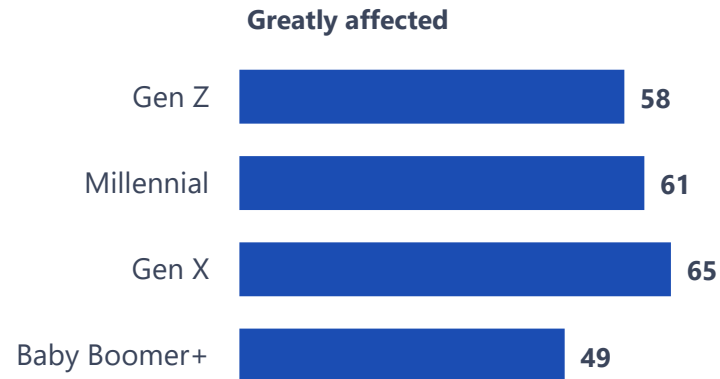
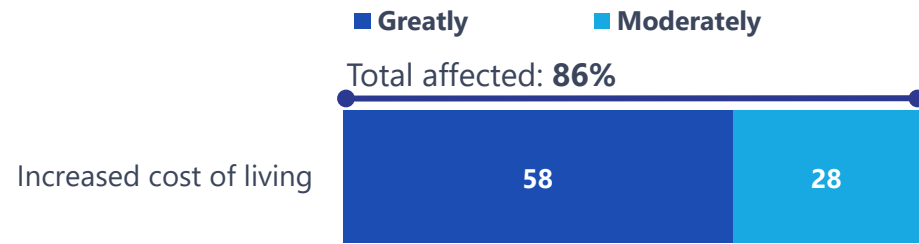
T1. For each of the following possible global problems, please indicate if you see it as a very serious, somewhat serious, not very serious, or not at all serious problem.



# People feel the cost of living more acutely than climate change, but generational differences emerge

## Extent Personally Affected by Cost of Living & Climate Change

North America, 2023

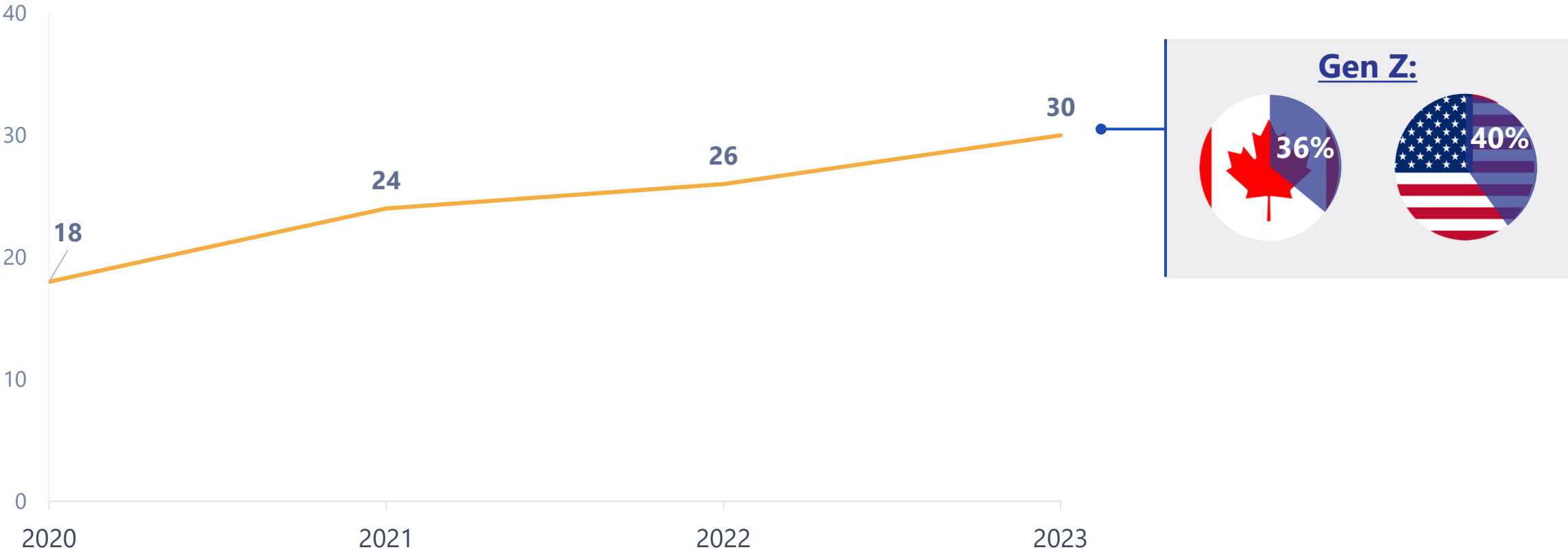


# North Americans feel increasingly greatly affected by climate change, even with increased cost of living



## Extent Personally Affected by Climate Change

"Greatly Affected," North America, 2020–2023





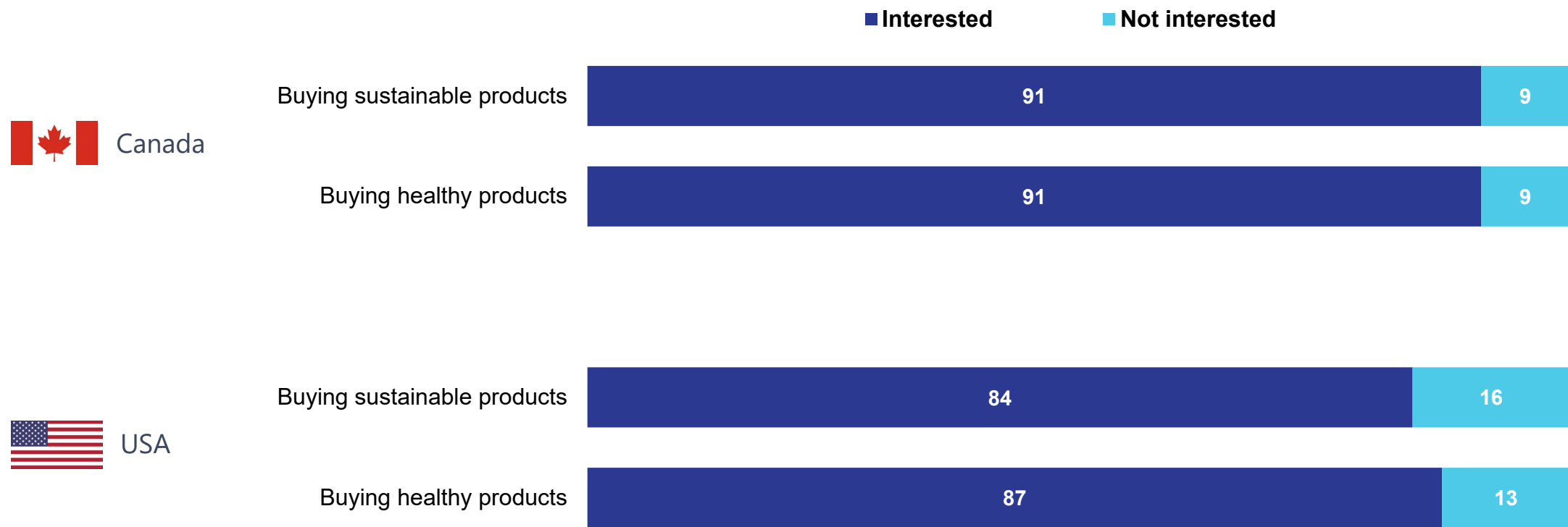
**What are they  
doing about it?**

# And across generations, they express interested in buying healthy and sustainable products



## Interest in Buying Healthy and Sustainable Products

Canada, and USA, 2023



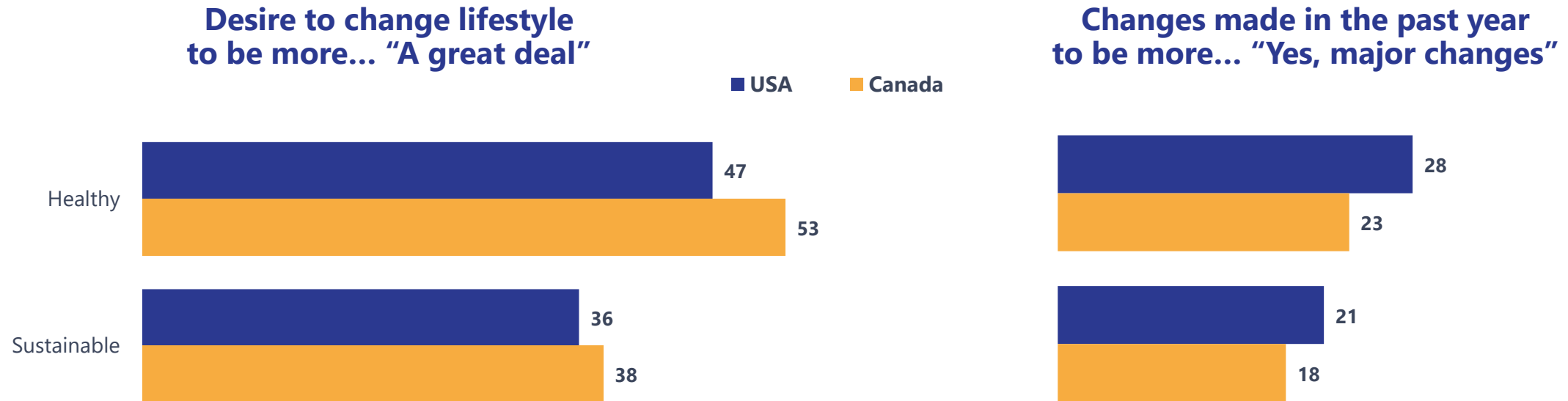
13 Q53a. Are you interested in buying products that are better for the environment and nature?  
Q54a. Are you interested in buying products that are better for your health?



# There is a gap in how North Americans say they want to live vs what they are actually doing to change behavior

## Desire to Change vs Changes Made to Lifestyle

Canada vs USA, 2023



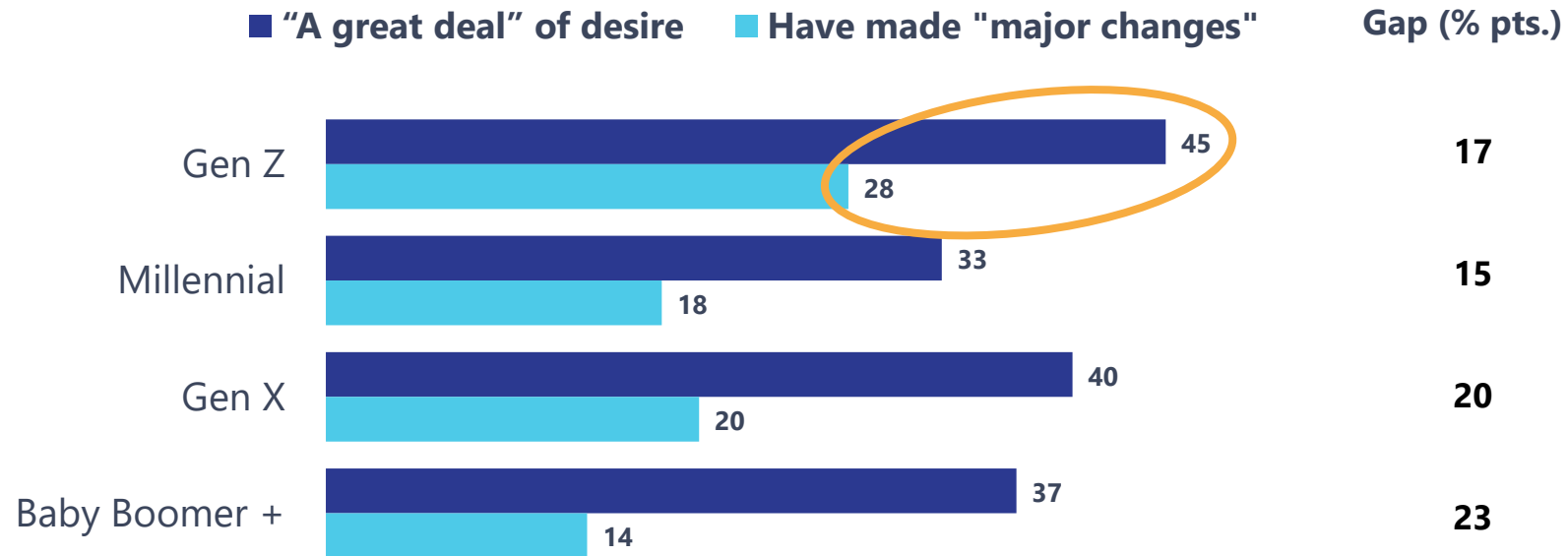


# Gen Z is more motivated toward sustainability than other generations in North America, and most likely to say they are changing behaviors



## Desire to Change Lifestyle to Be More Environmentally Friendly vs Changes Made in Past Year

North America, Canada, USA, by Demographics, 2023

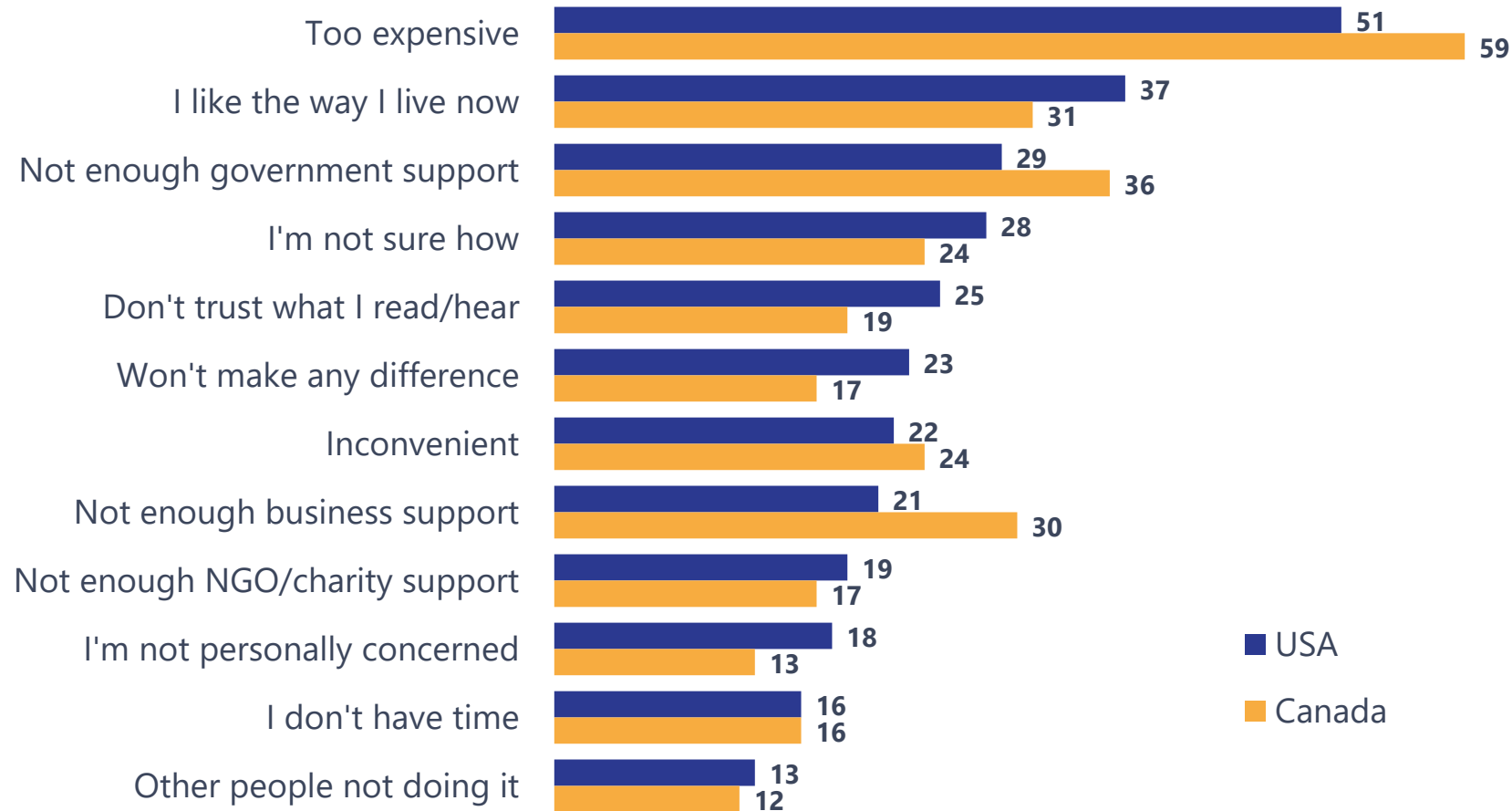


# Main barriers to sustainable lifestyles differ by country, though expense, reluctance to change, and lack of government support are consistent for both Americans and Canadians



## Barriers to Improving Lifestyle to Be Healthier and More Sustainable

Total Mentions, Canada vs USA, 2023



■ USA

■ Canada

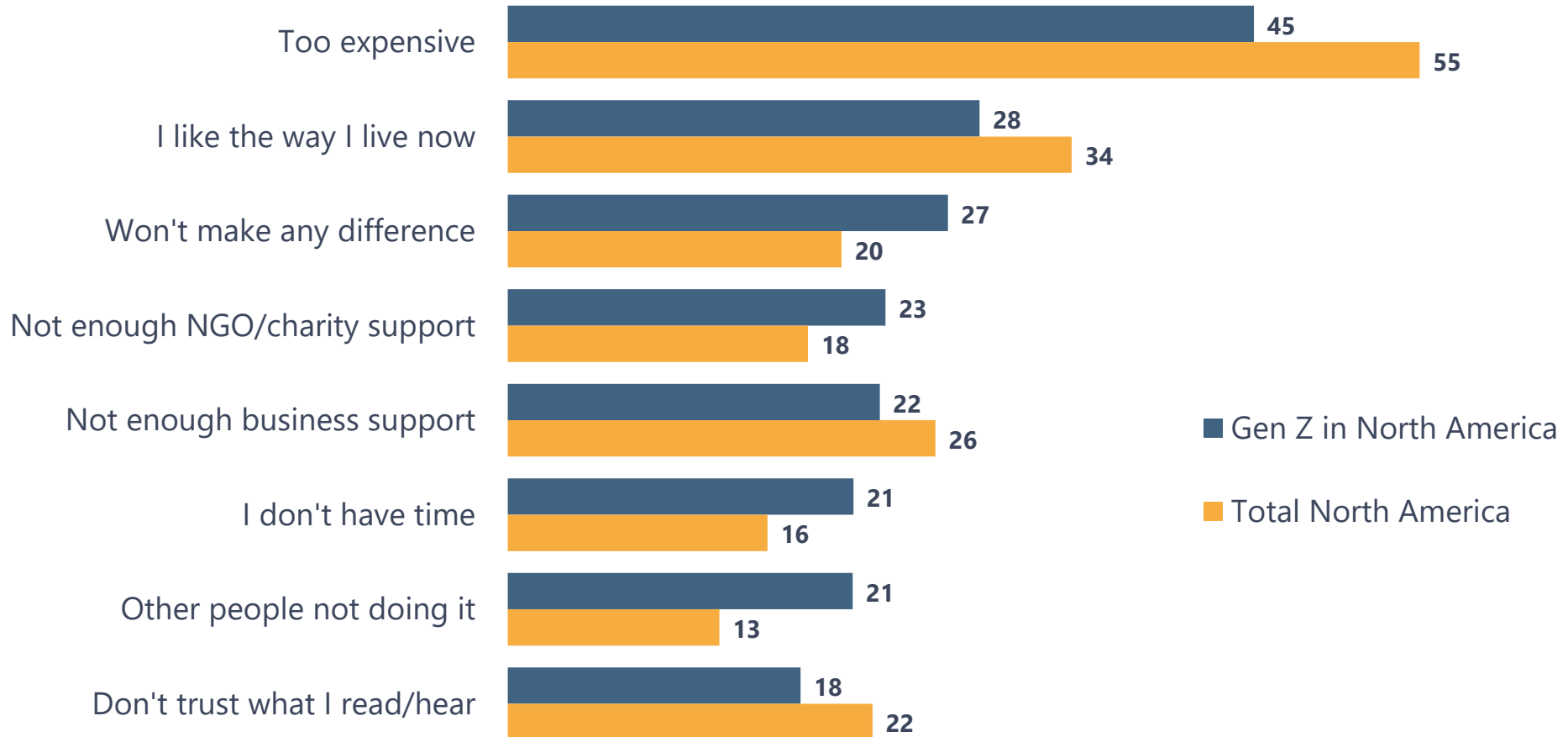
16 Q7. What is preventing you from living in a way that is good for you, good for other people, and good for the environment? Please select three things from the following list in order of importance, with 1 being the most important, 2 the second most important, and 3 the third most important.



# Gen Z also cites price as a barrier, though to a lesser degree; they are more open to lifestyle change if it makes a difference, and want support from NGOs and peers

## Barriers to Improving Lifestyle to Be Healthier and More Sustainable

Total Mentions, Select Barriers with Generational Differences, North America, 2023

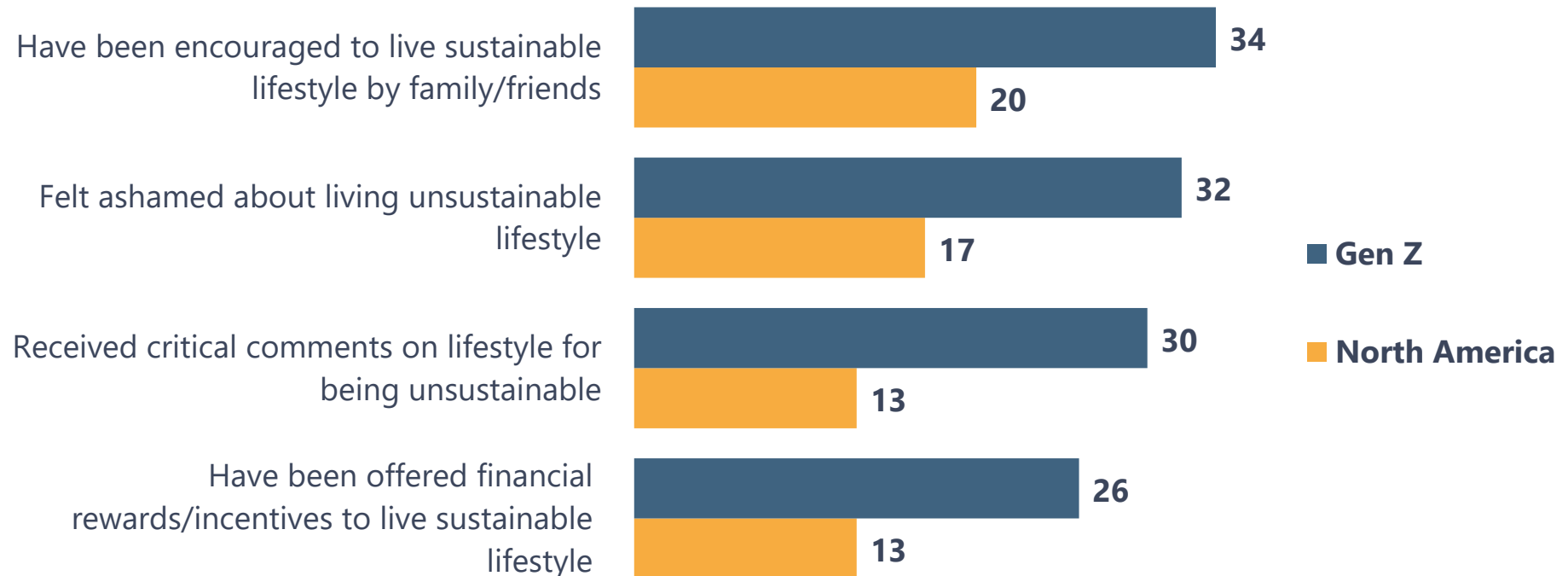


17 Q7. What is preventing you from living in a way that is good for you, good for other people, and good for the environment? Please select three things from the following list in order of importance, with 1 being the most important, 2 the second most important, and 3 the third most important.

# Younger consumers are more likely to feel pressure and guilt to live a more sustainable lifestyle

## Guilt and Pressures for Sustainable Lifestyles

"Very Often" and "Often," North America





# Reaching Consumers



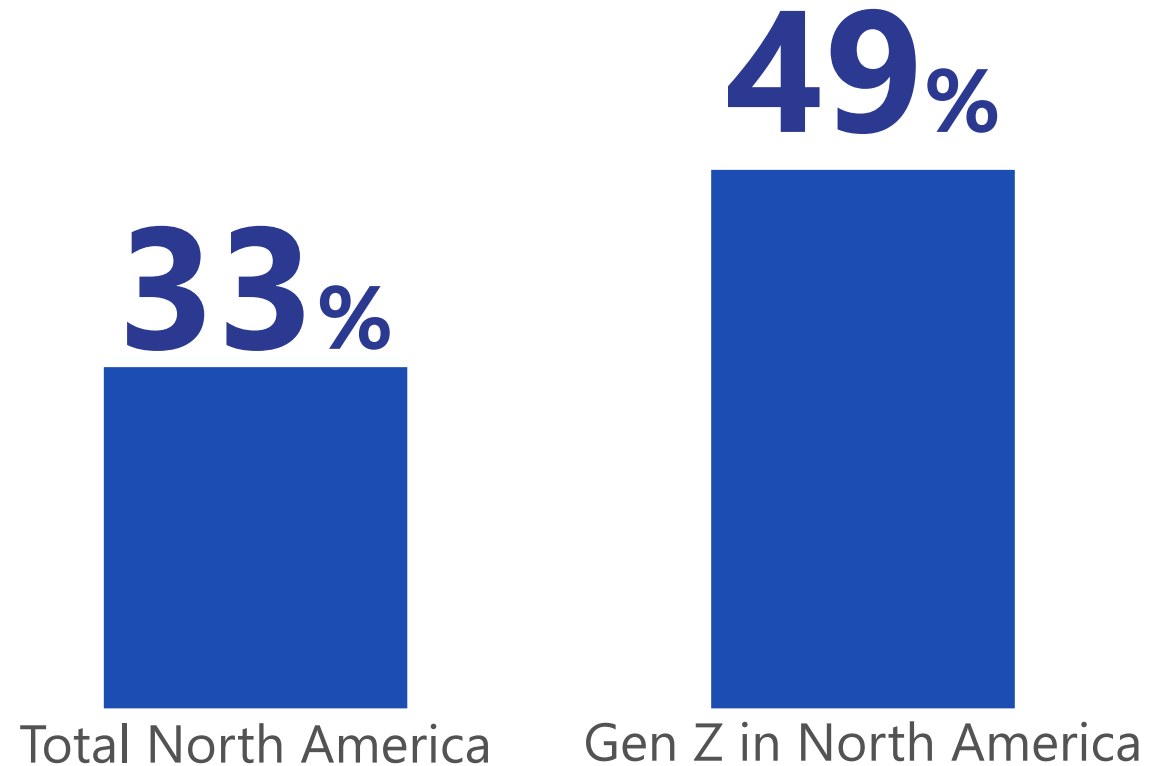
# Consumers are paying attention to sustainability communications from brands, especially Gen Z



## Consumers Have Heard/Seen Information in Past 12 Months

North America, 2023

Have **heard, read, or seen information** in the past 12 months about how brands are helping them to live in a way that is *healthy and good for the environment*

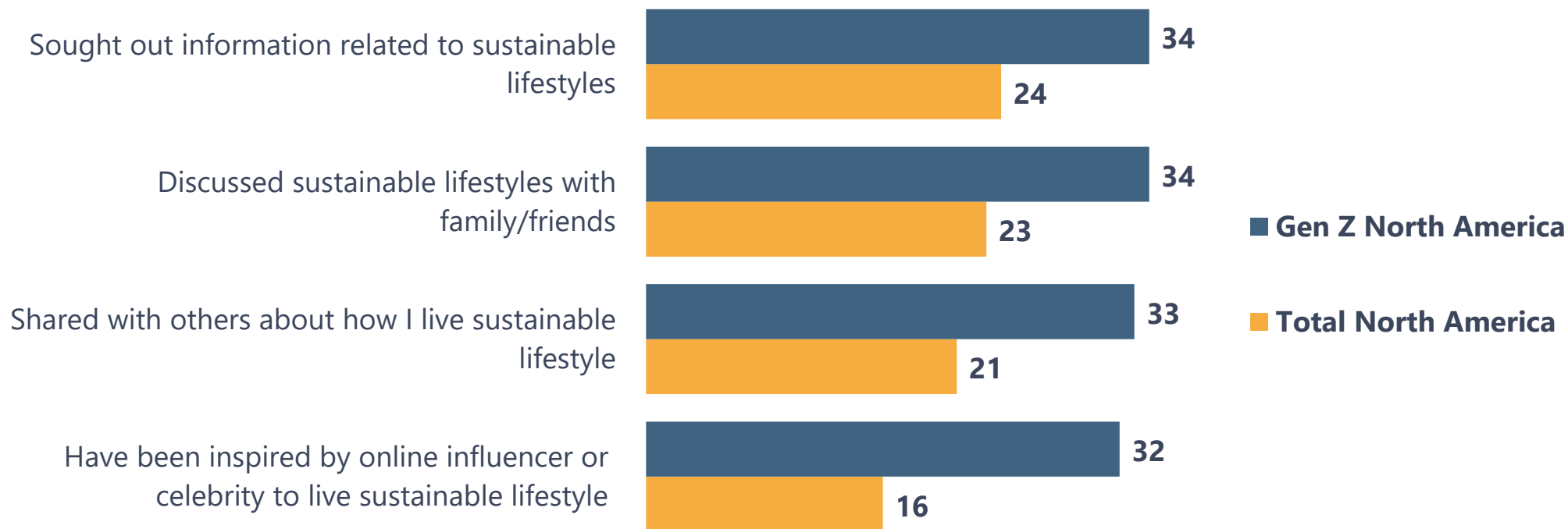


# North Americans – particularly Gen Z – are actively seeking out information on sustainability and talking about it in their social circles



## Information on Sustainable Lifestyles

“Very Often” and “Often,” North America, 2023



# Across generations, six in ten North Americans want to see more information on how companies make their products good for the environment



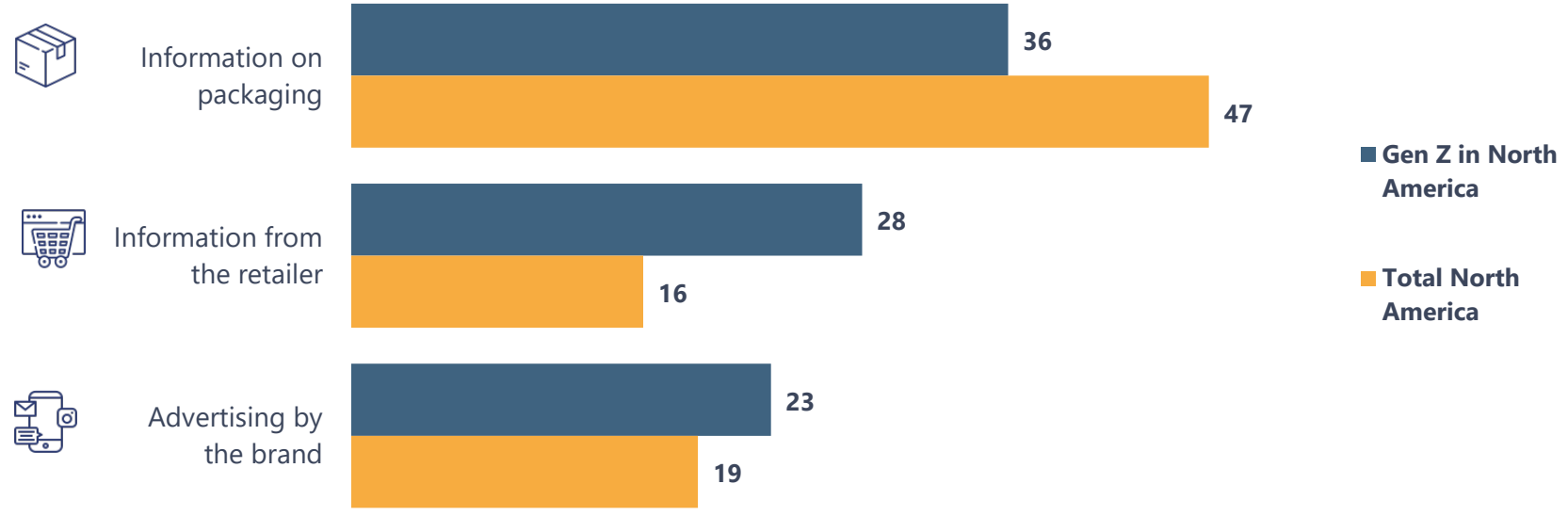
## If and How Consumers Want to See Information on Environmentally Friendly Products

North America, Top Three, 2023

# 62%

say they want to see more information on what companies are doing to make their products *good for the environment*.

### Top ways consumers want to become informed about environmentally friendly products:



Q56. Would you like to see more or less information on what companies are doing to make their products good for the environment?  
Q57. What would be the best way to inform you about how environmentally friendly the products are that you buy? Please choose one.



## To Sum Up . . .

- 🔍 **North Americans are concerned** about a number of environmental issues
- 🔍 **Climate change is increasingly affecting North Americans**, with Gen Z leading this sentiment in both Canada and the USA
- 🔍 Across generations, people in North America want to change their lifestyles to be better for the environment, but need help to do so; **Gen Z are most likely to want to change behavior, and most likely to say they have made big changes**
- 🔍 **Gen Z is also more likely to engage with sustainability** both in their social circles and communications from brands
- 🔍 It takes **a multi-channel approach** for sustainability communications to reach consumers: packaging, in-store, and advertising campaigns



**Know your world.  
Lead the future.**

**Contact Us:**

[Christine.LaMontagne@GlobeScan.com](mailto:Christine.LaMontagne@GlobeScan.com)

**GlobeScan is a global insights and advisory consultancy working at the intersection of brand purpose, sustainability, and trust.**

We partner with leading companies, NGOs, and governmental organizations to deliver insights that guide decision-making and build strategies that contribute to a sustainable and equitable future.

[www.GlobeScan.com](http://www.GlobeScan.com)



# Questions for the panelists



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# I CHOOSE BLUE

## For a Healthier Planet

Reach for MSC certified sustainable seafood





# I CHOOSE BLUE...

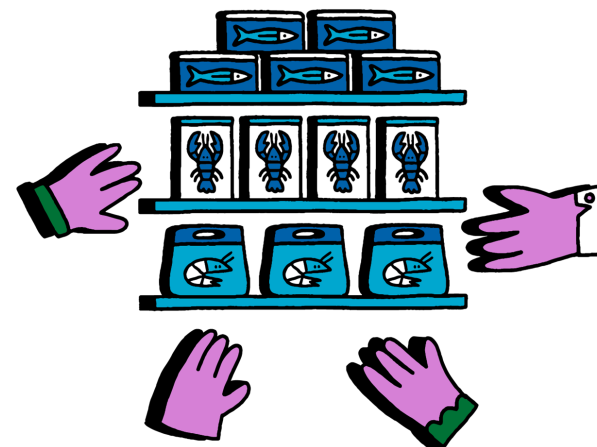
...to make a difference



...for my health and my family

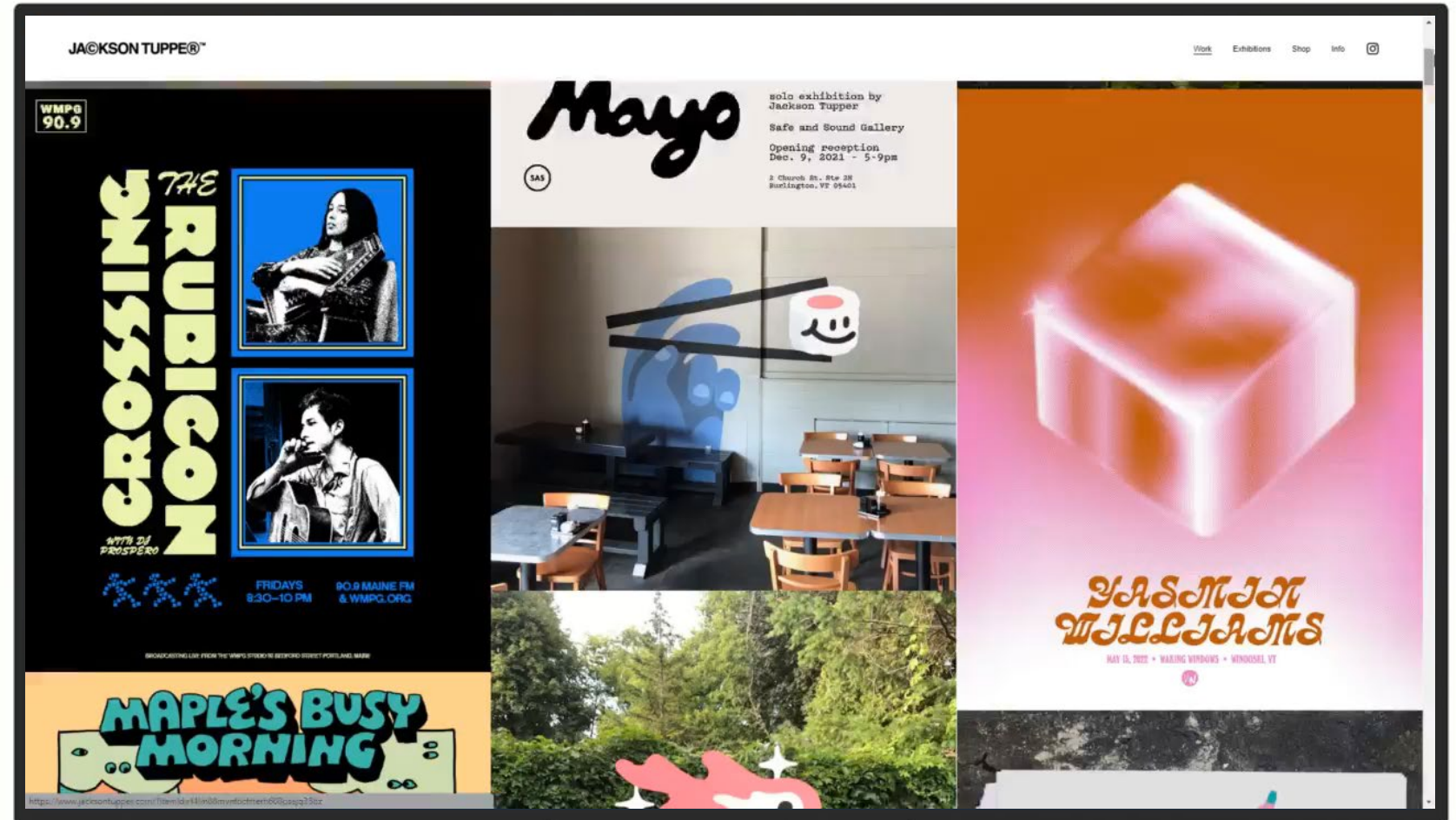


...to be a part of a movement





# Introducing Jackson Tupper



# How the campaign comes to life





# How the campaign comes to life







# Campaign highlights

## Out of home & Guerilla marketing



## Influencer & creator engagement





## Social media & streaming



# Opportunities to get involved



**WE CHOOSE BLUE**  
For a Healthier Planet

**VitalChoice** +  = 

WILD SEAFOOD & ORGANICS

**WE CHOOSE BLUE**  
For a Healthier Planet

**Ocean's**  
Pole & Line  
FLAKED LIGHT TUNA

**WE CHOOSE BLUE**  
For a Healthier Planet

**Instinct** +  = 

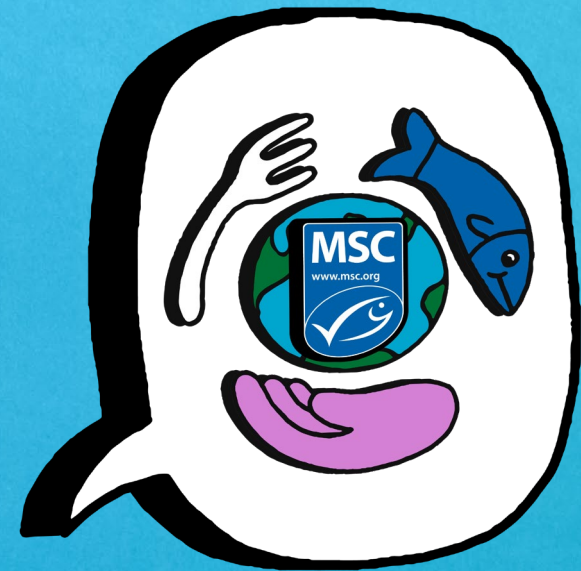
THE RAW BRAND



# Engage your network

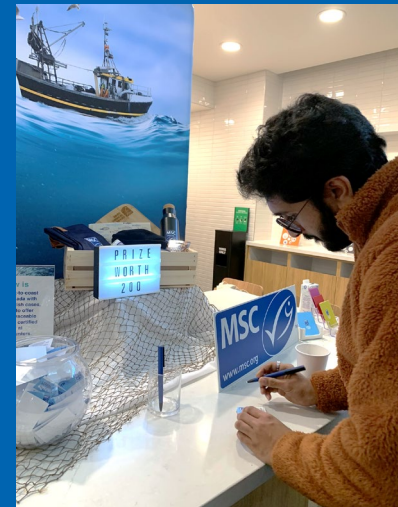


I CHOOSE BLUE...





# Involve your employees





# Educate in-store



**I CHOOSE BLUE**  
For a Healthier Planet

A central illustration on a white plate shows two hands, one white and one purple, holding a globe. The globe features the MSC logo and the text 'MSC www.msc.org'. A blue fish is swimming to the right of the globe.

Reach for MSC Certified Sustainable Seafood

Featured Artist  
JACKSON TUPPE®



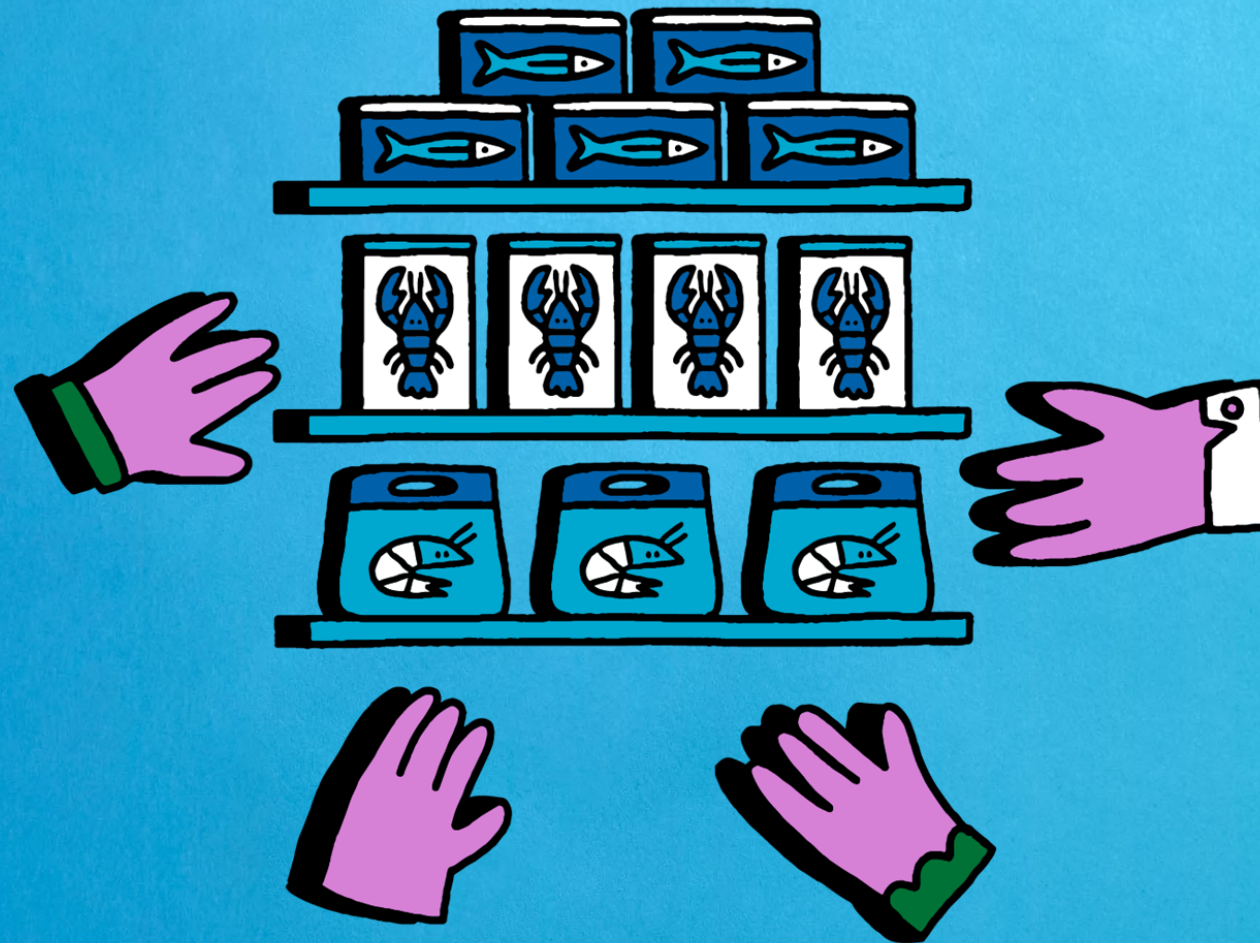
# Next steps

- 1** Webinar recording and link to campaign toolkit
- 2** Connect to discuss additional opportunities
- 3** Join us in Boston for a campaign launch party





# Hearing from you!



# THANK YOU FOR CHOOSING BLUE!

