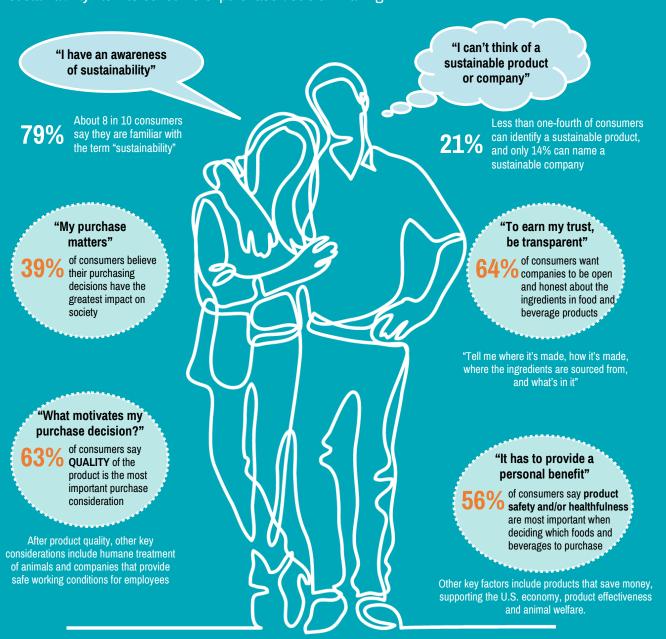
Marketing Sustainability: What's the Right Message?

Does a message of sustainability help sell products? Over the years, The Hartman Group's own research has found that in everyday life, consumers are, first and foremost, much more concerned about individual and family personal benefits than larger global issues. The adoption pathway of sustainable products (the concept of "in, on and around my body") often starts with food (a basic need) and what is "healthy for my body," then progresses to other categories. Here's where sustainability fits into consumers' purchase decision making:



Source: Transparency, Establishing Trust with Consumers 2015 report

