

COVID Consciousness

Product Blue and its pre-pandemic challenges

- Customers are confused
- Focus on high-impact purchases
- Breaking out into the market
- Similar to but separate from Product (RED)

Product BLUE is the first global campaign to combine Climate Mitigation and Adaptation Solutions. A 10 year effort with proceeds funding grants to aid climate research and humanitarian aid for climate refugees. Product Blue's goal is 1 billion in sales by 2030.

Problems

1. Product Blue is speaking to a confused audience, which is a huge challenge right off the bat. Customers are confused on how to make an impact, but want help nonetheless
2. Large focus on expensive, non-recurring purchases like cars, lighting, appliances, etc. This can narrow the amount and types of people able to contribute
3. How to have an initial impact among consumers and not having to wait before building momentum in culture
4. This *can* be a positive in regards to stealing some of its clout, but Product (RED) funded something entirely different than Product Blue's goals. Core differentiation between the two is something that must be made clear.

How COVID-19 affected Product Blue

- COVID takes center stage
- Focus on home essentials
- Shifted target market
- COVID being political widens our nation's divide

1. The media blasted and continues to cover all things COVID, forcing climate change and action to take a backseat. We were all sort of given this immediate threat, when we all know a larger, lingering threat is on our horizon
2. Due to financial issues, people shifted purchases to primarily essentials like food, water, toiletries, medicine, etc. For most, a sustainable refrigerator was not on their shopping list
3. Generally less capital among individuals and families means our consumers will change. I go into this a bit deeper later on in the presentation
4. Somehow a health crisis was made political, and that of course thickens the line between the two primary parties. This affects Product Blue and may make it more difficult as climate change is and will always be, somehow political

Product Blue cannot simply stop amidst COVID-19

Product Blue is dependent on people caring

and...

People have not stopped caring. In fact, they've done the exact opposite.

Product Blue is dependent on people caring, and amidst COVID-19, we've witnessed persistent proof of empathy across the planet.

I'll read an excerpt from Julio Vincent Gambuto's "Prepare for the Ultimate Gaslighting" that I referenced, followed by commentary of my own.

"The greatest misconception among us, which causes deep and painful social and political tension every day in this country, is that we somehow don't care about each other. White people don't care about the problems of black America. Men don't care about women's rights. Cops don't care about the communities they serve. Humans don't care about the environment. These couldn't be further from the truth. We do care. We just don't have the time to do anything about it. Maybe that's just me. But maybe it's you, too." COVID-19 has given many of us time. Time to reflect and consider what truly matters to us, whether that be our families, our health, our community, our beliefs, or even our sanity. The point is, we care. And one of the worst things that can come from this is that we are forced to forget that we care. Product Blue's messaging post-pandemic needs to position sustainability as an avenue for people to act on their desire to care, not just for the planet, but for people.

Becoming more important & focused

- Tying COVID & Climate through overconsumption
- Prioritizing celebration
- Climate action as *even more* essential
- Targeting the wealthy post-COVID

Here are some, but not all key points I highlighted as ways in which Product Blue can cater their messaging to a post-pandemic atmosphere

1. This is my whole thing. If my paper accomplished anything in the eyes of any reader, I hope they take away the stress I put on our need to slow down. **On page 2** I said, “If the findings from this study, and many others like it, are true, it only strengthens the already widely-accepted theory that COVID-19 erupted from the Wuhan Market of Hubei, China. The now closed Wuhan Market dealt with live, exotic animals, its employees working at a rapid pace to ensure their myriad of customers were receiving their food as quickly as possible.” We want too much gas, material, etc., we stimulate climate change. We want too much food too quickly, we mishandle and miscare, stimulating, theoretically, a global pandemic.
2. **Page 6** of my paper reads, “Instead of ignoring the impacts of COVID-19 (as this article states may happen), what if we highlighted them? What if we celebrated people for their accomplishments during quarantine? Even if they’ve been small, many individuals and families have been forced to shift their lifestyles. So instead of telling them they should do *more* of that behavior post-COVID 19 (which feels like it’s glossing over a time period of serious struggle), let’s celebrate their sacrifices and growth. This would have people associate sustainability with a positive message, possibly one of the few positive messages to arise from all this filth. Of course we want their sustainable habits to continue and improve, but the messaging following an era of such gloom needs to be uplifting or it will register as insincere.” People

1. are upset, depressed, hopeless, you name it. I hate to be such a Debbie Downer, but this is true for many right now. The last thing Product Blue should do is wrap its messaging in a thick blanket of saying this is all our fault. It is, and maybe not us directly but people as corporation owners, but regardless, it's time for positivity. The kicker is, it must be authentic possibility. No BS it's all gonna be alright positivity. Product Blue should take real world examples of people's progress during this time and simply celebrate it.
2. Maybe GHGE have lowered, but that doesn't solve climate change. Climate action is more important than ever because of a) the obvious - climate scientists saying we have just 10 years to save our planet, and b) an initiation to change our ways can be made if we examine our habits amidst this pandemic. Product Blue can become more important by communicating that opportunity, and then responding to it with itself as the solution. **On page 3** of my paper I write, "the Head of the UN Environment Programme Inger Andersen said, "visible, positive impacts, whether through improved air quality or reduced greenhouse gas emissions, are but temporary, because they come on the back of tragic economic slowdown and human distress." Andersen goes on to say this is no one's ideal way for the environment to mend itself. However, that doesn't mean some people won't view it as a miracle. Especially in the eyes of those who are skeptical, this greenhouse gas hiatus will be more than a complete justification to fully revert back to "normalcy".
3. Focusing on those with more capital post-COVID, positioning Product Blue as more luxurious as those who can afford luxury will most likely be primary consumers. **On page 9** of my paper I wrote, "if Product Blue is planning on entering the market through appliances, vehicles, etc., it may be worth considering Product Blue as a choice for the elderly, wealthy people who have accumulated great consumer-guilt. We can identify these individuals by observing their current spending habits, as their decisions essentially have them identifying themselves. For an exaggerated example, a retired oil fracker may be very philanthropic in their later days, having built a recent pattern of Earth-conscious purchases due to their newfound desire to right some of their wrongs, if you will. "The feelings of consumer guilt: A phenomenological exploration", an article from *ResearchGate's Journal of Business Economics and Management* states, "In their Regret Regulation Theory, Zeelenberg and Pieters identified four regret regulation strategies; goal-, decision-, alternative-, or feeling-focused that are implemented based on their accessibility and their instrumentality to the current goal... Decision-focused strategy includes undoing or reversing, justifying the decision that led to the regretted consequences or denying responsibility for it." Product Blue needs to identify those who desire justification for their old habits and thus grant them, even if it's just fractional, release from their guilt. These people exist and will be most properly equipped to buy from us post-pandemic."