

Good Things Green BRAND PLATFORM

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prepared by Groove 11

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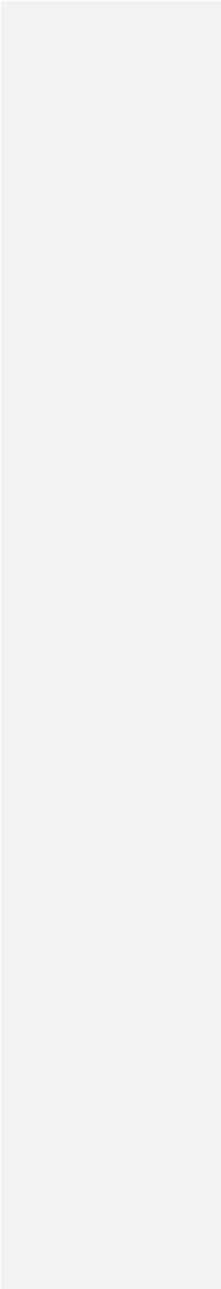
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How to Use this Brand Platform

The purpose of this document is to provide the solid foundation that supports the development and evaluation of Good Things Green brand communications. These include but are not limited to: visual identity, key messaging, collateral, service approach, marketing activities and advertising.

This document captures the essential elements that when used together make up the Good Things Green brand experience. It is a fundamental tool in the strategic management of our brand, including our image. It is designed to support both internal and external communications and should be utilized by all who communicate our brand.

With a few exceptions, this platform is not intended as a source of verbatim marketing copy. Instead, its function is to supply context, inspiration, creative direction and criteria for integrated creative work, with the goal of applying a strong, cohesive and consistent brand experience throughout all touch-points with the audiences we wish to serve.

If you have questions about how to use this guide or on final image usage, please contact #####

i. Introduction

An organization or company's most valuable competitive advantage is its brand. Yet, in today's competitive environment, few truly understand the inherent power of branding or positioning, how a brand works, how to build brand equity, how to manage brand image, and how to use brand strategically to accomplish organizational goals.

At Good Things Green, each and every one of us is a brand ambassador and building a strong brand is a part of everyone's job. We extend our brand through each touchpoint, communication and positive experience that our audiences have with us. As we continue our momentum and growth, branding is a critical task and a competitive advantage. It will help to differentiate as we introduce ourselves to new audiences. And it will help us to connect with clarity and consistency.

Establishing/redefining and maintaining a Good Things Green brand requires discipline. Over time, as we maintain our voice, messaging, image and identity, we will advance with strength in the minds of our audiences and all of our stakeholders. Ultimately, we want to answer three basic questions in the minds of our audiences:

I. Good Things Green Business Context

Our Background

Good Things Green was borne out of passion and desire. Craig Flax, our founder is passionate about kids and he holds a deep desire to leave them with a better world. He is committed to teaching children about happiness, respect for others and our interconnectedness of our action on others.

In 2006 Craig saw a need, a need to arm consumers with more information about products. Give consumers data on product sustainability, information about companies' environmental stewardship - in addition to product pricing and overall quality – and you'll create better consumers.

Consumers are ripe for changing their buying habits as they simplify their lifestyles and adopt more sustainable choices. That's where Good Things Green comes in.

Moving forward Craig and his team see the way to move the needle is by bridging customers and merchants and merging the needs of committed conservationists and mass consumers into an easy-to-use, independent, and trusted source of product information.

Behavior change begins with information. People will consume less, and buy smarter if they have better information. People will be smarter consumers with Good Things Green.

Our Business Focus

The current landscape and economic climate has created a unique business opportunity.

While there are several good comparison shopping sites, none compare “green attributes.”

The following market dynamics also contribute to our focus:

- As shoppers migrate to online shopping the need for comparison shopping will only grow. Not in spite of the economic downturn but because of it.
- The way that consumers shop is in flux as shoppers need to buy smarter, which means arming themselves with more data: comparing price, quality, and increasingly the sustainability of products.

Good Things Green will give shoppers data they never had before – and when price and quality are the same between two products people will now have a third data point, how green a product is. Armed with this information people will surely make greener choices in their day-to-day lives.”

Another differentiator for Good Things Green is its partnerships with non-profit organizations and schools that allow them to fund raise. “When you look at a venerable group like Sierra Club, they fund raise the same way they always have, through direct mail and email pitches. We’re offering schools and non-profits a way to give their members something more, and get more in return.”

Organizations are able to filter through and pick specific products and aggregate them into a branded shopping mall. “A group can choose the categories or products they’d like to endorse and direct members – or non-members – to the site and say, ‘We think these are the best products on the market,’” explains Craig.

As more merchants and brands come aboard it will be no time before critical mass is achieved, as retailers understand they have nothing to lose and all to gain by participating and partnering with Good Things Green.

Industry

Category

Retail Shopping

Sub-Category

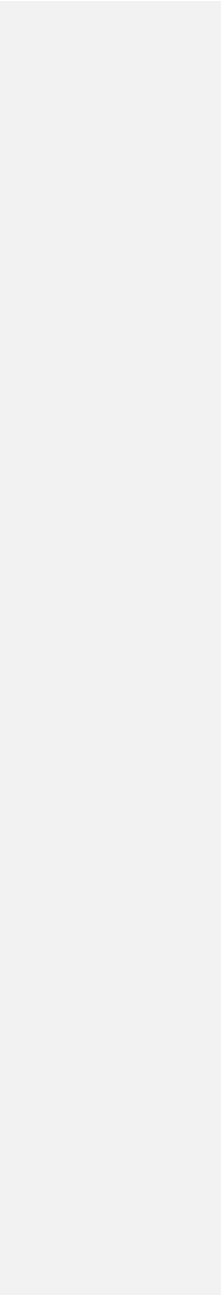
Online Retail

Segments

Sustainability

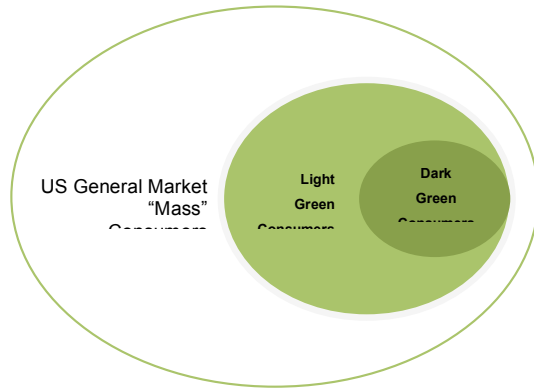
Green

Lifestyle



Good Things Green Market Opportunities and Target

Good Things Green is a resource for all shoppers. We bring value by providing a comparative product research tool. Increasingly however consumer choice is influenced by a product or company sustainability profile. In fact consumer spending on green products will double, reaching \$500 billion in 2008. (2007 ImagePower Green Brands Survey) The market presents and opportunity to target consumer segments as follows:



Our core target is "Light Green Consumers". As light green expands into the US General Market we will grow in step by virtue of their increasing size and influence. We want to activate the light green and eventually see it become part of the mainstream

Market Opportunities

The term “Green Consumer” is oxymoronic; in a perfect world the best plan of action is to consume less. In the imperfect world we live in however we recognize that people NEED to buy products, they WILL buy products and the environmental impact of these products DO matter. If consumers are armed with more and better information they will make smarter buying decisions.

If we think of consumers as being divided into three categories: dark green; those consumers who are passionately committed to green lifestyle and causes, light green; consumers who have a growing awareness and interest in environmental issues and who want to make smarter choices – *if* they were easily available, and the largest segment, the masses who may be disinterested – for now – in sustainability issues and are chiefly driven by value or quality drivers.

It's the middle group, the light green, who we see as the target for Good Things Green. The Light Green segment's needs are not adequately met by existing product offerings. Unlike the Dark Green consumer, who is driven solely by the sustainability quotient of their purchases, the Light Green consumer makes buying decisions based on a number of factors, which can shift from purchase to purchase is looking for more information for their purchase decisions. Value and quality continue to be important drivers for the Light Green, but increasingly so are environmentally friendly choices.

As the mass audience begins to adopt environmentally driven purchasing decisions so will the audience for Good Things Green. And Good Things Green will grow with them.

Light Green

Light Green consumers can be described ashow we activate them

Dark Green

Dark green consumers can be described ashow we activate them

General Market

Characteristics of the US general market ... how we activate them

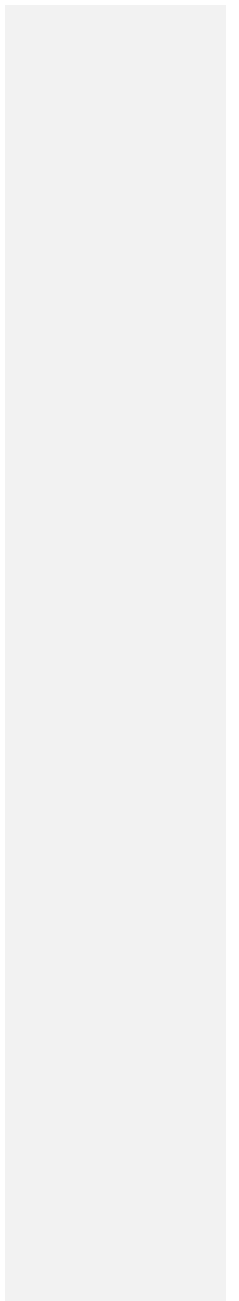
Audiences

Following is a summary of our primary audiences and stakeholders we communicate to now and into the future:

1. Industry
2. Highly informed consumers
3. Mass consumer





SEE KEY MESSAGING FOR SPECIFIC MESSAGES DESIGNED TO ACTIVATE THESE AUDIENCES



INSERT CONSUMER MOODBOARD



Competitive Environment

The following is a sample list of competitors “distinguishing” characteristics and positioning messages (As described on corporate Web sites and literature):

Competitor	Who They Are	The Opportunity
	Aggregator of green products and environmental content that connects users with retailers.	Extremely limited offerings targeted for a niche audience. Acts as a change agent, limiting its audience appeal. <u>Ratings system not trusted or transparent</u>
	Source of health, social and environmental information for home products.	Very limited product information. Ratings for both product and company information. Has a decidedly scientific bent with over 600 base criteria in play, culled from various (outside) sources. <u>Not in the business of working with companies, by definition a combative relationship. Pretty confusing ratings system. The most trusted of the bunch.</u>
	A socio-values driven shopping site that strives to change corporate behavior through market forces.	An activist site whose goal is to change corporate behavior, as opposed to addressing consumer demand. <u>No trusted rating system, very limited product offering</u>
	Online comparison-shopping site providing independent product and merchant information.	Direct competitor to Shopping.com and Shopzilla. Contains a green component where they certify products as green, as determined by outside organizations or criteria. <u>No trusted rating system.</u>

		limited product offering.
	Leader in online comparison-shopping. Easy to navigate and offers Epionions.	Has no green component. <u>Guided by the principle of getting a click-through to the retailer as quickly as possible. Price driven audience.</u>
	Similar to Shopping.com, a large comparison online shopping service. Consumer generated reviews from BizRate.	Concentrates on rating the merchant, as opposed to the product. No green component. Has transparency for the merchant's rating.

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Finding the White Space

When we map out the competitors on a grid, we begin to see the white space opportunity for Good Things Green.

Positioning

The consumers' conversation with merchants has changed. The traditional value proposition consumers relied on – price and quality – has expanded. Increasingly the value proposition construct also includes a component of sustainability.

The sustainability conversation has grown louder as consumers increasingly seek out green choices and merchants have answered. Even Wal*Mart has responded to this seismic shift; the Environmental Defense Fund now regularly consults and advises the retail behemoth on environmental issues.

And, as the market for green products grows¹, so is the need for a trusted source of reliable, unbiased information where consumers can compare the data *important to them* to make smarter purchasing decisions.

Industry, retailers and consumers are realizing that good decisions made for sustainable reasons are also the right decision for their wallet; green products often make good economic sense.

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¹ A vast majority of consumers say a company's environmental practices are important in making key decisions including: the products they purchase (79%) - GfK Roper Study, "Green Gauge," September, 2007.

Differentiation

"Thinking differently from the outset often leads to the most original results."
-Henrik Ibsen

We help audiences understand what makes Good Things Green unique from its competition in the following ways:

- Proprietary rating system
- Built through collaborative information provided by manufacturers and retailers
- Green seal of approval AND a single source of comparative product information
- Breadth of industry support
- Non-preachy
- Technologically innovative
- Let's customers choose the scenarios

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Position

A strong and effective “**Brand Position**” distills to a single word or two the concept that we want the Good Things Green brand to occupy in the minds of our audiences. The act of positioning is a core element of a successful marketing strategy.

Our position sets us apart from our competitors.

Notable examples of brands and their positions include:

Volvo – Safety
Disney – Magic
Coke – Real
Nike – Performance
HP – Invention
Apple – Different

The Good Things Green brand position should be distinctive, own-able and distinguish our brand from its competitors. We reviewed the various positions found in the competitive set to craft a position for Good Things Green. Our positioning is based on the following criteria and the belief that our position MUST be:

- Relevant to the market and current market trends
- Reflect First Tech's differentiation
- Be ownable in our category
- Be defensible against our competition

Good Things Green chosen position that will be communicated VISUALLY and implied VERBALLY is:

TBD

Candidate = Independent

The TBD position takes into consideration our strengths and the competitors' strengths as well. In an over-communicated market, we must find a way to position our products against the competition while touting our uniqueness. Communicating the TBD position visually is covered in more detail in the Messaging section of this document.

Good Things Green | Confidential Brand Platform
V3.1

The Good Things Green Brand

The Good Things Green brand is built on a simple idea; provide consumers with trusted product information – not only price and quality data but also sustainability information on the product and its manufacturer – and you empower them to make better buying decisions.

Culled from a variety of sources and filtered through our own stringent standards Good Things Green's product information is easy to understand, comprehensive and transparent. Users understand how we arrive at the Good Things Green ratings and what they mean. Transparency and trust are crucial to the success of Good Things Green.

Mission

Our mission is to provide reliable and comprehensive information to consumers in an easy-to-understand and easy-to-use manner. Armed with thoughtful product information that includes green messaging empowers consumers to make better, more sustainable buying decisions.

Brand Architecture

Brand Architecture describes the relationship between a brand, its sub-brands and its products and services. The brand architecture allows us to look at the big picture and see how all the pieces fit together, and how well they *work* together. It's the sum total of all the components.

Good Things Green is not one *thing*. Good Things Green is a web-site, a rating system, a rating tool, and a "Seal of Approval." It's a community and an attitude. Through a series of strategic relationships with brands all of these components work independently, and interdependently to create the Good Things Green experience.

Good Things Green Web Site Rating System Rating Widget GTG Seal of Approval

Brand Essence

The brand essence for Good Things Green captures the spirit and soul of who we are and what our organization stands for. Unlike some other aspects of Good Things Green the brand essence never changes. This is a constant across all aspects of the organization; as Good Things Green grows and its feature set expands the brand essence remains the same.

The brand essence is a means to articulate an emotional connection between the organization, its employees, its partners, and its customers. Brand essence states what the brand stands for in the minds of customers and stakeholders in a short, simple and clear manner. We strive to create something memorable but more significantly stake out ground that is meaningful and resonates with stakeholders and our constituents.

Brand Essence:

"Buy smarter. Live better."

Extended Brand Essence:

"Buy smarter today. Live better tomorrow."

Brand Identity

The consumer's perception of Good Things Green – the organization, the web site and all ancillary products and services – is the Brand Identity. This is the strategic goal, from today looking forward of how we want the consumer to perceive Good Things Green.

Good Things Green is a collective of associations that brands (merchants) and consumers tap into: Service, Innovation, Ease of Use, and Commitment. We aspire to be viewed as a gateway and repository of trusted, independent information for the consumer. We achieve this through our innovative comparison tool and a user experience that is easy to use, and easy to understand. This is driven by our passion to deliver a better shopping experience as defined by our service and our commitment to a sustainability message. At the core of our identity is our belief that consumers, *all* consumers can “**Buy smarter and live better.**”

Core Identity

Service: Delivery of trusted, independent product information

Trust: We work hard to build and maintain trust through transparency

Innovation: Product rating tool (widget) for comparison-shopping

Ease of Use: User-experience that is intuitive

Commitment: Passionate about bringing sustainability to the marketplace

Extended Identity

Sustainable: A green message is infused in all aspects of the organization.

Brand Personality: Friendly advocate for consumers, and the planet. A humanistic approach to comparison-shopping.

Relationships: An inclusive, not exclusive approach to our relationships. We act as a bridge between sometime disparate factions: e.g., committed environmental organizations and manufacturers/brands, committed greenies and purely value-driven consumers. We are non-judgmental in theory and in practice in serving all constituencies.

Leader: We are first in this space with a plan to lead in new directions.

Customer Promise

Good Things Green is the trusted source for independent product information in the marketplace for the next economy. Good Things Green empowers consumers by providing comprehensive data from a wide variety of sources, in a transparent and easy-to-understand manner.

Tagline

This is a distillation of the overarching message: arm consumers with more information about price, quality and sustainability and they can not only make better consumer choices but also begin to make a real impact, for the better, on the environment.

“Buy smarter. Live better.”

Brand Personality

If Good Things Green were a person what type of person would it be? A brand's personality is the set of human characteristics that can be associated with the brand. Warmth (or lack of), sincerity, commitment and lifestyle choices: interests, opinions and activities are all traits that describe a brand's personality. By defining and supporting a distinct and approachable personality we can connect with users and develop a strong relationship with our target audience.

Self-expression is important in this space. Green, value-driven, technologically savvy, technologically challenged, compassionate, young, and old are traits that can be contradictory, but are not mutually exclusive in our personality expression for Good Things Green. It is important that users, and prospective users see themselves in Good Things Green's personality. Yes, we appeal to a predominately younger and upscale audience who are passionate about green issues, *but* we also need to be easy enough to use that an older, less tech-savvy customer still feels welcome and comfortable using our site.

It's not a question of being all things to all people but of projecting a friendly, inclusive and approachable personae, so any user feels welcome and comfortable using Good Things Green.

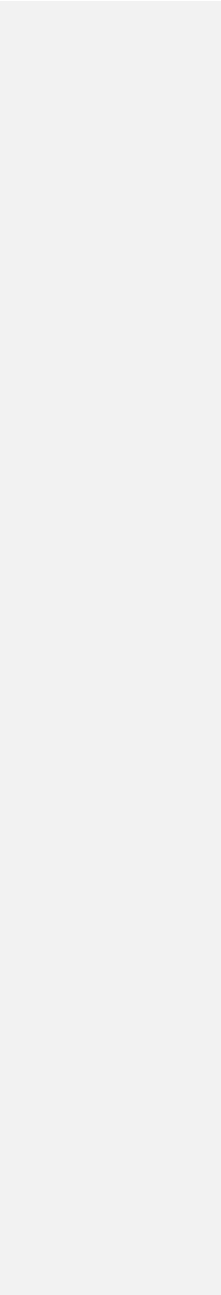
Craig embodies many of the personality traits of the brand: friendly, compassionate, passionate, and more interested in finding practical, middle ground for forging a path than planting an immovable stake in the ideological ground. What's lacking in most (all?) comparison-shopping sites is a sense of humanity. Good Things Green is not just a business. It's an organization driven by ideals, ideas and passion with a business plan.

Personality

- Friendly
- Credible
- Smart
- Inclusive, not exclusive
- Non-judgmental
- Responsible
- Genuine

Brand Archetype

??? Shall we do one ???



Brand Experience

Consumer Experience

Our consumer experience involves taking a shopper experience that e-tail consumers are already familiar with, and building atop that. We create an emotionally relevant connection that allows the consumer to feel good about their purchase, "I know that I've bought the right product, and for the right reasons." Good Things Green is an outlet for consumer self-expression, which by its very definition will make us unique. If a consumer creates an emotional connection with the brand we've created a unique experience.

Merchant (Brand) Experience

TBD

Tone of Voice

We use two languages to convey ideas and messaging: text and graphics. The words we choose need to align with the color palette and graphics we use. Good Things Green has a tone that is credible, personable and approachable. Consistency of tone in both languages allows us to convey our values and qualities across all channels. Ultimately we need to answer the question, are we speaking to our audience in a tone of voice that reflects our brand's values? Using language that is clear and free of jargon extends the idea that Good Things Green is a consumer-friendly, inclusive and approachable site.

Tone

Accessible

- Simple, friendly, jargon-free

Honest

- Clear, concise

Authoritative

- Credible

Positive

- Conversational, authentic, passionate