Marketing sustainability: global customer communication examples
Marketing sustainable products

Telling your sustainability story adds value to your brand. And there are many ways to do so. The purpose of this presentation is to provide inspiration and examples* from our customers of how to communicate your sustainability story.

For an introduction into our brand endorser approach and guidance on where to find our content and ready-to-use materials please have a look at our presentation:

Marketing sustainability: content and tools to add value to your brand

*Some communication examples in this presentation were created prior to the logo update of January 2016 and therefore carry the old UTZ logo.
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- Annex
  - Resources and contact details
  - Which UTZ logo?

Questions?
Contact us: membersupport@utz.org
1. Coffee
IKEA
Various countries

Coffee that's good right from the source

UTZ coffee means good coffee.

100% UTZ certified coffee beans:
- 100% certified
- 100% traceable
- 100% sustainable

In-store
On-pack
POS
Online
Print
Employee engagement

Sustainably farmed coffee

Cake and coffee
Almond cake with chocolate, butter cream, and butterscotch.

Everyone wins with UTZ Certified at IKEA

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IKEA communication campaign

• Since 2008 roll out of certified traceable coffee policy: all coffees served and sold at IKEA are UTZ certified.

• Commitment to source all cocoa and tea as UTZ.

• Strong vision on CSR. Transparency and traceability in supply chain are a key value.

• Multi-channel communication to cover internal and external stakeholders.

• Why UTZ? Match with internal purchasing policy, balance of People, Planet, Profit in program.

“Our customers expect that we are sourcing responsibly produced coffee, and having UTZ certification confirms that for them. Consumers are really positive when they find out and it increases trust in the company. By doing this we make it possible for customers to make a conscious choice of a good product that is better for the environment and for the workers that produce it.” Anders Lennartsson, Sustainability Manager, IKEA Food Services
Migros Switzerland

MIGROS

Print

In-store

Employee engagement

Online

On-pack

Nachhaltig produzierter Kaffee

UTZ CERTIFIED – Genuss mit gutem Gewissen

Print

Online

In-store

Employee engagement

On-pack
Migros communication campaign

- Swiss retail market leader.

- Strong CSR vision with focus on responsibility throughout entire supply chain.

- First mover in mainstream certification for private label coffee since 2008. Achieved 100% UTZ certified coffee in 2010 and private label cocoa (Chocolat Frey) in 2015.

- Multi-channel communication with focus on both internal and external audiences: website, on-pack, in-store, regular articles in Migros magazine, sustainability reporting, coffee tracer.

- Launch of Generation M campaign, in which Migros makes a promise to children about what they will do in terms of sustainability.

- Why UTZ? Traceability, availability of supply, mainstream program, coverage of full assortment possible, insight into supply chain, reputation management, coverage of hot issues (like child labor).
Tchibo
Germany

Heute bei Cafissimo:
Unsere Zusammenarbeit mit UTZ Certified

Wir sind froh, dennoch auf eine friedliche Zusammenarbeit mit UTZ Certified fortzufahren, die uns in der Vergangenheit die Möglichkeit eine umweltfreundliche und nachhaltige Kaffeequalität zu bieten. Die Kooperation mit UTZ Certified ist von großem Nutzen für alle Verantwortlichen.

UTZ Certified ist ein weltweit aktives Unternehmen, das die Anbauverfahren der Kaffeeplantagen überwacht und garantiert. So unterstützt UTZ Certified die Anbauverfahren der Kaffeeplantagen, die sich auf nachhaltige und umweltfreundliche Methoden stützen.

In Zusammenarbeit mit UTZ Certified arbeiten die Partner der Kaffeeplantagen eng zusammen, um eine nachhaltige und umweltfreundliche Kaffeequalität zu bieten. Die Kooperation mit UTZ Certified ist von großem Nutzen für alle Verantwortlichen.

Neuheitissimo
Erlösse Kaffees aus 100% nachhaltigem Anbau

Neue Sorten 4.50
Tchibo communication campaign

- German coffee roaster Tchibo is a partner of UTZ and other sustainability labels.

- For its multi-channel communication campaign in 2014 they used their animated character Mr Coffee Bean (‘Herr Bohne’) to explain why sustainable sourcing matters in a playful and engaging way.

- The campaign included an animated film, blog, newsletter and a consumer competition.

- Tchibo engaged its own employees in the campaign with a series of Mr Coffee Bean postcards and created special media packs with coffee samples and links to the video. The campaign generated great media coverage and traffic to the online tools.

- In addition Tchibo created the ‘Coffee Journey’ (Kaffee-Reise’), an interactive game testing the knowledge of consumers on coffee, including sustainability and UTZ.

- Read more about Tchibo’s campaign [here](#).
2. Cocoa
ALDI SÜD communication campaign

- ALDI SÜD, the leading discounter in South and West Germany, launched a campaign to get its consumers more involved with its sustainability story, starting with the most important people of all – children.

- Multi-channel campaign built around the concept of ‘Sieben Siegel’, seven important sustainability labels used on ALDI products, sharing fun and explanatory content with consumers in store, online and via video and print.

- Publication of short brochure for kids, with stories that bring each of the seven labels to life. Children were encouraged to find out more and to look for the seven labels in store and online. They could also enter a competition to win an attractive prize.
De Ruijter communication campaign

- Multi-channel campaign to introduce sustainable cocoa across B2C and B2B channels.

- Extensive on-pack communication to tell the story of cocoa from farmer to shelf accompanied by press coverage as well as a barometer on the De Ruijter website to measure progress against their goal of 100% sustainably sourced cocoa (already reached).

- Later activity on social media to drive awareness of the UTZ label asking ‘do you know what this means?’ with an arrow pointing to the UTZ label on-pack.
Nestlé
Various countries
KitKat global brand campaign

YouTube

Facebook

Website
KitKat social media activation

• In 2016 KitKat became the first global confectionery brand sourced from 100% certified sustainable cocoa, supplied through the Nestlé Cocoa Plan.

• Social media campaign to mark the announcement featuring Ivorian footballer Didier Drogba and socially conscious YouTube personality Louis Cole.

• The goal – to show consumers how enjoying a break with KitKat helps to make life better for cocoa farmers and their families.

• Four videos shot in Côte d’Ivoire that explain the Nestlé Cocoa Plan’s three pillars: better farming, better cocoa and better lives.

• Read more about how KitKat’s sustainable sourcing achievement went social here.
Nestlé UK campaign 2016

Online

In-store

PR

OOH activation

Did you know that all the cocoa we buy to make every one of your favourite QUALITY STREET chocolates and other Nestlé confectionery brands in the UK and Ireland is now 100% certified sustainable? Find out why it matters here...
2016 marketing campaign

- At the end of 2015 Nestlé UK&I became the first confectionery company in the UK to achieve 100% sustainably sourced cocoa for its entire range.
- 2-phase campaign to Educate and Engage consumers around the Nestlé Cocoa Plan and sustainable cocoa sourcing.
  - Phase 1: social media activation and targeted ads in Sunday papers.
  - Phase 2: tube and train card panels followed by in-store activation in Tesco, Morrisons, Asda and Coop.
- Main target group: ABC1 (more affluent segment)
- Overall goal to:
  - To carry on the conversation in relevant channels
  - Be among trusted content to enhance engagement
  - Drive reach to entice people to store
Woolworths
South Africa

Employee engagement
PR
Online
Print

Woolworths sees benefits of working with sustainability standards

Milk, dark or white? How about green? We're sourcing more & more certified-sustainable cocoa. youtube/6PHl3I/3AxAM
Woolworths communication campaign

• Woolworths is a leading retailer in South Africa. They launched a multi-channel campaign to communicate their sustainability efforts both externally to their consumers and internally to their staff.

• Launch of chocolate box line with UTZ certified cocoa in 2012.

• Ambition to reach 100% by end of 2016 and to incorporate UTZ cocoa into other products with chocolate by June 2018.

• 40% increase in sales of Woolworths boxed chocolates since UTZ certified line was introduced.

• More than 60% of respondents in a customer survey claimed that sustainable cocoa was important to them when purchasing chocolate, indicating that responsible sourcing can be profitable.

• Read the full case study on the ISEAL website here.

‘In terms of brand differentiation, sustainable sourcing policies have definitely helped Woolworths. People trust the brand and they feel more positive about our company since starting the Good Business Journey.’ Lucy King, Good Business Journey analyst, Woolworths
First UTZ certified Australian-owned ‘bean-to-bar’ chocolate manufacturer.

Launch celebrated with an event at their cocoa facility attended by partners and media as well as extensive in-store and online promotion.
LIDL

Global and local
NOMU South Africa

PRODUCT CATALOGUE 2016

Dark, rich and delicious - NOMU Cocoa is an ideal ingredient for baking, or made from the finest quality imported cocoa beans, perfect for when you feel chocolate inspiration strike.

Whether it be chocolate mousse cake, double chocolate chocolate, truffle or chocolate kuih nutmeg, our cocoa will always deliver a deep and rich chocolatey flavour.

NOMU is extremely proud and honoured to be the very first South African brand to feature UTZ Certified Cocoa and cocoa products. UTZ is our rich and decadent cocoa, free of chemicals and baking waxes. By buying UTZ Certified cocoa, NOMU benefits support sustainable cocoa farming.

A GOOD REASON TO EAT MORE CHOCOLATE...

UTZ Certified has recently celebrated the five-year anniversary of its cocoa program. And we are super proud to be part of this journey. So buying any UTZ Certified product, you will play an important role and be part of this journey to help the farmers benefit from it.

Thanks to the UTZ program, I made profits. This helped me build my house and send my children to school. I can also save money in a bank account. My biggest source of satisfaction is my home. - Ndokwe Rosemary, farmer of Agricultural Cooperative Society, Parliament Ward, Benue State in Nigeria.

GET 15% OFF OUR UTZ CERTIFIED TREATS

Just a few more days to get your UTZ Certified Choco! Get 15% OFF your favourite UTZ certified, chocolate today.

When you buy NOMU Cocoa, Skinny Hot Chocolate, Drinking Chocolate or any of our cocoa-based baking mix, you are contributing towards a better life for cocoa farmers, their families and the environment.

Nomu was the first South African company to become certified, and is the private label supplier to a leading South African retailer.

Multi-channel campaign to inform and educate both internal and external stakeholders on sustainable cocoa and UTZ.

Development of sales brochures and catalogues supplied to global distributors as well as extensive online communication to engage consumers.

Better Business Hub article for more information.
3. Tea
Meßmer communication campaign

• Meßmer brought the launch of its certified herbal teas to the attention of business customers through advertising in trade magazine Lebensmittel Zeitung, highlighting the launch as a first for Meßmer and the herbal tea industry.

• A second ad jokingly warned customers of potential traffic jams in the tea aisle.

• Meßmer also reached out to 30,000 consumers directly through its newsletter, inviting them to complete a Facebook game and tea quiz, with the opportunity to win a new bicycle. The campaign was reflected in updated content on Meßmer’s main website.
Get in touch

Be inspired.
- Visit the Better Business Hub
- Browse the Resource Library

Stay informed.
- Subscribe to our newsletter

Get in touch.
- Email us with your questions and ideas
Which UTZ logo?

There are two categories of logos available:

- The UTZ *corporate* logo, which does not include the word ‘Certified’ and which can be used for off-pack communication when talking about the collaboration with the UTZ organization.

- The UTZ *labeling* logo, which includes the word ‘Certified’. The labeling logo is applicable for on-pack and off-pack communication regarding the *certified product*.