

# Marketing & Net Zero

Simon Shepherd

9/3/22



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Branding is what  
people say about  
you when you're  
not in the room

## Marketing vs. PR vs. Advertising vs. Branding

I'm a Great  
Lover



Marketing

Trust Me,  
He's a Great Lover



Public Relations

I'm a Great Lover  
I'm a Great Lover  
I'm a Great Lover



Advertising

I Understand  
You're a Great Lover



Branding



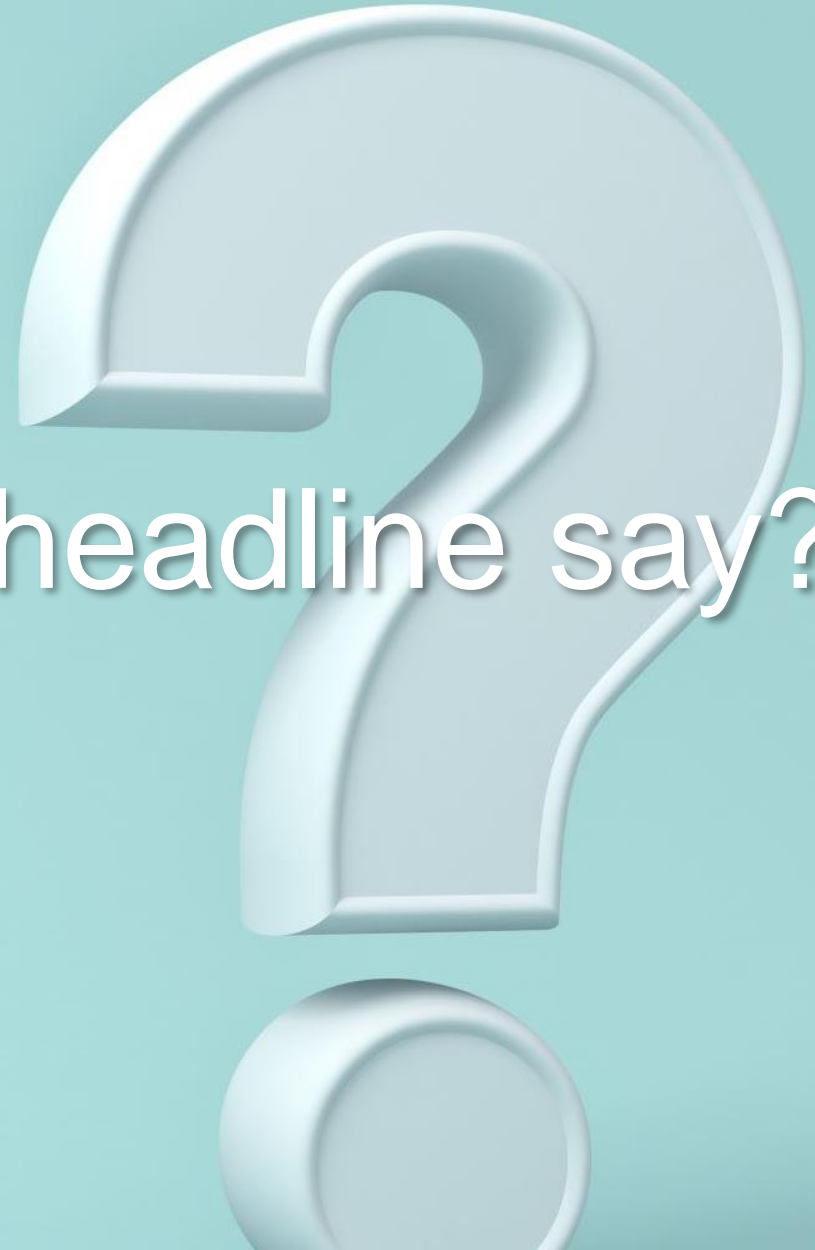
# Ikea

- Sourced close to 50% of its wood from sustainable foresters
- 100 % of its cotton from farms that meet the Better Cotton standards
- More than 700,000 solar panels powering its stores
- **Net energy exporter**

Imagine ....

A few months/ years from now, your brand is on the front page news for achieving greatness.....

What would the headline say?





A dark, semi-transparent background image showing a group of business professionals in a meeting. They are gathered around a table, looking at documents and laptops. The image is dimly lit, with the text overlaid in white.

# Brand Promise

A value or experience a company's customers can expect to receive every single time they interact with you





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More fashion choices that are  
good for people, the planet and  
your wallet

# Marketing materials



Business logo



Brochures



Packaging



Letterhead



Business cards



Advertisements

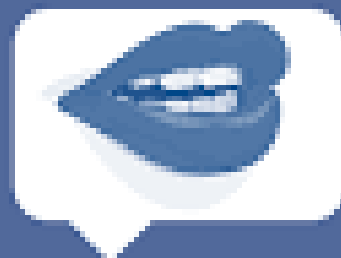


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**SOCIAL**



**PROOF**



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Who is talking  
about me?

Google  
Alerts



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# Creating a Marketing Narrative





## Your Message

What you want to say



## Your Medium

The channel you want to say it through



## Your Timing

When you need to say it



## Your Target

Who your message is aimed at



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The image features a central, glowing green padlock with a textured, particle-like surface. It is set against a dark blue background filled with intricate, glowing white and light blue circuit traces and data paths, resembling a complex network or a futuristic cityscape. The overall aesthetic is high-tech and digital.

# Messaging Matrix

	<b>Blog</b>	<b>Website</b>	<b>Facebook</b>	<b>PR</b>
<b>Content</b>	Format/Message			
<b>Education</b>				
<b>Solutions</b>				
<b>Conversion</b>				
<b>Culture</b>				
<b>Hiring</b>				





“We suggest focusing on ensuring you’re offering the best content you can. That’s what our algorithms seek to reward”

Google August 2019

# Green Content



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# Footprint

**Concerns a business's own emissions**, either caused directly through its own operations or indirectly through its use of non-renewable energy and motorized transport.

# FETZER.

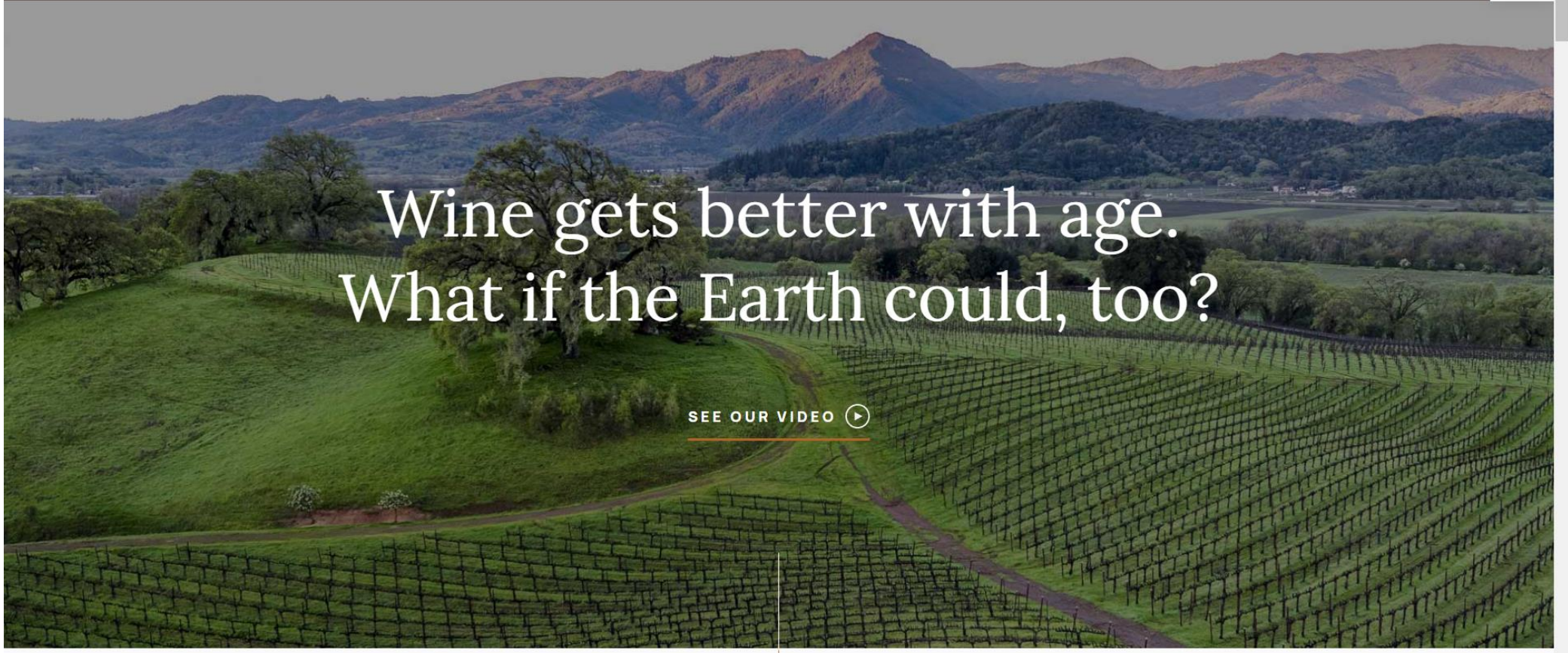
VINEYARDS



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Wine gets better with age.  
What if the Earth could, too?

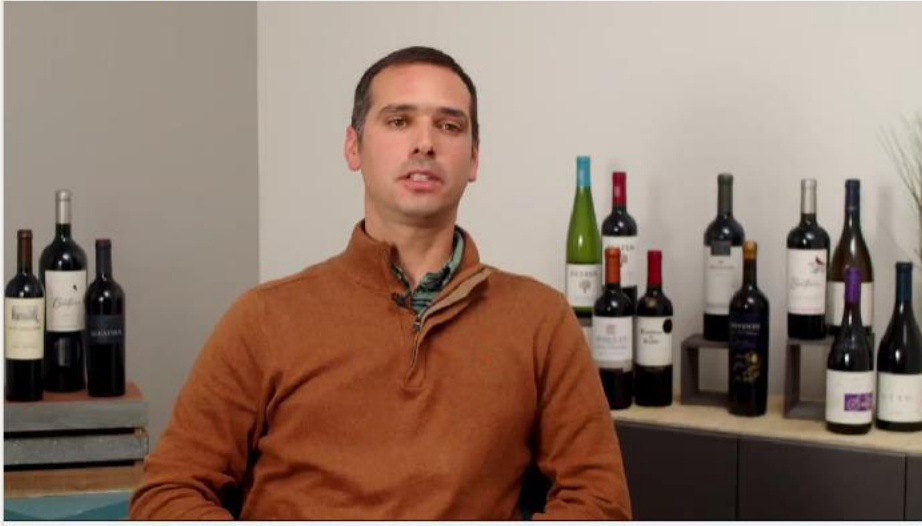
SEE OUR VIDEO



 **Fetzer Vineyards** [+ Follow](#) 3,402 followers 3w

Our Senior Vice President of Marketing, Rodrigo Maturana, takes a moment to share why Fetzer Vineyards is at the forefront of sustainability and a professional accomplishment he's most proud of.

[#FetzerVineyards](#) [#BtheChange](#) [#sustainability](#)



Interview with Rodrigo Maturana

  131 14 comments

 **Messaging** ... ↗ ↑

# Tail Print

**Reduction of emissions** consumed by suppliers in the creation of goods and services used by a company ( Upstream)



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# Farmers

- Plant indigenous trees & teach conservation farming methods.
- Improves the livelihoods of farmers and helps them both adapt to and mitigate the effects of climate change.
- The programme has generated verified emissions reductions, which makes its Yorkshire Tea and Taylors Coffee carbon-neutral products.




Net Zero in Practice: How Brands | About Us | A family Yorkshire Bu

https://www.taylorsofharrogate.co.uk/about-us

Not syncing





Explore



## Pack certifications

- What you see on our packs aren't vague wish lists. They don't say what we plan to do by 2055 if we try really, really hard. Instead, we're proud to say, they're hallmarks of genuine achievements. Independently assessed, they were awarded to us for our contributions to the environment and the welfare of our suppliers. Have a peek at Taylors Impact to see what all these little logos mean.

[Visit Taylors Impact](#)



Windows taskbar: Search, File Explorer, Microsoft Edge, Mail, Dell, Teams, OneDrive, Settings, PowerPoint

System tray: ENG UK, 16:40, 17/02/2022



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The screenshot shows a web browser window with the URL <https://www.taylorsofharrogate.co.uk/about-us>. The page features the Taylorsofharrogate logo at the top center, which consists of a stylized house icon above the text 'TAYLORS of HARROGATE'. To the right of the logo is an 'Explore' button with a hamburger menu icon. Below the logo, the section is titled 'Taylors values' in a large, bold font. To the left of the text is a vertical green bar with three dots. The text describes the company's values as 'the Six Ps' (passion, people, planet, process, product and prosperity) and mentions they are written on Post-it notes. To the right of the text is a large image showing several hands of different skin tones clasped together in a supportive grip. At the bottom of the browser window, the Windows taskbar is visible, showing various application icons and the system tray with the date 17/02/2022 and time 16:43.

## Taylors values

These are inspirational principles, written on Post-it notes and stuck on our laptops. Together they make a mini manifesto (a minifesto?) about our obligations to our customers, our suppliers and the environment. For reasons that will become obvious in the following sentence, we call them the Six Ps. They are: passion, people, planet, process, product and prosperity.



# Handprint

Refers to emissions consumed downstream by customers through their use of a company's goods or services.



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# Newsprint

**How companies communicate** about climate change to the wider world, making it one of the most exciting and relevant imprints for brands.


# Brilliant Marketing

# Brilliant marketing

- They provoke thought.
- They demonstrate a path to the future.
- When we think, we engage

Net Zero in Practice: How Brand... Sustainability Report | Taylors Im... Making a positive difference | Ta... +

https://www.taylorsimpact.com/annual-sustainability-report



# Annual Sustainability Report

We want to make a positive difference in the world, to make our planet sustainable for generations to come.

Welcome to Taylors of Harrogate's Sustainability Reports. We hope you enjoy learning more about our impact at home and overseas.

Windows taskbar: ENG UK, 16:50, 17/02/2022



Net Zero in Practice: How Brands Sustainability Report | Taylors Im News index | Taylors Impact Home / Twitter

https://www.taylorsimpact.com/articles

Filter Sort

The Ulalo 'Bridge' Project →

A Proper Brew, Boiled Proper →

Women and girls in Assam →

https://www.taylorsimpact.com/articles/the-ulalo-bridge-project

Windows taskbar: ENG UK, 16:55, 17/02/2022



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Haymarket joins Advertising Ass... Sustainability Report | Taylors Im... News index | Taylors Impact x Taylors of Harrogate (@Taylors) / x

https://twitter.com/Taylors

Home Explore Notifications Messages Bookmarks Lists Profile More

**Taylors of Harrogate** 9,908 Tweets

**Taylors of Harrogate** @Taylors · Nov 12, 2021

Well, what a week!

We still can't quite believe that we've won a @Momentum\_UNFCCC award for our work towards becoming carbon neutral.

We're so proud that a family business from Yorkshire can achieve something like this on the global stage ❤️

#COP26

Yorkshire Tea and UN Global Climate Action Awards

Simon Shepherd @clientmarketyks

**Taylors of Harrogate** @Taylors · Nov 12, 2021

Search Twitter

**What's happening**

Weather · LIVE  
**Met Office issues rare red warning for Storm Eunice on Friday**  
Trending with #StormEunice, Met Office

**#ImpossibleIsNothing**  
My story is not impossible. Because I'M POSSIBLE  
Promoted by adidas

Men's golf · Trending  
**PGA Tour**  
2,775 Tweets

Men's golf · Trending  
**Bryson**  
2,486 Tweets

World news · Last night  
**Ukraine: Russian video shows tanks leaving annexed Crimea, but NATO and the US are disputing the claim**

Messages

ENG UK 17:36 17/02/2022



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SOUTH YORKSHIRE  
**SYMCA**  
MAYORAL  
COMBINED  
AUTHORITY



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# JOIN THOUSANDS OF UK BUSINESSES TACKLING CLIMATE CHANGE

START YOUR NET ZERO JOURNEY TODAY

TOGETHER FOR OUR PLANET

2826 UK businesses signed up so far

Join them today

MAKE THE COMMITMENT



Association

Haymarket joins Advertising Ass... Sustainability Report | Taylors Im... News index | Taylors Impact Taylors of Harrogate (@Taylors) / x

https://www.campaignlive.co.uk/article/haymarket-joins-advertising-associations-ad-net-zero/1727894

Not syncing Settings and more (Alt+F)

**campaign** SIGN IN REGISTER BULLETINS SIGN UP SUBSCRIBE


LATEST > CREATIVE WORK > TOP BRANDS & AGENCIES > EXPERIENCES > CASE STUDIES EVENTS JOBS > Q

Staff | September 21, 2021 How long? | 1 minute

# Haymarket joins Advertising Association's Ad Net Zero

Campaign's owner commits to reduce carbon emissions in travel and other areas of business.

Twitter Facebook LinkedIn



Take a 30-day free trial today! [Join Free](#)

Windows taskbar: Search, File Explorer, Edge, Mail, Teams, Settings, Power, Task View, System tray: ENG UK, 17:41, 17/02/2022

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Campaign's owner commits to reduce carbon emissions in travel and other areas of business.



Ad Net Zero: Haymarket joins growing list of media owners on board scheme

discounts to Campaign events

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Create an alert now

PARTNER CONTENT

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# Social Media

- Share to groups
- Back links
- Tease your audience
- Images
- Great title



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engage



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# Questions



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