Marketing Aspects of Packaging vs Reductions

Green Journey

Ethical Seekers ← **Feel Good Factors** ← **Anti-Ethicals**

Extremists	Increasing Focus	Active Objectors
• Rational	• Emotional	• Irrelevant
• Interrogative	• Simplified	• Cynical
• Willing to pay	• Unlikely to pay	• Won’t pay

Easter Egg Journey

HISTORY:

- Expectation of Gift worthiness
- Willing to pay for size impact
- Limited ‘Environmental’ awareness

RECENT HISTORY:

- Gradual upturn in ‘Environmental’ visibility
- global commitment to 10% reduction in packaging by 2010
- Customers drive foot-fall with lower RSP
- Increases Customer merchandising demands

MARKETING SAW OPPORTUNITY TO CHANGE

TODAY:

- ‘Environmental’ expectations
- Affordable price
- Gift-worthy

ACTION: Marketing instigated size reduction

Core Shell Egg Range Easter 07 ►10

Packaging Reduction Benefits

- **40%** less consumer packaging
- More than **2000** tonnes of packaging removed
- Co2 reduced with over **2500** fewer journeys
- Rigid PVC plastic material removed
- Supply Chain efficiency
- Improve Customer merchandising
- Increased Operational efficiencies

Significant Progress

BEFORE & AFTER