

RETAIL ACTIVATION FOR GOOD

INNOVATION SPRINT

Retail Activation For Good is designed to better integrate brand marketing, digital, commercial and CSR teams so that they can develop more effective brand purpose and sustainability activation campaigns at retail.

The one-day workshop provides the frameworks, tools and case studies to help you design and implement retail initiatives that close the intention-action gap and transform purpose into profit.

THE INTENTION-ACTION GAP:

97%

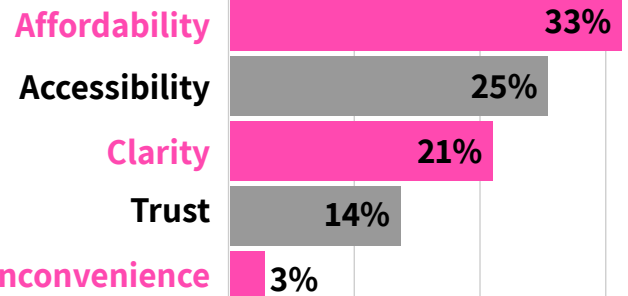
say they want to take action and live more sustainably

13%

are actually changing their behavior

Source: WFA Planet Pledge & Kantar. Sustainability Marketing 2020

BARRIERS TO ACTION



Source: Simon-Kucher Global Sustainability study, July-August 2022

Retail Activation for Good is designed to help create breakthrough creative that drives purchase intent — to make sustainable living more accessible, aspirational and rewarding. It is the culmination of two years worth of proprietary research, case studies and consultation with some of the world's largest brand owners and retailers.

Want to learn more? [Click here to schedule a call.](#)

By the end of the day, you will have...



Aligned your sustainability commitments to the purchase drivers for your brand, your category and your business partners

Identified and prioritized the intention-action gaps along the path to purchase to drive the right behavior change

Developed a range of activation ideas that are sustainability driven & customized for retail

Written a selling strategy on a page to pitch those ideas to your customers



Virtual Workshop (8-12 people)

Includes landscape assessment, preparation of all workshop materials and remote facilitation with one moderator



In-Person Workshop (12-16 people)

Includes landscape assessment, preparation of all workshop materials, travel time and in person facilitation with two moderators



Portfolio Workshop (16-24 people)

Includes workshop preparation and facilitation for up to 3 brands across a portfolio

““ **The workshop was just fantastic!** ””

Coupled with the testing, it really brought to light the current challenges Grove Co is facing and helped define where and how to find the most impactful way to reach our shoppers with a message that resonates with them.

Danielle Johnson, Director of Shopper Marketing, Grove Collaborative

[Click here to schedule a call.](#)