

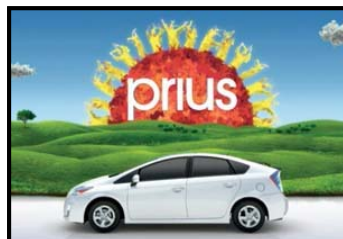
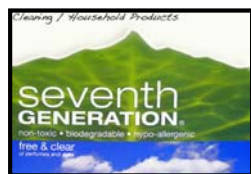
What Doomsday Preppers Teach Us about Selling **ZNE**



1 / DANIELLE VITOFF, ASSOCIATE DIRECTOR




Green marketing campaigns . . .



2 / DANIELLE VITOFF, ASSOCIATE DIRECTOR



...are directed at those who are already intent on *Saving the World*




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The illustration shows a woman with long brown hair hugging a green tree. The tree's canopy is composed of numerous green spirals, resembling a stylized peacock tail or a decorative tree. The woman is smiling and has her arms around the trunk of the tree.

Super Bowl Puppy Love, Budweiser Clydesdale Style




The economic argument doesn't capture consumers because it DOESN'T SPEAK to the HEART



The top-left image shows a Clydesdale horse's head and neck in a stable, looking down at a small, light-colored puppy sitting on the floor. The text 'Super Bowl Puppy Love, Budweiser Clydesdale Style' is overlaid on the top left of this image. The bottom-right image shows a green landscape with several trees whose canopies are shaped like dollar signs (\$). The trees are of varying sizes and are set against a clear blue sky.

GO GREEN, OR ELSE...



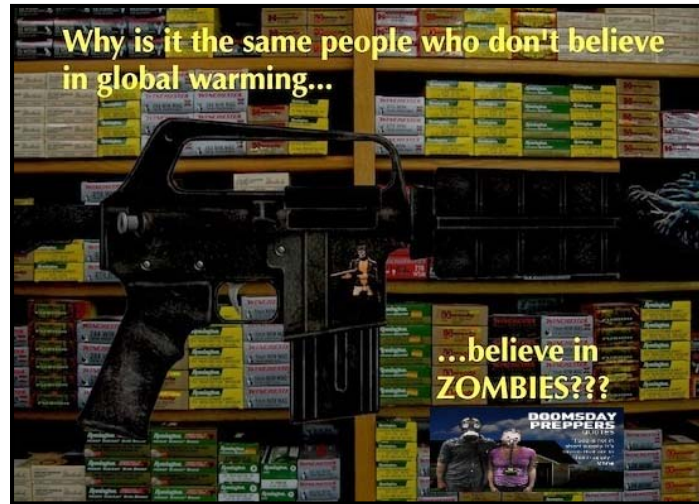
Intimidation doesn't work

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Doomsday preppers offer a viewpoint about as far as we can get from our



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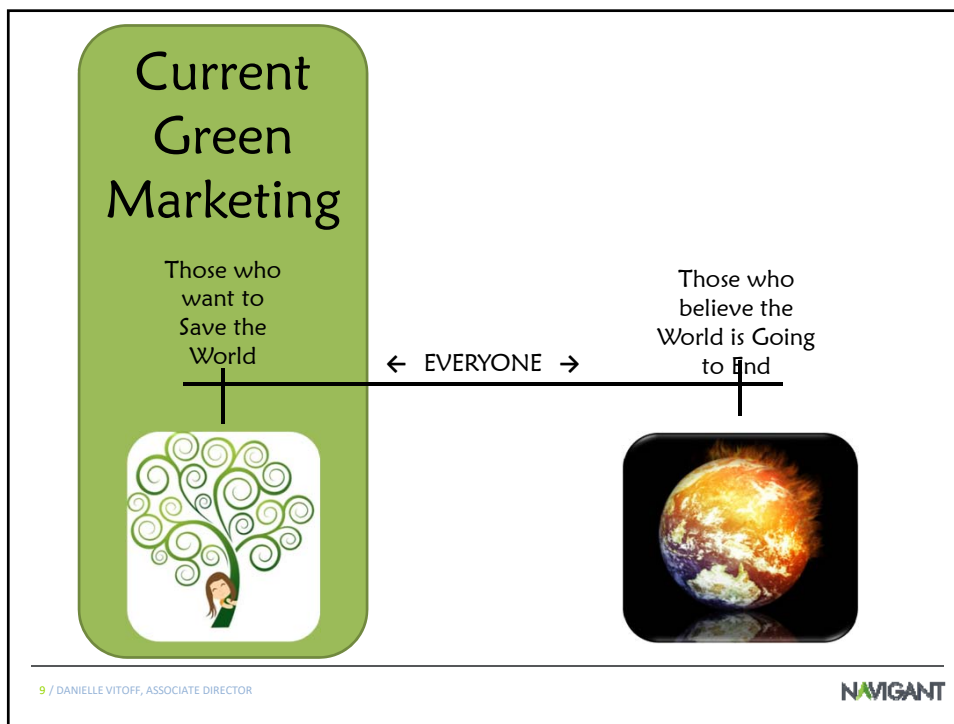
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Doomsday preppers spend their time preparing for the end of the world



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Doomsday preppers care about . . .

food, water, shelter and security,
but most of all . . .

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self reliance



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How do we re-envision marketing that speaks

to those that want to Save the World



for those who believe the World is Going to End



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Buying an electric car is like getting a hug from a polar bear



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Hugging a polar bear doesn't speak to the



≠



heart of a
Doomsday prepper

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The story of an electric car can be about powering your own transportation



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Zero Net Energy homes have no future energy costs and they Save the World



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So, who buys Zero Net Energy homes?



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Zero Net Energy homes can be sold as simple, reliable, and secure



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To effectively sell *green* we need to be aware of viewpoints that differ from



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↳ EVERYONE ↲

Those who want to Save the World

Those who believe the World is Going to End

We can change the story to encompass everyone

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