

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



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The slide features a central illustration of a woman with long brown hair hugging a green tree. The tree's canopy is composed of numerous green spirals. To the left of the illustration, the text reads "...are directed at those who are already intent on *Saving the World*". At the bottom left, there is a small text credit: "3 / DANIELLE VITOFF, ASSOCIATE DIRECTOR". At the bottom right, the "NAVIGANT" logo is displayed.

Super Bowl Puppy Love, Budweiser Clydesdale Style

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



The slide is divided into two horizontal sections. The top section contains a photograph of a dog sitting on a tiled floor in a stable, looking up at a horse's head. Text overlaid on the top left of the photo reads "Super Bowl Puppy Love, Budweiser Clydesdale Style". To the right of the photo, the text "The economic argument doesn't capture consumers because it DOESN'T SPEAK to the HEART" is displayed. The bottom section of the slide features a 3D-rendered landscape with a green field and a blue sky. Several trees are depicted, with their canopies shaped like dollar signs (\$).

GO GREEN, OR ELSE...



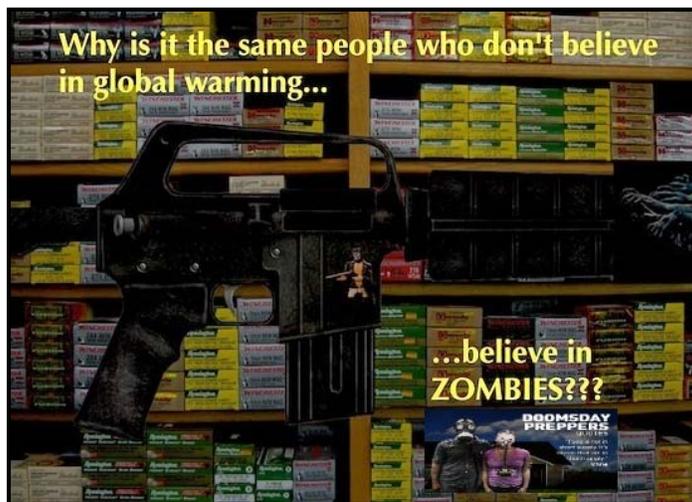
Intimidation doesn't work

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So, how do we reach the other half?



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



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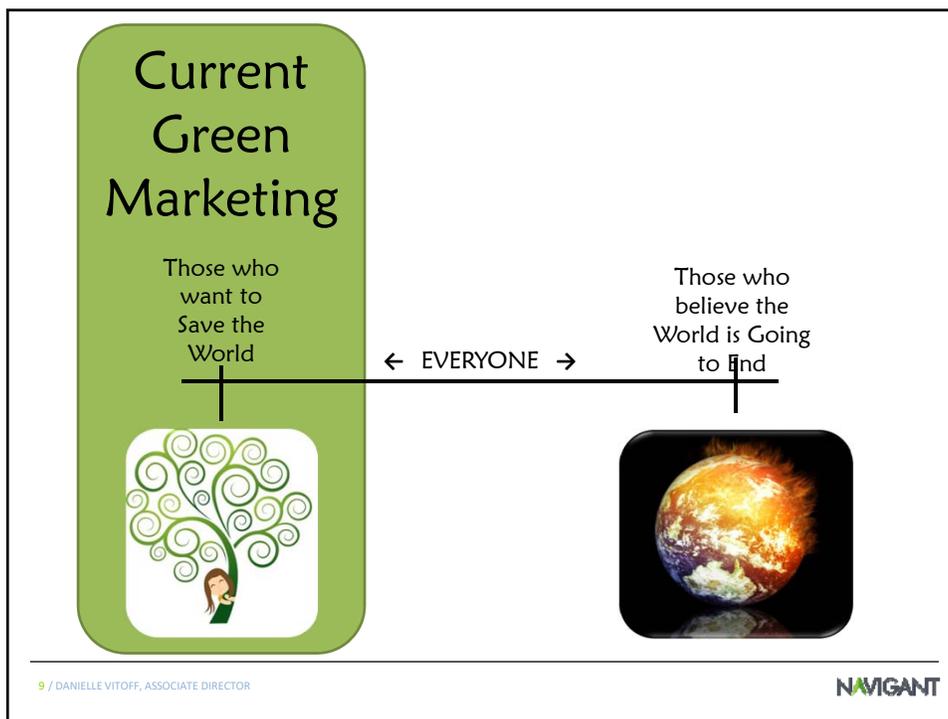
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Doomsday preppers spend their time preparing for the end of the world



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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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