



WALDEN HYDE

Process of Change

| A Cultural
Behavior Model

Overview

Walden Hyde's approach to changing consumer behavior is built around a behavioral model that we've documented over countless hours in the field talking with consumers.

People begin a journey of behavior change by becoming aware of an issue and setting an intention to take action. After getting past barriers and actually taking action, they then connect the dots to other areas of their lives.

This common progression in how consumers change behavior—and how brands can support them—is also informed by Walden Hyde's *SmartLiving* report, an ethnography investigating perceptions of sustainability in mainstream America. These insights are useful for brands of all shapes and sizes, from small challenger brands to global corporations, especially when value-based decisions are a consideration.

Awareness



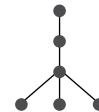
Intention



Barriers



Action



**Connecting
the Dots**

Awareness

A consumer hears about an issue:

“I just read that our kids’
sunscreen could be harmful!”

Brand Guidance

Know what’s coming down the sustainability pipeline by studying early adopter trends. Be sure your brand is positioned to address emerging environmental, social, and wellness concerns. That may mean evaluating sourcing for existing products, updating packaging with relevant sustainability messaging, or bringing a new product to market.

Awareness



Intention



Barriers



Action



**Connecting
the Dots**



Intention

The consumer sets out to change a habit/behavior:

“Yikes, I better think about finding a different sunscreen for my kids.”

Brand Guidance

Trusted brands have a powerful opportunity to help consumers progress along their sustainability journeys. There will be a period following the initial awareness spark when these consumers are considering new products, but are still uncertain. If a known brand can adequately address their concerns and help them feel confident in trying an unfamiliar, sustainable product, they will be more likely to tip from intention to action.

Awareness



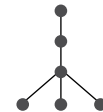
Intention



Barriers



Action



Connecting
the Dots

Barriers

Obstacles, such as time, money, and shopper-confusion, often get in the way of making a change:

“Geez, that means a higher price. Is there a difference between sunscreen and sun block? What number should I get? What’s this one—a natural option? Is it worth it? I hate wading through all this information.”

Brand Guidance

Know consumers’ barriers and position your product accordingly to lower (or in some cases, exploit) those barriers. If time is a barrier, your product better make it easy. If money is a barrier, show them why spending more is worth it.

Companies and trusted sources can lower barriers for making a decision. When mainstream brands offer sustainable products, consumers are more likely to trust them

compared to a lesser known natural brand. Friends, family, and news outlets are also important trusted sources of information for most consumers.

Awareness



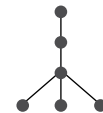
Intention



Barriers



Action



Connecting
the Dots

Action

The consumer takes a step toward changing a behavior:

“I’ll give it a try. I hope it works as well as the sunscreen my kids are used to.”

Brand Guidance

Make sure your product delivers. There are endless stories of consumers taking a risk on a new natural product that doesn’t work, and then never trusting *any* natural options again. You have one chance to prove that your product is an all-around great option.

Awareness



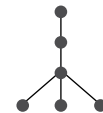
Intention



Barriers



Action



Connecting
the Dots

Connecting the Dots

Action leads to more action:

“Wait, what other things should I think about? My household cleaners? My food?”

Brand Guidance

Once you make the sale, have the next, related product, idea, or message ready and help the consumer connect the dots.

Awareness



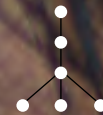
Intention



Barriers



Action



Connecting the Dots



about us



We build Constructive Brands.

Guided by a strong reason for being,
Constructive Brands advance profitability
without screwing over future generations.
They shift culture, build up employees,
and future-proof resources.

We make sure they are wildly successful.

DESTRUCTIVE

CONSTRUCTIVE

BOO

MEH

YAY

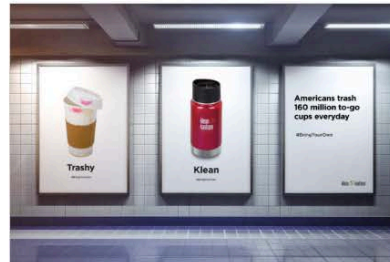
Services



Brand Identity

Build or refresh your brand

[LEARN MORE →](#)



Brand Platform

Position and market your brand

[LEARN MORE →](#)



Packaging

Get in their cart

[LEARN MORE →](#)



CSR Report

Get the most out of your CSR report

[LEARN MORE →](#)



Purpose Lab

Harness the power of purpose

[LEARN MORE →](#)



"Future of" ... Studies

Find the answers you need

[LEARN MORE →](#)

Select Clients

Justin's

HONEY
STINGER

eldora

klean
kanteen

JACKSON'S
HONEST

Xanterra

Unilever

Plum
organics

Nestle

THE
NORTH
FACE

PURE
LEAF

Teatulia
ORGANIC SINGLE GARDEN TEAS

West
Paw

CONSCIOUS
ALLIANCE
art that feeds

prAna

SUN
DAY
AFTERNOONS

Guittard
CHOCOLATE COMPANY

YELLOWSTONE
NATIONAL PARK LODGES

lunchskins

Coca-Cola

WORLD
CENTRIC
MAKE AN IMPACT

National
coop
Grocers

ROCKY MOUNTAIN
INSTITUTE

FSC



WALDEN HYDE

THANK
YOU

We'd love
to work
with you.