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## **‘GREEN’ MOMENTUM CONTINUES TO BUILD, DESPITE DOWNTURN** **JWT Study Explores Recession’s Impact on the Environment**

**NEW YORK, July 17, 2009** — Economic concerns haven’t pushed aside Americans’ environmental concerns, according to “The Recession and Its Impact on the Environment,” a quantitative research report released today by JWT, one of the largest advertising agencies in the world.

Indeed, the survey found that 42 percent of respondents aged 18-plus feel that focus on the environment is trending up compared with a year ago; only 19 percent believe that focus has lessened. Similarly, when asked to rate the country in terms of its “green-ness” over the past year, only 11 percent said the U.S. is getting less green.

While 44 percent of consumers are worried the recession will impede the green movement, the downturn seems to be providing unintended benefits for the environment. For example, 57 percent say the recession is making it fashionable to conserve resources and 41 percent say that by cutting back to help make ends meet, people are becoming “environmentally friendly.”

“For green brands benefitting from the recession, leverage people’s concern over money to stimulate environmentally friendly behaviors and then work on changing attitudes to help ensure that these habits are maintained well past the recession,” says Ann Mack, director of trendspotting at JWT. “As the recession abates, brands will need to reinforce that these behaviors benefit the environment, not just the pocketbook.”

The study also found that buzz words like “environmental” and “sustainability” mean different things to different people, and that the term “going green” is met with a degree of cynicism.

“The language of green marketing is too ambiguous,” says Mack. “Brands must talk to consumers about tangible benefits in realistic terms to avoid seeming disconnected or, worse, to appear to be greenwashing. Delivering clear messages is especially important at a time when consumers are putting more consideration behind almost all their purchases.”

Other findings from the report include:

- Cost remains a perceived barrier to environmentally friendly behavior, with more than two-thirds of respondents saying that a green lifestyle costs more.
- Consumers have adopted a number of behaviors over the past year that could be considered environmentally friendly. As might be expected, the recession is the more dominant driver of these behaviors, but the environment is motivating a significant minority. For example, 25 percent say the environment is their main motivation for reducing the amount they drive, vs. 52 percent who say the recession is their main motivation for doing so.

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- About 6 in 10 respondents are anxious about environmental issues that are most essential to survival: water pollution, air pollution and energy. This compares with 44 percent who are anxious about sea levels rising and 47 percent who are anxious about natural disasters.

The survey, fielded March 12-23, polled 501 Americans aged 18-plus. It was conducted by SONAR (JWT's proprietary online research tool) and Penn, Schoen & Berland. This was an installment of JWT's proprietary AnxietyIndex, which launched during the run-up to the Iraq war to track the level and intensity of consumer anxiety and, importantly, the drivers of it.

Full findings from "The Recession and Its Impact on the Environment" can be downloaded from the Trends and Research section of JWT's <http://anxietyindex.com>.

### **About JWT**

JWT is the world's best-known marketing communications brand. Headquartered in New York, JWT is a true global network with more than 200 offices in over 90 countries employing nearly 10,000 marketing professionals.

JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge – from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Freixenet, Ford and HSBC.

JWT's pioneering spirit enables the agency to forge deep relationships with their clients including Bayer, Cadbury, Diageo, DTC, Ford, HSBC, J&J, Kellogg's, Kimberly-Clark, Kraft, Microsoft, Nestlé, Nokia, Rolex, Royal Caribbean, Schick, Shell, Unilever, Vodafone and many others. JWT's parent company is WPP (NASDAQ: WPPGY).

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