

making green your favourite colour

think green marketing

how green is your marketing?

register online
for a free initial
consultation

www.thinkgreenmarketing.co.uk



think green marketing

Why do we need to think green marketing?

The world has a limited amount of natural resources and space to dedicate to waste. Choices within the marketing mix can greatly influence the impact on the environment that your organisation makes in order for you to market your products and services.

Typical areas of key concern are printing, where huge amounts of water and oil based chemicals can be used, as well as paper and the impact paper production has on the environment which can be immense.

There are ways to reduce this impact and still use paper and print, but there are also ways to perhaps transfer some activity into electronic media. We must always consider social inclusion as not everyone has access to the latest technology, but where possible we must all start to consider our planet and the effect we have on it.

think green marketing action list

Stage 1 - Use design skills to

design-in reuse
design-out waste

Stage 2 - Use planning skills to

question production
question distribution
question end-of-life

Stage 3 - Evaluate your position

monitor activities
target setting
auditing
reporting

can we help you?

We have a team of specialists who can help you, whether it's for advice, a full marketing plan or simply the design of your next flyer!

telephone 020 7384 7200

email marketing@a-plus.co.uk

the three 'greening' services we can offer you

1 FREE 'think green marketing' audit

Register online for a FREE overview audit that evaluates your current marketing activities and suggests areas for possible improvements.

2 Going greener

Our 'think green marketing' consultant will spend a day with your teams looking at your current production and media choices and report back with a simple action plan to assist you in 'greening' your future marketing activities.

3 Embracing green marketing

For those ready to take on green marketing our consultants can audit every piece of marketing undertaken over the previous twelve months to set your benchmark. Consultations and advice will be given on ways to increase the 'greening' of your future activities. Further audits can be undertaken on an annual basis and the results promoted and reported in your Environmental Statement or Corporate Responsibility Statement.

+ Full design and marketing

We can also undertake any of your design and marketing requirements. These can be either traditional or electronic communications, from a flyer to a full campaign, all delivered in a sustainable manner through our team of designers, marketeers and branding specialists.

think green marketing trivia quiz

How many trees are felled
for production of paper used
for direct mail? 90000, 900000 or over 9m?

Which industry is the largest user
of water per kilo of finished product?
chemical, paper or steel?

What industry is the third largest
user of fossil fuels worldwide?
chemical, paper or steel?

How many people in the UK receive
direct mail for a previous occupant?
120000, 1.2m or 12m?

What is the government target for
recycling waste direct mail in 2005?
none, 30%, 60%?

What size of forest is used
to make paper every year?
City of London, Surrey or Wales?

How much direct mail is never read?
10%, 20% or 40%?

Answers to these questions and more facts
can be found on our web site
www.thinkgreenmarketing.co.uk

let us help you...

think
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a plus+ltd innovators in inspiring successful
and sustainable solutions

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