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Erarbeitung einer zielgruppenspezifischen Marketingstrategie für das Umweltzeichen
Blauer Engel und das Europäische Umweltzeichen ‚Euro-Margerite‘

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16. Abstract In a research project in the context of the modernisation of the German national eco-label, a new communication strategy for the Blue Angel has been created. Beneath a literature review highlighting empirical studies, this task involved a review of the state of the art of consumer behaviour research concerning the area of eco-labelling and also the realisation of a workshop with the broader network of people related to the work of the Blue Angel. The result of the research process is a communication strategy which aims at central target groups of companies from industry and trade as well as at multiplication agents and consumers. Not only a new corporate design intending to be the visual basis of all marketing activities in the next years has been designed, but also single elements for the basic information work for the Blue Angel and a campaign with the capability of increasing the dynamics of the future marketing efforts .		
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Summary

The research project 'Creation of a Target Group Specific Marketing Strategy for the Eco-label Blue Angel and the European Eco-label Daisy' is a component of the efforts towards the modernisation of the Blue Angel.

Since analyses of the situation of the Blue Angel indicate that, despite its successful past, there is an ongoing erosion of the eco-label, the intention was to use the potentials of the marketing technology for the promotion of the German eco-label.

The central task of the research project was the creation of a communication conception, which enhances the communicative efforts not only in the context of the 25th anniversary of the eco-label but also in the years to come. However, from a marketing perspective, the eco-label's modernisation may not be limited to communication activities but, on the contrary, requires the continuing improvement of the 'core product' Blue Angel.

Accordingly, the communicative renewal of the eco-label (external perspective) must be accompanied by an institutional renewal, the latter being the prerequisite for the creation of an organisational basis of an up-to-date marketing performance (interior perspective).

In contrast to the traditional perspective, which sees the eco-label particularly as an instrument for the information of consumers, an additional perspective was taken, which understands the blue angel as a brand.

From its successful past, the brand Blue Angel still holds a substantial 'brand capital' (in particular regarding the brand awareness in West Germany), which, however, is subject to erosive tendencies. These findings are supported by the results of the studies of the Federal Environmental Agency 'Environmental Consciousness in Germany' (BMU 1998; BMU/UBA/Kuckartz 2000, 2002).

Therefore, the further attenuation of the Blue Angel must be prevented and a consistent and concise revitalisation of the brand image has to be introduced. These goals can only be achieved by professional marketing efforts. The model of an 'Erlebniswelt Blauer Engel' which has been created during the research process gives an impression of the impact of marketing communication for the modernisation of the Blue Angel. From the perspective of this model the core function of the Blue Angel is that of an information instrument (the necessary 'hardware'), while marketing communication represents the visible and/or perceptible surface (the 'software')

Although in the context of the research project the function of the Blue Angel as an instrument for the information of the consumers about characteristics of products and services was accepted, the role of the supply side was also taken seriously due to the insight that the strategic decisions of the manufacturers and retail companies are of crucial importance with reference to a successful brand guidance for the eco-label. Therefore, a communication strategy is necessary which aims at both, the demand side and the supply side. The motivation of the latter target group is regarded as a central prerequisite of success because an increase in the visibility of the Blue Angel for the consumers and its differentiating strength in relation to competitive eco-labels can only be gained by an intensified use of the eco-label in the marketing efforts of manufacturers and retailers.

From the analyses of the research project the conclusion was drawn that a marketing conception for the Blue Angel should focus on an intensified development of co-operative relationships between the Federal Environmental Agency and the companies in industry and trade. Following this insight, a communication conception was designed which considers the two following aspects equally:

- First, the support of the supply side has to be won and - as an additional element - that of stakeholders like NGOs from environmental and consumer protection as well as the media. Among other things, it is suggested, that an advertising campaign in print media be set in action accompanied by public relations and point of sales activities with the

intention to motivate the companies' and the stakeholder groups' participation in the activities in the context of the 25th anniversary of the Blue Angel.

- Thus, a growing consumer awareness of the Blue Angel can be achieved and - through a fresh design of all communication activities reflecting consumers' everyday life - a general revitalisation of the eco-label Blue Angel.