



CLEAN LIVING BEHIND THE FILTER

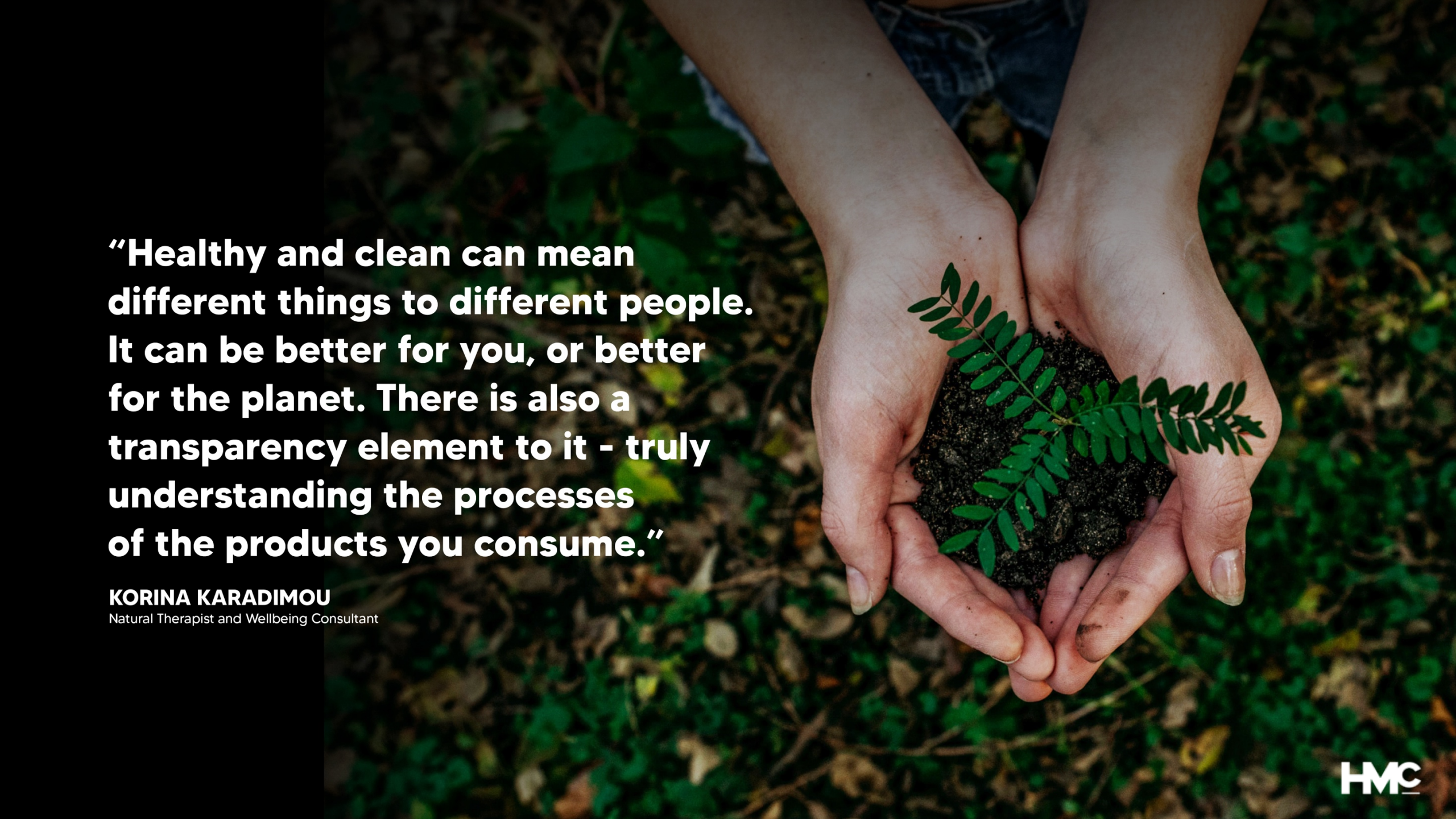
HMC

CLEAN LIVING INTRODUCTION

The Clean Living movement is now ever-present across all categories. At Haines McGregor we started to explore this vast space when it was in its infancy. Now it has become a permanent shift in consumer behaviour. People are looking to make positive consumption choices which contributes to their physical and mental health but also the environment.

Going back to our NeedMap as a framework the universal motivations haven't changed and are still fundamental. Health & the environment can be seen across all spaces but flex in importance and manifest in different ways. There is also more choice, awareness and more consumer confidence in Clean Living . We've updated our 6 core typologies to make sure they're culturally attuned today, bringing each of them to life to inspire positioning, activation, comms and innovation for future brand development.





“Healthy and clean can mean different things to different people. It can be better for you, or better for the planet. There is also a transparency element to it - truly understanding the processes of the products you consume.”

KORINA KARADIMOU
Natural Therapist and Wellbeing Consultant

WHAT IS CLEAN LIVING?

Clean living is a belief system about being more aware – about being conscious of what you're putting in your body, conscious of keeping a healthy home environment, and conscious of minimising your environmental footprint.

There is much more consideration on what affects:

THE ENVIRONMENT



OUR COMMUNITY



OUR HEALTH



WHAT ARE THE DRIVERS?

The drivers behind Clean Living originate from:

EXCESS CONSUMPTION AND OVER STIMULATION IN DEVELOPED MARKETS



"60% of consumers reported making more environmentally friendly, sustainable or ethical purchases since the start of the pandemic."

BBC, 2021

DISTRUST IN THE ESTABLISHMENT, ORGANISATIONS AND FOOD PROCESSES



"Some retailers have sustainability on their agenda, but those who don't prioritise it now are at risk of not surviving the next 5-10 years."

DELOITTE RETAIL TRENDS, 2020

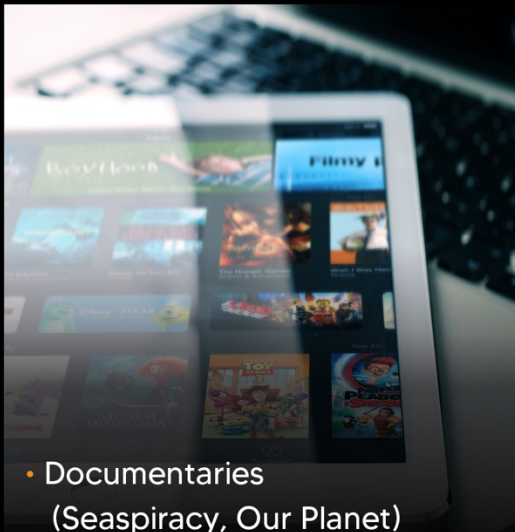
SOCIAL CONSCIOUSNESS AND AWARENESS OF THE ENVIRONMENT



WHAT ARE THE CATALYSTS FOR CHANGE?

The catalysts that have sped up change are:

MEDIA



- Documentaries (Seaspiracy, Our Planet)
- Health blogs and magazines
- World food programmes (Chef's Table)
- Focused information on blogs & podcasts

GOVERNMENT



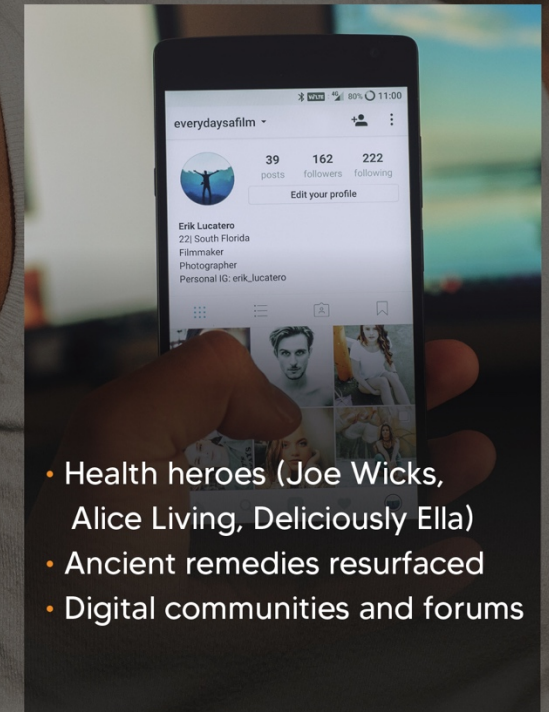
- Legislations
- Sugar tax
- Health and obesity
- Jamie's school dinners
- Mindfulness introduced into the curriculum
- Environmental initiatives

TECHNOLOGY



- Health applications
- Digital enhancements for monitoring health
- Block chain
- E-commerce ('free from' sections in retail)

SOCIAL MEDIA



- Health heroes (Joe Wicks, Alice Living, Deliciously Ella)
- Ancient remedies resurfaced
- Digital communities and forums

HOW IS CLEAN LIVING EVOLVING



Consumers are becoming more confident and aware of their body and general wellbeing



The environment is at the forefront of consumer choice and present across all motivations within Clean Living



An individual's choice of looking after me (physical & mental health) is widely accepted across western society and brands are catering to that care



Less is more, has moved to meaningful richness. You don't have to sacrifice to be clean.



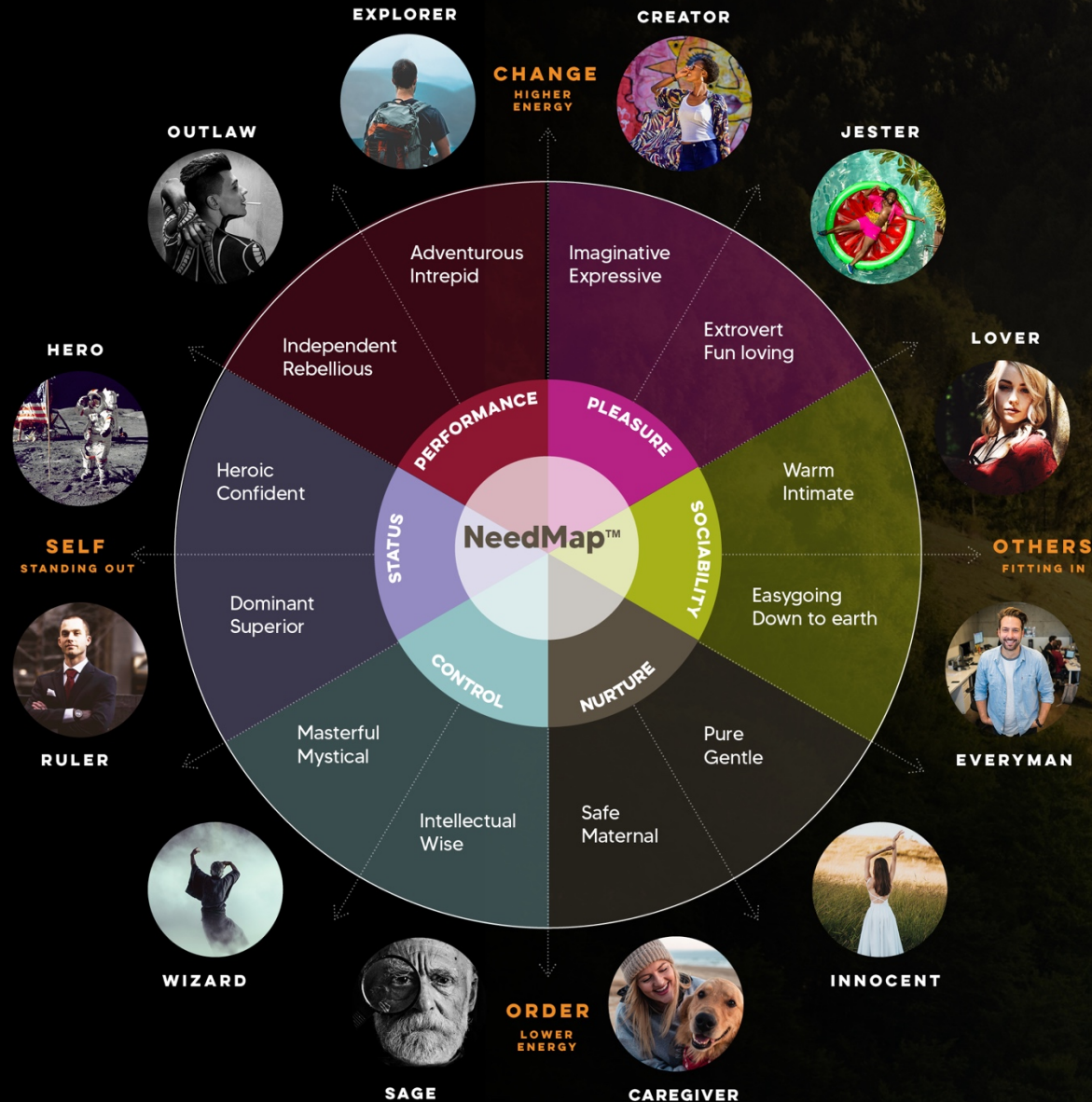
Product quality is no1 for consumers as they move away from mass consumption to investing in their local communities

"Consumers have become confident about healthy eating, with a recent report finding that two thirds feel they can easily find information about a product's nutrition on the package, and 73% saying they are confident that they can choose healthy foods."

BBC, 2021

INTRODUCTION TO NEED MAP

NeedMap is a segmentation tool used to bridge from motivations into how the brand 'shows up' across comms, innovation, activation and positioning.



CLEAN LIVING MOTIVATIONS

A deep dive into the motivations within Clean Living reveals 6 core drivers of choice. We have aligned consumer tribes against each of these to guide brand comms, innovation and activation.

STANDING OUT



FITTING IN

PLATFORM OVERVIEW



HEALTHY HEDONISTS

They want to feel nourished in life, looking to joyful experiences to make them feel alive. They're constantly looking to discover new things and are inspired by other cultures. The Healthy Hedonist is now more considered, choosing experiences that consider the natural world and their overall impact.

What does Clean Living mean to them?

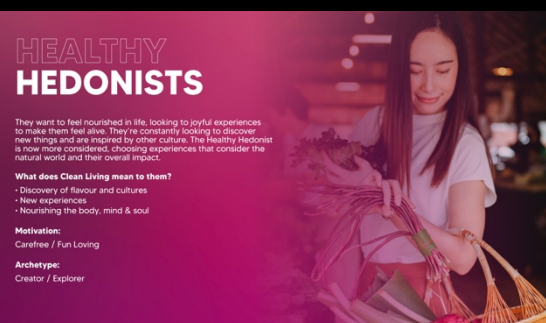
- Discovery of flavour and cultures
- New experiences
- Nourishing the body, mind & soul

Motivation:

Carefree / Fun Loving

Archetype:

Creator / Explorer



SHOPPING BASKET

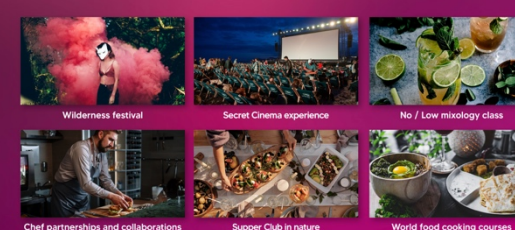
- vibrant
- sensory
- engaging
- rich
- characterful
- opulent



BRAND ENVIRONMENT



BRAND ACTIVATION



THREE KEY LEARNINGS



CREATIVE APPROACH

Below is an example of the visual planning tools we use to help brands navigate the mega trend of Clean Living, helping bridge from consumer motivations into how brands should 'show up', from a communications, innovation and total brand experience.

1 BRAND OBJECTIVES



2 DAY IN THE LIFE



3 MAPPING



4 CREATIVE IDEATION



5 PRESENT BACK





THANK YOU.

Hayley Roe
Client Services Partner
+44(0)7787 546747



Haines McGregor
Uncommon
126 New Kings Road
London
SW6 4LZ
+44(0)20 7352 8322