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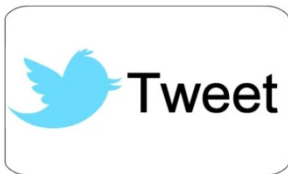
The Rise of the Consciousness Economy™

Consciousness is evolving
into a serious enterprise

Whitepaper by Jessica Joines, Founder of JLJ Marketing

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www.jlj.marketing



The Rise of the Consciousness Economy™

Consumers want health and happiness for themselves and good things for the world.

Smart brands recognize this and will shift their strategy appropriately to win their hearts, wallet, and loyalty.



GLOBAL WELLNESS
INSTITUTE™



The \$3.4 Trillion global **wellness** market is now **3X larger** than the global **pharmaceutical** industry.

Many parents are still completely unaware of the toxic risks posed by everyday basics, like diapers, home cleaners, body washes, and laundry soaps.

- Christopher Gavigan, Founder
[The Honest Company](http://TheHonestCompany.com)



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Introduction

The paper discusses the burgeoning Consciousness Economy, an awareness-driven economy that reflects the growing collective realization that “What’s Good for the World is What’s Good for Me.” In this era of evolved social awareness, companies will introduce products, services, and content that either honor or actively raise consciousness and perhaps foster true social change through their platform, mission, or simply to uproot an imbalanced status quo.

This growing economy is demonstrated in the popularity of the companies, activities, and messages that connect to the part in us that wants to do the right thing, and the awareness of the impact of our choices on our bodies and on the world. It reflects our awareness that we are mindful of what we consume; from the products we buy to the messages and content developed to promote them.

Whereas the Sharing Economy gave consumers a voice and direct access to, and one-to-one interaction with, brands, the Consciousness Economy is where consumers put their voice into action and effect change via:

- Purchasing products that demonstrate an alignment with doing good things for people and the world
- Rejecting and denouncing fear based messages, instead embracing and aligning with the positive



Brands with an authentic foot forward will not only foster change, they will recognize that they play an important role in the education around mindfulness and its positive impact.

Given their stage and megaphones, brands can shed light on how consumers can better themselves and the world.”

-Tricia Nichols, Brand Executive
Fortune 500 Companies



~ 2,000 Crowd Funding Sites



\$2,545,019,562

total dollars pledged to Kickstarter projects

- Engaging in mindfulness activities focused on self-improvement in both personal and professional environments
- Demanding and lobbying for holistic healing and wellness in healthcare plans
- Supporting efforts that affect permanent social change on a local and/or global scale

The Consciousness Economy is more than simply being aware, or conscious, of the impact of choices made by consumers. It is a rapidly growing population purposely transforming awareness into meaningful, sustainable action via the purchases made both at the shelf and on devices, the food consumed and wellness activities pursued, the content embraced, and messages rejected.

The Consciousness Economy is a growing movement beginning to reveal its immense potential by the sheer number of companies and products that have begun to align themselves with the core message. It is championed by a swelling consumer base that embraces technological connectivity and access to information, while at the same time strives to disconnect. They carve out time to be productive by turning off, unplugging, and going on a digital detox.

In this paper we examine: how this economy came to rise,



the industries it influences the consumer mindset behind it and what it means for brands.

Because of the mainstream trajectory of this economy and its immense potential, it's something to which all marketers should understand and pay attention.

Overview

Arguably, there has been a significant shift toward the consumption of products, services, and content that deliver greater well-being to the individual and the world. We demand organic foods and live clean, prefer socially conscious, cruelty-free products, practice yoga, meditate, and we denounce those who body-shame and bully.

We also support the friends of our friends, and complete strangers as they raise money for a cause, to pursue their dreams or fund philanthropic endeavors. We do these things for a variety of reasons: it's easy to simply "click" a button, it feels good, and sometimes we succumb to the pressure of our network.

In deference to this we are compelled to live in ways that respect the lives of others, and that respect the right to the economic and cultural development of all people, and to pursue personal fulfillment in harmony with the integrity of nature.



Friendly to the Earth

- Upcycling/Recycling
- Renewables
- Sustainability
- Solar/Clean energy
- Tiny houses
- Cruelty free products

Healthy for our bodies

- Wellness activities
- Organics
- Non-GMO/Non-steroid
- Locally grown
- Holistic healing

Kind communications

- Positive reinforcement
- Realistic standards
- Helping one another
- No hate

Yes, the Consciousness Economy is more innate than we realize.

What is consciousness?

Many definitions and theories exist on this topic. This entire document could be consumed with just the definition. For the sake of argument, let's take the most straightforward definition: Awareness. Although many would also say consciousness also requires a level of self-awareness.

Self-awareness allows people to push aside, or altogether remove, negative influences, group thought, intimidation, and other overriding behavior. This allows actions to be informed by a sense of right, thus arriving at a place of meaning.

By nature human beings need meaning and significance as much we need air to breathe and food to eat.

Consciousness is actively informing purchasing decisions.

How did we arrive here?

It may sound as though we're climbing into a "way back" machine, and setting the dial to the 1960's. That notion is not so far off.

In many ways we're aligned with that era: anti-war, civil rights, feminism, environmentalism, gay rights ... those were the issues during the 1960's, and those are some of our issues today.



A general sense of mistrust, unease, and lack of control is driving people to look inward, and reassess.

What led us here? A massive, perfect storm consisting of:

- The proliferation of the Internet, and the resulting business models (e-commerce, group buying, daily deals, subscription e-commerce, social e-commerce, etc.)
- The realization that our planet is in trouble, we must act to save it, and that we can't simply "Ctrl Z" global warming, dwindling natural resources, and wildlife going extinct
- 24/7 news & information that has opened our eyes to crises and atrocities around the globe
- Destabilizing events, such as financial and political meltdowns in the US and around the globe
- A basic human desire to do the right thing
- Enabling technology that's allowed us to create large networks
- Etc.

How do we know it's not a fad?

While there is no crystal ball indicator as to the length of this specific economy and where it will lead, indicators show that it has been simmering for nearly a decade, and based on its merits, will last.

In times of relative social stability, human consciousness plays a smaller role in the behavior of society. However, when a



THE CONSCIOUSNESS ECONOMY™
A powerful force across all industries.



society pushes the boundaries of its stability, the social and economic systems are responsive to even the smallest fluctuations in the consciousness of the people.

During such times, changes in values, beliefs, and perceptions, set the direction for the future of society.

These times of social instability consciousness have become both an economic stimulus and a catalyst for change.

The good news is there's evidence brands of all sizes, types, and maturities can authentically adapt to this economy – and thrive.

What is The Consciousness Economy?

More than a fad, trend, or movement the Consciousness Economy is a paradigm shift that can be identified across geographies, demographics, psychographics, socio-economic groups, and throughout generations.

The Consciousness Economy can be described as actions involving commerce that 1) Directly or indirectly make the world better, or, 2) Allow people to go about their daily routines without doing harm to the world and 3) Communicate messages in a positive manner

Among wealthier socio-economic groups we see unlikely examples of this in pop culture with Gen-Xers like Leo DiCaprio driving hybrid vehicles, and considered one of the top



The Sharing Economy

share·ing e·con·o·my
SHer/ing/ /ə'känəmē/

pronoun
a socio-economic ecosystem built around the sharing of human, physical and intellectual resources.

It includes the shared creation, production, distribution, trade and consumption of goods and services by different people and organisations.

Definition courtesy: [Benita Matofska](#)



It's interesting to note that while initially businesses in the Sharing Economy were founded because they spotted an opportunity for profit, their growth resulted from the social benefit they provided.”

-Benita Matofska, Founder
The People Who Share

champions for environmental causes, and with millennial Princess Kate who recycles her wardrobe.

We see Boomers in the rust belt banding together with Gen-y and techies to revive boarded up neighborhoods to drive blight from once booming cities with the common goal of building a sustainable future providing for many generations, immune from the errors of the past, and backed by the strength of the collective.

It's a natural evolution

To understand how the Sharing Economy helped bring about the Consciousness Economy, it's important to understand the Sharing Economy is actually a vast collection of diverse business models unified at the core by the spirit of accessing or creating a shared human, or physical resource, often connecting idle resources with an audience that needs or wants them.

Don't mistake the Sharing Economy as a trend. It is a big and growing market. Experts estimate it will grow to \$325B by 2025, outgrowing the traditional economy.

In 2014, Havas Media¹ conducted a consumer survey to better understand the Sharing Economy. What they uncovered was that conscious consumption is a key driver of the Sharing Economy. This includes consuming only what is needed, embracing things like recycling, living sustainably

¹ Havas Media [Study](#)



In 2015 Benita Matofska, Founder of the People Who Share [published a summary](#) of all key industry research and found that the Sharing Economy isn't confined by demographic, psychographic, geographic, or socio-economic boundaries.

Instead, key motivations are what propel the economy, including saving and making money, sustainability and the collective good and changing values and shift towards community.

In 2014 Leo Burnett² conducted a consumer survey in which brands were broken into either Ideological & Social or Practical & Individual categories. The study found that sharing attitudes and behaviors were only modestly correlated, so they created six distinct segments: Trailblazers, Do-Gooders, Pragmatists, Sideliners, Consumerists, Outsiders to better understand usage among groups.

Natural Do-Gooders make use of the Sharing Economy more than most other Americans, seeing it as a more idealistic and virtuous way to live. They believe it helps foster more human connectivity, advances environmental sustainability, and creates a platform for doing good for those in need.

People need meaningful connection.

Consciousness is evolving because our villages or tribes have become eroded. No longer does a young couple buy a

² Leo Burnett [Study](#)



looking forward to a “mortgage burning party” in 30 years-time, having raised their children, who no doubt live only a few blocks away.

This may be why social networks were seemingly embraced so quickly across large swaths of typically non-technical and private groups. While these social groups do fill gaps, they don't completely fill the voids left vacant by the lack of a “tribe.”

Perhaps social networks began to mend that emptiness. But now during times of fear and uncertainty, people need to connect on a more meaningful level. That's why connected tribes, like Veterans returning from war, fire fighters, police officers and other groups connected by something as traumatic and sad as PTSD remain unwaveringly committed to their tribe.

Fueled by an empowered mindset

The proliferation of Social Engagement platforms have made consumers more informed and provided a greater depth of information into everything, be it accurate or not.

It's allowed consumers to be a part of the conversation with brands and also to inform it. For the first time, consumers have the ability to easily co-create the world that surrounds them. They understand the power of their voice and are inspired to take action, rewarded by the immediacy of the results.



This personal empowerment has enabled many changes in behavior:

- To question things more often because their voice is heard
- To take more initiative because their actions have power
- To feel a deeper sense of personal responsibility because of both the above
- To evangelize and/or denounce behaviors to their circles of influence

This access has created a heightened sense of social, societal, and environmental responsibility, and in turn a new set of expectations for brands.

Brands are expected to behave responsibly with their message, product and purpose. Brands are expected to respond immediately, at the individual level and maintain a consistent voice. When they err, Brands are expected to apologize, and will be forgiven when done quickly and appropriately.

At the corporate level, and beyond profit and delivery of goods, brands are expected to contribute more to the world now than ever before, from purpose of the company itself to the impact of the message behind the product on society at large.

These committed consumers will spend more.





Consumers across regions, income levels, and categories are willing to pay more, if doing so ensures they remain loyal to their values. This sustainability sentiment is particularly consistent across income levels.

To gain better insight into the factors that influence consumer sentiment and purchase behavior, Nielsen polled 30,000 consumers in 60 countries across the Globe.

Consumers were asked how much influence factors such as the environment, packaging, price, marketing, and organic or health and wellness claims had on their consumer-goods' purchase decisions.

66% of Global Consumers say they're willing to pay more for sustainable brands - up 55% from 2014. 73% of Global Millennials are willing to pay extra for sustainable offerings - up from 50% in 2014.³

Those earning \$20,000 or less are actually 5% more willing than those with incomes greater than \$50,000 to pay more for products and services that come from companies who are committed to positive social and environmental impact (68% vs. 63%).

"Consumer brands that haven't embraced sustainability are at risk on many fronts. Social responsibility is a critical part of proactive reputation management. And companies with

³ 2015 US consumer report on consumer [commitment to sustainability](#):



strong reputations outperform others when it comes to attracting top talent, investors, community partners, and importantly, consumers."

*Carol Gstalder SVP, Reputation & Public Relations Solutions
Nielsen*

How Consciousness Fuels Commerce

The economy of consciousness is two-fold: Represented by both conscious consumption and participation in conscious activities.

The motive or goal behind the activities may differ, but the end result is similar in purpose: improvement. Whereas conscious consumption has a more direct link to improving society or the environment, engaging in conscious activities makes the world better through self-improvement.

The goals and methods may differ, but the industries are massive.



From sustainable goods to social enterprises and mission based companies, they span all major industries, including fashion, health & beauty, food & beverage and retail.

Examples of brands who have led the way include Patagonia, The Honest Company and Wild Planet Foods, all of which demonstrate a brand can profit and still remain true to its ethos to effect positive change for the planet.

The health & wellness industries are booming

The health industry has evolved to include wellness. While the



words sound similar and are often used interchangeably, health and wellness are not synonyms.

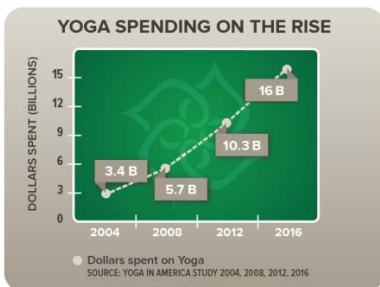
Health refers to the body being free from disease, whereas wellness is an overall balance of physical, social, spiritual, emotional, intellectual, environmental, and occupational well-being.

On the rise are wellness activities that focus on the pursuit of deeper consciousness, such as yoga and meditation – both of which are becoming economies in and of themselves.

You know it's big when Oprah dives in.

Online meditation groups are beginning to pop up, the most popular one being hosted by Oprah Winfrey and Deepak Chopra. Additionally, we are seeing more and more schools like the Robert L. Coleman school in Baltimore which has a "Mindful Moment Meditation Room" to help children deal with conflict.

Also receiving increasing popularity are meditation apps like, Calm and Headspace, as well as meditation clubs where members can "reserve a spot" or buy a bulk membership much like at a yoga studio. In New York City, the Medi Club is rebranding meditation for millennials who are turning to such places for meaningful ways to socialize and disconnect. "This is for city people who want to take a break and recharge," Jesse Israel, Founder of the Medi Club.



The Yoga Apparel Store
reported \$2.1B revenue in 2015



- 40,000 health & wellness apps available
- More than 90% of employers have a wellness program (US Dept. of Labor)
- 60% adult and 71% millennial of smartphone users in the US use apps to manage health and wellness

Wellness is driving healthcare

While the US fitness industry has been booming for the past couple of decades reaching \$21.4 billion in revenue in 2011, consumer interest in preventive healthcare products has increased significantly in recent years.⁴

In 2013 consumer healthcare was a \$502 billion market, which is predicted to rise to \$737 billion by 2018 according to Accenture consumer health research. This growth is driven by increasing demand from health conscious consumers who care about preventive health with an emphasis on nutrition, weight management, vitamins and healthy beverages.

Wellness is fueling the tech industry

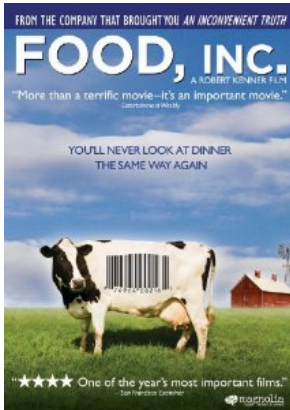
It's not just health clubs and Fitbits anymore. We now can control, track, measure and monitor body functions and actions like never before.

From food and oxygen intake, sun exposure, steps, sleep or stress levels to infusing vitamin C during showers, simulating dawn to help awaken or using energizing light to reset the sleep cycle, technology is firmly rooted in our health and wellness routines.

Arguably, while many of the apps, equipment, and technology offerings fit well into the wellness category, they may straddle the consciousness line. In those instances one must defer to the intent of the user.

⁴ [South University](#)



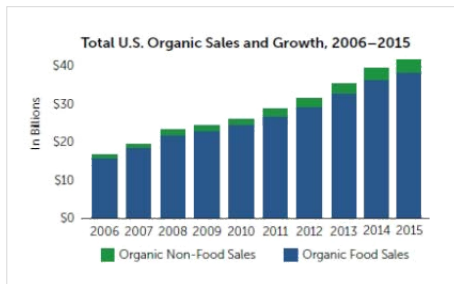


Food is big, Big Food ... isn't

Over the last decade numerous factors have exposed the potential health risks associated with “Big Food” which has many questioning ingredients, food sources, and ethical farming practices.

This seems to have triggered a return of the organic movement, said to have roots in the sixties and one of several tributaries of the counterculture that ended up disappearing into the American mainstream.

Organic food has become mainstream over the last several years - expanding well beyond the niche market it once was. Sales in 2014 were over \$35 billion – compared to only \$3.4 billion in 1997. Growth is expected to continue strongly until at least 2018.



Retailers Walmart and Safeway, a subsidiary of Albertsons, both have organics. And, the largest supermarket chain in the U.S., Kroger, boasts a billion dollar segment organic private label program.

Research by the National Business Journal (NBJ) looked at consumers in ‘food tribes’. The 2015 report estimated that the special-diets category would reach \$144 billion by 2018 with the gluten-free tribe representing approximately \$22 billion in the market. NBJ concludes that organic is now an expectation and entire brands will live and die by adherence to terms like ‘non-GMO’, ‘plant-based’ and ‘local.’





We only catch the species we intend to catch using the sustainable method of pole and line fishing when sourcing tuna for our brand.

We work diligently to educate consumers that there are consequences suffered by the marine ecosystem when fish are caught using non-sustainable methods, and consumers can cast their vote to preserve the environment by choosing to purchase products that are sourced responsibly.”

*-Sue Jacobs, Director of Marketing
Wild Planet Foods*

John Bradley, Content Director & Editor-in-chief at NBJ further highlights a conscious consumer shift, explaining that food choices have moved beyond issues of hunger, availability, or even a vague desire to be 'healthy,' to personal values and questions of actual identity.

Sustainability and ethics are no longer ignored

As important as fueling their bodies with healthy foods, and making informed choices, consumers understand the importance of ethically raised and sourced food, and sustainability.

Wild Planet Foods knows that food is one of the most important things we obtain from the planet. They prove there can be a balance between producing healthy food while maintaining a flourishing planet. The company is committed to looking for ways to maximize the health and resources of the planet, boosting its food production output, and its ability to sustain harvesting.

“I'll never eat a hamburger again.”

In 1996, Oprah Winfrey uttered those six words, and soon thereafter found herself embroiled in a legal kerfuffle that would not end until February 1998.

This occurred during a broadcast that featured Howard Lyman of the Humane Society discussing their "Eating With Conscience" campaign where he explained the practice of feeding cattle the ground-up remains of deceased animals,



which was identified in Britain as a probable factor in the spread of BSE, AKA “mad cow disease” – a practice that had also been prevalent in the US for years.

A sense of consciousness has consumers seeking free range, grass fed, humanely raised, ethically treated animals. Many in the U.S. have alleviated the issue by going vegan or vegetarian. According to Google, interest in veganism has once again doubled.



Food is an area where a definitive and direct correlation between consciousness and the growth of market segment can be made.

Fashion is not on trend

The global apparel market, valued at 3 trillion dollars, accounting for 2 percent of the world's Gross Domestic Product (GDP)⁵ has quite a bit of catching up to do, being described as “the second dirtiest industry in the world, next to big oil.” Ouch.

Fashion cycles move quickly, pushing brands to churn out new styles more frequently, a trend dubbed “fast fashion” by many in the industry. The mass-produced clothes are more affordable, attracting consumers to buy more, but at a cost.

Cheap clothing at a high cost.

⁵ [Fashion United](#)





It is no secret that there is the potential for a sustainable fashion revolution, beginning with a real choice of better brands – but this potential is being suppressed, simply because conscious brands are not being stocked within multi-brand environments,”

- Jo Godden, Founder
Ruby Moon

Consumers are more likely to dispose of cheaper, mass-produced fashion garments than pricier ones. That disposable clothing is damaging to the environment.

More than 80 billion pieces of clothing are produced worldwide each year, and after its short lifespan, according to Greenpeace, three out of four garments will end up in landfills or be incinerated, and only one quarter will be recycled.

According to [the Environmental Protection Agency](#), 15.1 million tons of textile waste were generated in 2013, of which 12.8 million tons were discarded.

Fashion is a complicated industry that includes supply chains of production, raw materials, textile manufacture, clothing construction, shipping, retail, use and ultimately disposal. For larger companies making significant changes is daunting, and although sustainability departments are now prevalent among many of the large fashion retailers, they are often treated as compliance rather than as a central mission or reason to innovate.

A conscious fashion solution that addresses environmental issues lies in designing the process from cradle to grave with circular economy – from manufacturing to disposal.

New, smaller, purpose-led labels have the advantage because they have been built upon ethical and sustainable principles from the outset. What they lack is distribution and





consumer exposure.⁶

Sweatshops. There isn't enough space to discuss the atrocities and shocking working conditions in apparel sweatshops. It's surprising that more consumers don't renounce cheap, trendy, fast fashion wardrobes in the name of humanity.

The good news is some well-known designers are starting to make a difference. For example, Stella McCartney and Dianne von Furstenberg support [Natural Resources Defense Center](#) (NRDC) and their Clean by Design program which encourages designers, retailers, and brands to know their supply chain and to promote specific improvements at the factories that will make a positive impact on the environment.

Consciousness & Capitalism Coexisting?

Typically, companies that practice conscious capitalism hold themselves to a set of higher standards, such as Zappos, Southwest Airlines, and Whole Foods Market, and have proven that good business and good deeds can mix.

While many companies like Kickstarter, Tom's and Warby Parker, were founded within the new cause-backed segment, others are integrating such ideas slowly into their traditional approach to business.

⁶ [Article: Sustainability and millennials](#)





For example, Walmart and McDonald's moved to earth friendly recycled packaging, increased their use of renewables, and boosted energy efficiency.

The buy one give one model

The buy one give one model ushered in a new segment of cause-backed businesses that allowed consumers to spend a little, and give a little.

The model is empathetic and ethically-minded, confronts tough social issues, and offers everyone a chance to make a difference without really doing anything outside the daily routine. But, is it affecting change, or creating social capital?

Certainly it's a trend based in good thinking. But, can this trend create transformative, permanent change?

The catalysts of the Consciousness Economy will ultimately shift and alter broken systems at the core, rather than address symptoms produced by the systems.

For example, instead of simply providing people with fish, Wild Planet Foods has found a way to harvest healthy, organically natural foods while maintaining the wellbeing of earth's ecosystem.

The B-Corp Movement

Benefit Corporations. The term may be new, but the company names listed in the category will be familiar.



B Corps are a new breed of company built for profit with the purpose of using that profit to do good in the world, working to solve social and environmental issues.

To qualify, B Corps must meet rigorous standards of social and environmental performance, accountability, and transparency.

According to the B Corp site, there are [more than 1,860](#) companies from 50 countries in 130 industries which have been certified. 899 of them are in US, and include:

- Patagonia
- The Honest Company
- Hootsuite
- Warby Parker
- Kickstarter

B Corps are not limited to organics or buy one, get one models. [Brand Geek](#), an IP attorney in Nevada, [Oaklandish](#), a silk screen t-shirt business, and Boston-based investment advisor [Breckinridge Capital Advisors](#) are all certified B Corps.

Wall Street and B Corps

Publically traded Etsy, an online marketplace for crafts that went public with a \$100M IPO is a B Corp, as is New Chapter Vitamins and Ben & Jerry's.

Technically, Proctor & Gamble and Unilever are, by association, B Corp Companies.





Big publically traded companies would need to attract or persuade a shareholder base to support that strategy, which could be a challenge. But it's an interesting challenge.

A number of barriers make it difficult for multinational private and publicly traded companies to earn B Corp Certification and for B Lab to meaningfully assess and verify their performance.

In September of 2015, B Lab announced the establishment of a Multinationals and Public Markets (MPM) Advisory Council comprised of people with experience working in and with large complex businesses on issues of sustainability and impact, as well people with experience in the public capital markets, including practitioners, consultants, investors, attorneys, intermediaries, regulators, shareholder groups, and exchanges.

"The B Corp movement is a critical part of the shift to a more inclusive, purpose driven economy."

Paul Polman, Unilever CEO
MPM Advisory Council participant⁷

So, not only can are consciousness and capitalism coexisting, when combined, they thrive.

⁷ [MPM Advisory Council](#)





Brands, particularly big business, need to realize that they are no longer in complete control of their image. The consumer is. Ads can't just talk about how great they are – they need to tell a story that's based in honesty and backed by transparency.”

-Joey Dumont, CRO
eEcosphere
Producer, The Naked Brand

Big Brands and Mindfulness

Top brands clued into conscious consumption are making shifts to match consumer expectations. Some are making efforts to restructure business models by launching consciously developed and driven products, or making investments in, or acquiring companies.

For example, last year Coca-Cola invested \$90 million⁸ for a 30 percent stake in juice company Suja with an option to buy. However, this move was not met with applause and the reaction from Suja customers who are fully engaged in conscious consumption and take issue with Coca-Cola's intentions, was highly negative.

Suja CEO and founder Jeff Church's statement in response to this gets to the core of the issue many large companies trying to pivot towards the Consciousness Economy may face:

“For those fans considering leaving Suja I would ask you reconsider, and to hold us accountable on our promises to you: if you notice any changes in the quality of our product, our transparency as company or our commitment to the organic & non-GMO movement, let us know! And we will make it right.

I would also ask you to think about this: if a large food or beverage company were to invest in a business like Suja and

⁸ [Coca Cola invests in Suja](#)





If a brand chooses 'aspirational' as their messaging theme they better be sure they truly understand their audience. If they get the aspiration wrong, the message may actually insult and demean, and as a result, alienate."

-Brandie Young, Managing Partner
Marketing TBD, Inc.

it contributes to helping us grow organics from just 4% of food sales to the 45% of consumers that are searching for organic products, isn't that a good thing? If partnering with The Coca-Cola Company can help us achieve this, then together we all will have made breakthrough societal change!"

Messaging can be toxic, too

Brands testing mindful, kind messaging are learning this approach resonates more deeply than their aspirational counterparts in a number of categories, particularly when it comes to the aging and affluent Boomer segment.

For example, Dove, a Unilever brand, launched its Campaign for Real Beauty in 2004. The campaign was conceived following three years of research, conducted in partnership with three universities in four cities around the world.

The campaign took all top five Campaigns of the Century by [AdAge](#) and discarded the brand essence ladder typically used by Unilever.

The new mission: "To make women feel comfortable in the skin they are in, to create a world where beauty is a source of confidence and not anxiety."

In 2012, the award winning documentary [The Naked Brand](#) explored the reasons why marketing and advertising models are broken. It's an introduction to a bright new future where companies tell the truth and work hard to create a better planet.



While the word "mindfulness" may be included in advertising or communications, understanding why it matters and how consumers embrace it in their everyday lives will lead to a better and more authentic connection between brands and consumers.

It will be interesting to watch how brands of all sizes set the course to remain relevant and competitive in the Consciousness Economy.

How to Fail, Guaranteed

While brands can migrate to the Consciousness Economy, it requires drive and dedication. There are sure-fire ways to fail.

Go off brand

A brand should not attempt to develop a radically different campaign, or develop a new product, etc. before taking a good look internally and considering the brand story to make certain there is a comfortable alignment.

Be inauthentic

Remember greenwashing? If a brand can't find an authentic way to participate in the Consciousness Economy, it should sit on the sidelines. Slapping on a consciousness label is likely disrespecting the lifestyle to which people have committed.

Tell only a portion of the story

A lack of transparency about any social programs, including



progress or lack thereof, could do more harm than good. Consumers expect to participate and inform a brand's efforts, including what's working and what's not. That's how smart brands build evangelists.

Sit on the sidelines

Don't assume your brand doesn't fit the mold of the Consciousness Economy. If efforts are developed authentically and appropriately, and is sustainable there is every opportunity to thrive no matter the business model.

Can all Brands Migrate?

JLJ believes that all brands can participate in the Consciousness Economy at some level, even if through the belief that every entity has an obligation to act for the benefit of society at large.

However, to align in this economy requires a desire to authentically follow a consciously driven strategy. In other words, the Consciousness Economy isn't a box to check.

Initial meetings with JLJ clients focus on drilling down to the core of what's driving the potential shift, and to understand the business at large to gauge alignment possibilities and identify all potential conflicts, both internal and external.

Most companies fall into a light, medium or heavy category. Meaning the most logical tact is a shift in messaging (corporate or product based), a shift in business strategy, such



as reinvented marketing efforts and redirected budget, or if it's appropriate from end-to-end, a brand can dive all in.

This all depends on the company: is it a brand or house of brands? Private or public? Imminent and near term mandates, etc.

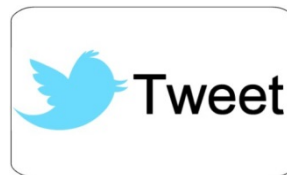
In other words, where does it fit on the **JLJ Consciousness Scale**, a proprietary tool developed to ensure brands make the right decisions for the right reasons.

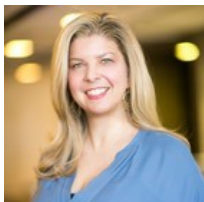
To gain this market, look within

Ultimately, to join the Consciousness Economy companies will need to join consumers where they already are physically and digitally, as well as emotionally and on a somewhat spiritual or soulful level.

There has been a significant power shift to consumers in the Consciousness Economy. Net-net, the companies that proactively provide products, services, messages, and core business functions will thrive.

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A powerful force across all industries.





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Disclosures

Your trust is important to us, and as such, we believe in being open and transparent about our financial relationships. We are not under retainer by any entities mentioned in this paper.

About the Author

Jessica is the Founder of JLJ, a strategic advisory whose mission is to mainstream the Consciousness Economy.™

JLJ aligns brands to thrive in this economy through advisory and other services.

Leveraging our proprietary scale and driving principles of the Consciousness Economy, we measure current participation against potential outcome to develop a custom plan that reflects both the desire of you, your people and those who consume your product.

Prior to forming JLJ, Jessica was the Global Chief Marketing Officer at Rakuten Marketing, a digital technology company that works with some of the world's leading retail brands.

Jessica also co-Founded the Industry Index, the first online ratings platform for advertising technologies, which sold to Capital Strategies in July 2016.

Jessica sits on the Retail Ascendant council and has won a Bronze Stevie Award for her contributions to the field of marketing and digital. She is committed to making the world a better place through working with companies to embrace positive change and to strive for a higher sense of purpose.

JLJ commits a percentage of its profits to several organizations that are raising world consciousness on key issues through education.



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Contributing Author:

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Research Interviews (8)

- Joey Dumont, CRO, eEcosphere
- Benita Matosfka, Founder, The People Who Share
- Sue Jacobs, Director of Marketing, Wild Planet Foods
- Tricia Nichols, Brand Love & Cultural Currency Expert
- Brandie Young, Founder, Marketing TBD
- Jo Godden, Founder, RubyMoon
- Michele Petruzzello, Fashion Luxury & Lifestyle Lead, World Economic Forum
- Eric Hudson, CEO, Preserve Products

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