

Communicating Authenticity: Tips & Tricks for Success

Haven Bourque, HavenB Media
haven@havenbmedia.com

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haven b media

Agenda

- Clear communication = strategy & structure
- Demystifying certifications, standards and policies
- How to highlight partner relationships
- Read 'em & weep: media training stops infamous bloopers
- A word about social media...OK, a few words

What is good communication?



Clear, compelling, targeted

Consumer dynamics

- 93% feel businesses should improve their impact
- 51%-61% avoid unethical brands and products
- 65% would recommend responsible brands and pay more

- 79% of *employees* want employers with aligned values
- 85% of *investors* prefer socially responsible companies

Consumer confusion: what's sustainable?

- Consumers want more information
 - ▣ 75% say co's fail to engage them on sustainability
 - ▣ 92% feel co's should share more info on impact
- Consumers give companies low scores for engagement:
 - ▣ 47%: "C" grade
 - ▣ 9%: "F" grade
 - ▣ 7%: "A" grade
- Brand recognition is key. Smaller brands need to communicate more

Authenticity springs from what sacred well?

- You are an expert who knows the topic inside out
- You speak clearly to your target audience
 - avoid jargon and acronyms
 - or, strut your stuff for an inside-track audience
- You are passionate, engaging and confident
- You fluently cite third-party experts, certification systems, and thought-leaders who agree with you
 - or, quote your enemies, especially when they agree with you: *So Joe Lieberman's worried about spending too much on healthcare? I say: pay your farmer or pay your doctor.*

Cursed by knowledge

- CSA
- CAFO
- GMO
- Federal farm policy
- BPA-free
- Fair Trade Certified
- rBGH-free
- Transparent supply chain
- Community food security
- Food justice
- Sustainable agriculture
- Open-ocean aquaculture
- Biodynamic
- FSC
- Low trophic seafood

Nail the basics: strategy & structure

- Positioning statement
 - FishChoice is a (*what you do*) that offers (*target audience*) (*solve what problem*). Unlike (*competition*), we (*differentiator*).
- Elevator pitch
 - 30 seconds on what you do and why anyone should care
- Key messages
 - 3-4 bullet points max
- The inverted pyramid
 - Headline first, then illustrate with details

Demystify the rap

- One pager is your silver bullet
 - Local purchasing policy
 - Organic dairy certification standards
 - Seafood Watch sourcing guidelines
- Make sure everyone in your company has mastered these details and can talk about them comfortably
 - *“To us, local means we purchase directly from small owner-operated farms within a radius of 150 miles...”*
- Can your spokespeople fluently explain what they are and how they fit into your business model?
 - From elevator pitch to 1-hour radio interview

Wonk-speak or flagship?

- **Showcase certifications & partnerships**
 - FishChoice.com features Fishwise.com blog in newsletter
 - *EDFs' marketing manager Beth Trask posted this video of the Low Carbon Diet to EDF's Facebook page*
 - Ask them to upfeed to their news to you or guest author
- **Prepare partners to speak on your behalf**
 - Do you know their names and contact information?
 - *You know that guy that runs the HSUS factory farm campaign, Josh, um, what's his name, works on cage free eggs?*
- **Be an expert: comment on their breaking news or trend news related to certification or standards**
 - Friend them on Facebook, follow them on Twitter

Media training protects your investment



Washington Post, July 2009

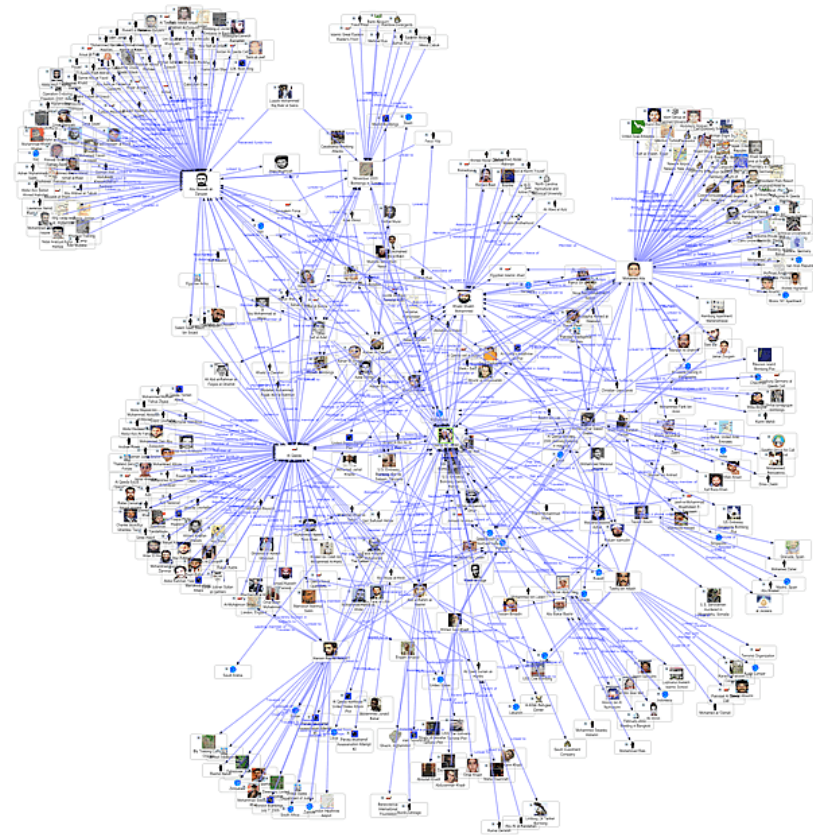
- *....USDA NOP 's Barbara Robinson said she believes the federal program's main purpose is to "grow the industry," and she dismissed controversies over synthetics in organic foods as "mostly ridiculous."*
- Joe Smillie, USDA board member, said he thinks that advocates for the most restrictive standards are unrealistic:
- *"People are really hung up on regulations," said Smillie, who is also vice president of the certifying firm Quality Assurance International, which is involved in certifying 65 percent of organic products found on supermarket shelves. "I say, 'Let's find a way to bend that one, because it's not important.' . . . What are we selling? Are we selling health food? No. Consumers, they expect organic food to be growing in a greenhouse on Pluto. Hello? We live in a polluted world. It isn't pure. We are doing the best we can."*

Don't let this be you!



Why social media matters

- 3 out of 4 Americans use social technology.¹
- Social media sites now more popular online activity than personal email.²
- Right now, conversations are happening about your product /brand.



Implications for marketing

- **What you say** about your organization or product
 - **matters less**
 - **than what the community and your customers say about you.**
-
- **A conversation is happening—**
 - whether you participate or not.

What is Twitter?

Real time news from ...any & everybody

- Breaking news in 140 characters or less
- More than 200 million users worldwide
- 110 million tweets per day

■ *Source: Geek.com via Forbes, Jan 20, 2011*

Twitter: News & Views. On steroids.

Conversation vs. broadcast communication

- Broadcast = one-way
- Conversation = **not just talking – *listening too***
- Spans the news and citizen concerns from Egypt's populist revolution to GMO Alfalfa campaign

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RT [@bittman](#): [@marionnestle](#) asks right questions about Walmart announcement:

<http://bit.ly/dOSJJ7> "Walmart is not a social service agency"

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Twitter resources

General learning

- <http://www.mashable.com>
- <http://socialmediaexaminer.com>

For finding influencers

- <http://www.wefollow.com>
- <http://www.socialmention.com>
- <http://www.twopular.com/>

Aggregators

- <http://tweetdeck.com>
- <http://www.hootsuite.com>

My Twitter Feed

- @NaomiStarkman/@CivilEater (food issues news)
- @Appetite4Profit (breaking big food's kneecaps)
- @GuyKawasaki (social media/green biz guru)
- @AtlanticFOOD (high falutin' food + culinary buzz)
- @harmancipants (reporter/BayArea/NYTimes)
- @OaklandLocal (local news)

Now you're ready to
communicate authenticity!

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