



L.L.Bean Brand Promotion

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Environmental Benefits and Costs

Incorporate the benefits and costs of
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01

Strengthen Sustainable Brand Image



Developing a more sustainable brand image

Phase 1

Building Carbon Accounting System or Life Cycle Assessment (LCA) system



Phase 2

Write Annual Sustainability Reports



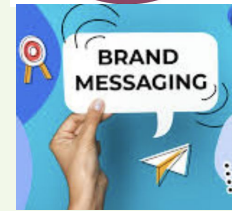
Phase 3

Get Environmental certification and Involve in ESG rankings



Phase 4

Communicate to Customers



Developing a more sustainable brand image



Phase 1

- Collect data and build **Life Cycle Assessment (LCA)** system or **Carbon Accounting System**
- Provide transparent information on material sources, production processes, and supply chains.
- Implementation: Establish an internal environmental management team
 - Collect and analyze data on energy consumption, travel, material purchases, waste disposal, etc.
- Use Software tools
 - There are a variety of carbon footprint calculation software on the market that can help companies collect data, calculate carbon emissions, and track progress in reducing emissions.

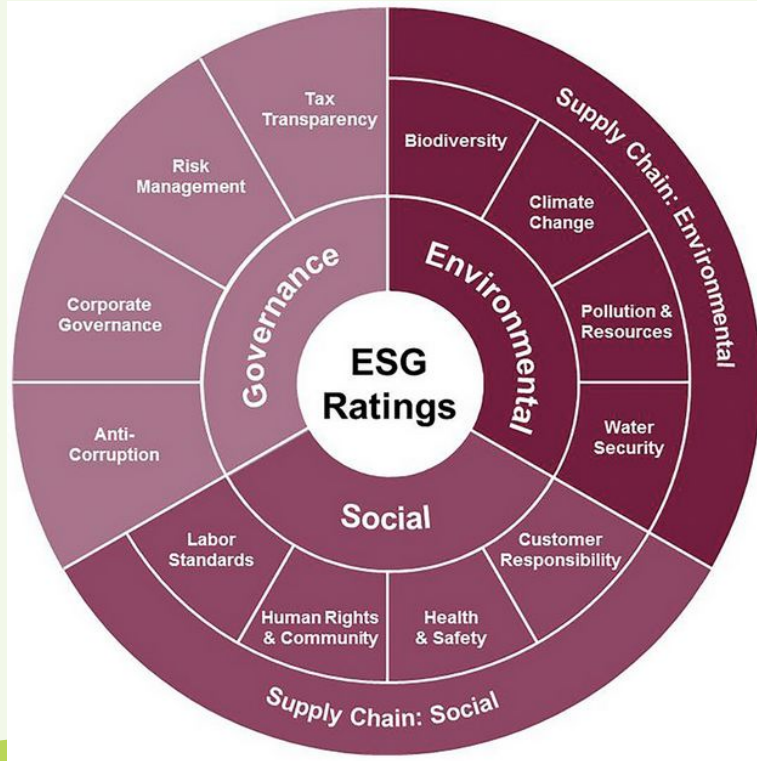
Developing a more sustainable brand image



Phase 2

- Publish **Annual Sustainability Reports** detailing project progress, monitoring indicators and future goals, and showing concrete steps and results towards these goals
- Follow internationally recognized sustainability reports standards
 - GRI, IIRC framework, SDGs, SASB
- Implementation: Employ consulting companies
 - Do data review, compliance assessment, report writing guidance, certification and verification services
 - PwC, EY, KPMG, Deloitte

Developing a more sustainable brand image



Phase 3

- Obtain and demonstrate environmental **certification** issued by a third-party organization, such as ISO 140001
- Participate in third-party environmental impact assessments and **ESG rankings**, such as EcoVadis, MSCI, Bloomberg ESG rating, Dow Jones Sustainability Indexes, CDP
- Engage a third party to audit and certify ESG practices and reports.
 - Professional consulting firms, certification authorities and auditors
 - International accounting firms such as Deloitte, PWC, KPMG, EY, or specialized ESG rating agencies.

Developing a more sustainable brand image



Phase 4

Communicate the company's green image to consumers through transparent product information and public activities



02

Marketing Strategies

SENIORS

A SIGNIFICANTLY HIGHER PERCENTAGE OF SENIORS ARE PARTICIPATING IN OUTDOOR RECREATION.

As recently as 2018,
JUST 28%
of seniors (ages 55+) participated.

In 2022, the senior participation rate hit a record high of
35%
and rising.

This equates to
1 IN EVERY 5
outdoor participants and a total of 1 million new participants in 2022.



Consumer Base

LL.Bean Customer Loyalty

FILTERS

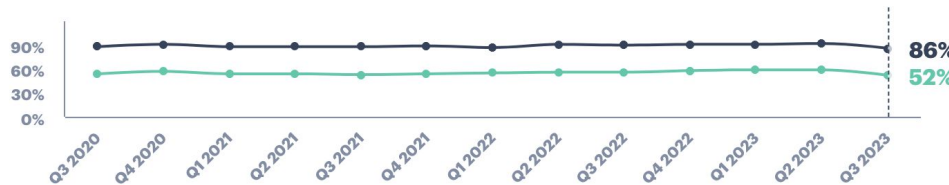
● Fame ● Popularity

Age Gender



POPULARITY & FAME TRACKER

● Fame ● Popularity



Powell states that “our surveys show that especially with younger customers, they’re willing to pay more for sustainable products – it’s an important story.”

Action Works

Worn Wear Program (Patagonia)

- trade-in programs: allow customers to trade in their used items for a discount on the purchase of new products.

Rethink Package (North Face)

- incorporating sustainable packaging can help reduce its environmental impact and appeal to customers who prioritize eco-friendly practices.

WORN WEAR
patagonia

Worn Wear allows you to trade in and buy used Patagonia® gear.

85% of clothing ends up in landfills or gets incinerated.* One of the best things we can do for the planet is keep stuff in use longer and reduce our overall consumption. That means buying less, repairing more and trading in gear when you no longer need it.

[Browse Used](#) [Trade In](#)



Using FSC-certified paper bags.

In our retail stores, we've switched most of our plastic shopping bags to [Forest Stewardship Council \(FSC\)](#)-certified paper bags.



Sourcing recycled LDPE.

We're in the process of sourcing recycled low-density polyethylene bags (the clear plastic bags that protect individual items during shipping) to replace our virgin LDPE polybags.



Launching packaging pilots.

This year we've launched three packaging reduction pilots. We've trialed removing and recycling polybags, shipping cartons of gloves without any polybags and shipping shoe orders in just the shoebox (no shipping carton) to save resources.

Product Design & Quality

- Specific indicators: texture, weight, water resistance, breathability, insulation, wind-resistance
- Quality → durability → less material and energy, less waste



Storytelling

Latest Stories [View All](#)



A Letter from Yvon Chouinard

Yvon Chouinard

2 min Read



1,300 Miles

Marketa Daley

5 min Read



What We Do Video Series

Patagonia

2 min Read



Suing for Survival

Jann Eberharter

6 min Read

For our 50th year, we're looking forward, not back, to life on Earth. Together, we can prioritize purpose over profit and protect this wondrous planet, our only home.

Newsletter Signup

Sign up for exclusive offers, original stories, activism awareness, events and more.

E-Mail *

Sign Me Up

Need Help?

Help Center

Order Status

Returns & Exchanges

DIY Care & Repair

Login

Accessibility Statement

More Info

Patagonia Action Works

Patagonia Provisions

Worn Wear

1% For The Planet

Gift Cards

Find a Store

Patagonia Pro Program

Our Acknowledgment

International Orders

Group Sales

Privacy Policy

California Transparency Act

Where's my order?

TRACK ORDER

Stores and Events

[Find a Store](#)

[Maine Events](#)

[Boatmobile](#)

L.L.Bean for Business

[Business Gifts](#)

[Corporate Apparel](#)

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About Us

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[Inside L.L.Bean](#)

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[Request a Catalog](#)

[Twitter](#) [Facebook](#) [Pinterest](#) [Instagram](#) [YouTube](#)

Optimize the web design to make the story about sustainability section stands out

Sustainability

→ Slogan

- By incorporating the Outdoor/ Classic/ Comfort brand style into the slogan
- By quantizing the data twice
- “Dress for the journey” “From Woods to Wardrobe”
- “Fashion to greener future: for every clothes you worn, ten trees reborn”



Social Media & Celebrity Endorsement



- Iconic L.L. Bean Boat & Tote
 - #llbeantok has 1.5 million views with #llbeantote close behind at over 900,000 (Vogue, 2022)
- Work collaboratively with influencers to develop a campaign strategy. This could include the creation of engaging content, such as outdoor adventures, real product reviews, or behind-the-scenes looks at L.L.Bean's sustainable practices if applicable.

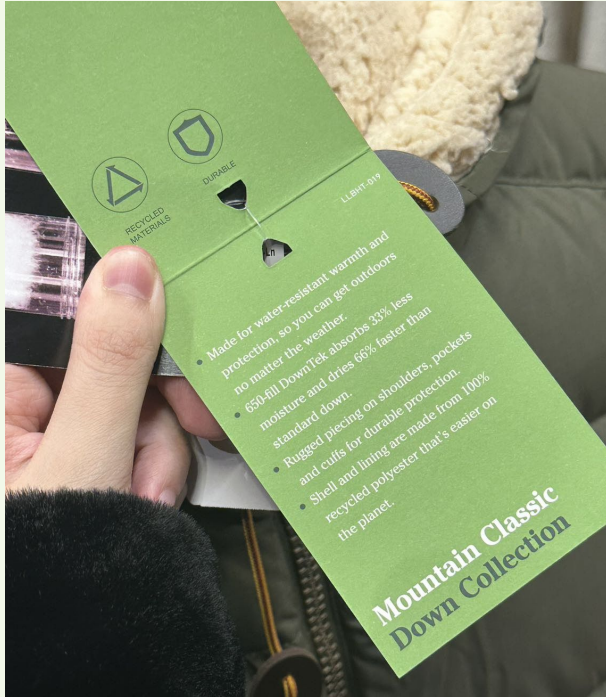


03

Product planning and risk management



Product Planning



- Optimize the specific information on the tag
 - High product performance + sustainability
- Emphasis on Quality
 - Ensure that environmentally friendly products match or exceed non-environmentally friendly products in terms of quality and performance
 - Highlight the long-term durability of environmentally friendly products, reducing waste and overconsumption

Product Planning

- Sustainable supply chain
 - Reduce carbon footprint: local sourcing, sustainable logistics option
- Product design & packaging
 - Use recyclable or biodegradable materials
 - Reduce product packaging



Risk Management

- Environmental Risks
 - Resource shortages
 - Regulatory changes
- Contingency Planning
 - Emergency plans
 - Investments in alternative materials/processes
- Cost Considerations
 - Higher costs for sustainable materials/processes
 - Impact on profit margins
- Supply Chain Challenges
 - Complexity and uncertainty
 - Limited availability of sustainable resources



Risk Management

- Technological Hurdles
 - Need for new technologies
 - Significant R&D investment
- Consumer Perspective
 - Growing demand for sustainable products
 - Consumer reluctance to pay higher prices
- Market Dynamics
 - Increased competition
 - Pressure on profit margins
- Return on Investment (ROI)
 - Long-term investment required
 - Delayed or gradual returns



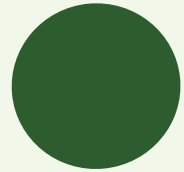


04

Environmental Benefits and Costs

Company Existing Conditions

Company



100%

Responsible Down Used 1.7
million pound



75%

Plastic Packaging Replaced

Environment

Geese Saved

10.3M

Solar project

3

6000

Pounds of Plastic

Cost Analysis

<u>Items</u>	<u>Specific Catalogue</u>	<u>Estimated Cost</u>
Brand Image Cost	<ol style="list-style-type: none">1. Salaries paid for sustainable management team members2. Consulting Service: LCA system & financial Reporting3. Cost spending on registering and improving ESG ranking4. Expenses for obtaining certification	\$220,000 - \$480,000 425
Marketing Strategies Cost	<ol style="list-style-type: none">1. Advertisement costs of celebrity endorsement2. Advertisement costs on social media3. Costs of hiring advertisement companies4. Design fees of new slogans	\$20,000 or more
Product Planning Cost	<ol style="list-style-type: none">1. Technology improvement2. Product Design & Package Improvement3. Improvement costs of production processes and sustainable materials	Depend
Opportunity Cost	Forgone profits, Time and resources, Market share, Brand image, Competitive advantages	Depend

Benefit Analysis

<u>Items</u>	<u>Specific Catalogue</u>
Brand Image Benefit	<ol style="list-style-type: none">1. Enhancement of brand image2. Attract potential customers3. Increase customer loyalty
Production Benefit	<ol style="list-style-type: none">1. Improvements in operational efficiency2. Reductions in energy and material costs3. The avoidance of potential fines through compliance with environmental regulations.
Attract Potential Investors	<ol style="list-style-type: none">1. Attract investors who believe that sustainable companies with ESG rankings are better long-term investments

Green Development Summary

- Market research (locations, age groups, preferences) → consumer needs (consumers prefer sustainable and eco-friendly products) → products align with these values
- LCA: assessing the raw material preparation, production process, distribution, use and disposal
 - recyclable and reusable green materials
 - Manufacturing processes that generate less waste and pollution
 - efficiency of distribution by using environmentally friendly packaging
 - Communicating benefits of the product by highlighting the recyclable and reusable features while enhancing the quality of the product
- Expecting that the combination of a well-researched, environmentally friendly product, aligned pricing, and effective communication will lead to market acceptance and increased sales among consumers seeking sustainable options.

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The slide features a light green background with decorative geometric patterns in various shades of green. These patterns, consisting of triangles and polygons, are located at the top, bottom-left, and bottom-right corners. The word "Thanks!" is centered in a bold, dark green font.

Thanks!

The slide features a light green background with decorative geometric patterns in various shades of green. These patterns, consisting of triangles and polygons, are located at the top and bottom corners of the slide. The text 'Q & A Section' is centered in a bold, dark green font.

Q & A Section