

On Her Mind

with amber jared

Sustainability Sells

Brands are now joining the fight against climate change by making sustainable changes in their way. One question we must ask is, "why didn't we do this all along?" - I guess it's good that we are doing them now.

H&M is Now Opting Paper Instead of Plastic:

With online shopping becoming the norm in this little thing we're in called the pandemic, plastic waste produced from packaging and shipping is at an all-time high. In the efforts to reduce their carbon footprint [H&M](#) swept plastic for a paper alternative that's both reusable and recyclable earlier this year. Their goal is to reduce the use of eco-damaging [packaging](#) up to 25% by 2025. Let's hear a round of applause for H&M.

Other brands like H&M are working towards a more sustainable future in different shapes or forms to appeal to a more climate-conscious consumer group. Let's not be silly, this is financially motivated (*Brands: "we care about the Earth for sure"*). Consumer values are now more than ever reflected in their purchasing behaviors, [71% of consumers prefer buying from companies aligned with their values](#). They have no problem ditching their brand loyalty if they feel uncomfortable with the brand's behavior, otch. Conveniently, sustainability has become one of the consumers' top values, and as President Biden *whispered* "Guess what? It grows the economy, benefits everybody, hurts nobody!"

Ford is Taking Electric to a New Consumer Group:

On the same note of sustainability, Ford, America's leading automakers, released their first electric pickup truck. According to Ford, the all-electric Ford F-150 Lightning with a battery range so extended that it could power your house for three days on a single charge (*Hold up? Really?*). This was a gamble on Ford's part. Electric cars have been 'labeled' as the go-to automobile of Silicon Valley - not commonly used by the average working-class American. Ford is trying to change that - by inviting drivers in rural/suburban areas to the electric conversation. Within the first 12 hours of its launch, 20,000 pre-orders were placed and the term "cybertruck" was trending on Twitter. [Overall people seem to be vibing with this truck.](#)

The American electric-car industry needs to look out for [China](#). Unlike the USA's reliance on private-sector research and development, the Chinese government has heavily invested (*almost too much*) in its electric-vehicle sector. The up-and-coming Chinese company Xpeng launched the P7 just last year, and according to them, it can pull off a 2000 mile road trip with the driver touching the steering wheel once every 60 miles (*what the hell is that supposed to mean?*). It's also cheaper than a Tesla Model 3 and has a 400-mile range. Okay, all this is cool but what does it mean to the US? Well, the White House is worried that China is trying to get ahead of

western nations in the technology sector and hold a more powerful political stance. This can threaten the US global status and power, especially it's kind of embarrassing since they already have beef with China.

Again, why does this matter to you? China is ahead of us in mobile payment, e-commerce platforms, shared bikes, live streams, food delivery, and so much more. With all that being said, China is a place of reference to help marketers predict and perceive trends.

Update: Senate just passed a bipartisan legislation addressing China's growth and influence. The \$250 billion bill will be used towards the United States' scientific research and technology development.

The fun thing I saw this week: on-the-go optometrist!

Snack for Thought:

Summer 2021, hot girl summer, white boy summer, the summer that never lives up to our expectations - [how the entertainment industry ruined summer for us](#). I thought this was an interesting take that speaks on the bigger trend of "searching for a feeling" among this new coming-of-age generation curated by the media.

Gen-Z are looking for experiences, we get this feeling when watching the right picture fit with the right sound and for a moment, there is that feeling, I can't quite put my finger on it, but it is utterly similar to nostalgia. However, we don't realize that feelings are hard to recreate and last for a short period only if we are in the moment.

It's Pride Month!

(Warning: language) Here's some TikTok for some giggles. Brands need to know that consumers, especially Gen-Z, can smell bullsh*t from a mile away. Slapping randomly on a product means nothing to these young consumers.

Brand opportunity: action says louder than words

- [Walgreen's Pride Merch](#)
- [Rating brands' rainbow products](#)
- [Skittles might be onto something...](#)

