amika:

sustain-a-claims final report

fall 2024

EEDS Solicitation #020

Start Date: August 27, 2024

End Date: December 9, 2024

Christine Andreeva, Nick Bruggeman, Lexi Capka, Sidney Ely, Molly Hoskin, Karissa Mitchell

School of Environment and Natural Resources

210 Kottman Hall, 2021 Coffey Road

Columbus, OH 43210

Table of Contents

Executive Summary

Through The Ohio State University's Autumn 2024 Environment, Economy, Development, and Sustainability (EEDS) capstone course, our student team partnered with amika LLC on a sustainable marketing project, "Sustain-a-Claims." amika, a champion in premium haircare solutions and a certified B-Corporation (B-Corp), strives to enhance consumers awareness about its sustainability initiatives and progress. To strengthen this connection, amika commissioned an internal Marketing Claims Study in 2024 to understand which product sustainability claims best aligned with consumer preferences (Cue Insights, LLC, 2024). amika tasked our capstone team with crafting sustainable marketing strategies as an extension of its marketing claims study focused on Generation Z (Gen Z) claim preferences.

Our team's sustainable marketing strategies focus on amika's website impact, website product catalog page, and social media content. We peer surveyed students at The Ohio State University's Columbus campus to gauge Gen Z preferences on product sustainability claims, likelihood to pay more for environmental certifications, and social media engagement. The top claims preferred by Gen Z consumers were "cruelty-free," "100% biodegradable," and "ethically sourced ingredients." Instagram and TikTok emerged as the preferred platforms for haircare information.

We benchmarked amika's claims against competitor brands such as Briogeo, K18, and Fenty Beauty and against leading sustainability brands such as Dr. Bronner's. The analysis revealed that most competitor brands had limited sustainability and impact pages and rarely posted about sustainability, despite their B-Corp status. The highest engagement with sustainability content on social media included high-profile influencers or celebrities.

The insights from the peer survey and competitor analysis shaped our recommendations for amika's sustainability impact page and social media campaigns. To better integrate sustainability into amika's marketing, our team recommends that the brand combine product sustainability claims with ingredient and product efficacy information to highlight sustainability alongside the functionality of amika's products. Additionally, we suggest creating sustainability claim banners on products on the website page to frontload sustainability information to consumers.

As amika's sustainability campaigns evolve, our team developed a social media calendar based on the brand's planned 2025 monthly "sustainability moments" to incorporate sustainability initiatives into social media content. Given the dynamic nature of sustainability, our recommendations are designed to enhance consumer transparency, adapt to changing trends, and highlight amika's well-deserved recognition as a leader in the haircare industry.

Introduction

In a world eager for genuine sustainable solutions, brands committed to environmental stewardship must cut through the noise and connect with conscious consumers. amika, a prestigious haircare brand, stands for its commitment to quality and unwavering dedication to sustainability. As a B-Corp, amika sets high standards for the industry, like its vegan standard across its product lines. However, a challenge lies in effectively communicating these sustainability initiatives to consumers who are often overwhelmed by similar claims from various brands. To keep amika at the forefront of sustainable haircare, our team analyzed amika's existing sustainability claims data, competitor brands' website and social media strategies, and peer preferences (Cue Insights, LLC, 2024). Our findings demonstrated that competitors seldom highlight their sustainability efforts, and those who do often fail to engage

their audience without leveraging high-profile influencers and celebrities. We launched a peer survey to better understand Gen Z's sustainable claim preferences. Our results highlighted that ingredient-based sustainability claims perform better (i.e. cruelty free) and found that Instagram and TikTok are consumer preferred platforms for learning about haircare information. To integrate these preferences into marketing strategies, our team recommends that amika bundle sustainability claims with ingredient or efficacy claims in marketing content. We crafted a social media calendar to guide amika on featuring its sustainability programs throughout the year. These recommendations will lead amika into the next phase of its marketing strategy, ensuring that "Sustain-a-Claims" becomes a core aspect of the brand's connection to consumers.

Methods & Results

Objective 1: Sustainable Marketing Peer Survey

Methods

Our team surveyed 334 students at The Ohio State University's Columbus campus within the Gen Z demographic using Microsoft Forms. Our survey questions can be found in Appendix A. As part of our outreach efforts, we sent messages to students in our course, emailed professors to distribute it to their courses, utilized interpersonal networks, spread the survey through word of mouth, and installed flyers with QR codes in academic, dining, and recreational buildings across campus. Our team used Microsoft Excel and descriptive statistics to summarize and analyze our results, detailed in the "Research Findings" section under Objective 1.

Data Collected & Means of Data Collection

Through the survey, we collected the respondents' Ohio State email to deliver a 20% off amika coupon as part of its incentive. Information about gender identification (Figure 1), familiarity with amika products (Figure 1), and the college of enrollment within The Ohio State

University (Figure 2) of each respondent was gathered. Figure 3 visualizes survey respondents' familiarity with sustainability, consideration of environmental impact of products, and the presence of sustainability in haircare products and advertisements. In Figure 4, respondents ranked 10 product sustainability claims provided by amika from favorite to least favorite. In Figure 5, respondents, who previously noted they would be willing to pay for more sustainable products, selected the top three claims for which they would be willing to pay more. In Figure 6, six social media platforms used by amika were ranked based on how much they are used among respondents to learn more about haircare.

Research Findings & Analysis

Demographically, our survey respondents were comprised of 73% females, 24% males, and 3% non-binary and unspecified. Our top three enrollment colleges of respondents were the College of Food, Agricultural, and Environmental Sciences (CFAES), College of Arts and Sciences, and Max M. Fisher College of Business. Most of our respondents enrolling in CFAES is likely due to the sustainability focus of this survey and that our team has a lot of networks within CFAES. 66% of respondents had previously used an amika product, indicating that brand recognition among Gen Z might have been a reason that drew respondents to take the survey (Figures 1, 2).

29% of respondents were very familiar with sustainability, while 38% were mostly familiar, 29% a little, and 4% not at all familiar, demonstrating that a majority of respondents recognize sustainability. 4% of respondents always consider the environmental impact of haircare when shopping, while 23% consider it often, 27% sometimes, 27% occasionally, and 19% never. This signifies a lack of environmental impact consideration among survey respondents, despite respondents' recognition of sustainability. 2% of respondents indicated that

they always see sustainability concepts in haircare advertisements, while 20% responded often, 38% sometimes, 27% occasionally, and 11% never, which shines a light on a gap in sustainable marketing in the haircare industry or an avenue where sustainability can be communicated more clearly (Figure 3).

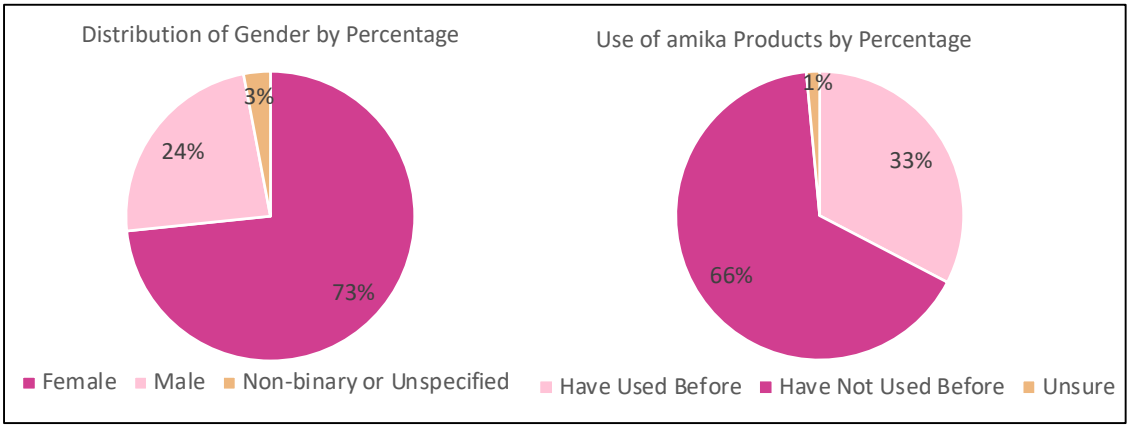
The top two highest ranking claims by survey respondents are “cruelty-free” and “100% biodegradable ingredients.” The third- and fourth-highest ranking claims, “ethically sourced ingredients” and “microplastic free ingredients,” had similar average rankings. This indicates a stronger preference towards “cruelty-free” and “100% biodegradable ingredients” and a similar preference between all claims ranked in the middle. Since three of the top four claims relate to ingredients, we can note that Gen Z prefers to see ingredient information over information regarding packaging or climate (Figure 4).

Respondents who are willing to pay more for sustainable products are more likely to pay more for a product with the following claims, in order of highest selections: “workers paid a living wage,” “cruelty-free,” and “climate conscious.” This indicates that Gen Z’s preferences can differ from prioritizing ingredients to more socially oriented sustainability claims when considering their likeliness to pay more (Figure 5).

Instagram and TikTok were the top two highest-ranking social media platforms for informing respondents about haircare, demonstrating the most popular platforms with haircare content. Their rankings were similar, while YouTube, Pinterest, Facebook, and X (Twitter) followed with lower rankings (Figure 6).

Figure 1

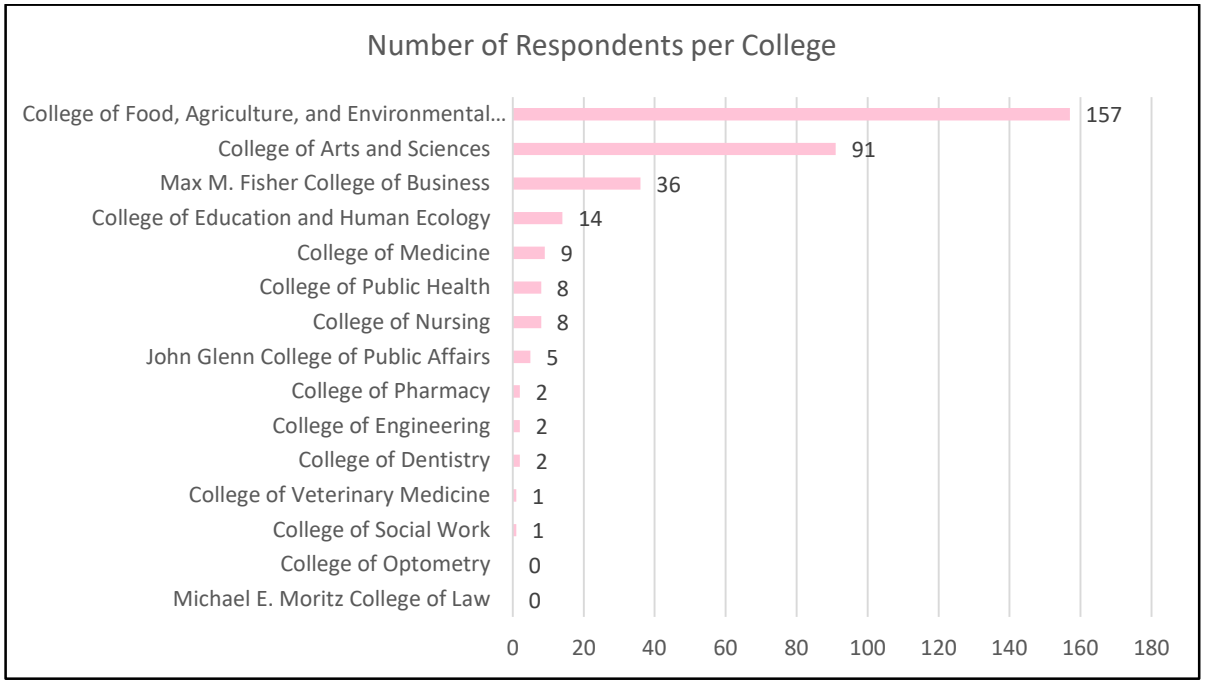
Percentage of Respondents by Gender Identification and Prior Use of amika Products



Note. Gender identification information and indication of prior use of amika products by respondents as percentages.

Figure 2

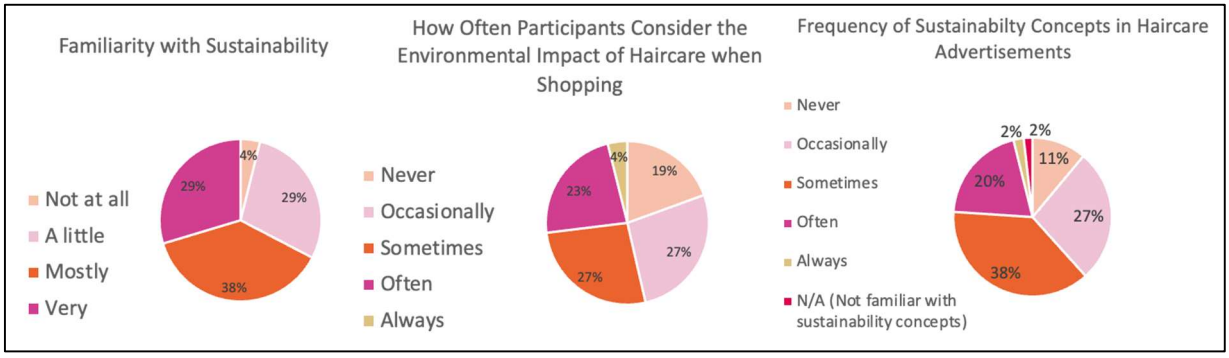
Distribution of Respondents by College of Enrollment at The Ohio State University



Note. Number of respondents enrolled at each undergraduate and graduate academic college at The Ohio State University. Respondents had the option to choose up to two colleges.

Figure 3

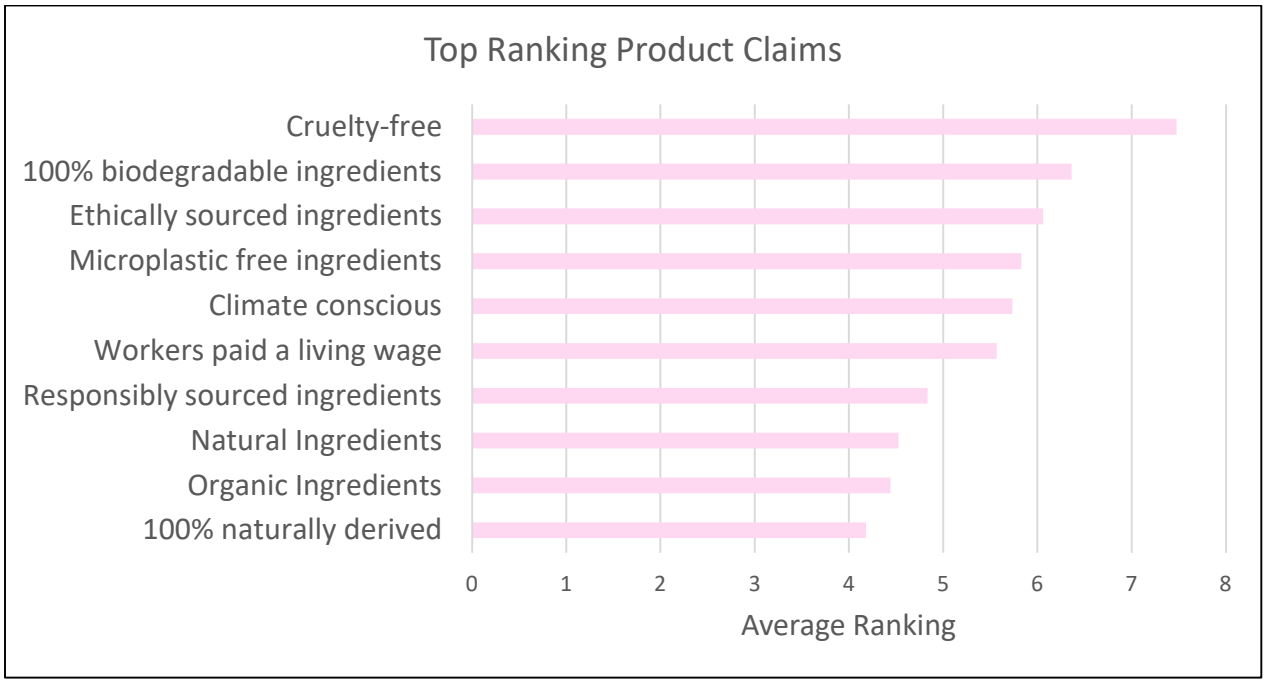
Frequency of Sustainability Awareness and Environmental Consideration Patterns



Note. Respondents' self-identification of their familiarity with sustainability concepts, how often they consider the environmental impact of haircare products when shopping, and how often they see sustainability concepts in haircare advertisements by the percentage of total respondents.

Figure 4

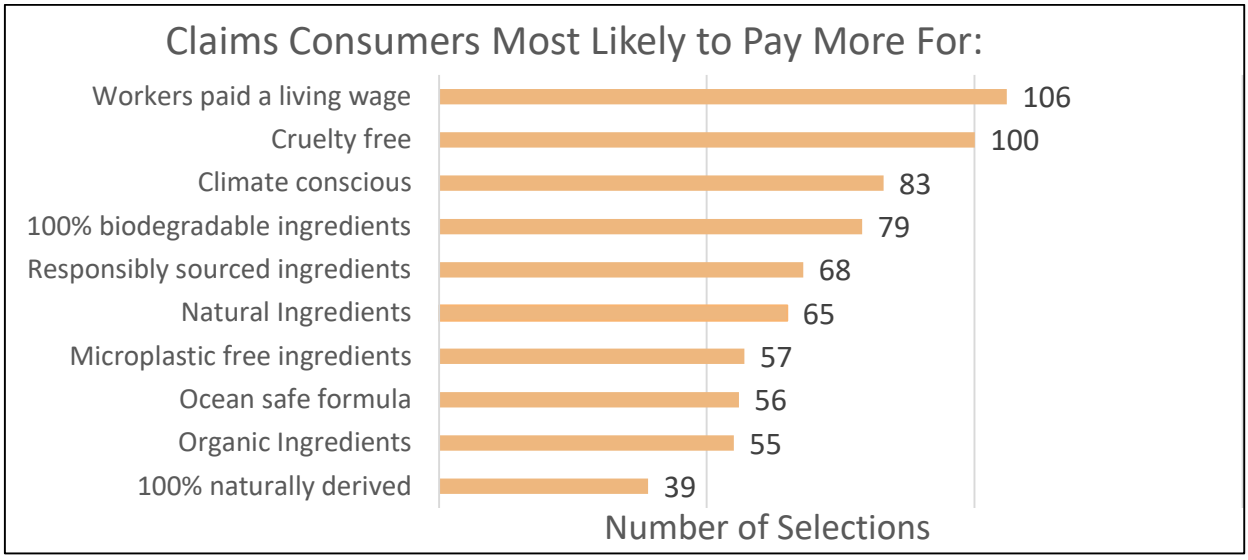
Top Ranking Product Sustainability Claims



Note. Sustainability product claim preferences ranked from favorite (1) to least favorite (10) based on respondents' average ranking.

Figure 5

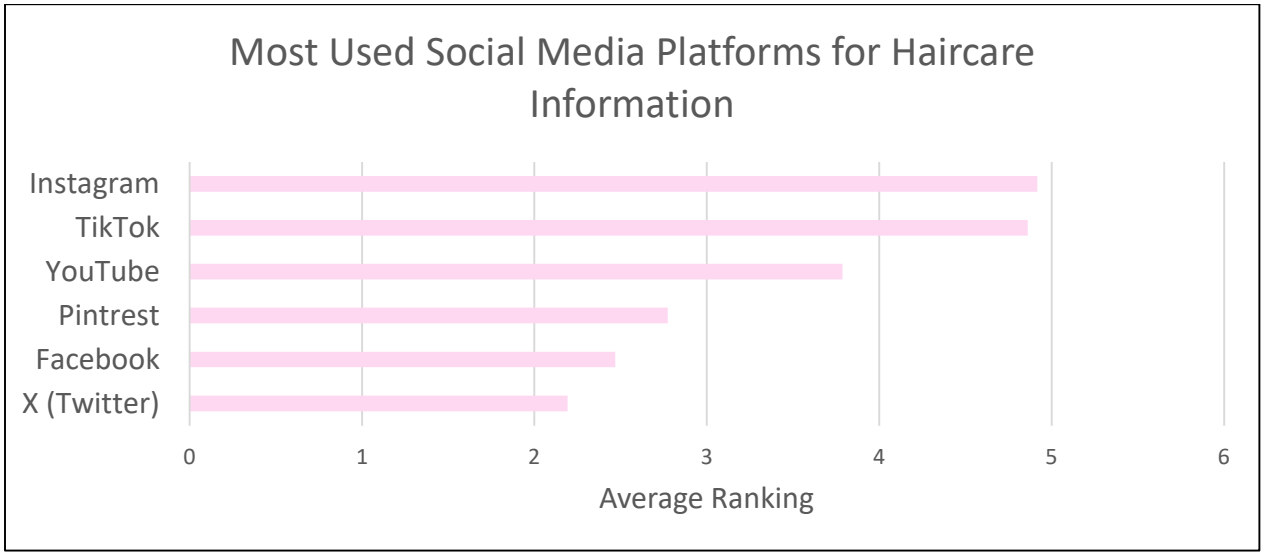
Product Sustainability Claims Ranked by Consumer Likeliness to Pay More



Note. Respondents who noted that they were willing to pay more for sustainable products chose the top three claims they were more likely to pay more for a product with the claim.

Figure 6

Most Used Social Media Platforms for Haircare Information



Note. Social media platforms ranked from 1 (most informative) to 6 (least informative) for haircare products based on respondents' average from the peer survey.

Barriers

Due to review processes and external commitments, our team fell short of our goal to collect survey responses for four weeks. Finalizing and releasing the survey mid-October, we had about 3 weeks of collection time. Our team also struggled with distributing the survey outside of CFAES, where we relied on Ohio State lecturers and student organizations. After our mid-point review, our team began to utilize our personal networks and hang up flyers to attract a wider group of respondents. The majority of respondents from CFAES might have skewed our results as these individuals are highly aware and conscious of sustainability claims, efforts, and initiatives. Also, our team did not provide a description of sustainability as part of our survey questions, which might have resulted in misconceptions or assumptions among respondents.

Objective 2: Impact Page Redesign

Methods

Our team conducted a detailed competitor analysis to explore effective ways of communicating sustainability. amika's competitor brands, K18, Fenty Beauty, Sol de Janeiro, Olaplex, Moroccanoil, Living Proof, Oribe, Kérastase, Davines, and Briogeo were analyzed, as well as to other influential brands performing well in sustainable marketing, including Dr. Bronner's, Krave Beauty, and Aleph. For each brand, we analyzed their websites, sustainability and impact pages, product claims, and certifications, focusing on the clarity and engagement of their messaging. Initially, our team attempted to use a standardized framework on a Microsoft Excel matrix to track claims, awards, and packaging details. Our findings, detailed under "Research Findings & Analysis" under Objective 2, shifted the focus toward leveraging amika's strengths by analyzing leading sustainability brands' landing pages to refine amika's sustainability messaging. To shape our recommendations, insights from the peer survey and the

2024 amika Marketing Survey guided the selection of impactful language and claims (Cue Insights, LLC, 2024).

Data Collected & Means of Data Collection

We gathered qualitative data from company websites, sustainability and impact reports, and product information webpages. For each brand, we noted specific approaches to sustainability messaging, key sustainability terms, visual elements, and the transparency of their claims. Our research focused on how these brands simplified complex sustainability information, facilitating comprehension among consumers, and enhancing its visual appearance. We noted brands that stood out with clear sustainability metrics, interactive website features, and accessible certification information. This helped our team highlight potential areas of improvement for their sustainability landing page, like interactive sustainability claim icons on product catalogs and the use of a common language.

Research Findings & Analysis

The type of data we collected for our marketing matrix can be found in Appendix D. Overall, our matrix proved ineffective due to inconsistencies in available data and communication styles. A key finding from this process revealed that amika leads in sustainability initiatives within the haircare industry, but the brand could rephrase sustainability messaging to fit the consumers' understanding and develop interactive features and content. Leading brands, like Dr. Bronner's, used interactive features like product listings that let consumers explore sustainability claims with a single click, rather than multiple clicks that lose consumer engagement. We also noted that competitors simplified complex metrics and used visuals to make information easier to digest such as Dr. Bronner's interactive sustainability diagram with clear definitions and certifications for their products. These insights suggest that amika could

enhance its landing page with more interactive and transparent content to connect with sustainability-conscious consumers and inform all consumers, featured below in Figure 7 and Figure 8 in our recommendations.

Barriers

The difference in the brands' website content and formatting made it difficult to compare how they presented their sustainability claims to each other. To address this, we tried to create a standardized set of data that allowed brands to be analyzed through a broader lens that could be applied across all brands, but the matrix did not work as planned (Appendix D). The inconsistency of sustainability information and communication styles across brands made comparisons difficult. As a result, our team decided to look closely at marketing strategies related to product packaging and product materials, which were common claims mentioned among the majority of brands. Another challenge was identifying which features would fit within amika's platform and branding. Some competitor strategies were tied to specific brand aesthetics or unique website designs, so we focused on adaptable features that would complement amika's style.

Objective 3: Social Media Development

Methods

We analyzed competitor social media content with a standardized rubric to determine which social media trends, content, language, and hashtags received the most engagement per post (Appendix D). K18, Fenty Beauty, Sol de Janeiro, and Briogeo were researched. Content research focused on TikTok and Instagram, but also analyzed posts on YouTube, X (Twitter), Pinterest, and Facebook. amika's social team provided our group with brand information relevant to social media content and the 2025 "sustainability moments" roadmap (Appendix B).

Data Collected & Means of Data Collection

We documented quantitative data, including the number of likes and views posts had on social media for each brand (Appendix D). Uses of hashtags, trending sounds, and formats of the content were sorted into a matrix on Microsoft Excel to track the success level of posts and if the engagement was enhanced using these elements (Appendix D). We could not find substantial sustainability-specific content, making sustainable social media less comparable than previously assumed. As a result, we shifted our focus to a holistic approach of what social media behaviors would be useful to amika. This approach involved meetings with the amika social team to identify key areas of improvement within social media content and a discussion of how minimal sustainability content on social media could help amika stand out in the market (Appendix C). Our team used amika's 2025 "sustainability moments" to develop a plan for monthly Instagram story highlights (Appendix B).

Research Findings & Analysis

The details of our matrix can be found in Appendix D. Overall, competitor brands infrequently publish sustainability content, allowing amika to take advantage of the sustainability space on social media and target new consumers who are familiar with and interested in sustainability. The social media content featuring sustainability had the highest engagement when a high-profile influencer or celebrity was included. Throughout all these brands and amika's social media platforms, we found very little sustainability content, and none of it received high engagement numbers (amika, 2024).

Barriers

The lack of sustainability content on social media made it difficult to find competitor brands to which amika could compare itself. Similarly, the research found no influencers that focused on sustainability on these brands' pages. This caused our strategy to shift and focus internally on amika's socials, including ways that packaging and ingredients can be highlighted.

Recommendations

Objective 1: Sustainable Marketing Peer Survey

The following general recommendations apply to all amika marketing content, including its website and social media; more specific applications are beyond the scope of the project. We recommend that the claims that ranked the highest on the peer survey be used across all promotional strategies. Since the claims tested in the peer survey at The Ohio State University mostly support the results of amika's 2024 Marketing Claims study, we concluded that they could create impactful marketing for amika's target demographic (Cue Insights, LLC, 2024). The top claims featured in Figure 4 are the most preferred by Gen Z audiences and might resonate more with their personal values. "Cruelty-free" was ranked the highest in Figure 4 and should thus be prioritized: "100% biodegradable ingredients," ethically sourced ingredients," "microplastic-free ingredients," "climate conscious," and "workers paid a living wage" were ranked similarly in the peer survey and can be prioritized equally. Since "workers paid a living wage," "climate conscious," and "cruelty-free" were most often identified as claims that survey respondents were likely to pay more for, we can assume that consumers place higher value on these claims. Along with using the top claims from the peer survey and amika's 2024 Marketing Claims Study, we recommend that amika bundle claims to maximize impact. For example, sustainability claims that were ranked lower might be more effective when paired with the ingredients claims that ranked higher (Cue Insights, LLC, 2024). Higher-ranking claims, which

were mostly ingredient-based, resonate with consumer preferences more, so connecting them with lower-ranking claims could promote sustainability awareness among consumers.

amika should be authentic when communicating about sustainability. Sustainability is a key part of amika's friendship-focused brand, so they should be just as genuine when communicating about sustainability efforts as they are when communicating about friendship. amika is authentic in its friendship marketing because they feature phrases like "help a pal" and "all hair is welcome" on the main page of their website and their social media. Furthermore, amika should caution against inconsistent sustainability messaging, which can be perceived as inauthentic to sustainability-focused consumers. Those who look to amika because of its sustainability initiatives may be deterred from becoming loyal customers if they feel that the company is greenwashing. It is at the discretion of amika's internal team to navigate how often to incorporate sustainability content to make their brand message genuine to consumers. An example of amika integrating sustainability with friendship in an authentic way is their statements that amika was "kind and clean before it was a thing" on their "about" page on the website. This can bridge the gap between internal values and consumers' perception of amika's values. Bridging this gap will not only help amika stand out in the market due to an overall lack of sustainability messaging but also enhance loyalty among consumers who value sustainability.

Objective 2: Impact Page Redesign

Currently, amika's sustainability page consists of several key categories that include learning more information on different certifications, packaging, and Diversity, Equity, and Inclusion (DEI) efforts. We recommend that amika condense this information into one continuous webpage where viewers can scroll through and potentially interact with it. Rather than prompting consumers to click multiple links to access the content they are searching for,

they can easily digest the content on one page. This Impact Page should conclude with a link to the company's latest Corporate Social Responsibility (CSR) and Sustainability Report. The content featured on the interactive Impact Page should include the following:

- Quantitative metrics and data that display current emission reductions, recycling efforts, and sustainable sourcing along with visual representations.
- Social and environmental sustainability goals timeline, including estimated completion dates.
- Stories regarding ethical sourcing, community programs, and supply chain partnerships.
- Answers to common questions regarding ingredients claims and overall sustainability initiatives.
- Educational opportunities for consumers to learn how to recycle products and contribute to a "circular economy."

Based on key findings from competitor brands, amika should focus on highlighting their sustainability certifications, initiatives, and goals in a concise format for consumers to easily understand. Providing accessible content could help consumers become more conscious about their personal product choices and their overall perception of amika as a sustainable haircare brand. Refillable product pouches are one of the ways amika is providing sustainable alternatives for its consumers. However, these pouches can only be purchased when a different size option is selected within the individual product description. Below, Figure 7 highlights our team's proposed revisions to amika's product pages. These could be marketed more by listing a "refill" option underneath the "product type" or "collections" rows when customers click to shop for all products. Another option is to include the sustainability claims along the "filter" tab on the left of the screen. Customers can then filter which sustainability or ingredient claims they are interested in, and view products associated with those claims. Claims signifying a product as cruelty-free or vegan are currently featured at the bottom of the product page. These claims should also be easily previewed near the top of the individual product listing or displayed on the overall product page. Figure 8 demonstrates how amika could spotlight claims next to products.

Figure 7

Example Product Design Page with Sustainable Claims

Note. Consumers can click on a product highlight on the website to view size options, sustainability claims, and efficacy claims. Both the original bottle and refillable pouches are positioned at the top of the product catalog on the website for easy access.

Figure 8

Sample Drop Down Badges to Display Sustainability Information

Note. Products are labeled with the Leaping Bunny cruelty-free logo. Consumers can hover over the icon (left), and a text pop-up will display information regarding the product and the certifications (right). This potential design can utilize claims such as vegan-certified, paraben-free, or sulfate-free. Alternatively, ingredient claims ranked on the Sustainable Marketing Peer Survey, such as 100% biodegradable, ethically sourced, or microplastic free could also be featured.

Objective 3: Social Media Development

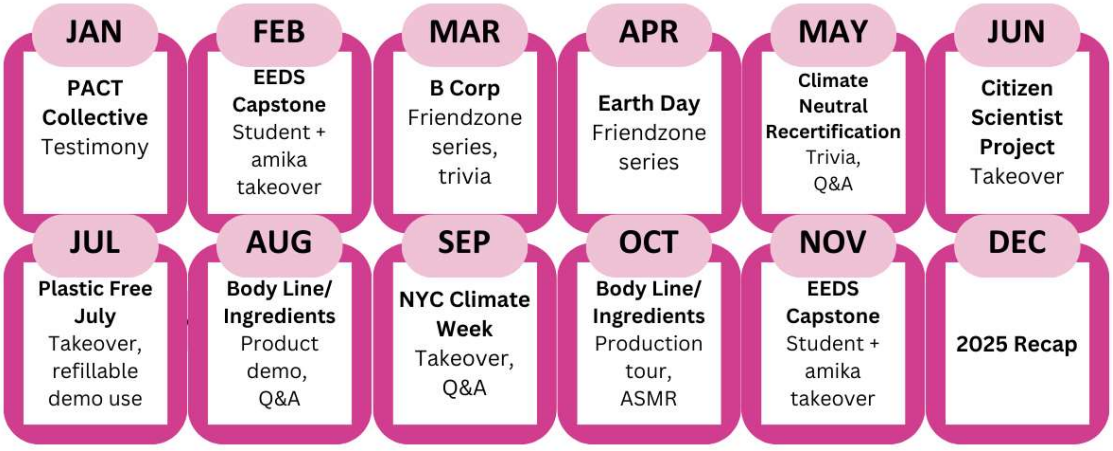
We recommend that amika combine sustainability claims with high performing efficacy claims on social media. Since other brands are not addressing sustainability consistently, amika can stand out in the industry and reinforce an authentic brand image tied to sustainability. Our team suggests that amika use the top-ranking claims in Figure 4 and Figure 5 as well as the top claims in amika's 2024 Marketing Claims Study on their social media (Cue Insights, LLC, 2024). Using claims that are preferred is important for social media because the content is short, and

users have shorter attention spans and a wide range of knowledge on amika and sustainability. It is important to ensure that sustainability claims do not stand alone on social media since our competitor analysis revealed that content structured solely around sustainability does not perform well. Using other means such as influencer testimonies will also strengthen the sustainability content on social media.

Maintaining authenticity in sustainability messaging will be highly important for social media content, as social media content reinforces the brand's message. We also recommend that amika use its 2025 "sustainability moments" as monthly Instagram story themes to ensure that sustainability messaging is integrated into social media content to keep audiences engaged with sustainability (Appendix B). Figure 9 outlines these themes, including recommendations for how to present the content. amika can also ensure that sustainability is seamlessly woven and reinforced into brand content by incorporating sustainability content into its four content strategic pillars: educate, entertain, inspire, inform (Appendix C).

Figure 9

Social Media Strategic Planning Calendar featuring Sustainability Events



Note. Monthly Instagram story themes based on amika's 2025 "sustainability moments" and interactive methods to communicate the themes.

Limitations & Moving Forward

The peer survey may not be representative of amika's entire Gen Z audience because it included one university and did not account for the preferences of non-college students. Also, it would be impactful for amika to further investigate consumers' likeliness to pay more for certain claims to gather more information on consumer values. We believe that amika would benefit from a click test comparison to understand which layout of sustainability content consumers prefer. Specifically, this would apply to sustainability and efficacy claims that are not well-understood. Testing engagement on amika's Impact Landing Page content was out of our team's scope, however, it would also be beneficial for amika to test how often consumers seek out sustainability information on their webpage, either through the current "sustainability" page or through the AI hair quiz. The current interest in sustainability could be compared with interest when sustainability content is more clearly featured on the website. Since this study examines sustainability content, we see an opportunity for amika to conduct more research pertaining to the layout of the Impact Landing Page in the future.

Conclusion

Our research aimed to determine the top-ranking sustainability claims among amika's target audience, enhance the brand's impact landing page, and integrate sustainability into its social media strategy. The peer survey found that "cruelty-free," "100% biodegradable," and "ethically sourced ingredients" were the claims preferred by Gen Z consumers. This information aligned with the 2024 Marketing Claims Study amika had previously conducted (Cue Insights, LLC, 2024). Our team recommends that the top-ranking claims be used for all promotional strategies to enhance consistency and outreach. amika should bundle sustainability claims together to connect with consumer preferences. For the Impact Landing Page, all sustainability

information should be on one continuous page to reduce the number of clicks required to find information and maintain engagement. Authenticity with sustainability messaging is key for amika. This applies to the Impact Landing Page and social media content. Finally, our team recommends that amika use the 2025 “sustainability moments” Instagram story calendar to keep consistent messaging throughout the year and spread awareness to consumers who do not have existing sustainability knowledge (Appendix B). Implementation of these recommendations will help amika grow its consumer base. The brand hopes to attract new consumers who are environmentally conscious and care about sustainability. Authentic sustainability messaging has an opportunity to draw in these new consumers and increase brand awareness. By displaying sustainability content on its socials, amika can also help educate existing consumers on the importance of sustainability and the meaning behind amika’s sustainability claims and certifications.

Bibliography

about us. amika. (n.d.). https://loveamika.com/pages/about-us

amika. (n.d.). *Home* [Instagram page]. Instagram. Retrieved November 1, 2024, from https://www.instagram.com/amika/?hl=en

amika. (n.d.). *Home* [TikTok page]. TikTok. Retrieved November 1, 2024, from https://www.tiktok.com/@amika

Cue Insights, LLC. (2024). amika Claims Testing Research [PowerPoint slides]. Cue Insights. https://www.cueinsights.com/

Dr. Bronner's. (n.d.). *Home* [Instagram page]. Instagram. Retrieved November 1, 2024, from https://www.instagram.com/drbronner

Dr. Bronner's. (n.d.). *Home* [TikTok page]. TikTok. Retrieved November 1, 2024, from https://www.tiktok.com/@drbronner

Gest, J. (2016). *For some things, Columbus is still the best test market*. Department of Food Science and Technology. https://fst.osu.edu/news/some-things-columbus-still-best-test-market

K18 Hair. (n.d.). *Home* [Instagram page]. Instagram. Retrieved November 1, 2024, from https://www.instagram.com/k18hair

K18 Hair. (n.d.). *Home* [TikTok page]. TikTok. Retrieved November 1, 2024, from https://www.tiktok.com/@k18hair

KraveBeauty. (n.d.). *Home* [Instagram page]. Instagram. Retrieved November 1, 2024, from https://www.instagram.com/kravebeauty

KraveBeauty. (n.d.). *Home* [TikTok page]. TikTok. Retrieved November 1, 2024, from https://www.tiktok.com/@kravebeauty

Living Proof. (n.d.). *Home* [Instagram page]. Instagram. Retrieved November 1, 2024, from https://www.instagram.com/livingproofinc

Living Proof. (n.d.). *Home* [TikTok page]. TikTok. Retrieved November 1, 2024, from https://www.tiktok.com/@livingproof

Moroccanoil. (n.d.). *Home* [Instagram page]. Instagram. Retrieved November 1, 2024, from https://www.instagram.com/drbronner

Moroccanoil. (n.d.). *Home* [TikTok page]. TikTok. Retrieved November 1, 2024, from https://www.tiktok.com/@moroccanoil

Our Sustainability Journey. KraveBeauty. (n.d.). https://kravebeauty.com/pages/sustainability

sustainability. amika. (n.d.). https://loveamika.com/pages/sustainability

Sustainability. K18Hair. (n.d.). https://www.k18hair.com/pages/sustainability

Sustainability. Living proof. (n.d.). https://www.livingproof.com/sustainability.html

Sustainability. Moroccanoil. (n.d.). https://www.moroccanoil.com/pages/sustainability

professional haircare and tools for your hair type. amika. (n.d.). https://loveamika.com

Who we are: Our cosmic principles. Dr. Bronner's. (n.d.). https://www.drbronner.com/pages/about?5

Appendix A: Peer Survey

The following are the questions and disclaimers of the peer survey. Questions were developed after meeting with Ellen Eilers, Ohio State's Environmental and Social Sustainability Lab Manager.

Survey

If you respond to this survey, a 20% off all amika products coupon will be sent to your Ohio State email and can be used on loveamika.com

Disclaimer: You will receive your amika coupon code after the survey closes on November 8.

Study Title: amika Sustainability Survey

Purpose: A team of sustainability students are working on a sustainable marketing project for amika LLC—a professional haircare and tools brand. This survey of 13 questions aims to gather information on the preferences of sustainability/eco-friendly claims and social media use when shopping for haircare products.

Confidentiality: Your responses will be kept in confidence. No one will be able to identify you in the results and reports. Your name and email are only used to deliver the coupon via email.

Privacy: We encourage you to take this survey in a private space to protect your information. We will not release the identity of study participants to external parties.

Benefits and Risks: This research aims to strengthen our understanding of sustainability marketing claims and social media preferences among Ohio State students. The research team will use this information to assist amika LLC in marketing their sustainability certifications, achievements, and values.

Participants' Rights: Participation is voluntary. You may skip any questions you do not wish to answer. You may leave the study at any time without any penalty. If you decide to stop participating in the study, there will be no penalty.

PEOPLE UNDER 18-YEARS-OLD MAY NOT PARTICIPATE IN THIS STUDY.

Thank you for your time!

Section I: Disclaimer:

1. **I have read the above informed consent protocol in its entirety. I understand the risks associated with this survey, and I consent to participating in this survey.**
    - **a.** Yes
    - **b.** No

Section II: Personal Information

2. **First & Last name** (short answer)
3. **OSU email** (short answer)
4. **What gender do you identify with?** (Select one)
    a. Female
    b. Male
    c. Non-binary
    d. Other (Short answer)
5. **Which college/school are you a part of?** (Select at most 2 options)
    a. College of Arts and Sciences
    b. Max M. Fisher College of Business
    c. College of Dentistry
    d. College of Education and Human Ecology
    e. College of Engineering
    f. College of Food, Agricultural, and Environmental Sciences
    g. Michael E. Moritz College of Law
    h. College of Medicine
    i. College of Nursing
    j. College of Optometry
    k. College of Pharmacy
    l. John Glenn College of Public Affairs
    m. College of Public Health
    n. College of Social Work
    o. College of Veterinary Medicine
6. **Have you purchased an amika product before?**
    a. Yes
    b. No
    c. Unsure

Section III: Sustainability Information

7. **How familiar are you with sustainability?**
    a. 1 (Not at all)
    b. 2 (A little)
    c. 3 (Mostly)

d. 4 (Very)

8. **How often do you think about the environmental impact of a haircare product when shopping?**
    a. 1 (Never)
    b. 2 (Occasionally)
    c. 3 (Sometimes)
    d. 4 (Often)
    e. 5 (Always)
9. **Rank which claims you prefer to see on products from favorite (1) to least favorite (10).**
    a. Cruelty-free
    b. 100% biodegradable ingredients
    c. Microplastic free ingredients
    d. Climate conscious
    e. Ethically sourced ingredients
    f. Organic ingredients
    g. 100% naturally derived
    h. Natural ingredients
    i. Workers paid a living wage
    j. Responsibly sourced ingredients
10. **Are you willing to pay more for sustainable products? (Select one)**
    a. Yes
    b. No
11. **Of the 10 claims listed, select the top 3 claims that you are more likely to pay more for the product.** (Select 3)
    a. Cruelty-free
    b. 100% biodegradable ingredients
    c. Microplastic free ingredients
    d. Climate conscious
    e. Ethically sourced ingredients
    f. Organic ingredients
    g. 100% naturally derived
    h. Natural ingredients
    i. Workers paid a living wage
    j. Responsibly sourced ingredients
12. **Rank from most informative to least informative on which social media platforms inform you about haircare products?**
    a. TikTok
    b. Facebook
    c. Instagram

d. YouTube
e. Pinterest
f. Twitter

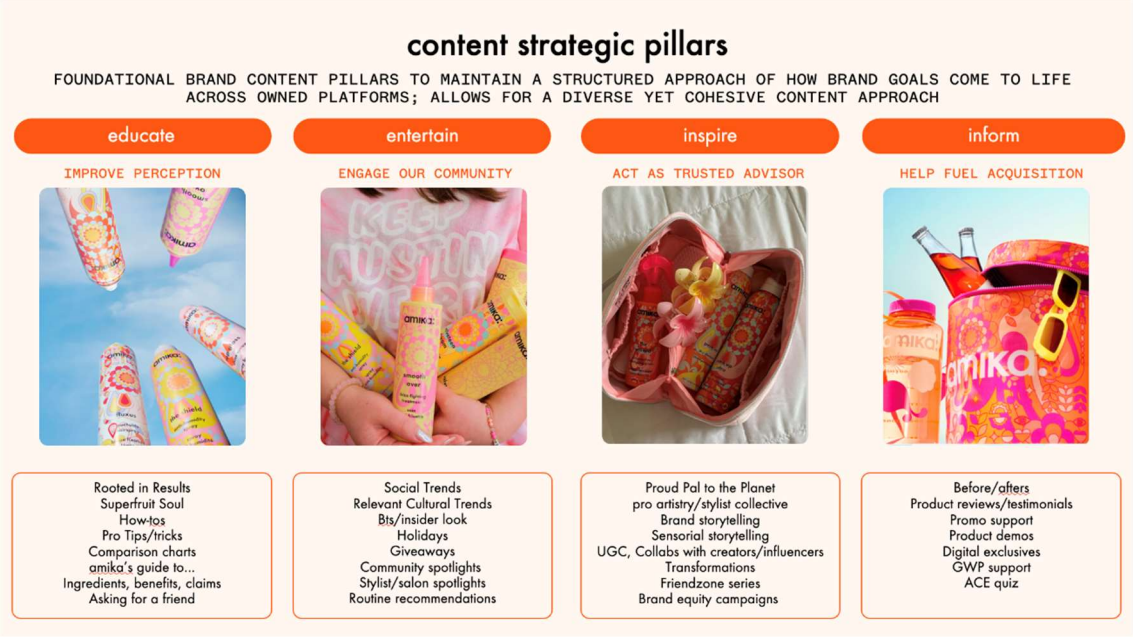
13. How often are sustainability concepts mentioned in advertisements that you buy haircare products from?

a. 1 (Never)
b. 2 (Occasionally)
c. 3 (Sometimes)
d. 4 (Often)
e. 5 (Always)
f. N/A (I am not familiar with sustainability concepts)

Appendix B: amika 2025 "sustainability moments" Calendar

The amika social team provided this timeline for when they plan to market sustainable efforts and projects in 2025. This roadmap helped our team craft the monthly Instagram story highlights strategy.

Appendix C: amika Social Media Team Brand Pillars



The amika social team provided these brand pillars to clarify amika's objectives when marketing their products. This helped our team understand which pillars sustainable marketing content could fit within, supplementing the development of the recommendations.

Appendix D: Social Media and Marketing Research

A rubric of type of data pertaining to sustainability information was developed to guide initial research. Specific data is not published for proprietary reasons. The type of data collected for both the social media and marketing matrices are listed below:

Data collected for social media matrix:

Information	Brand, Platform, Date Posted, Date Viewed, Link
Quantitative Data	Number of Likes, Number of Comments, Number of Views (if applicable), Number of Shares (if applicable)
Qualitative Data	Hashtags, Caption, Related to Sustainability (Yes/No; If yes, what was said?), Influencer (Yes/No; If yes, who?), Audio, Notes

Data collected for marketing matrix:

Information	Brand, Product Type, Packaging, Link
Qualitative Data	Sustainability Claims, Benchmarking Tools, Impact/ESG/Sustainability Report, Sustainability Page, Awards (Yes/No; If yes, which one(s)?, Notes