School of Environment and Natural Resources 2024 Fall EEDS Capstone

THE OHIO STATE UNIVERSITY

Sustain-a-Claims: Elevating Sustainable Marketing Strategies for amika

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INTRODUCTION

The Sustain-a-Claims project enhances amika's visibility by refining how the company communicates its sustainability initiatives to resonate with consumer values, expectations, and trends. Building on insights from amika's 2024 Marketing Claims Study[2], this research[1] targets the perceptions and preferences of Gen Z undergraduate college students at The Ohio State University Columbus campus. This research also highlights key areas where amika can learn from and leverage its competitors brands' sustainability programs. Sustain-a-Claims provides amika with recommendations that strengthen its brand identify, engage with existing and new audiences, and promote amika as a leader in sustainable haircare.

Research Objectives

Objective 1: Sustainable Marketing Peer Survey

Objective 2: Impact Page Redesign

Objective 3: Social Media Development

METHODS

Peer Survey
Survey 334 students' perspectives on sustainability claims[1]

Competitor Analysis
Research sustainability marketing within the beauty industry

Social Media Analysis
Identify sustainable content, trends, and vocabulary in competitor brands

Competitor Brands

DR. BRONNER'S ALL-ONE!. MOROCCANOIL K18 BIOMIMETIC HAIRSCIENCE Living proof. KRAVEBEAUTY

RESULTS

Based on the surveying research, these are the key findings that informed our recommendations:

Sustainable Marketing Peer Survey

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

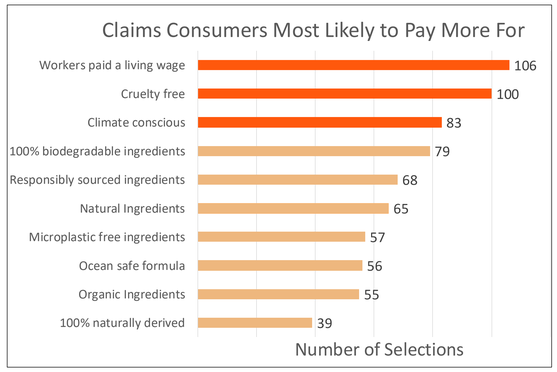

Figure 2. Claims ranked from 1 (most willing) to 10 (least willing) based on consumers' willingness to pay more for a product with the claim[1].

Impact Page Redesign

- amika is considered an industry leader, but needs to strengthen its message to consumers
- Competitor brands integrate sustainability into overall values, messaging, and marketing
- Awareness and conversations around the idea of a "circular economy," and how competitor brands are achieving this goal
- Transparent and easily accessible sustainability content

Social Media Development

- Sustainability content does not reach high engagement
- Most successful sustainability content is paired with celebrity or influencer testimonials
- No brand has a consistent sustainability message advertised on social media

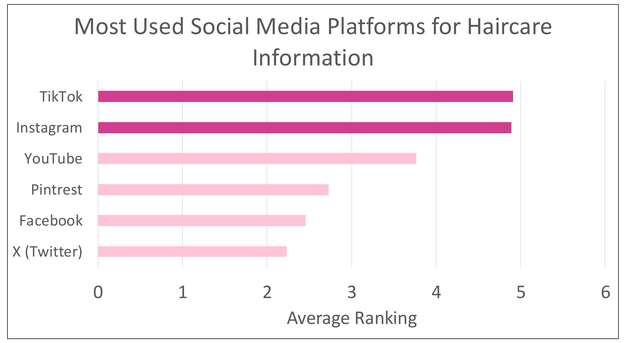

Figure 3. Social media platforms ranked from 1 (most informative) to 6 (least informative) based on respondents' average from peer survey[1].

RECOMMENDATIONS

Sustainable Marketing

Prioritize and embed top-ranking claims from Figure 1 into marketing content

Bundle efficacy & ingredients claims with sustainability claims

Integrate sustainability into daily marketing efforts to establish a consistent brand image

Use sustainability to leverage consideration-conversion switch to foster brand loyalty

Social Media Development

- Embed top-ranking claims to foster simplicity, maintain consumer attention, and attract broader audiences
- Prioritize sustainability claims on most-informative platforms for wider engagement
- Ensure sustainability claims do not stand alone
- Implement the 2025 sustainability moments as monthly Instagram story themes

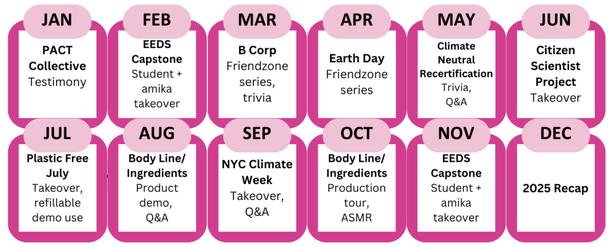

Figure 4. 2025 sustainability moments as monthly Instagram story series themes.

Impact Landing Page

- Use well-understood, clear metrics on emissions, recycling, packaging, and sourcing efforts
- Educate customers on certifications and advertise credible certifications on page
- Frame sustainability content to be accessible and digestible

Figure 5. Consumers can click on the product highlight on the website catalog to view size options, sustainability claims, and efficacy claims for the refillable pouches. These products are positioned at the top of the product catalog on the website[20].

REFERENCES

Scan the QR code to view supporting materials.

amika: