



Cultural Creatives

**50 million people are changing
our world and our marketplace**

Are we ready?


DELIVERING ON STRATEGY

Some Are!

A M E R I C A N
FLATBREAD

All Natural **PIZZA** Baked In A Primitive Wood-fired Earthen Oven.


There is a place in the Green Mountains of **vermont** where a very special **pizza** is made. Beneath the hand cut timbers of a nineteenth century barn sits an **oven** built of unhewn stone and local **clay**.



Here, from the union of fire, earth, and the finest **all natural** ingredients comes a carefully **handmade** food that is truly nutritious, light, crisp, flavorful, and wonderfully **convenient**. This is **pizza** with **integrity**.

Organic Tomato Sauce & Three Cheese

100% ORGANIC FLOUR
UNCONDITIONALLY GUARANTEED



HEAT & SERVE
NET WEIGHT 9.1 OZ (254 GRAMS)

Who is the Cultural Creative?

- First Identified by Paul Ray, Ph.D. and Sherry Anderson, Ph.D.
 - Authored *The Cultural Creatives*, Harmony Books, NY 2000
- A diverse group of individuals who share a common set of values
- Values centered individuals who act on their authentic beliefs
- Represent 50 million Americans or over 26% of the population
- They're influencing the world and the marketplace
 - Organic and natural products +
 - Nonprofits +
 - Traditional fast food
 - Non traditional/healthy fast food + (I.e. O'Naturals)

Who is the Cultural Creative?

Not a demographic segment

- Reflect our population (age, income, geographic, and race)
- However 60% are women

One of three attitudinal segments

- **Moderns** (50% of population and steady)
- **Traditionals** (24% of the population and declining)
- **Cultural Creatives** (26% of the population and growing)

Moderns

Accept and embrace the culture as it is today

- The “normal” culture found in the office building
- Take for granted the rules we live by
- Goal driven - value financial success
- Appearance and status is very important

A few examples...

- *Stance on women's issues:* Equal pay... dual income is good
- *Stance on Health:* Work out, get strong, fix it when it's broken
- *Stance on brand purchases:* Buy what's popular and fits in

Traditionals

Believe society is going the wrong way!

- Focus on the home and family, not on outward success
- Don't deviate from norms - don't want to break the rules
- Not just social conservatives (New Deal Democrats, rural)
- Fend off the modern world that they find overwhelming
 - politics, insurance, big business, government

A few examples...

- *Stance on women's issues:* Feminism is a swear (traditional roles)
- *Stance on Health:* Body is too complex. Never question physician
- *Stance on Brand Purchases:* Buy what they know and what's safe

Cultural Creatives

Positively embrace the personal journey they are on!

- Seek new and sustainable ways Vs. the “middle way”
- Relentlessly seek out quality and expressions of their values
- Seek authenticity in others - *read labels, BS detectors, very loyal*
- Inwardly focused Vs. driven by external symbols of status
- Personal discovery and learning is important - “self as expert”
- Need to see the big picture - whole process thinkers
- Desire to be in relationship with and connected
- Think they are in it by themselves

Cultural Creatives

Core Segment

- Writers, artists, musicians, alternative health care providers
- Stronger values around personal growth and spirituality

Green Segment

- Tend to follow vs. lead
- Opinions and views are more pragmatic and less thought out

A few examples...

- *Stance on women's issues:* Value equality and honor "intuition"
- *Stance on Health:* Self as expert (question traditional medicine)
- *Stance on Brand Purchases:* Seek expressions of authentic self

What to expect from Cultural Creatives

Eclectic individuals?

Yes... but they do share many attitudes and values!

Appreciate

- Authenticity and quality
- Being treated as a person
- Small and unique
- Ability to discover and drill down
- Stories (and the story behind it)
- Depth of information
- Full disclosure/transparency

Reject

- Materialism/external status
- Referred to as a consumer
- Big and the same
- Manipulative advertising
- Bullet ad copy
- Narrow analysis/linear thought
- Limited access learn more

Whole Process Learners!

Need to see the “big picture”

- Intimate, involved, and engaged learners
- Involved from the start, in the middle, and to the end

But they value the individual and his/her unique gifts

- Relationships are vital!
- Want to connect with the source

Care deeply about community, social justice, and environment

- Concept of sustainability is very important
- Hold nature sacred

Communicate in authentic ways

- Allow CC's to make their own decisions - don't tell them what to do
- State your values and share examples - walk your talk
- Build trust through open disclosure and authenticity
- Communicate in the first person - sign your name
- Honor their individuality - but celebrate that they aren't alone
- Share your personal journey/values and tell authentic stories
- Allow them to drill down and follow their passion and values

Communicate in authentic ways

- Create an educational and discovery experience beyond product
- Help them see the big picture and connect customers to the source
- Build full relationships - but take your time
- Encourage tough questions and respond accordingly
- Offer whole and sustainable solutions beyond just product
- Provide quality products from small, authentic vendors
- Avoid simplistic financial promotions such as coupons
- Consider causal promotions (i.e Wild Oats)

Communicate in authentic ways

An advertisement for eScrip featuring a young girl with blonde hair, wearing a light green shirt, sitting on a carpeted floor and smiling. The text is overlaid on the right side of the image. The background of the entire slide is a dark blue gradient with a large, lighter blue circular shape on the left side.

**EARN
CASH**
FOR YOUR SCHOOL
OR YOUTH ORGANIZATION
**EVERY TIME
YOU SHOP**

eScrip

REGISTER ONLINE AT WWW.ESCRIP.COM

Communicate in authentic ways



Media for Cultural Creatives

- Radio and print (not TV - Consider NPR)
- Experiential workshops and discovery such as cooking classes
- Websites that allow for self discovery
- Collateral and product labels (full journey and disclosure)
- You and your customers (develop word of mouth programs)

Who's doing a good job in Maine?

Some do it intentionally...

Some do it intuitively...

But all must do it authentically!

Watch these companies

Wild Oats

Coffee by Design

Idealswork.com

Flatbread

Abacus Galleries

The Resourceful Home

Tom's of Maine

Mad Gab's

Cape Irving (Joe Dawson)

Many other MEBSR members

Introducing Our Panelists

- Dan Porter - Idealswork.com
- Mary Allen Lindemann - Coffee by Design

The world is ready... are we?

- Our society is changing
- Your customers are ready for a different way
- They want to know your authentic story
- And they will buy your products if they relate to their values



For a copy of this presentation

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Glenn Rudberg

- grudberg@ethos-marketing.com
- (207) 775 - 4738 x243

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