BETTER MESSAGING, BETTER MARKETING
Introduction
Messaging Matters
Research
Observations
Recommendations

Small Group Discussion
Large Group Q&A
Introduction

Messaging Matters

Research

Observations

Recommendations

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FAIR TRADE IS CONFUSING
* Distance from center NOT relative to importance
Your Message

= 

Fair Trade’s Identity
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WHAT ARE THE RELATIONSHIPS?

Sourcing Partner  

FTO  

Consumer
FT faces a strategic decision
The authors’ conclusion is that FTOs are at serious risk of cannibalisation by newer [multinational corporation] backed fair trade brands,

but FTOs’ motivations to pursue a transformative message in the mainstream and their capability to provide effective support to farmers is clearly still strong.

–Doherty & Huybrechts, 2013
Consumers want what FT has
It’s a Process
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OUR OBSERVATIONS

- Conventional Context
- Foundational Principles
- A Double Edged Sword
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CLARITY

- More Eyes
- (Don’t) say it again
- The most awesome point ever
TRANSPARENCY

- Big (Academic) Thumbs Up
  - University of MO—Bhaduri and Ha-Brookshire (2011)

- Consumer’s want in

- Share part of your process

- And put it where they can see it:
  - Hangtags, Care Labels, Point of Purchase (online or Brick and Mortar)
ANCHORING IN TRADE

- Utilizing the Conventional Context
  - Historical
  - Personal
“FT, for example, enjoys referents to other recently adopted social practices (e.g. Corporate Social Responsibility, Community Supported Agriculture, ethical investment), as well as to practices that have been legitimized for some time (e.g. humanitarian aid, philanthropy, international co-operation).”

-Potential Traps in FT Marketing, 2008
ANCHORING TO TRADE

Utilizing the Conventional Context

- Historical
- Personal
REFERENCES

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Large Group Q&A
Thank You!

Julia Wilber
juliaannwilber@gmail.com

Dr. Anupama Pasricha
apasricha@stkate.edu