



ECO PULSE



SHELTON GROUP

Suzanne Shelton
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So what do your customers think of green marketing? Here's the inside scoop.

LISTEN. SPEAK.

Announcing Eco Pulse 2008—Special Web Preview for Our Clients

As a valued client of Shelton Group, you're invited to a special webinar preview of Eco Pulse 2008: Beyond the Green Bandwagon. Eco Pulse is our groundbreaking national survey on consumer attitudes toward green marketing. The study is set for release on June 20, but we're offering you a sneak peek at the data on Wednesday, June 18, at 1:00 p.m. EDT.

This preview webinar, led by Shelton Group CEO Suzanne Shelton, will reveal detailed consumer responses to key questions about the green marketing movement:

- What exactly does "green" mean to consumers right now?
- What product/brand features qualify as green in the minds of consumers?
- What green messages do consumers believe in and connect with?
- Do consumers feel like they're being "guilted" into green living and into doing things they don't want to do? Are they irritated about it?
- Do consumers think that saving the planet comes at the expense of personal comfort?
- Do consumers believe all green products are more expensive?
- What's the critical price point—how much more can a company charge for a green product that consumers believe is indeed authentically green?
- What will consumers do if they find out a company's green messaging is false or exaggerated?

The answers will surprise you. And they may change how you think about the green part of your business.

Register now by contacting Kara Cleveland at 865.934.1774 or kara@sheltoncom.com and we'll send you the dial-in and URL information to join the session. Registration closes June 17. We look forward to sharing our insights with you!

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 PLUGGED IN

SHELTON GROUP

Suzanne Shelton
865-524-8385**What will it take for your green message
to be heard? We know the answer.****LISTEN. SPEAK.****Beyond the Green Bandwagon: Eco Pulse 2008 Is Here!**

How do American consumers really feel about being bombarded with green messaging? Is "green" really a viable business strategy? Shelton Group designed a groundbreaking national study to find out.

And you can read the results today.

Eco Pulse 2008, which offers in-depth analysis of American attitudes toward green marketing, is now [available for purchase](#). Eco Pulse gets right to the nitty-gritty by answering some pretty compelling questions:

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Shelton Group is a full-service advertising agency focused exclusively on energy efficiency and sustainability. To better serve our clients, we conduct our own proprietary research into consumer attitudes toward energy/green-related topics. This translates into fresh, incisive and rock-solid positioning based on reality—not wishful thinking.

[Download your copy of Eco Pulse 2008 today](#). Don't miss this rare opportunity to take a peek inside the minds of your customers!