

The **current largest market for Fair Trade products is middle aged consumers**, while younger and older groups buy less due to lacking the means despite sharing Fair Trade's values, and entrenched buying habits respectively. Data also shows that Fair Trade sales have surged during the pandemic, including in online shopping. We also found that the number of different ethical certifications was confusing, and made it harder to get the message across about Fair Trade specifically. ¹

By researching how other successful ethical products are promoted, we identified **five areas** where we believe the Scottish Fair Trade Forum should focus their attention to improve public consciousness and influence buying habits. These suggestions **aim to maintain the pandemic sales surge and known buyers, and to learn from other successful ethical products to reach a wider market.**

A IMPROVE THE ONLINE SHOPPING EXPERIENCE

THE PROBLEM

Online shopping is becoming increasingly popular. However, it is **hard to find Fair Trade products in some online stores**, even if they are sold on their website.

On major grocery websites, we identified the following problems:

- Searching 'Fair Trade' in the website search bar only brings up a small portion of the Fair Trade products they sell.
- The Fair Trade logo is only visible when zooming in the picture, or mentioned in small print.
- There was no way to filter Fair Trade products, or this was difficult to find.

We believe by improving this situation, it will make it easier for consumers to make the conscious choice to buy Fair Trade online.

In 2020, **11.5%** of UK grocery sales came from online shops ² 

50% of online sales are lost when the consumer cannot find the product ³

RECOMMENDATIONS

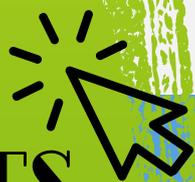
- 1** Promote Fair Trade products, particularly during Fair Trade fortnight
- 2** Have a dedicated Fair Trade section on website menus
- 3** Filters for Fair Trade in addition to gluten free, vegetarian etc
- 4** Fair Trade logo as a picture icon on product previews and beside filters
- 5** Improve the tagging of Fair Trade products, so that they can be found by searching and through filters

65% of users will remember something if accompanied by a picture ³ 

Filter your results		
Fairtrade Certified 	<input checked="" type="checkbox"/>	
Gluten Free	<input type="checkbox"/>	
Vegan	<input type="checkbox"/>	

KEY CONSIDERATIONS

BENEFITS



Allows consumers already aware of Fair Trade to more easily find products online.

Increased visibility of products may prompt new customers to start choosing Fair Trade.

Once Fair Trade products are discovered they can be added to favourites and bought repeatedly, allowing purchases to become habit.



The main target of these changes should be **websites selling a mixture of Fair Trade and regular products**. We recommend that the Scottish Fair Trade Forum approaches these companies directly, producing a guide to assist them with improving these aspects of their website. The key emphasis of the guide should be boosting overall sales, as larger companies are more likely to be interested if there are mutual benefits.

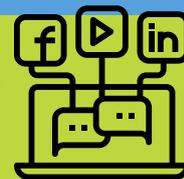
As a general rule **more than 10** Fair Trade products should lend themselves to a filter or menu.⁴

Care should be taken not to reduce visibility of other ethical certifications. If this is a concern, an ethical filter in combination with icons for the certifications should achieve the desired effect.

Promotions require maintenance so should be used sparingly but may be useful to draw attention to the presence of a filter, or 'new in' Fair Trade products.

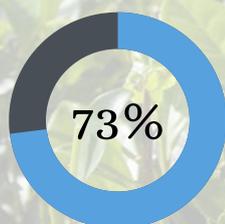
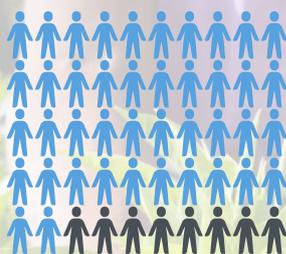
Although these suggestions all use existing website features, **some businesses may be reluctant to implement them if they result in reduced visibility of other products.**

B INCREASE SOCIAL MEDIA ENGAGEMENT



84% of 18-29 year olds are active social media users

5



73% of marketers believe social media marketing has been effective

5

There are **53 million** active users in the UK

6

EFFECTIVE SOCIAL MEDIA MARKETING TIPS

- **Authenticity is key**, be genuine and form a real connection with the consumers and fellow Fair Trade groups, personal anecdotes help build up this parasocial relationship.
- **Comment on and engage** with discussions related to Fair Trade.
- The most effective posts have an emotional core surrounding them, or are vivid and interactive. Fair Trade lends itself well to these types of posts due to the human stories about the producers. However, it's best to avoid being overly emotional about them, as being overly negative or positive has a negative effect.
- The best way to engage comments is to **ask a question** to be answered in the post.

OUR SPECIFIC RECOMMENDATIONS

1

Revitalise SFTF's own social media pages, primarily Instagram and Twitter – many organisations and unaffiliated users use social media for sharing knowledge about products and the impacts of consumer practice, which Fair Trade's strong values should benefit from.



2

Connect with "influencers" who post about ethical consumerism – awareness raising and/or partnerships with influencers are a way to make FT more accessible to the younger demographic. For instance, conscious UofE bloggers who post about lifestyle have groups of like-minded followers who could be reached. Connecting with SME retailers who use social media to promote their businesses will also increase Fair Trade's visibility to local, interested audiences.



C

PRODUCT PLACEMENT IN MEDIA & FAIR TRADE FEATURES



31.2% of consumers who view product placements show interest in purchasing the products ⁷



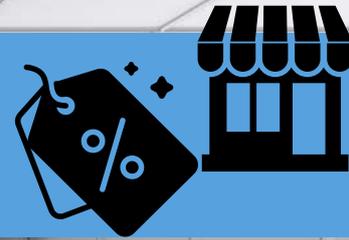
A milkshake themed challenge in *The Apprentice* saw the brand's milkshake sales increase by over **30%** ⁷

To increase the public consciousness of Fair Trade beyond those who already actively seek it out, SFTF should **seek to increase the visibility of its products in media and events.**

- A very high profile example of this might look like a 'Fair Trade special' on The Great British Bake Off, with contestants using Fair Trade ingredients
- Fair Trade non-food commodities like FT cotton garments could be showcased in a sustainable fashion event
- Smaller scale placement of Fair Trade goods would also be effective. This may look like a phone-in radio challenge - challenge Scotland's kids to find who has the most Fair Trade products in their home.

D

PRODUCT PLACEMENT AND TARGETING IN PHYSICAL STORES



While large scale retailers and supermarkets use the already known techniques for optimal product placing to maximise their profits, **small and local shops are the better target.**

Encouraging small shops to place FT products in **more favourable positions** (eye level shelves, near the entrance etc), to **increase their range** of FT products and **most importantly to make it evident these are Fair Trade certified** (with stickers and labels or posters near the shelves) would be highly beneficial for increased sales.

Two thirds of in-store purchases are not pre-planned, products placement is key to encourage shoppers to buy FT products 8

The shops **would improve their reputation and attract more of the ethically conscious and environmentally aware customers** by offering and promoting Fair Trade products. Knowing the products sold there are ethical and good quality would also help establish trust in the shop and make customers want to go back.

As the **support small businesses** trend has been rising since the post lockdown re-opening, **making Fair Trade go hand-in-hand with shopping local** would effectively take advantage of the existing trend.

Most importantly, marketing campaigns should be targeted to the specific customers of a shop. I.e., in a package free store focus on how FT products are produced in a more environmentally friendly way; while in a store selling children products advertising how FT certification guarantees the use of no hazardous materials will be more of interest to the new moms shopping there.

E

ATTRACTING SCOTTISH BUSINESSES

People now expect businesses to be more socially and environmentally responsible, especially at a time where **business ethics and climate change are major worldwide debates.**

This can be supported by a May 2020 study by Kantar, where **Fair Trade** frozen confectionary **sales rose** by 135%, Fair Trade fruits & vegs sales rose by 18%, and Fair Trade hot beverages sales rose by 21%. This emphasises the fact that **now is the perfect time for businesses to commit to selling Fair Trade products.** 9

Therefore, by committing to Fair Trade companies will provide "credibility, accountability, guidance and assurance on their sustainability efforts," as stated by Executive Director of Fairtrade America, Peg Willingham. 10

SUMMARY



Our main suggestions are centred around mainstream digital media, as these are most likely to reach a wider audience, and are a notable gap in the current reach of Fair Trade in Scotland.



However we found that physical methods also have value, and should continue to be used in combination with digital ones.



By implementing these recommendations, we believe that more consumers will learn about Fair Trade and discover Fair Trade products, hence influencing their buying practices.

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