

Greenpeace USA: Applying the PESO Model

Target Audience

Greenpeace USA is an environmental justice nonprofit that advocates for climate reform and preservation. Its target audience are passionate, sustainable activists who want to make positive change. Because Greenpeace is a nonprofit and prides itself in never taking money from corporations, it is important to reach its target audience in order to encourage individuals to donate. Its target audience are college educated individuals, particularly single women (Junkus p.1). Additionally, the target audience tends to be in their 20s to 30s and sometimes in their 50s (Sievers p.20). Because its central message is to advocate for the preservation of Earth for future generations, Greenpeace markets to Millennials and Gen Z as climate change will most directly affect younger people. Additionally, Greenpeace USA targets their audience on social media like Twitter and Instagram because sharing and liking allows consumers to market content organically without paid advertisement. Also, younger generations are more involved in activism and want to spread information they are passionate about (Sievers p.22). Greenpeace optimizes its marketing to target its audience and encourage donations because they have limited funding as a nonprofit.

Central Message

Greenpeace USA strives to make the earth a cleaner, greener and more peaceful place for future generations by advocating for climate and racial justice through targeted nonviolent protests and campaigns.

PESO Messaging

PAID: Greenpeace USA buys ad space on billboard in front of coal factory that says, "Protect your children's future, stop fossil fuels" with an image of a baby wearing a gas-mask.

Justification: This billboard is effective as viewers can see the real life pollution from the coal factory behind the billboard and will be more impacted by the ad. This attention drawing ad will make people stop and stare, as the ad itself is not only shocking, but the backdrop of the coal factory reminds people that pollution is happening right before their eyes. For nonprofits, the use of message-focused campaign are valuable in creating conversions and generating donations to help solve the problem (Kenton p.1). Moreover, the warning about their children's health will motivate people to donate as they are fueled to provide and protect their kids and their future.

EARNED: Greenpeace USA stages a protest where protesters sit and block off access to road where oil pipeline is being built. The disruption to business as usual causes news reporters to report on disturbance.

Justification: The protest is newsworthy because the protestors cause a disturbance to people's daily commute and they halt the construction of the pipeline through their human barrier. When the reporters air this story, people hear about Greenpeace's message and its concern for the environment. Some people may resonate with its message and feel inspired to help the cause by donating to the nonprofit. This technique is important as the story has the potential to "create a snowball effect of cross-promotion and increased media impressions if it's picked up by more and more news outlets as its reach grows" and spread more awareness about Greenpeace(Bloomerang p.1).

SHARED: Social media user reposts Greenpeace instagram post on their story about Greenpeace protestors getting arrested with the hashtag #westandwithGreenpeace.

Justification: The hashtag allows users to find resources about Greenpeace easily and stay up to date with the story. Moreover, the hashtag encourages users to interact with the post and share. In turn, the post reaches a wider audience and increases brand awareness. People will be empowered to see that Greenpeace protestors are fighting for the environment and even getting

arrested for it. They will want to do their part, and therefore repost with hashtag because it allows them to get involved and help the cause.

OWNED: Greenpeace USA curates a blog which keeps followers up to date with Greenpeace initiatives, protests and fundraisers.

Justification: The blog will allow Greenpeace to manage and curate their online presence, while offering a platform to promote their messages and campaigns. Moreover, they can directly reach and market to their intended audience as they follow the blog. The blog can offer exclusive and/or early access to campaigns or fundraising events. This allows followers to feel more connected to the brand and increase consumer loyalty, and in turn lead to more donations(Bloomerang p.1).

Conclusion

The messaging in each subsection of the PESO model will be successful because they all target the intended audience of Greenpeace USA. Not only will each subsection of the PESO campaigns be successful due to consumer research, but some campaigns intersect with its strategies. For example, the paid messaging of the billboard will also encourage shared messaging, as the controversial and shocking images will cause people to share the billboard on social media and start conversations, leading to more brand awareness and donations. Greenpeace uses these multifaceted strategies to optimize PESO messaging and decrease funding for marketing and advertisement by connecting with its target audiences. In turn, Greenpeace can use excess revenue to fund more projects to preserve the environment.

1. https://www.researchgate.net/publication/227430039_The_demographic_profile_of_-_socially_responsible_investors
2. https://gupea.ub.gu.se/bitstream/2077/33955/1/gupea_2077_33955_1.pdf
3. <https://www.investopedia.com/terms/n/nonprofit-marketing.asp#:~:text=Nonprofit%20marketing%20involves%20the%20creation,of%20potential%20volunteers%20and%20donors>
4. <https://bloomerang.co/blog/3-reasons-why-your-nonprofit-should-create-an-earned-media-plan/#:~:text=Earned%20media%20is%20a%20crucial,%2C%20social%20media%20channels%2C%20etc>