



Label Conscious

Shopping with a new context

Outcome

Inform shoppers about externalized costs.

Audience Profile

Employed women and men in urban and suburban dwellings. Aged 28–38 years old with a household income above \$1000,000.

	insight	strategy	deliverable
	Shoppers are not aware of what externalized costs are.	Help shoppers to understand how externalized costs affect product pricing.	Create a web site to inform consumers about externalized costs at the individual product level.
	Survey respondents actively use Nutritional Facts labels to make product purchase decisions.	Find a way to address externalized costs for specific products.	Create an externalized costs label system for individual products.
	People are concerned with things that directly affect them and they are not involved in their respective communities.	Use gamification to motivate individual purchase decisions.	Create an application that gamifies product purchases and creates context for future purchase decision making behavior.