



## EcoBonus applies the power of coalition marketing to the challenge of green marketing.

To reward consumers for making better environmental choices, EcoBonus brings together:

- leading packaged-good manufacturers
- retailers
- environmental organizations
- educators

Coalition partners leverage the EcoBonus communications platform to engage their customers, communicate their message, and influence their choices.

This is true leverage. The Coalition Partners' combined efforts reach more people, more often, with greater impact than any one partner could efficiently reach.

### WHAT'S IN IT FOR PARTICIPANTS: SPECIFIC STEPS, REAL REWARDS

Consumers are looking for opportunities to take clear action, learn how to make a difference, and work together for the collective good.

EcoBonus enables individuals and community groups to take action, learn about environmentally preferable products and get rewarded.

### HOW IT WORKS

Participants earn credits when they purchase qualifying products. They can redeem them for rewards that help them give generously, live richly and engage in their greater community.

### WHAT'S IN IT FOR COALITION PARTNERS: UNPRECEDENTED ACCESS TO THE GREEN- LEARNING CONSUMER

Partners benefit from EcoBonus's unique fusion of online marketing and promotions with a robust coalition loyalty component.

The EcoBonus platform combines:

- the scope and ease of the best consumer promotions
- the targeted recommendations of the best e-commerce sites
- the efficient empowerment of the best social advocacy sites, and
- the rich company-customer dialog of the best social media sites

**It's not just about advertising.  
It's about telling your green story.**

### WHO CREATED ECOBONUS?

EcoBonus is the first of the Greencentives offerings from BI. These offerings reflect our commitment to building innovative solutions that solve today's environmental challenges. EcoBonus is modeled after the highly successful coalition programs BI developed for other industries.