

Answer the following question: in the face of a food and energy crisis, how can society improve the living standards of the worlds growing population in a sustainable way?

I. A summary of 100 words:

Poor living standards don't depend on growing population in an economic system built to believe in ecologic solutions, on the contrary. In that economic system, we don't have to consume less, but to consume lively ecologic technologies.

For that "lively" to happen we need a thorough marketing research to influence the consumer beliefs. At first, it should follow a hybrid communication input model and then it should materialise in a lateral marketing solution.

To be sustainable, the process shouldn't take place just on high decision levels, but on every individual living ways too. Because rescuing, in fundamentals, can be successful only if it's a solidary manner in front of the only existing red boat.

II. The main essay text of up to 1.000 words (Note: the word count includes articles and quotations):

The red boat name is green lateral marketing

The variables that determines the level of living of each one must be observed, especially in the next period, through the economic crisis that exists. Thus, the next increasing level of lackness of food or energy, without analyzing specific cases of countries or, deeper, of communities it's part of the reminded recession. These lacks are and they'll be also an effect of a high resources consumption referring to the level that society disposes in its ensemble.

We should look quizzical not on the growth of the population, but on the economic model that's adopted by every state individually, on the forms that it gets in reality. From this economy it makes part the ecologic market and products too. Because of some kind of trend perception regard ecologic solutions, I consider it's necessary a repositioning that could direct selling ecologic solutions as a result of a rational decision of the consumer. Namely a change, in main, from the largest national and multinational companies that are

“playing” on the energetic consumption markets (for example, the cement, the aluminium or the steel one).

In specific, we’re talking about a large strategy, especially a marketing one, that follows, at first, the awareness of the consumers about the unquestionable advantages offered by “green” technologies in the actual context and, then, by the raising of the consumption of this products. Indeed, in a step-by-step way and on the background of a dynamic competition between companies and, ideally, between different coagulation ideas of will. It’s necessary that big communication vectors from different backgrounds (from the political scene, mass media or even from the clerical area) to impose too specific forms of communication rely to ecologic technologies.

For this, we propose a hybrid model to determine the kind of communication that will occur. It will be used three fundamental theories¹ referring to the consumer behaviour: veblenian, freudian and pavlovian. Models established by the names of the three researchers, Thorstein Veblen, Sigmund Freud and I.P. Pavlov. I’ve not coincidentally presented them in that order, because from the veblenian model it will be determined and materialise the others two status.

For the beginning, it’s obvious that this concept of life with protection of the environment premises may be inducted easiest by depending on the culture, social class, group of affiliation from which each individual takes part. The evolution of the research must start from here in determination of the consumers motives which we desire to be in the future, through the study of its attitudes. Then, it must be distinguished the four basic concepts, impulse, suggestion, reaction and recidive, that lead him to act like that. The result of this proces may indicate an optimal level of implementation of the awareness strategy, determination and use of the ecologic technologies.

As a result, it will exist a direct bridge between “green” marketing strategies and the rough competition between the winning of serving that demand of such products. In the immediate future, it’s clear that there will be budget coercions, the stake will stay in leading people decisions to the environment solutions in a rational way of argumentation.

Certain companies areas in which it would have to be insisted should be, according to an thorough research by Linda Gorchels²: the sales department, the research-development one and the clients sector. The product managers type of communication and relationing with the respective departaments and, of course, with the whole

¹ Cf. Iacob Cătoi, Nicolae Teodorescu, *Comportamentul consumatorului*, Economică, 1997, pp. 40-47.

² Linda Gorchels, *Ghidul managerului de produs (ed. III^a)*, București, Rosetti Educational, 2006, pp. 265-266, fig 11.1.

management system should be as precisely and concisely as possible. Also, the product managers should have as target³ building confidence, honesty and imposition of a new opened way of imparting the evolutionary ideas and an acceptance of the inherent differences between what already exists and what is desired to be.

The described strategy may be directed by states too, in a particular way, but may be also a convention, why not, within the G 8 summit or an internal one within the Kyoto protocol. Although, it considers that when the state intervenes in the economic system more than necessary, the process tends to prolong useless⁴ (for example: the 1974 crisis or the Public Choice School economists vision). We consider that the size of the purpose itself is beyond any bureaucratic or statutory ones. The main premise must indicate for all the interest, on long term, regarding the environment rescuing, the continuous being progress, however pompous sounds that in first place.

Our analyzed model makes up, though, a product and, unfortunately, this content too isn't the principal aspect that consumer takes in count. The result is as honorable and imperious as it gets, but even honour must make itself understood, to skip saying that it should sell itself. That's why we propose a method that's like humour, according to Philip Kotler. Because, if cases like the "Kinder" chocolate egg or the "Big Brother" TV show⁵ worked beautifully, I can see why in a growing natality selling ecologic products wouldn't be a success, while in its objectives there is the maintenance and then the raising of the being level everywhere.

Lateral marketing process is right because it gives solutions to products that tend to lack on public impact, transforming them in innovative products, that can answer to needs, users, target-groups and to uncovered practices. The need that we're talking would be the one which eliminates the danger of the complete crisis. The users would be ourselves and, at macro level, the biggest economic agents. With these kind of assumptions we can begin in proposing creative initiatives⁶ to determine the main interest focus, the perfect lateral leap that generates the stimulus and, finally, the winning connection.

The actual context isn't a dark one by all means. There are all kind of efforts to protect the environment, and we must be sure that the road to a mass effect or to a natural way of selling isn't that long. A really determined and serious implication, without asking

³ *Idem*, pp. 279-280.

⁴ Cf. Tiberiu Brăilean, *Economie generală*, Iași, Institutul European, 2004, p. 109.

⁵ Philip Kotler, *Marketing lateral*, București, Codecs, 2004, pp. 59-76.

⁶ *Idem*, pp. 104-105, with a profound analysis in Edward de Bono, *Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas*, New York, Harper Business, 1992.

too much motives, it's the one that can imagine and apply a reliable future in a crisis situation. On it we're betting our beliefs in human existence.

Bibliography:

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3. GORCHELS, Linda, *Ghidul managerului de produs* (ed. III^a), București, Editura Rosetti Educational, 2006
4. KOTLER, Philip, *Marketing lateral*, București, Editura Codecs, 2004