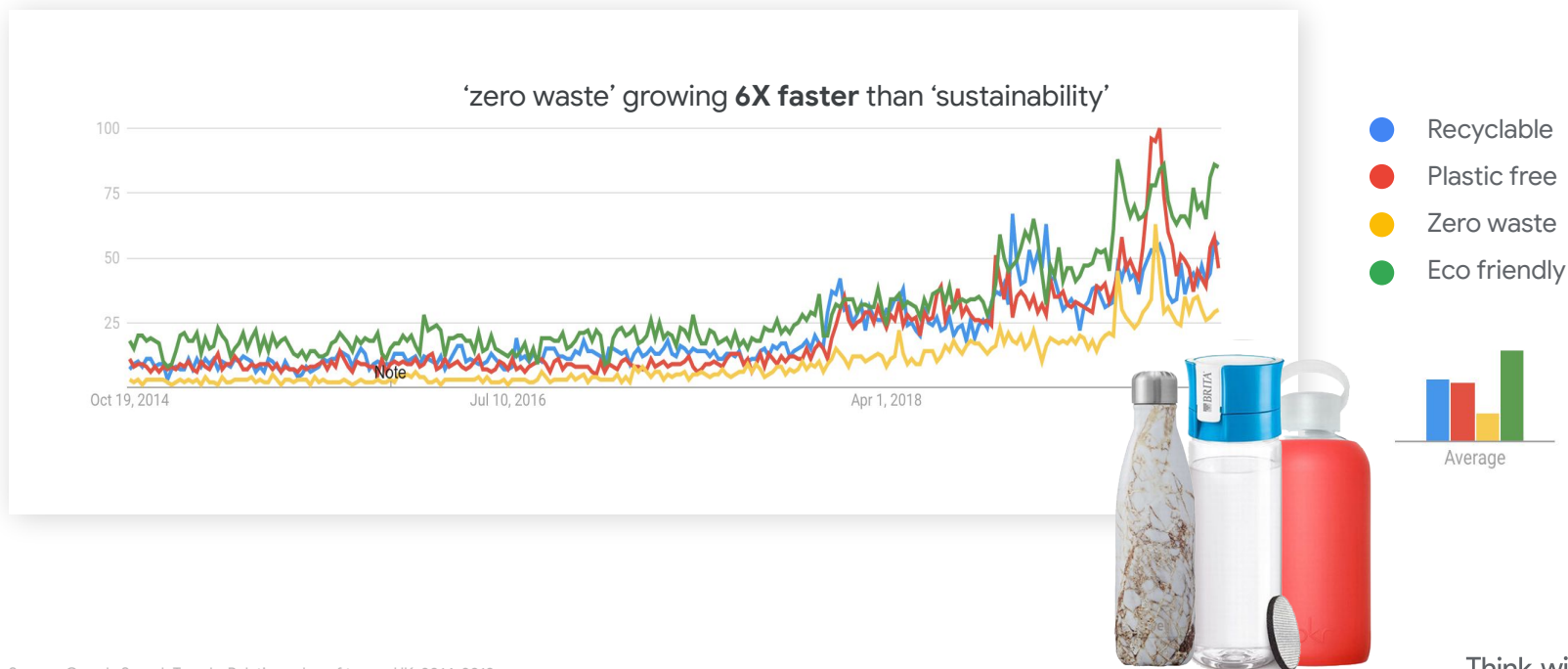


# Destination Zero

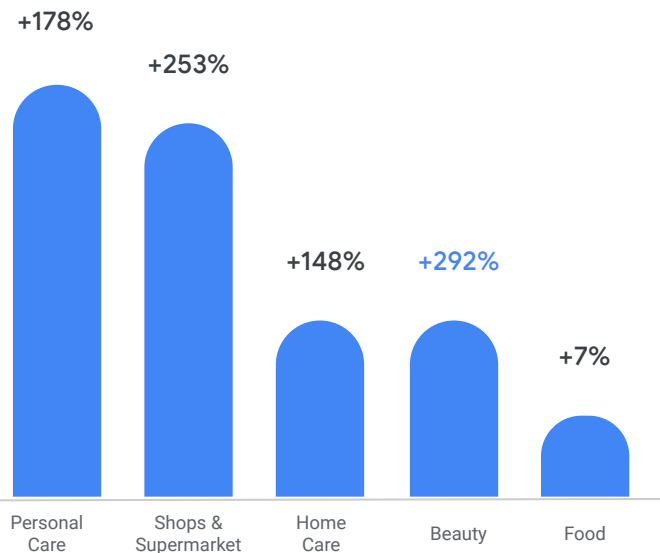




# There has been a **marked behaviour change** in the last 12 months



'Plastic free' & 'eco friendly' queries by category  
(% growth YoY)



“

There's just so much plastic when you go into the shop...  
**it's just crazy that still, today, brands aren't doing enough to stop it.**

Male respondent,  
20-29 y/o

Sources: Google Search, UK, Last 12m (Jul'18-Jun'19), Search volume index and YoY %  
Kantar & Google, Consumer In Depth Interviews conducted Aug 2019. n=24 \*all names have been changed

Think with Google

# It's a three way game

“

“As **consumers** we all need to demand more from **companies**, and **governments**... Ultimately it should be a global effort, and a conversation that leads to new laws and greater transparency from industry leaders. Not confusion and disinformation.”

Male respondent,  
40-49 y/o

1

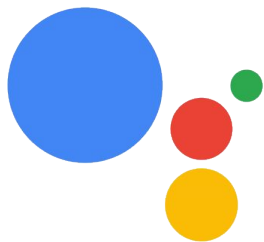


2



3





OK Google, what's next?



# Redefining value for the future consumer



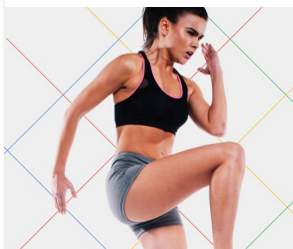
Destination  
Zero



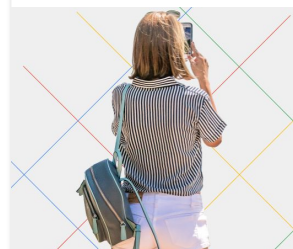
Holistic  
Wellbeing



Empowering  
Resilience



Intuitive  
Convenience



Tribal  
Commerce

