

# Mango, Popularizing Fashion



*Issue Overview*  
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- Wal-Mart CFL Initiative
- Benefits of CFLs
- Who uses CFLs

*Approach #1  
Status Quo*  
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- Same Marketing & Advertising
- CFL Performance & Projection: 2007-2010

*Approach #2  
Conspicuous Conservation*  
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- Efforts to make conservation more visible
- Green snacks/desserts
- Physical store improvements
- Recyclable Fishnets

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*Approach #4  
Bully the Supplier*  
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- Walmart will stock 80-90% CFLs
- 10-20% of space will be incandescent and/or LED lights
- Use Walmart's retail/purchasing strength to dictate prices

*Approach #3  
Golden Carrot*  
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- IBBYC demonstrates success
- Increase incentives and competition
- Define prize components
- Jeopardize other relationships
- Not necessarily cost effective

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*Approach #1*  
*Status Quo*

- **Same Marketing & Advertising**
- **CFL Performance & Projection:  
2007-2010**

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*Approach #2*  
*Conspicuous Conservation*

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- **Efforts to make conservation more visible**
  - **Green snacks/drinks**
  - **Physical store improvements**
  - **Recyclable T-shirts**



*Approach #3  
Golden Carrot*

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- **NRDC demonstrates success**
- **Increase incentives and competition**
- **Define prize components**
- **Jeopardize other relationships**
- **Not necessarily cost effective**



*Approach #4*  
*Bully the Supplier*

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- **Use Walmart's retail/purchasing strength to dictate prices**

# Chosen Solution

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- **Bully Strategy** in combination with other **approaches**
  - **Status Quo**
  - **Conspicuous Conservatism**
  - **Golden Carrot - "Government"**





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