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READY MIX LAUNCH

PR Plan



BLOCKSHOES
CONSTRUCTION INC

BACKGROUND



The Challenge

- Our Houston operations unintentionally contribute to **local river contamination**
- Due to traditional concrete mixes containing **harmful chemicals**

The Need

A solution aligned with
environmental regulations
to showcase
corporate responsibility

The Solution

Eco-friendly Ready Mix
concrete

ECO-FRIENDLY READY MIX

80-90% less carbon
footprint during
production

Substantial reduction
in harmful chemical
use

Launch Date:
February 10th, 2024
(Q3-FY23)

Establish the new Ready Mix business division



READY MIX DIVISION TEAM



Ashton Butler
President of Ready Mix
Business Division



STRATEGY

*Utilizing the eco-friendly Ready Mix
to address the negative public perception and publicity*

GOALS

External

Launch Ready Mix successfully, raising awareness and highlighting its sustainable benefits.

External

Manage and improve Blockshoes' public image, as well as mitigate negative perception.

External

Position Blockshoes as a leader in sustainability and environmental protection the industry.

Internal

Ensure internal stakeholders' trust in Blockshoes' initiatives.

Internal

Strengthen the alignment of Blockshoes' values and efforts with employees.



ACTIVATIONS - EXTERNAL COMMUNICATION DIRECTION

Umbrella Messages	<ul style="list-style-type: none"> Position the eco-friendly Ready Mix as the solution to reduce construction's environmental impact. Highlight Blockshoes' commitment to environmental responsibility and sustainable business practices. The new business division drives Blockshoes' growth and benefits the industry and the community. 			
Audience	<ul style="list-style-type: none"> The broad public, including customers (B2B and B2C) and local community 	<ul style="list-style-type: none"> The media 	<ul style="list-style-type: none"> Regulatory authorities Environmental organizations 	<ul style="list-style-type: none"> Investors and shareholders
Key Angles	<ul style="list-style-type: none"> Ready Mix sets higher standards for concrete mix in the industry. Blockshoes' commitment to environmental responsibility and sustainability. Blockshoes actively engages with environmental organizations and local agencies to ensure compliance. The new business division positively contributes to the industry and the community. 	<ul style="list-style-type: none"> Blockshoes values collaboration with regulators and environmental groups for a sustainable future. Emphasize Blockshoes' ongoing environmental protection with eco-friendly Ready Mix. 	<ul style="list-style-type: none"> Overview of the transitions, including new product and new business division. Highlight the product's and the company's growth potential. Spotlight the qualified and trusted Ready Mix's team. Emphasize Blockshoes' environmental responsibility commitment. 	
Channels	<ul style="list-style-type: none"> Owned: Company website, Social media platforms, Email newsletters, Supplier contracting app's in-app communication Earned: Media mentions and coverage, Social media mentions, KOLs' content Paid: Sponsored content and placements in relevant publications, Social media advertising, Paid speaking opportunities In-person: Industry and community events and seminars 	<ul style="list-style-type: none"> Owned: Company's website and newsroom, Newsletters, Pitching emails, Press kits, Press conference, Press release Earned: Newswire services, Media mentions and coverage, KOLs' content In-person: Industry and community events and seminars 	<ul style="list-style-type: none"> Direct communication: Personalized emails, Meetings and conferences Owned: Press release, Email newsletters, Press kits, Press conference Earned: Media mentions and coverage, Positive word-of-mouth In-person: Community events and seminars 	<ul style="list-style-type: none"> Direct and personalized communication, e.g. calls, emails, meetings

ACTIVATIONS - **INTERNAL COMMUNICATION DIRECTION**

Umbrella Messages	<ul style="list-style-type: none">• A significant company milestone with new product and new business division with dedicated team, enhancing Blockshoes' growth prospects• Reinforce Blockshoes' commitment for environmental protection	
Audience	<ul style="list-style-type: none">• All employees (84,000 employees across 40 countries)	<ul style="list-style-type: none">• Ready Mix's new team
Key Angles	<ul style="list-style-type: none">• Ready Mix is an achievement through collective team efforts.• Introduce the new business division and highlight employee benefits and job security across 40 markets.• Committed to fostering an environmentally responsible company culture.	<ul style="list-style-type: none">• Extend warm welcome and gratitude to new team members.• Share the company's vision and mission for the new business division and environmental protection.• Emphasize the team's significant contribution to the company's success.
Channels	<ul style="list-style-type: none">• Internal communication, including intranet messaging, company-wide emails, video messages, and team meetings• Training sessions/workshops• Employee's survey and feedback	<ul style="list-style-type: none">• Direct communication, e.g. Internal Meetings and Onboarding, Team Meetings

KPI

Internal		External	
Employee Relations	Media Outreach and Public Relations	Digital Presence	Investors and Shareholders Relations
<ul style="list-style-type: none">• 80%+ employee approval of new leadership (employee survey).• 85%+ employees perceive alignment with company's actions and core values (employee survey).	<ul style="list-style-type: none">• 100+ media mentions in the first three months of the launch.• 30% increase in share of voice.	<ul style="list-style-type: none">• 5%+ social media engagement rate.• Maintain a 70%+ positive sentiment score in online discussions related to Ready Mix and Blockshoes.	<ul style="list-style-type: none">• 15%+ increase in investor positive sentiment (pre- and post-campaign survey).



BUDGET

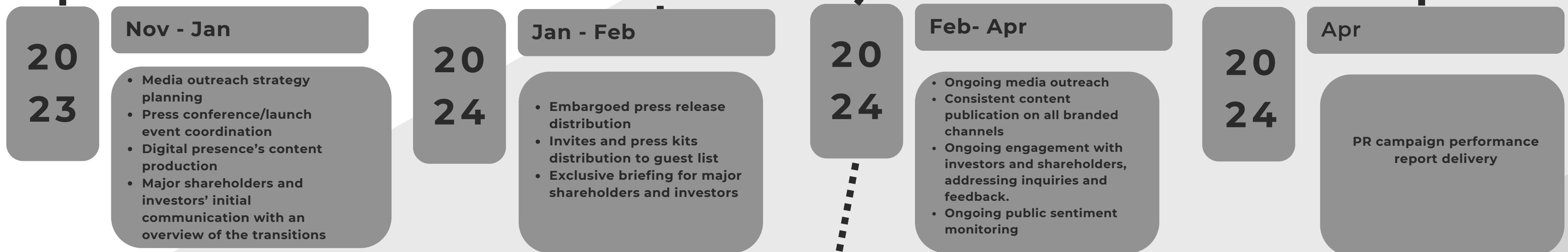
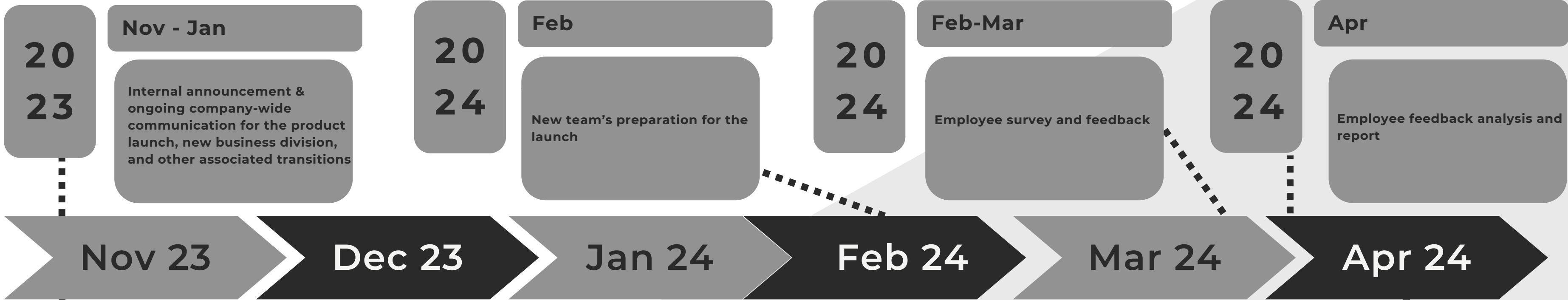
Internal	
Category	Budget (\$)
Internal communication across 40 countries, e.g. town hall meetings, intranet communication	\$30,000
Employee surveys and feedback (across 40 countries), including analysis tools	\$10,000
Miscellaneous Expenses	\$10,000
Total Internal Communications	\$50,000

Total Budget: \$175,000

External	
Category	Budget (\$)
Content production (including PR materials, social media content)	\$25,000
Media outreach and relations	\$20,000
Digital presence (incl. social media campaigns, company's website management)	\$35,000
Launch event preparation (e.g. media training for spokespersons)	\$25,000
Shareholders and investors' surveys and feedback, including analysis tools	\$5,000
Public sentiment monitoring tools	\$5,000
Miscellaneous expenses	\$10,000
Total External Communications	\$125,000

TIMELINE

Internal



Q1- FY23 July 2023 August 2023 September 2023	Q2- FY23 October 2023 November 2023 December 2023
Q3-FY23 January 2024 February 2024 March 2024	Q4-FY23 April 2024 May 2024 June 2024

External



EXTERNAL COMMUNICATION - MEDIA OUTREACH

Key Angles	Ready Mix sets higher standards for concrete mix in the industry	Blockshoes' commitment to environmental responsibility and sustainability	Blockshoes' adherence to environmental regulations and standards	The new business division positively contributes to the industry and the community
Story to tell	<ul style="list-style-type: none"> In terms of sustainability, Ready Mix reduces environmental impact and emissions. In terms of quality, Ready Mix exceeds industry standards. 	<ul style="list-style-type: none"> The eco-friendly Ready Mix's launch showcases Blockshoes' efforts to environmental responsibility and sustainability Emphasize Blockshoes' long-term eco-friendly and sustainability goals. 	<ul style="list-style-type: none"> Highlight Blockshoes' environmental goals and plans to achieve them. The eco-friendly Ready Mix's launch showcases Blockshoes' dedication to achieve environmental compliance 	<ul style="list-style-type: none"> New division diversifies offerings, making Blockshoes a top choice for construction needs. New division boosts employment and local economies across 40 markets.
Tactics	<ul style="list-style-type: none"> Press release Advertisorials Editorials Press kit 	<ul style="list-style-type: none"> Editorials Interviews Op-eds 	<ul style="list-style-type: none"> Editorials Interviews Op-eds 	<ul style="list-style-type: none"> Press release Advertisorials Editorials Interviews Op-eds
Targeted Media Outlets	<ul style="list-style-type: none"> Top tier national news outlets across 40 countries of operation Local media publications (Houston) Construction industry publications Environment and sustainability publications Trade journals 			

EXTERNAL COMMUNICATION - DIGITAL PRESENCE

Key Angles	Ready Mix sets higher standards for concrete mix in the industry.	Blockshoes' commitment to environmental responsibility and sustainability	Blockshoes' adherence to environmental regulations and standards	The new business division positively contributes to the industry and the community
Social media channels	<ul style="list-style-type: none">• All social media accounts:<ul style="list-style-type: none">◦ Introduction of Ready Mix and its benefits• LinkedIn:<ul style="list-style-type: none">◦ The new business division & company's vision◦ Ready Mix's team personnel◦ Corporate events' content, e.g., the press conference• Twitter:<ul style="list-style-type: none">◦ Foster communication around Blockshoes, Ready Mix, and the new business division◦ Address audience concerns, feedback, and opinions• Facebook:<ul style="list-style-type: none">◦ Events' content, e.g. the press conference, community engagement events◦ Addressing audience concerns, feedback, and opinions◦ Blockshoes' community impact success story• Instagram:<ul style="list-style-type: none">◦ Events' content, e.g. the press conference, community engagement events◦ Ready Mix's visual content◦ Blockshoes' community impact success story (prioritize visual content)• YouTube:<ul style="list-style-type: none">◦ Video messaging from company's leadership◦ Blockshoes' community impact success story (prioritize motion content)			
Company website (blog, newsroom)	<ul style="list-style-type: none">• Company's and the eco-friendly product's positive impact on the industry and the community.• Company's long-term eco-friendly and sustainability goals.• New business division boosts employment and local economies across 40 markets.			

INTERNAL COMMUNICATION - EMPLOYEE RELATIONS

1

Internal Influencers

- Leverage employees with influential voice to promote the transitions
- Use their credibility and relatability to generate enthusiasm and acceptance among their colleagues

2

Engagement Events and Surveys

- Foster two-way communication
- Gather employee opinions and feedback

3

Leadership Communication

- Direct communication from company leadership to strengthen employees' understanding and commitment, fostering a unified, forward-thinking company culture.

4

Internal Communication

- Ongoing communication of important updates, company values, and performance.

PRESS CONFERENCE

When: February 10th, 2024

What: To introduce the new product and new business division

Where: Blockshoes' Headquarters, Houston, Texas

Who: Key stakeholders, including the media, industry KOLs, local community leaders, investors and shareholders, and customers (B2B and B2C).

Spokespersons:

- David Bennett - CEO of Blockshoes
- Ashton Butler - President of Ready Mix Business Division
- Emma Patel - Sustainability and Environmental Compliance Officer, Ready Mix Business Division

David
Bennett

"At Blockshoes, we are driven by a vision of a sustainable future. Today, I am thrilled to introduce Ready Mix, our eco-friendly concrete solution, which represents a significant step towards a more sustainable construction industry. We are also proud to announce our new business division, led by experienced leadership."

Ashton
Butler

"The Ready Mix business holds great potential, and I am confident it will be a driving force for Blockshoes to contribute to a more responsible construction industry."

Emma
Patel

"Environmental compliance is the guiding principle in our daily operations. Both Blockshoes and the Ready Mix business division are committed to meeting and exceeding sustainability standards. We work hard to ensure that we are part of the solution, not the problem."

THE PRESS RELEASE

****EMBARGOED UNTIL 10TH FEBRUARY, 2024, 10:00AM EASTERN****



Blockshoes Introduces Eco-Friendly Ready Mix Concrete and Establishes New Business Division

Houston, TX, February 10, 2024: Blockshoes today unveiled an environmentally friendly Ready Mix concrete, marking a pivotal step in the company's ongoing commitment to environmental sustainability. The product launch also established the company's Ready Mix business division, with Ashton Butler appointed as its President.

The eco-friendly concrete mix is poised to set a new industry standard for sustainability and environmental responsibility. It minimizes environmental impact by achieving an 80-90% reduction in carbon emissions during construction operations compared to standard mixes. With the introduction of the eco-friendly Ready Mix, Blockshoes takes the leading role in environmental protection in the construction sector.

The launch of the concrete mix also marks the establishment of Blockshoes' Ready Mix business division. This milestone showcases the company's determination to expand its presence and diversify its offerings in the industry. The new business division will be the center of innovation and sustainability, contributing to the company's vision for growth and excellence.

Ashton Butler, with more than two decades of dedicated service at Blockshoes, has been appointed as the President of the Ready Mix business. Starting his journey at Blockshoes, Butler has progressed through the ranks, currently serving as Vice President of the Concrete business. He expressed enthusiasm for the journey ahead, stating, "I am immensely grateful for the opportunity to continue working with Blockshoes. By launching the eco-friendly concrete mix and forming the Ready Mix business, we aim to promote responsible and sustainable business practices." Butler's deep understanding of the company's values and extensive industry knowledge make him the ideal leader for this new venture. Under Butler's leadership, the Ready Mix business is set for a future of growth and prosperity.

David Bennett, CEO of Blockshoes, shared his excitement, saying, "Blockshoes has always been committed to innovation and environmental responsibility. Today, with the launch of Ready Mix concrete, we are taking another significant step forward. This concrete mix is a game-changer for our industry, and I am proud to lead a company that values both progress and our planet."

For media inquiries or further information, please contact:

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About Blockshoes Construction, Inc

Blockshoes Construction, Inc. is a global construction materials and solutions provider based in Houston, Texas. Operating in 40 countries with extensive workforce of over 84,000 employees, Blockshoes places significant emphasis on serving clients across the globe. With a diverse portfolio of five renowned brands, Blockshoes has firmly established itself as a pioneer in the construction sector.





THE PR TEAM



Jade
Nguyen
PR Manager



Dani
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Sammi
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Ximan
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OOOO

THANK
YOU

