

ENTERPRISE PROJECT x



WHO ARE EASTSIDE YOUTH?

A youth charity focused on positively transforming the varied and diverse youth communities across all boroughs of East London.

VISION

Assist in the development of active and empowered young people ready to change their world and to positively influence the world around them.

MISSION

Ensure that young persons are equipped with the training, resources and confidence to build their own toolboxes of skills in order to thrive and become everyday leaders

EASTSIDE YOUTH'S VALUES AND PRINCIPLES

- YOUNG PERSON CENTERED
 - LEADERSHIP FOCUSED
 - SAFE AND INCLUSIVE
 - CHAMPIONING DIVERSITY
- 

WHY IS WHAT EASTSIDE YOUTH DOES IMPORTANT?

- Empowering youth ultimately increases confidence, self esteem and transforms not only a young person's life, but that of those around them.
- Eastside youth believes that actively cultivating the next generation to take ownership of their lives and the positive transformation of their communities is vital if we are to see innovation and change within society.



CURRENT PROGRAMS

Young Leaders Programme:

16-25-year olds East London-wide

Rainbow (LGBT+ Youth Group):

13-19-year olds Havering and surrounding areas

Colours (LGBT+ Youth Group):

16-25-year olds. Tower Hamlets and surrounding areas

PARTNER PROGRAMS

The People's Pavilion:

-14-19-year olds

East London-
wide

Golden Nugget Mentorship
Programme:

- 16-25-year olds

Groundwork's Green Leaders:

-16-20-year olds

London-wide


CHALLENGE

S

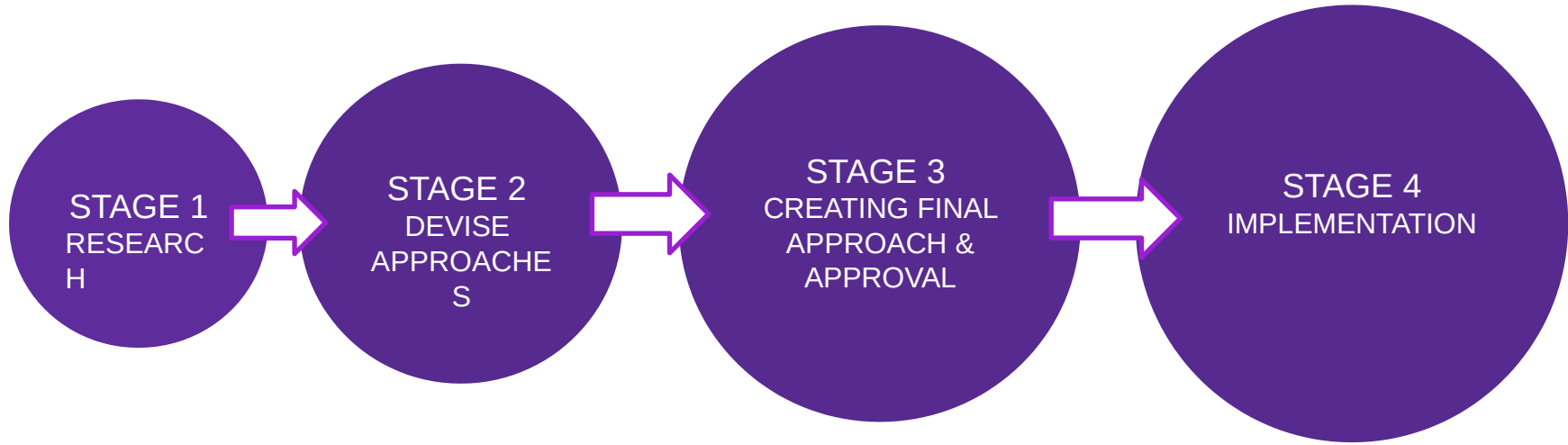
- Eastside Youth is currently in a period of extreme transformation
- Eastside Youth is in need of a complete external facing revamp— relaunching the brand to the communities of East London, potential donors and partners is of utmost importance.
- There appear to be some barriers in regards to gaining sponsorship, the lack of a clear brand DNA, consistent social media promotion, and other marketing methods can be some of the things which have affected that.
- The approaches we mention today can help circumvent these barriers

AT FIRST GLANCE

CHALLENGES EASTSIDE YOUTH

- No solid marketing strategy
 - Results in a poor social media strategy as well as
 - Poor social media strategy which affect levels of engagement.
 - Website leaves wanting more
 - Extreme transformation period
 - Lack of funding
 - COVID-19
- 

OUR PROCESS



Stage 1-

- What service does Eastside Youth provide?
Initial meeting with the team
- Evaluate Eastside Youth existing online presence and promotion strategies
 - Ask questions about initial brief
 - First suggestions

RECOMMENDATIONS WE LOOKED AT

REBRANDING OF ORGANIZATION AS A WHOLE

- BRAND DNA
- SOCIAL MEDIA
- WEBSITE

CREATING EASTSIDE YOUTH APP

- TO FORM AN
EASY TO USE
DIGITAL
NETWORK
SYSTEM

PARTNERSHIPS • WITH A VARIETY OF COMMUNITY ORGANIZATIONS IN EAST LONDON.

- EX: GYMS

WORKING WITH SCHOOLS IN EAST LONDON BOROUGHES.

- SECONDARY
SCHOOLS
- SIXTH FORMS
- COLLEGES

STAGE 2- DEVISING APPROACHES

- WHERE WE ARE
- BASED ON GIVEN PROPOSAL + INFORMATION FROM MEETINGS TO PRODUCE APPROACHES
- BRAND DNA
- HOW TO SUCCESSFULLY CROWDFUND
- ATTRACTING SPONSORS

STAGE 3- CREATING FINAL APPROACH & APPROVAL

- START THE REBRANDING PROCESS WITH DEVELOPING EASTSIDE YOUTH'S BRAND DNA.
- ESTABLISH A PLAN TO NETWORK WITH SCHOOLS TO PROMOTE A CREATED VIDEO FOR STUDENTS.
- REVIEW THE CREATIVE BRIEF AND SET A PLAN FOR PARTNERSHIPS WITH SCHOOLS.



BRAND DNA

- WHAT IS IT?
- WHY IS IT IMPORTANT?
- HOW WILL EASTSIDE YOUTH BENEFIT FROM REFRESHING THEIR BRAND DNA?



THE PROCESS TO DEVELOP A BRAND

- The Golden Circle
 - What? How? Why? For who?
- Mission / Vision / Values
 - What do you want to achieve?
 - What's your succesful vision for eastside youth?
 - What values do you seek in people that want to join your community? What's your philosophy?
- Description of the organization
 - Functional and emotional attributes
 - Products or specific services

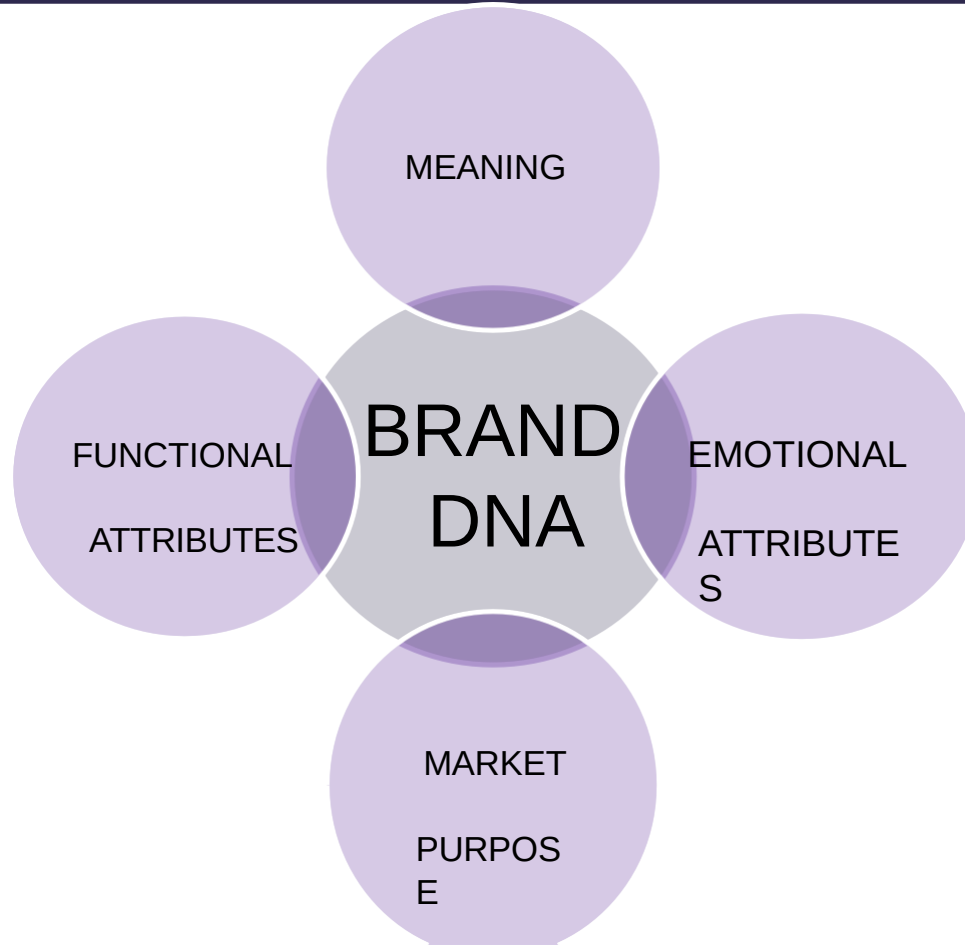
THE PROCESS TO DEVELOP A BRAND

DNA

- Goal and Potential Market
 - Demographics, psychographics, and user behaviour
- Value Proposition
 - What value does my organization bring to the world?
- Brand Identity
 - Colour palette, typography, Iconography and photography style.
- Brand Experience
 - What emotions do you want to transmit? What resources will you need?

THE PROCESS TO DEVELOP A BRAND

DNA



NETWORKING WITH SCHOOLS

- Our main recommendation
- Online content in the form of video or live presentation
- 3-5 minutes long explaining Eastside youth
- Promoting 'Get to know us' event on February
- Targeting year 10-11 and sixth form



STAGE 4- IMPLEMENTATION ACTION PLAN

- FINAL STAGE
- APPLY BRAND DNA TO ALL DIGITAL PLATFORMS - TO FURTHER PROMOTE THE GET TO KNOW US EVENT.
- COMMUNICATE WITH CHOSEN EDUCATIONAL ORGANIZATIONS TO SHOWCASE EY PROMO VIDEO.

IMPLEMENTATION ACTION PLAN

STAGE 1:

- Developing brand DNA
- Record the data of social media engagement statistics before refreshing social media platforms.
- Refreshing all social media platforms.

STAGE 2:

- Creating promo video concept – plan and revise video structure with EY team and Young Leaders.
- Create the video.

STAGE 3:

- Reach out to selected secondary schools and sixth forms agreed with the EY team.
- Create a digital form of event registration for the schools to be able measure the impact this approach has.

STAGE 4:

- “Get to Know Us” event where we see the results of the impact of networking with schools through online registration details and attendees + social media using an ‘after’ set of engagement statistics to compare with ‘before’ set.

December
2020

December
2020

January
2021

February
2021

CONCLUSIO

