CREATIVE CHALLENGE 2023

Creative Shock BLUMA

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PART I:
Advertising

Brief
Your team name: XXXXXXX

Advertising Brief

READING COMPREHENSION:

1. What is the main social problem that BLUMA deals with?

The World Economic Forum has identified environmental issues as a top risk globally. Bluma with its strategic planning around climate change adoption and equal distribution of natural resources wishes to mitigate the impact of climate change while fostering sustainable, accessible, and harmonious environments for communities .The key drivers behind this includes:

Climate change: The incidence of extreme weather events is intensifying globally. The Australian wildfires in late 2019 and early 2020 are a good example of the impact that extreme weather events can have on physical infrastructure. Urban green infrastructure is likely to play an increasingly important role within 'climate proofing' of towns and cities. It also directly supports carbon capture.

Health: Exposure to pollution can harm health At present, over 10% of annual premature deaths in the 27 EU Member States (EU-27) are related to environmental pollution. Green space is now widely viewed as a health-promoting characteristic of residential environments, and has been linked to mental health benefits .The most significant of these can be grouped into three broad categories:
(1) increased life expectancy and reduced health inequality
(2) improvements in levels of physical activity and health
 (3) promotion of psychological health and mental well-being.

Stronger communities: Green space has potential for enhancing social cohesion; it can bring people together, and can create community cohesion as different social groups engage
with each other. Highly valued green spaces enhance the positive qualities of urban life, offer a variety of opportunities and physical settings and encourage sociability and cultural diversity.
 A study from Chicago found that increasing the tree canopy in a park by just 10% decreased the assault and battery rate in the park by 10%, and decreased robbery, assault and narcotics usage by more than 11%.1

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SWOT ANALYSIS:

2. Make a SWOT Analysis for the brand launch in the Lithuanian AND European markets.

Strengths:1) High focus on innovation -Bluma is dedicated to fostering innovation by providing consultation, design, and development services for green infrastructure strategies, with the aim of revitalizing urban areas into vibrant and sustainable ecosystems.2)Gains first mover advantage in the market- Bluma gains a first-mover advantage in Lithuania, establishing a competitive edge by introducing innovative products or services ahead of others. This early entry leads to strong brand recognition and enduring customer loyalty.3)Unlike other sustainability upgrades, such as lighting retrofits or high-efficiency equipment, green roofs and living walls are visually striking and easily shareable on websites and social media. They serve as powerful symbols of a brand's commitment to sustainability.

Weakness:1)With limited ability to quantify GI's benefits, municipalities have often favoured single-purpose grey infrastructure projects.2)The need for local data when working through a framework for valuing a green infrastructure project or program remains crucial.3)When undertaking a green infrastructure project, it is important to fully consider the life cycle of the vegetation or capital used. Understanding the amount of maintenance involved in achieving the full benefit from a given practice is extremely important when undertaking large-scale green infrastructure.

Opportunities:1)With EU regulations and incentives promoting energy efficiency, there is a demand for companies that can offer energy-efficient building designs, retrofitting services, and smart energy management systems.2)Europe is focusing on reforestation and sustainable agriculture practices Providing solutions for them could be another way to expand operation.3)Europe is dedicated to attaining carbon neutrality by harnessing the potential of carbon capture technologies. Investing in research and development within this sector could pave the way for substantial growth opportunities.

Threats:1)Bluma encounters a challenging market scenario marked by limited job growth and resistance to change among the public due to awareness gaps. In addition, they operate in a competitive landscape with rivals spanning the entire continent.
2)Outperformed by companies leveraging artificial intelligence and prioritising data-driven approaches.
3)Hyperinflation: The current economic climate makes it difficult to invest in, let alone maintain, green infrastructure.
4)Market maturity-(Slow growth rate) The current market is mature, and players compete through price wars, which makes revenue stability a challenge.

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GOAL:

3. What is the goal of your communication campaign?

The purpose of this type of campaign is to spread a **cohesive message** across multiple points of customer contact.We aim to improve brand recognition in Europe while emphasising the importance of green infrastructure and sustainability. The campaign's goals include increasing website traffic, attracting potential customers, and educating decision-makers about the benefits of green infrastructure. Additionally, we aim to foster trust with your target audience to build long-lasting business relationships with stakeholders.

4. What is the main message of your communication campaign that you want to stand out?

"Shaping our future: Transforming cities with green infrastructure"

Urban green infrastructure has an important role in supporting the adaptation of people who live in towns and cities to a changing climate while also enabling continued species diversity. Green spaces can help reduce health inequalities and that both the improvement of existing, and creation of new, green infrastructure should be prioritized , especially in areas of greatest need. At BLUMA our mission is to collectively transform urban landscapes with innovative green infrastructure solutions that benefit our planet and communities we serve. Sustainability is a shared responsibility and we invite everyone from govt. Bodies and non-profit organizations focusing on environment equilibrium to individuals concerned about their future to invest in green space.

TONE:

5. What emotions would you like to appeal with this compaign, and how would you achieve it?

Emphasizing the Emotional Impact of Green Infrastructure: Green infrastructure not only reduces harmful substances but also safeguards wildlife, invoking empathy for animals and a duty to future generations. Access to green spaces enhances mental well-being, reducing stress and fostering happiness, aligning with our campaign's goals. According to scientific research a balance between the use of color blue and green is considered ideal when it comes to green infrastructure. Colors possess qualities that can elicit specific emotions in individuals. Green, for example, invokes feelings of optimism through its associations with hope, responsibility, wealth, forgiveness, comfort, and energy and Blue conveys serenity, peace, security, and reliability.

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TARGET AUDIENCE:

6. Who will be the target audience for your communication campaign that is necessary to reach first?

Office Spaces: London's European office hub presents a prime chance to highlight and advocate for green infrastructure .MSCI data shows a notable 26% price difference between buildings with sustainability ratings like BREEAM and LEED and those without. **Tourism and Hospitality**: Hotels and lodgings embracing eco-friendly practices by using energy-efficient lighting, heating, and cooling systems, water-saving fixtures, and waste reduction measures. **Healthcare** :Access to green spaces reduces patient stress, aiding faster recovery and well-being **Landscape Architects**-Landscape architects work to improve well-being and the environment in diverse communities. They plan and design projects like parks, campuses, streets, trails, plazas, and residential areas, enhancing community resilience and vitality. **Residential Areas** :Country with a population of 60 million and density of 280,United Kingdom, is the best place to start our campaign and the implementation of green infrastructure.

COLLABORATIONS:

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7. Who could be potential partners or innovative collaborations that align with BLUMA's mission and could collaborate during this campaign?

Government and Public Agencies :For example The construction and removal of both military camps and flood relief camps often contribute to environmental pollution. The implementation of green infrastructure can significantly advance their objectives while minimizing their ecological footprint. **Circular city & Regions initiative centers :** As part of the EU Circular Economy Action Plan, the Circular Cities & Regions Initiative (CCRI) focuses on implementing the circular systemic solutions at local and regional level by providing assistance to cities and regions . Our organizations social problem is very much aligned with this so it could be a potential collaborator. **Green Finance and Investments**: With the growing emphasis on sustainability, financial institutions are actively seeking opportunities for environmentally responsible investments . Our organization has the opportunity to partner with these institutions to secure funding for green infrastructure initiatives . **Real Estate Investment Firms**: Companies involved in real estate development and management may invest in green infrastructure for sustainable building projects, green roofs, energy-efficient technologies, and eco-friendly amenities.

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FOCUS:

8. What tools and steps would need to be used to disclose the social problem the company is dealing with?

1.Tools:Create a dedicated website as a central hub for climate change information, including current data, educational resources, and links to reputable reports and studies from sources like IPCC, NASA, NOAA, and academic institutions.Leverage AI, ML, and DL techniques to address the climate change issue in our campaign effectively.Optimize the website with SEO tools to improve its visibility on search engine results pages, using keyword analysis and backlink tracking to raise awareness about climate change.Implement spam filters to ensure our campaign emails reach recipients' inboxes, enhancing communication and utilizing tools like Emailable for this purpose.Steps:1) Understand the science thoroughly.2)Identify your target audience.3)Consider green infrastructure holistically.4)Send emails to diverse businesses, private enterprises, and educational institutions with climate change information.5)Collaborate with global radio channels and organizations like nature clubs, NGOs, and healthcare groups for broader outreach and brand awareness.

9. What data-driven methodologies or innovations would you use to create a communication campaign for BLUMA that could be implemented in the future?

The Data-driven tools that can be used are:

•Decision Trees, Random Forests and clustering algorithms: These models can be used to segment your mailing list based on various attributes or features. Decision trees are interpretable, while random forests can handle more complex relationships in the data. Clustering algorithms like k-means clustering can group users with similar behaviors or preferences together.

•There are several machine learning models and techniques that can be used for content personalization in email marketing. Content personalization involves tailoring email content to individual recipients based on their preferences, behaviors , and demographics to increase engagement and conversions. For example :Neural collaborative filtering and deep learning models to predict which articles are more likely to engage users.

•Integration with OpenAI: OpenAI's language models like GPT-4,can be used to implement language translation features on websites. First we need to integrate our website with OpenAI API.

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RISKS:

10. What main difficulties could BLUMA face while implementing your campaign?

Message Clarity: Crafting clear, concise, and effective campaign messages that resonate with the audience can be challenging. An example of this challenge is IHOP's tweet, which faced criticism due to its unclear message, leading to misinterpretations, including a perceived comparison between pancakes and women's bodies.

Negative Publicity: Companies running campaigns may encounter negative publicity or backlash that harms their reputation and necessitates crisis management. For example, in the 2014 Gillette case, an ad depicted instances of bullying, harassment, and the dismissal of such behaviour with the phrase "boys will be boys," leading to calls for a brand boycott and negative responses due to the portrayal of toxic masculinity.

Marketing Challenges for non profit organizations : Marketing activities often require generous implementation, ideally without dwelling extensively on financial and budgetary constraints. However, many non profit organizations face budgetary limitations and operate within clearly defined budget boundaries, often specified by their donors . As stated in the paper "The Impact of Marketing Practices on NGO Performance: The Pestel Model Effect" by Worakamol Wisetsri and Krishnabhaskar Mangalasserri.

Social Problems : Less than half of the respondents indicated awareness of green infrastructure, and only one-third of those already informed expressed a desire to remain updated on its progress. This may foster resistance to change and pose challenges in altering people's perceptions.

11. How would you avoid those risks during the campaign and while preparing for it?

To improve advertising effectiveness : Understand your audience's preferences and values . Test different ad versions for resonance-Conducting A/B testing or split testing of various ad versions to determine which one connects best with the audience . Avoid confusing language

Ensure ad content complies with ethical and legal standards, avoiding offensive material and adhering to relevant laws, including advertising, copyright, and privacy regulations.

Collaborate with non-profits, businesses, community organizations, and government agencies to expand your reach and influence, exemplified by the EUROPARC Federation's global cooperation in protected area management. Bluma conducts workshops, educational programs, and awareness campaigns to promote green infrastructure's benefits, including health, reduced urban heat, and economic advantages like job creation and increased property values. In the survey, 45% were aware of the Drama City GI plan but sought details. Among the uninformed, 39% wanted information via the governance network, and 34% of informed participants wanted ongoing updates on plan implementation . As stated in the paper "RESIDENTS' ATTITUDES TOWARD ACCEPTANCE OF THE GREEN INFRASTRUCTURE PLAN OF THE CITY OF DRAMA " by E. Chrysanthidou and V. Kazana.

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BUDGET:

12. What kind of resources and budget would you need for this campaign?

Resources:
1. EU Funds: The European Union supports green infrastructure projects through initiatives like EFSD+ and the European Regional Development Fund.
2. Website: We need an inclusive website with brand info, services, and projects.
3. Email Marketing: Tailored emails for organizations to boost brand recognition.
4. Partnerships: Collaborate with sustainable development NGOs for efficient campaign progress.
5. Segmentation: Use AI, ML, and DL for customer segmentation.
 Budget: Three phases: Phase 3 - festivals, Phase 1 - tech, Phase 2 – partnerships & radio , they are the most cost effective.

RESULTS:

13. How would you measure if your campaign was successful?

To measure the success of the communication campaign we can define a set of KPIs:-
ROI: ROI (Return on Investment) measures campaign profitability by calculating revenue against costs. ROI = (Net Profit from Campaign - Cost of Campaign) / Cost of Campaign.In order to ensure a positive return on investment, it is crucial to prioritize obtaining projects from our desired audience and building recognition for our brand. Website Traffic: To gauge campaign success, monitor website visits quantitatively (visitor numbers) and qualitatively (repetition and bounce rate) for insights into engagement. Expanding business:A successful campaign would involve attracting reputable companies or those with a broad network. This would be an excellent opportunity to expand across the continent. Green metrics:Green initiatives and sustainability success can be measured by indicators like carbon reduction, energy savings, and water conservation, reflecting the campaign's positive impact social media analytics:A successful marketing campaign would lead to increased social media engagement, expanding brand reach, online visibility, and driving higher conversions and revenue. CRM tool matrix: Evaluating customer relationships and their value, considering maintenance effort, aids in prioritization for successful retention and long-term profitability