

Pitch by Koby and Luka

The logo features a dark blue, stylized, three-lobed shape resembling a propeller or a stylized letter 'A'.

St Austell Printing Company

Print with Purpose

Situation



Strong Legacy

40+ years of experience

Humble beginnings as a family run business - from a small photocopy shop to a cutting edge facility in 2013



Sustainability

Commitment to eco-friendly practices

e.g. carbon offset printing, solar energy, rainwater harvesting & recycling all paper waste.



Commitment

Committed to excellence, creativity, experience & collaboration

Supporting the local Cornish economy & community

Core Ethos & Values



Creativity

Passionate & dynamic, innovative ideas & perspective



Experience

Years of experience in the industry



Collaboration

People-centered approach: respect, teamwork & community driven



Excellence

Professionalism rooted in efficiency and empathy



SAPC work closely
with the **local
community**

BUT

They **do not
promote** these
efforts



Local charities &
communities they
have supported





x



Cornwall
Wildlife Trust



Thomas Winslow

User Persona

About



24



BA
Illustration



Falmouth



Male



Barista



In a relationship

Background

- Thomas is an outgoing university student.
- Passionate about his local culture
- Draws inspiration for his art by his surroundings, e.g. landscapes
- He cares about the environment and his impact on it.

Likes

- Being part of the local community e.g. events, workshops
- Exploring Cornwall's nature, going on coastal works.
- Making art outside
- Visiting independent shops & cafes.

Goals

- To be a bigger part of his local community
- Aims to become a freelance illustrator

Pain Points

- Unsure how and where to share his artwork sustainably

Motivations

Sustainability

Quality

Price

Get Who To By

GET

eco-conscious, creative young adults in Cornwall aged 18-30

WHO


value tangible, authentic experiences through community

TO

gain awareness of St Austell Print Company and consider using them for their creative projects

BY

being inspired through an engaging, hands-on community-driven experience that highlights print's sustainability and its ability to foster connections



*“**Guerrilla gardening** is direct action
where **people plant in public places** –
with purpose, usually without
permission.”*



Print with Purpose



X



Cornwall
Wildlife Trust

Campaign Timeline

Guerrilla Gardening Launch

Planting trees in public Cornish cities, with QR code tags, to spark curiosity and awareness.

Distributing Seed Bombs

Sending seed packets encouraging people to plant them via guerilla gardening



Social Media & Press Coverage

Generate buzz on social media via social media and local cornish press, amplifying campaign each

Green Billboard

Living plant billboard in St Austell, where people can contribute.



Home News Jobs Cars Homes Book An Ad Local Events Local Life Contact Us

The Packet

News Sport Letters Features In Port What's On Announcements Packet Camera Club DW Farmer


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HOLY HYDRATION! YOUR SKIN SALVATION


Never miss a Packet headline again - sign up to our free newsletters

Top Stories


Random Tree Planting Initiative Transforms City Streets!



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Print with a printer




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PIXMA TS3550i
3-IN-1 PRINTER


Print, copy, scan:
it's so easy!

PIXMA TS3550i

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Insurance
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Weather
'Be prepared' flood alerts issued for Cornwall and Devon

NEXT


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Autumn?

Police appeal after homophobic assault leaves man with facial injuries



Police

CornwallLive NEWS MORE

OK! STRICTLY COME DANCING Celebrating 20 years ON SALE NOW BUY NOW

BUY A PAPER FUNERAL NOTICES JOBS BOOK AN AD BUY A PHOTO ADVERTISE WITH US VOUCHER CODES MARKETPLACE DIRECTORY PUBLIC NOTICES DAT

NEWS

"City Goes Green Overnight: Random Tree Planting Stunt Captivates Community!"





PLANT ME!

NATIVE CORNISH WILDFLOWER SEEDS

PRINT WITH PURPOSE



PRINT WITH PURPOSE

Help us make Cornwall bloom! St Austell Print Company has partnered with Cornwall Wildlife trust as a commitment to the environment and community.

1) Find a spot that needs a little love—parks, sidewalks, or vacant lots work great! The more unexpected the better!



2) Plant your seeds by tossing them in the soil or gently burying them.



3) Use the included tag in the packet, and share your planting adventures with us, using #PrintWithPurpose.



Thank you for joining us to make Cornwall a greener place.



This envelope was printed using paper from sustainable forests with native Cornish seeds provided by Cornwall Wildlife Trust, and planted by you!

PLANT ME!

NATIVE CORNISH WILDFLOWER SEEDS

PRINT WITH PURPOSE



Want to plant more or share with your friends?
Use the QR code above.



PRINT WITH PURPOSE

Help us make Cornwall bloom!



Green Billboard



The background features several large, abstract, organic shapes in shades of green and blue. A large green shape is on the left, and two blue shapes are on the right. The text is centered on a white background.

Print with **Purpose**

Thank you!