

CREATIVE CHALLENGE

2023



PART I:

Advertising

Brief

Your team name: DUGTRIO



Advertising Brief

READING COMPREHENSION:

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

BLUMA is strategically trying to reduce the impact of global warming and climate change by cleverly concrete and urbanize areas into advanced, green, community-centric biotopes taking inspiration from nature by implementing green technology which can enhance the biodiversity, quality of human life style and contributing to long-term environmental sustainability .To achieve this BLUMA is conducting various campaigns raising social awareness among communities, establishing bond with government, seeking partnership with NGOs etc.

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SWOT ANALYSIS:

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

SWOT

Strengths

- 1.Partnership with the Ministry of Environment of the Republic of Lithuania.
- 2.Specializes in green technology and nature based solutions making it a unique and valuable player in the field of sustainable urban development as well as improving the quality of human life.
- 3.BLUMA's project idea for "Nature's Library" received the New European Bauhaus Prize in 2023
- 4.Being the most nature-friendly and concentrating on sustainable development BLUMA can always anticipate constant opportunity in developing nature centric urban civilization.

Weakness

- 1.Bringing a Balance between the social and economical causes of green technology which demands high cost and maintenance is a big challenge while seeking partnership from profit based stakeholders.
- 2.Bluma has a very small team size of 4 dedicated members.
- 3.Resource constraints may pose a challenge in implementing green infrastructure projects due to potential limitations in funding, materials, or manpower.

Opportunities

- 1.Identify the Lack of Awareness- Green infrastructure is still a less understood concept by some potential clients and how BLUMA seeks to offer citizens sustainable, healthy, and aesthetically pleasing living conditions.
2. Digital presence- BLUMA should strengthen its digital presence for increased brand awareness, direct audience engagement, and cost-effective marketing. To expand its global reach, the official website should offer multiple language options.
- 3.Technological advancement-BLUMA can advance its technology and resolve other social issues like waste management, renewable energy, provide solutions for disaster management etc. This expands its domain and will serve a much wider audience.

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SWOT ANALYSIS:

Threats

1. Political Instability: Any changes in government can lead to shifts in priorities or policies related to development, affecting BLUMA's project.
2. Climate Change: Shifts in climate patterns and extreme weather events may require more adaptive and resilient designs for green infrastructure.
3. Partnerships dependence: BLUMA's success relies on its ability to form partnerships and collaboration, which might be unpredictable sometimes and subject to external factors.

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GOAL:

3. What is the goal of your communication campaign?

1. Establish BLUMA as a pioneer in innovative, nature-based urban solutions, setting a new standard for sustainable urban development practices.
2. Foster strong partnerships with local municipalities, government agencies, and environmental NGOs to amplify the impact of green infrastructure initiatives.
3. Emphasize the direct benefits of BLUMA's projects on community health, mental well-being, and overall quality of life, creating a compelling case for investment.
4. Demonstrate the adaptability and scalability of BLUMA's solutions, making them applicable to diverse urban settings and environments.
5. Cultivate a reputation for excellence and reliability, earning the trust of stakeholders and becoming the go-to consultancy for urban green infrastructure projects.

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

The core message of our campaign is to highlight the pivotal role of transforming urban, concrete landscapes into thriving, nature-centric environments. BLUMA excels in this endeavor, fostering cleaner air, improved groundwater, serene surroundings, and a balanced response to climate change. It's a return to our roots, reclaiming the essence of our origins. This can be demonstrated through BLUMA's "Plant a Hope" campaign inviting clients to plant seeds in nearby communities. BLUMA nurtures and tends to these plants, and in return, clients receive flowers or fruits. This cycle of care and harvest instils a sense of joy, hope, and faith in the minds of the communities, fostering a deeper connection to nature and urban greenery.

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TONE:

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

Caring, Devoted, Responsibility and Belief: We want to encourage a sense of duty towards the environment and future generations. Emphasize the role each individual plays in contributing to a more sustainable and resilient urban environment through support for green initiatives. BLUMA can conduct workshops, webinars, and informational sessions to educate the community about the importance of green initiatives. Depicting the future that highlights the positive impact of sustainable practices on the environment and future generations and developing a belief of a better tomorrow . BLUMA can inspire hope, motivation, and a sense of purpose among stakeholders. It reinforces the idea that every action taken today contributes to a brighter, greener, and more sustainable future for all.

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TARGET AUDIENCE:

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

Community organizations should ideally be reached first as they are BLUMA's major stakeholders and it is necessary to generate interest, awareness, and engagement among them through communication campaigns. These groups often have a direct connection with the local community and can act as advocates for green infrastructure projects. Building relationships with community organizations can lead to increased community engagement and support.

COLLABORATIONS:

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

1. Government and Municipalities-Governments often have sustainability goals and may allocate budgets for green infrastructure projects. BLUMA being the only startup in Lithuania delivering the required services, the government would want to collaborate with BLUMA.
2. Environmental NGOs-these non profit organizations can amplify BLUMA's efforts to promote green infrastructure. These groups often have established networks and can advocate for policy changes.
- 3.Educational Institutions-These institutions can facilitate educational workshops and programs on green infrastructure. It will help them inculcate sustainable living among students.

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COLLABORATIONS:

and spread awareness.

4. Architects and Urban Planners- They share the common mission of transforming the space into a vibrant, usable, and community-centred area. Also this partnership will enhance the effectiveness of BLUMA's projects.

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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.Data and statistics-BLUMA should conduct survey and collect data, statistics, and case studies to provide evidence of the issues they have resolved.
- 2.Visual Content-visually engaging content can be to illustrates the scale and impact of the social problem they are dealing with.
- 3.Testimonials-Testimonials of former clients will increase the reliability of their services and build trust for the brand ensuring its authenticity.
- 4.Public Relations and Media Coverage-Relationships with journalists and media outlets can secure coverage of BLUMA's initiatives and the social problem they aim to solve.

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

- Several methodologies and innovations that can be used to create a communication campaign for BLUMA that could be implemented in the future including
1. A/B Testing-This includes evaluating the effectiveness of different campaign elements, such as technological advancement, workshops and events, and collaboration etc.
 2. Audience Segmentation and Targeting- Utilize data analytics to segment the audience based on demographics, behaviour, interests, and preferences.
 3. Surveys and Feedback Loop- Collect feedback from stakeholders and the community through surveys to gather insights, preferences, and areas for improvement.
 4. Machine Learning and AI- Utilize AI algorithms to optimize campaign delivery, refine audience targeting, and automate certain aspects of campaign management.

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RISKS:

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

Budget Restriction: The campaign intends to be cost-effective. This can limit their ability to invest in paid advertising or extensive promotional activities.

Policy and Regulation changes: BLUMA must work within local laws for urban planning and green projects. Local rules, regulations and policies related to urban planning and green infrastructure may create obstruction.

Overcoming Skepticism: There might be skepticism from certain individuals or groups regarding the advantages of green infrastructure. BLUMA may need to address misconceptions or doubts and provide evidence of the positive impact of their projects.

Competing priorities: Stakeholders may have other pressing concerns or interests that take precedence over green infrastructure initiatives. Convincing them to prioritize and allocate resources to these projects may present a challenge.

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

Contingency Budgeting: Set aside a segment of the campaign budget for unforeseen circumstances. This reserve fund can be tapped into if unexpected expenses arise or if certain activities require additional resources.

Transparent Communication: Nurturing transparent communication pathways with stakeholders, encompassing partners, team members, and the community. This will help in early detection and resolution of potential issues.

Demonstration Projects: Implement small-scale projects in high-visibility areas. These projects will serve as an example for the positive impact of green infrastructure, capturing the attention and interest of the communities.

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BUDGET:

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

Bespoke Software and Analytics Tools: We will require software that is built according to our needs and capable to do specific tasks as per our requirements. Analytics tools will give insights to fuel the strategy with powerful data analysis.

Public Relations services: It will help us to build positive relationships with public and key stakeholders, so as to become familiar with a wide audience.

Human Resources: Marketing team, Content creation team, community managers, event coordinators, dedicated design team are required to make this campaign successful.

Advertising Budget: Promoted posts, sponsored content and targeted advertising are required for an effective communication campaign for BLUMA.

RESULTS:

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

Partnerships and Collaborations: We can measure the number of successful partnerships and collaborations established as a result of the campaign.

Website traffic: We can get an approximate measure by examining the traffic sources, number of visits by the user, new vs returning visitors.

Reach: It indicates the size of the audience that the campaign has reached i.e. how widely it has spread.

Impact: It will explain the degree of influence or effect that the campaign has had on its target audience.

Marketing Impressions: It will increase the reach and visibility of the campaign. It is also a metric for evaluating the performance of ads. It aims to leave a lasting impression on viewers.

Social Media Engagements Rate: It indicates how much the campaign has captured the attention and interest of the target audience.