



BLUMA'S

A MULTI-PHASED MARKETING CAMPAIGN TO SUCCESS



Vision & Mission

Vision

BLUMA wants to lead the way in Lithuania's architecture and urban design. They aim to create city spaces that are inspired by nature, using natural patterns and processes. Their goal is to bring harmony to cities, blending architecture with nature, and turning concrete areas into green and community-focused places that are full of life.

Mission

BLUMA's mission is to make cities more eco-friendly and enjoyable for everyone. They work on smart ways to connect cities with nature, helping them become greener and healthier. They consult, plan, and build green projects in cities, turning them into thriving natural areas. Their work also brings people together and makes cities more pleasant to live in. They aim to improve the quality of life in cities while also helping them withstand the challenges of climate change for the long run.





Our Campaign's Goal

Our goal is to raise awareness about the benefits of green infrastructure to tackle the pressing issue of Global warming and promote BLUMA's commitment to sustainability. Through our unique and collaborative campaign we aim to create a mutually beneficial environment for both the government and society while contributing to the environment. BLUMA's overall brand image should increase through this campaign, starting with Lithuania and scaling it throughout Europe.



BLUMA

Our Campaign's Multi-phase Layout

Phase I

Phase II

Phase III

EcoDrive:
Plant Today, Drive
Tomorrow

GreenWave Hospitality:
Enhance Your Café or Restaurant
Experience

Era of Expansion:
Implement BLUMA's sustainable
solutions across Europe



Phase I EcoDrive

Plant Today , Drive Tomorrow



The Power of Social Media

- Marketing for our EcoDrive Movement
- Using Social media handles and Newspapers
- Pushing our ads in after-office hours and weekends to target working population
- Trending Ecodrive moment across online media platforms

What EcoDrive means

- Encouraging people to plant trees at empty spaces near their households or offices
- Providing them with seed packages, which will be free uptill getting Bronze Certificate i.e. 10 seeds.



What are the benefits?

- Achievement Certificates based on Video proofs
 - Government collaboration for Toll Incentives
- 10 Trees = Bronze Certificate = 10% Discount
30 Trees = Silver Certificate = 30% Discount
50 Trees = Gold Certificate = 50% Discount

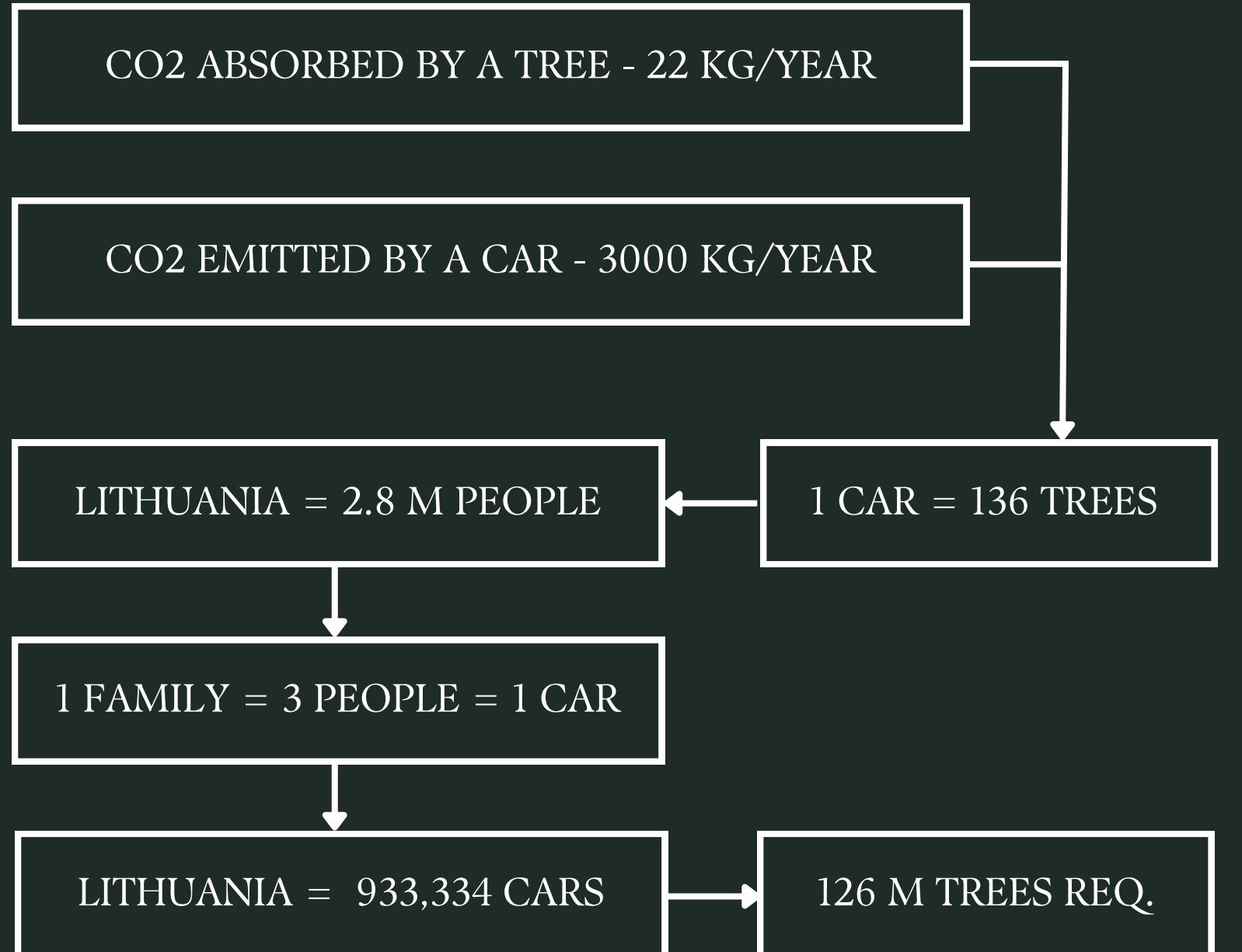




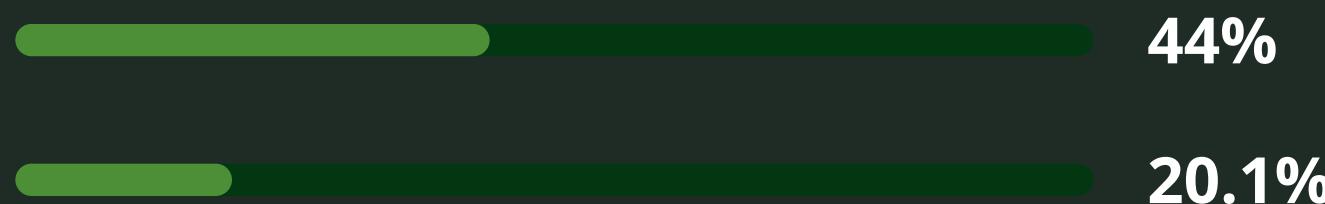
Why Certificates?

- The certificates will feature BLUMA's logo, effectively promoting the company.
- These certificates will receive approval from the Republic of Lithuania and will bear the distinction akin to that of a 'Gold Citizen of Lithuania', thereby fostering a sense of pride and patriotism among the population.
- Other brands can also participate in this cause by offering benefits to the citizens who receive awards.
- They will serve as a means to identify individuals eligible for toll charge discounts.





Reduced CO₂ emission levels



- In 2021, the highest contribution to net GHG emissions in Lithuania came from the Transport sector (44%).
- The Commission reported that it had met the target, having spent 2.3 billion (20.1%) on climate-relevant measures.
- Assuming that the existing trees in Lithuania combat the remaining 56% of emissions, it is still not feasible to plant 126 M more trees.
- Our campaign takes this into account and the number of trees planted is expected to be around 20 per family. This still reduces the emission amounts by 14.7%, which still progressively saves 44% (transport) * 14.7% (amount reduction) * €2.3 Bn = €148.76 Mn for the Lithuanian government.
- Typical toll spends for a car in Lithuania is €300 per annum. Assuming the government has to relax on average 20% of this amount annually, this would cost $300 * 0.20 * 933334 = €56$ Mn which is significantly lesser than the expenditure otherwise.



Phase II GreenWave Hospitality

Enhance Your Café or Restaurant Experience



Objective: Target cafes with excellent food quality but poor ambiance to improve their surroundings, attracting more customers.

- Selection: Identify cafes with strong food quality and untapped ambiance potential.
- Engagement: Reach out to cafe owners highlighting opportunities for growth.
- Assessment: Evaluate current ambiance and customer feedback.
- Customized Solutions: Propose tailored green infrastructure ideas to elevate ambiance.
- Cost-Effective Plans: Offer solutions that fit within the cafe's budget.
- Implementation: Collaborate to bring ambiance improvements to life.
- Marketing: Showcase enhanced ambiance to draw more customers and branding via serveware.





Cafe-Renovation Decision Tree





Cafe - Cup Branding

We will persuade our clients to integrate compelling facts about global warming and climate change into the design of their cups and other serving ware, while also featuring BLUMA's logo.

- Do you know? it'll take about 1000 trees per family to absorb the GHG emissions they generate every year!
- Sea levels have risen by about 8 inches (20 cm) over the last century, leading to increased coastal flooding!
- EU spends about 30% of its annual budget on climate action measures alone!
- The highest contribution in GHG emissions in Lithuania came from Transport sector(44%) followed by Industry(30%) and Agriculture(24%)!
- CO₂ stays in the atmosphere for up to 1,000 years, methane for around a decade, and nitrous oxide for approximately 120 years!





Phase III Era of Expansion

Implementation
&
Scaling of
Phase I and Phase II
Pan-Europe





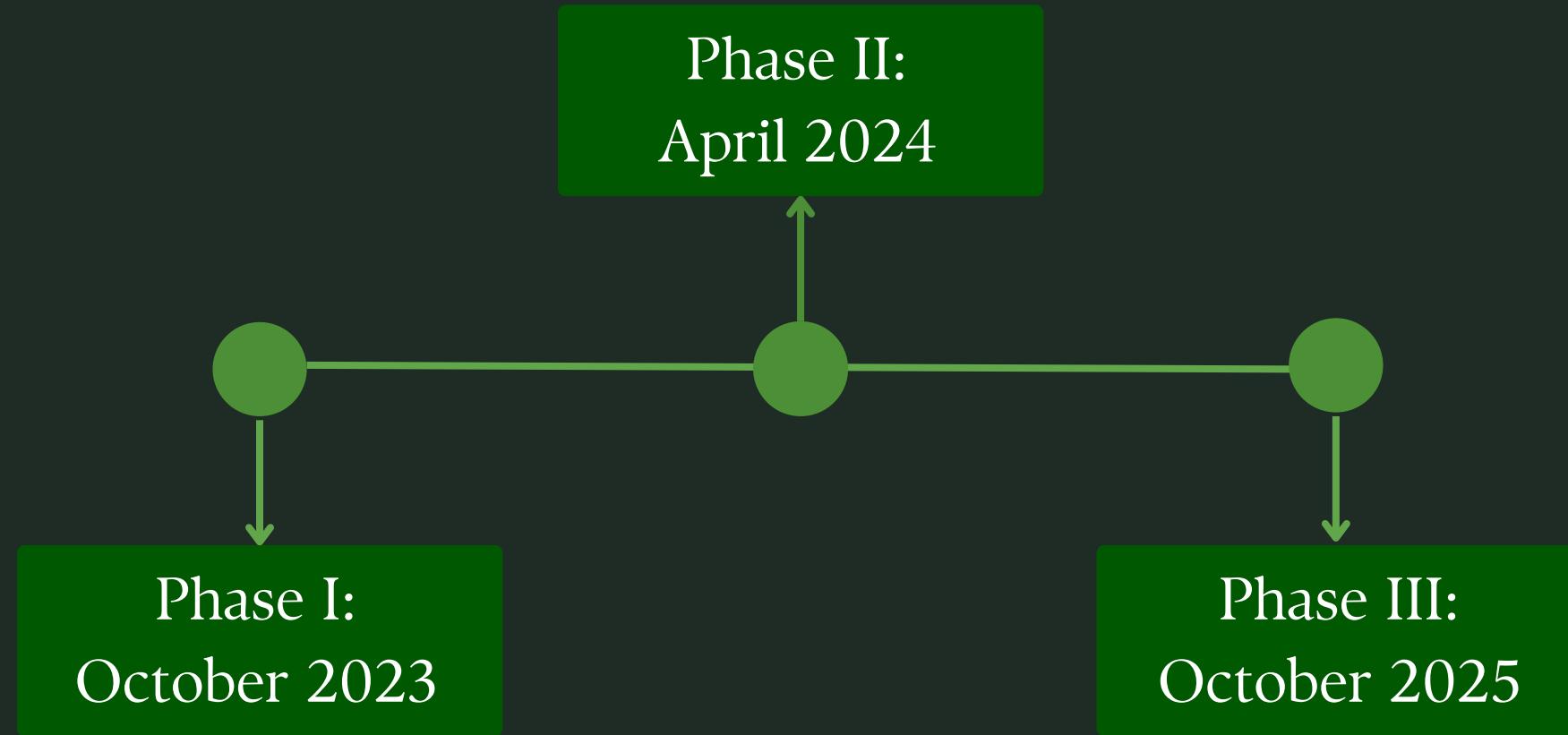
Scale - Up Structure

Expanding the Phase I

- We will expand our campaign to Major European cities like Moscow, Berlin, London, Madrid and Paris and thereby to other cities
- We will set up a network of seed suppliers to cover different regions, and we'll estimatedly require 250 times the resources.

Expanding the Phase II

- We will collaborate with prominent hotels and cafe chains throughout Europe by designing their spaces, and subsequently, extend our services to other client
- Presenting our achievements with past clients to prospective stakeholders, thereby fostering a trustworthy relationship.



We are commencing Phase 1 of our campaign in October 2023 with the aim of building substantial brand awareness among the public. As Phase 1 gains traction and reaches approximately 80% of its intended audience, demonstrating smooth operations and effectiveness, we will then initiate Phase 2.



Proposed Timeline

A proposed timeline to implement the following phases to ensure smooth transition of the brand's image and allow BLUMA to gain customer attraction and appreciation for all of their initiatives and measures taking toward a sustainable

We anticipate achieving our Phase 1 target by April 2024. Subsequently, we plan to begin approaching cafes and restaurants to engage our services, thereby generating revenue starting from April 2024. Following the execution of Phase 2, our focus will shift towards the final phase of the campaign, which entails expanding into Europe while it is to occur one and a half years after the initiation of Phase 2.



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