CREATIVE CHALLENGE 2023

Creative Shock | BLUMA

Advertising Brief

READING COMPREHENSION:

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

BLUMA, as a company, is committed to addressing the pressing issue of global warming and climate change. The increasing global population and rapid urbanization necessitate the clearing of forests and natural areas for agriculture, infrastructure development, and other purposes, which in turn contributes to global warming. Global warming carries significant implications and has the potential to disrupt delicate natural ecosystems. Elevated temperatures intensify extreme weather events, erode coastlines, and jeopardize food and water sources. The melting of ice caps raises sea levels, posing a threat to coastal communities. Additionally, global warming worsens air pollution and allergen levels, thereby contributing to respiratory illnesses. Heatwaves also directly endanger the health of vulnerable populations. Furthermore, global warming has far-reaching consequences for future generations and limits the availability of resources.

One innovative approach to addressing these challenges is the integration of natural spaces into modern architecture, known as green infrastructure. Green infrastructure encompasses various natural and semi-natural features, including parks, forests, wetlands, and green roofs, all of which offer environmental, social, and economic benefits. BLUMA specializes in the field of green infrastructure, developing and designing inventive strategies to transform urban spaces into thriving biotopes. The company collaborates with experts from diverse fields and operates in an interdisciplinary manner, integrating research, education, and design. Their services promote sustainable urban development, harmonize the coexistence of nature and human spaces, and contribute to the creation of resilient, community-oriented cities.

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SWOT ANALYSIS:

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

Lithuanian Market

Strengths	Weakness
•Specialized Expertise •Track record of successful collaborations •Strategic partnership with Ministry of Environment, Republic of Lithuania	•Difficult to quantify impact on communities due to low scale compared to other projects •Less data driven analysis and design process
Opportunities	Threats
•Low Competition in the Market •Government Incentives to reduce Global Warming •Developing Advocacy for green infrastructure projects	•Growing awareness of this domain among developed architectural firms •New startups emerging in this domain

European Market

Strengths	Weakness
•Specialized Expertise •Experienced founders with proven results	•Challenging to uphold the need of such initiatives •Arduous task of finding meaningful collaborations
Opportunities	Threats
•Low Competition in the Market •Government Incentives to reduce Global Warming •Developing Advocacy for green infrastructure projects	•Growing awareness of this domain among developed architectural firms •Apathetic response from new markets

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GOAL:

3. What is the goal of your communication campaign?

Firstly, we'll focus on raising awareness and educating the market about the pivotal role of green infrastructure, elucidating its benefits, and showcasing how our solutions effectively address specific challenges and establish ourselves as experts by building trust and credibility. Furthermore, we'll emphasize our unique selling points, including innovative solutions, unwavering sustainability commitment, and adaptability, encouraging prospective clients to take tangible actions like consultations, proposal requests, or pilot project participation.

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

We want to provide a marketing campaign to BLUMA . So it got a successful brand launch in the European market and developed a stable , low-cost , Eco-friendly Campaign. We aim to emphasize BLUMA's commitment to sustainability, showcasing their unique selling points that resonate with environmentally-conscious consumers. BLUMA is not just another brand, but a brand that prioritize environmental responsibility ,a forward-thinking leader in the market, cost-effectiveness, and setting new standards for excellence in every aspect of their offerings.

TONE:

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

We want to make people happy . Providing a clear roadmap for how our campaign will elevate BLUMA's brand. We make a unique communication campaign to encourage the target audience .Establish a marketing goal to make people aware. The marketing goal would be to increase brand awareness by using innovative strategies ,demonstrating our ability to drive results and engage the audience effectively . We will achieve this by implementing innovative strategies that set us apart from competitors, showcasing our ability to deliver actual results, and engaging the audience effectively through captivating content and experiences.

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TARGET AUDIENCE:

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

1)Local municipalities,	6)Architects and urban planners,
2)Government agencies,	7)Real estate developers, and
3)Community Organizations ,	8)Private clients.
4)Environmental NGOs,	
5)Educational institutions,	

COLLABORATIONS:

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

1.)Fosters + partners London	6.)Norman Foster Foundation, Madrid	10.)2mm Architektai	13.) European Environment Agency
2.)Zaha Hadid Architects London	7.)UNStudio, Amsterdam	11.)Archihauzas	
3.)Herzog & de Meuron Basel, Switzerland	8.)Future Systems, London	12.)Archispektras	
4.)Snohetta Oslo, Norway	9.)HOK London		
5.)Henning Larsen, Denmark			

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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?

- Tools we can used: 1) Company Website: Update company's website with information about the social problem and initiatives to address it.2) Social Media Platforms: Use online social media platforms such as instagram , facebook along with engagement platforms, such as blogs, forums, and community spaces, to interact with stakeholders.
- Steps to disclose the problem: 1)Identify Key Stakeholders: Identify the stakeholders who are most affected by or interested in this issue. This can include customers, employees, investors, regulators, and environmental organizations. 2) Develop a Communication Plan: Determine the appropriate channels for communicating message to each stakeholder group. Assign responsibilities to team members for implementing the communication plan. 3)Draft and Distribute Materials: Prepare press releases, blog posts, social media content, and website updates that convey our message.

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

Using data of carbon emissions from cars per month of each families to determine effectively how many trees are required to reach a 20% cap on carbon reduction will help decide how to scale up the campaign accordingly and when marketing throughout Europe. Using cafes' and restaurants' current ambience ratings, and developing a forecasting model to represent how these ambience ratings are changing over time along with customer footfall with increase in decoration implementation. Evaluating the performance of BLUMA and its brand image amongst customers by taking regular surveys about the initiatives taken and their perceptions, along with friendly suggestions and critics to customize campaigns accordingly (Similar metrics can be used for cafe/restaurant owners and employees). We can cross reference these results with rest of Europe and see how international audience perceive BLUMA's brand image to implement geo-targeted strategies for further improvement.

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RISKS:

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

1. Establishing credibility in a new market due to lack of local track record.
2. Delivering the proposed program effectively, aligning with its intent, and establishing a pertinent connection with the target audience.
3. Not tailoring the campaign according to demography of a particular region and thus getting inconsistent results.
4. Ignoring any important macroeconomics development that could affect our position in the market.
5. Inability to restructure the campaign in accordance with initial response from a specific approach.
6. Ability to quantify the need of our services and justify their impact.

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

1.) Devising a feedback mechanism which will give a real-time analysis of our campaign's success for a particular mode and thereby restructuring the plan accordingly.
2.) Enabling strong Tech team for certificate generation and verification at large scale.
3.) Establishing trustworthy suppliers and distributers for maas-scale seed procurement and distribution.
4.) Hiring and training designer professionals for spike in demand during phase 2 of the campaign
5.) Maintaing proper legal documents in dealings with government and other clients.

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BUDGET:

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

Since the first set of seeds for non-bronze candidates are given as free (upto 10 seeds) at an estimated 0.10 euros per seed, that comes upto a dollar. Assuming an initial penetration rate of 15% of the 933,333 families, we invest 1,40,000 pounds and a cost of 1,00,000 euros for all forms of marketing and customer acquisition, we get an investment of 2,40,000 euros for Phase 1. These investments can be generated once the families move past the bronze citizen certificate levels. Phase 2 investments will require partnerships with city planning firms, architectural firms, prime cafes, and restaurants to implement the solutions, these will also generate revenue with increase in penetration rate but will require an investment of 600,000 euros including brokerage costs, marketing costs, project implementation costs, etc. Phase 3 of the campaign will proceed with Pan-Europe expansion which will require higher costs levels and will be considered with the progression of the brand through the upcoming years.

RESULTS:

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

Calculate the financial return generated by the campaign compared to the cost of running it. If the campaign generated more revenue or value than it cost, it can be considered successful. Measure the percentage of people who took a desired action as a result of the campaign . Analyse website traffic, click-through rates, social media engagement, and other metrics to see if there was an increase in user interaction and interest during the campaign period . Examine the campaign's impact over time to see if it had a lasting effect or if results were only short-lived . Compare the campaign's performance with competitors or industry benchmarks to gain insights into its relative success.