

WACO FRIENDS OF CLIMATE



IMC CAMPAIGN

KJ BURKLEY, EMILEE EDWARDS AND ARIANNA GOMEZ

TABLE OF CONTENTS

3 - 4

EXECUTIVE SUMMARY

5 - 6

SITUATION ANALYSIS

7 - 8

CAMPAIGN OBJECTIVES

9 - 10

TARGET MARKET PROFILE

11 - 12

CREATIVE STRATEGY

13 - 16

CREATIVE BRIEF

17 - 24

CREATIVE EXECUTIONS

25 - 26

MEDIA STRATEGY

27 - 28

MEDIA BUDGET

29 - 30

EVALUATION PLAN



*We've got the
whole world in
our hands.*



EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Together we are striving to reach a more diverse population with Waco Friends of Peace and Climate. Our goal is to represent Waco as a whole. Ideally living sustainably and saving the planet will seem more attainable for all people.

Through primary and secondary research we have learned more about environmental groups in the community and how to market effectively to a wider audience of people. Ideally we want to market to parents with kids, families that can get involved and as a family learn more about living sustainably in their own homes and backyards. Young people are the future so the group should not be ignored.

Getting more visibility for the whole organization is our goal. We want to help the organization widen their volunteer and membership in a way that would best benefit the Waco community.



SITUATION ANALYSIS



ANALYSIS OF SITUATION

Waco Friends of Peace & Climate is an environmental organization dedicated to educating the Waco community on the climate emergency. They offer opportunities to get involved and make a difference in the Waco community by holding events such as Styrofoam drives. Waco Friends of Climate is a group concerned about the climate crisis. It is a fairly small group consisting of people who have connections with each other outside the environmental group.

What is the primary catalyst that causes us to need this campaign?

Waco Friends of Climate is seeking more participation from dormant membership and new audiences around the Greater Waco area. Waco Friends of Climate director Dr. Alan Norcutt and the organization expressed concern over engaging the community on the climate crisis. Waco Friends of Climate combats the current climate crisis through education and direct action. However, the organization must find a way to spread its message throughout the city of Waco, involve new or dormant members into their organization, and reward active members for their loyalty.



SWOT ANALYSIS

STRENGTHS

- Committed members with wide spread of connections
- Consistently active in community work and local political activism
- Educated and informed

WEAKNESSES

- Inconsistent brand image and digital media presence
- Website not optimized for visitors
- Sometimes politicized topic of organization's scope and work

OPPORTUNITIES

- Refresh and rebrand organizational presence
- Student and community involvement
- Local and digital advertising

THREATS

- Larger, more prominent state/national environmental groups
- Media discouraging audiences believing in the climate emergency



CAMPAIGN OBJECTIVES



CAMPAIGN OBJECTIVES

Our campaign will create awareness of the climate emergency and of Waco Friends of Climate's position as an active environmentalist organization.

Our campaign will direct attention toward the climate crisis and Waco Friends of Climate. It will sharpen their attention on the climate emergency and direct them toward learning more information about Waco Friends of Climate.

The campaign objectives are as follows:

1. Establish a cohesive organizational identity across digital media platforms by revitalizing the organization's social media accounts and website through the use of visual elements and the creation of a branding deck by May 1.
2. Create a content calendar with a cache of created content designed to aid in awareness and educational efforts, in order to initiate the revitalized integrated marketing campaign across digital media platforms by May 1.
3. Create clear practices for WFC for use by organizational leadership to reference when utilizing social media, digital media and other media channels in order to ensure continued cohesive excellence and assist them in meeting future goals by May 1.
4. Raise awareness of Waco Friends of Climate to our target market and ultimately the general public.
5. Encourage the Waco community to join Waco Friends of Climate to expand the organization ties in central Texas.



TARGET MARKET PROFILE



TARGET MARKET PROFILE

Our target audience is central Texas parents with children. The age range would be 30-50 years of age. This is the best audience to appeal to because of their connection to the environment they work and their children play in. This audience are people that take the time to recycle on collection days, utilize public neighborhood facilities and are part of neighborhood watch organizations. Waco Friends of Climate benefits from this target market because they will have a safe space to discuss how climate crisis impacts their lives, their families, then encourage other neighborhood members to join the action as well. This is the best target market because their children can learn about climate crisis from an early age. They will internalize that knowledge because it comes from a source that they find vital. Their children will continue the longevity of Waco Friends of Peace/Climate because of their parents who commit to the organization.



CREATIVE STRATEGY



CREATIVE STRATEGY

Our goal is to widen the scope of Waco Friends of Climate, to help them market to a much wider audience. To properly advertise we want to let community members know that there are ways to get involved.

We have developed a creative way to market the message on more social media platforms in an interesting way.

As a team we have completed both primary and secondary research to understand the group through the lens of other organizations.

Our creative strategy is to use vibrant graphics to gain the attention of more groups in the community.



CREATIVE BRIEF

PROBLEM/PROSPECT NEED

Waco's ethnic diversity is not reflected in the active membership of Waco Friend of Climate. A lack of diversity limits the impact climate crisis action in Waco neighborhoods.

They need to market to the community as a whole to have the largest impact. Groups that are impacted the most by the climate emergency are not a part of the conversation, and they need to be.

WFC is present on different social media platforms but lacks a cohesive bond with their advertising. WFC has knowledgeable presence in their active community, but now must reach out to those who are unaware of the group existence and their message about climate crisis education and guidance to climate change action.

Advertising to the Waco community with a strategic plan will help the group's needs for increased awareness and educating more of the public.

Our campaign address the group's need for a more cohesive brand and a marketing plan by advertising one campaign slogan: **We've got the whole world in our hands.** Our campaign will relate all social media, television, print and radio advertisement around this slogan so the Waco community can easily identity who Waco Friends of Climate is from that one line.

MAJOR PROPOSITION

We want audiences to understand the urgency of the climate emergency and the need to act immediately, both individually and as a community. We also want to inspire them to take that action. Our major idea is, **"We've got the whole world in our hands."**

Our idea is meant to play on the idea preserving the environment starts with the people of the community. It encourages and inspires our target market to engage in action. It can be used in a variety of ways across a variety of platforms, such as a hashtag for both organization leadership and members to use,

A primary usage of the concept will encourage local communities to rise up against climate change. Other usages include finding middle ground to start action with Climate Deniers, Climate Change, Pollution, and more. The versatility of the concept will allow for continual innovation.

SUPPORT & SUBSTANTIATION

The climate emergency impacts everyone. People should be involved because everyone deserves to be a part of this conversation. The earth is in a climate crisis and science suggests there are about 50 healthy years left on the planet, according to our secondary research on the climate emergency.

The Waco community has families living without clean water experiencing first-hand how pollution and harming the environment can affect lives. There are groups of people who need the support of an environmental group like this, but do not know where to look. We want parents of Waco neighborhoods to educate themselves on the climate crisis and make a difference in the community and move their community towards a more environmentally aware future.

CREATIVE GUIDELINES

1. The organization should purchase the web domain of wfopc.org from Google Domains for \$12 per year. This will aid in establishing a cohesive, clear brand that's easy for individuals to access. This web address' brevity also important for yard signs, stickers, billboards and more. It will allow audiences to recall WFC and the organization's website as a space to go to find climate activism information.
2. Advertisement primary fonts will be Cooper Hewitt Heavy and the Montserrat font family. The Waco Friends of Peace & Climate organization name will be presented consistently in Playfair Display Black.
3. Colors used in the advertising campaign will primarily be shades of green, blue, yellow, black and white.
4. Whenever feasible, the group should use #inourhands_____ in any social media messaging, and change the blank to apply to the specific posts.

MOOD, TONE & VOICE

The tone of advertising should be persuasive. It is always effective to appeal to people's emotions and make them understand how the current climate crisis affects them. It should also be welcoming and inviting, to encourage people to join the group and become involved in the group's efforts.

The group is led by intellectuals, so the tone should be intellectual but also accessible to people who are not. It is important to sound informed without being condescending, elitist or using language that is too elevated. Currently the tone of their posts on their website and Facebook lack the emotional appeal that draws larger groups in. There are people suffering in Waco because of pollution and climate change. Appealing to those groups could bring them to the conversation and give them a seat at the table.



CREATIVE EXECUTIONS

**THERE IS NO
PLANET B**

THERE IS A CLIMATE EMERGENCY

WWW.WFOPC.ORG

waco friends of peace & climate

Sticker

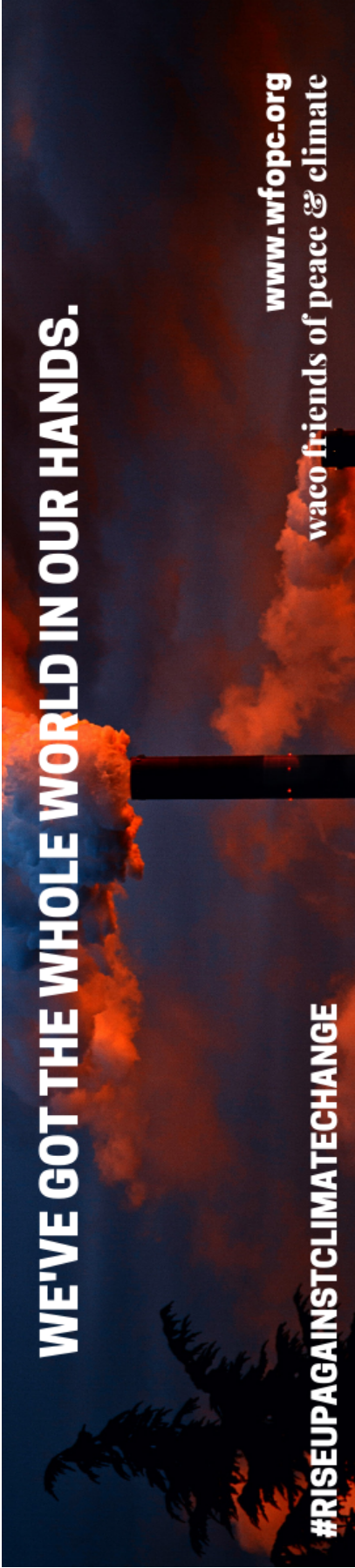
**THE OCEANS
ARE RISING AND
SO ARE WE.**

**THERE'S A CLIMATE EMERGENCY.
RISE UP WITH US AND SAVE OUR FUTURE.**

WWW.WFOPC.ORG

waco friends of peace & climate

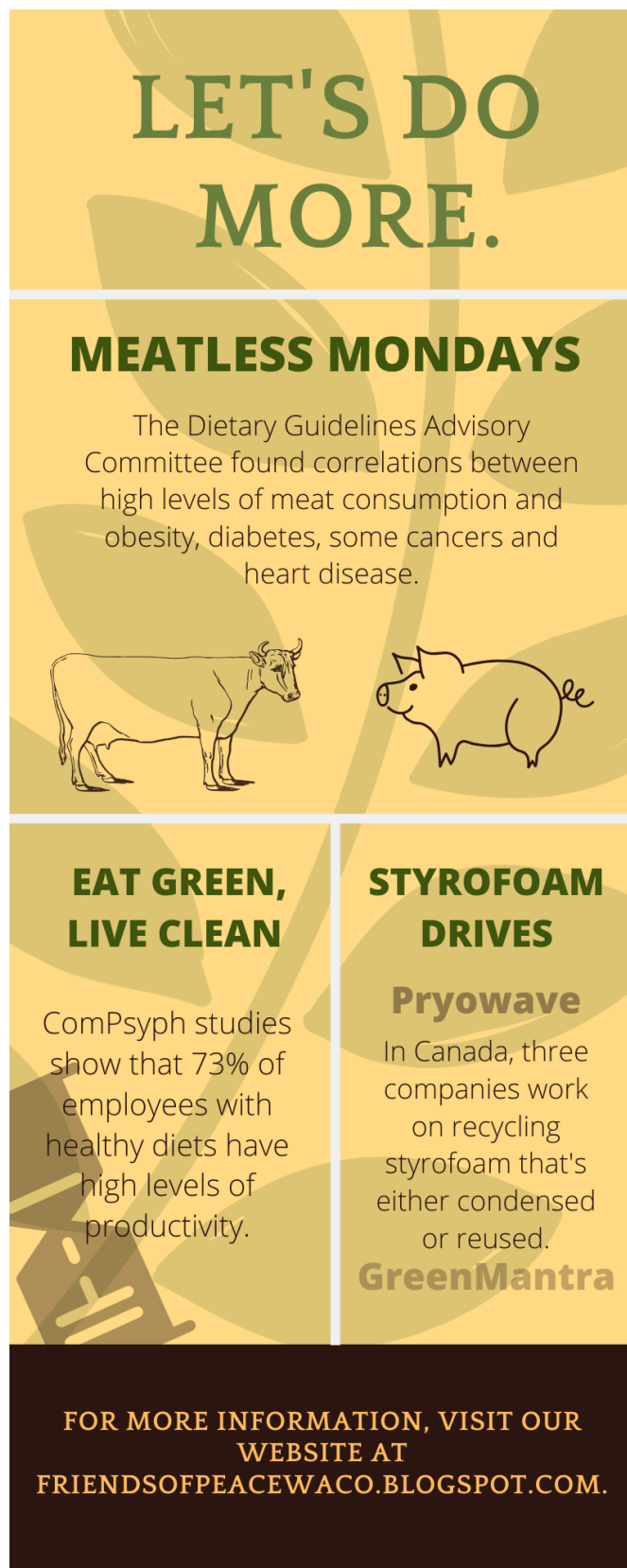
Yard Sign



Billboard



FRONT



BACK

WACO FRIENDS OF CLIMATE

SOCIAL MEDIA ADS



FACEBOOK POST (COVID-19)

"As much as we are passionate about environmental issues, we are advocates for peace. Our planet is at war with the global pandemic of COVID-19. World health is at stake now more than ever. This is why we believe that preserving the world starts with preserving you. Sanitize, sterilize and stabilize. One day at a time. We're all in this together."



FACEBOOK POST (COVID-19)

During this uncertain time we have to be more creative in the ways we fight for our home, The Earth. Though we are fighting a pandemic worldwide, we must not forget that the earth is still in danger. Things we can still practice include recycling, and limiting the amount of animal products we consume. Comment below and let us know what you are doing to fight the climate crisis at home.

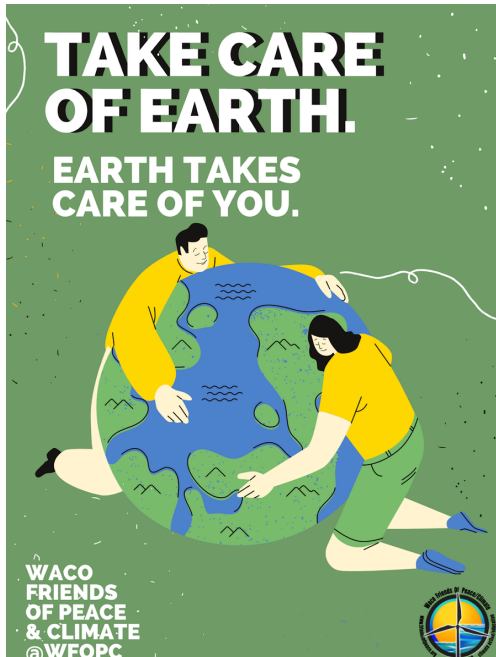


INSTAGRAM POST

Waco friends of Peace and Climate welcomes all members of the Waco community to help fight the ongoing climate crisis. In order to make a difference worldwide we must start in our own backyard. Visit the link in our bio to learn how to meet with us and start making a difference today.

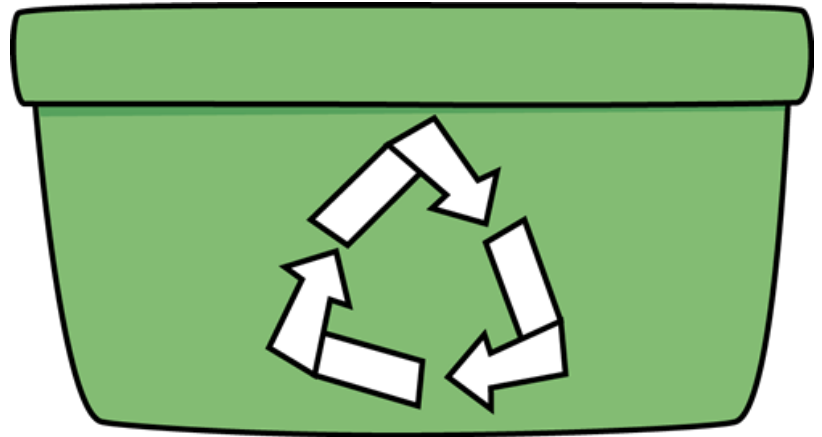
(<http://friendsofpeacewaco.blogspot.com>)

SOCIAL MEDIA ADS (CONT.)



TWITTER POST (COVID-19)

"We hope you all are safe and practicing social distance during this time. We can't wait to continue the fight against the global climate crisis with all of you soon. We are all in this together."



TWITTER POST (COVID-19)

" Even though we are staying home right now, we can still protect our planet. We can practice healthy and environmentally friendly actions like recycling and gardening. This is a time for us all to come together and make sacrifices for one another by staying home, but we must not forget about our fight against the global climate crisis."



RADIO AD SCRIPT

Campaign slogan: "We've Got the Whole World in Our Hands."

"Waco Friends of Peace and Climate is a local environmental group area committed to promoting environmental change."

"Here at Waco Friends of Peace/Climate we value service to love and protect the environment that we work, live and our children play in."

"We want you to get involved by attending meetings every first monday of the month at Poppa Rollo's Pizza. A free buffet is provided with meeting attendance."

"Your vision with the help of our service will result in a safe future you can count on. Let's work together for your environmental investment because we've got the whole world in our hands."

PODCAST IDEAS

Action Waco: A podcast on highlighting the environmental movements in Waco by local people. It would include the ways the people of Waco battle climate change. Interviews could include small business owners and those who fight for change in the community outside of the WFC group.

Climate Change in Fine Arts: Let's add more to the film piece of the WFC meetings by talking about music and literature surrounding the environmental crisis. There is plenty to talk about in this area, and this further expands the education of the environmental crisis to the public.

Fact or Faux: A podcast series that engages discussion around fictitious ideas surrounding climate change. This can lead to breaking down the stigma that climate supporters may receive from their foes and educate the public about the real facts of the climate crisis.

VIDEO AD SCRIPT



KJ Burkley, Emilee Edwards. Arianna Gomez, April 11, 2020

WFC Video Script

Client	Waco Friends of Climate
Objectives	People can still be protectors and preservers of the environment during the current pandemic. Show that Waco Friends of Climate is in this struggle together with the audience for relatability.
Filming	April 8-13, 2020. Locations will be KJ's house.
Audience	The current Waco Friends of Climate organization, both active and dormant members.
Dress	The commercial will consist of objects in shots so there will not be a need for people to be in the video.
Formal Length	30-40 second video of tip showing, followed by the ending with the WFC logo and our our campaign slogan.
Key Messages	Our goal is to romote environment preservation methods, remind organization members about the importance of the environment and promote a healthy and through hygienic lifestyle.
Event Contact	Alan D. Norcutt, Director. Email: anorthc@aol.com

Created by KJ Burkley. Email: kerry_burkleyjr1@baylor.edu

Video link for commercial: <https://youtu.be/d6n21Ln8JCg>



MEDIA STRATEGY



SOCIAL MEDIA PLACEMENT

The social media presence of Waco Friends of Climate will be heavy. The Facebook, Instagram and Twitter accounts will post four times a week. This is so Waco Friends of Climate social media team can establish a constant presence to appeal to the target market and encourage current members to develop a habit of checking social media for updates.

Facebook will be a great media to post items such as:

- articles about current climate issues in government, technology and science innovation
- upload of information from meetings for members that may have been absent, and the chance to Facebook Live meetings if people can't be present
- updates on organization events and live polls to vote on guest speakers and films for meetings

Waco Friends of Climate **Twitter** page can post articles about current climate issues in government, technology and science innovation. **Instagram** will focus more on the artistic and creative side of Waco Friends of Climate. They can post pictures of the environment, weather, animals or pictures of their past events with captivating quotes about the climate crisis and famous pro-climate supporters.



MEDIA BUDGET



MEDIA BUDGET

Television Advertisement

(30 second spot on ABC-KXXV Channel 25 Station, video upload to YouTube)

\$0

Radio Advertisement

(30 second radio spot on KWBU and podcasts uploaded on the home website)

\$55

Social Media Advertisement

(Facebook, Twitter and Instagram four times a week)

\$0

Print Advertisement

(Flyers, Yard Signs, Infographics, Billboard for six months)

\$9.5K



EVALUATION PLAN



EVALUATION PLAN

To evaluate the success of our campaign, we will use a few key metrics and monitor the changes in these figures. Metrics will vary by social media platform, and we will also track website traffic. These KPI's will help us see the measurable changes to web traffic, followers and views. In the future, we would recommend creating and sending a survey to active members of the group on a regular basis to get their insight on the communications activities of the group. We also recommend tracking the number of volunteers, members and attendees at events and meetings, to see the campaign's potential impact on those groups. We recommend these evaluation criteria to best determine the effectiveness of the campaign.



We've got the whole world in our hands.