

Marketing Overview

The shoreline of Greece is overrun with trash and plastic pollution, it is ending up in the stomachs of sea life and killing them at an alarming rate. Action needs to take place or the biodiversity of the Greece coast will be ruined. A competition to attract the best designers in the world to help solve the pollution crisis. Competitions are a great way to drum up interest in projects, it provokes people to try and be clever and have the potential to win a prize. There are currently no competitions that have to do with design in Greece, the biggest kind of competition are sporting events. There is a market for our competition because it will bring communities together to help clean up the coast and come up with a permanent solution. This project will be very successful because it will pull together a group of designers together to fix the problem.

Service Description

- The service is a competition that is designed to attract designers from around the world to help fight plastic pollution on the shoreline of Greece.
- It will bring together a passionate team of designers to help clean up the environment and save the biodiversity of Greece.
- The plan will work because it is different than what others have tried. Instead of hiring the best of the best to perform a job you are asking the best volunteers to donate time to the cause.
- Hopefully, the future sees what we are doing and recognizes it as the reason why we have a healthy ecosystem.

Goals and Objectives

- To raise awareness of the pollution crisis in Greece.
- To raise money to make sure so that the problem can be solved.
- The general public needs to be more aware of what pollution does to sea life and how it affects us, and inspire people to help fix the problem.

The Competition

Nautopia faces other travel agencies as competition for this project. Since they are having you pay to do volunteer work and you will probably have to work over vacation most people may choose to not go help Nautopia in exchange for an actual relaxing vacation. Royal Caribbean is the biggest threat to Nautopia, they bring cruises to Greece and offer a decent price cruise for cheaper. It is relaxing and you won't have to work. They also offer cruises all around the world so it is possible you don't have to leave far from home to enjoy their services.

Target Audience

Primary Audience

- Females 18-28
- College Education
- Likes - Volunteering, Gardening, and illustrating Animals
- Dislikes - Corporations, weird politicians, and trash on highways.

Secondary Audience

- Males 20-30
- 3 years in design
- Likes - Debating, farmers markets, and walking his dog.
- Dislikes - Corrupt government, large chains, and blended fabrics.

SWOT

Strengths

- Collaborative
- Volunteers
- Driven

Weakness

- Expensive
- You have to travel
- Take time off

Opportunities

- Bring together a skillful team
- Make friends for life
- Different portfolio pieces

Threats

- Other vacation resorts
- People might think it won't work
- The solution might not work

Marketing Strategy

- That we bring the best designers in the world to solve the problem.
- That you have to travel to another country to be a part of this.
- Claims
- We are going to use social media and environmental posters to reach our audience.
- We are using competition to get people to participate in the hope that their drive to win will help them create something effective.
- The news for the past year has been heavily focused on what has been happening in our environment when it comes to climate change, pollutions and deforestation so it is very likely the news would pick up the story.

Creative Strategy

- The best tone to use is passionate and genuine to keep the people from thinking it is a scam.
- We are planning on appealing to the market through emotions and making people sympathize with the cause.
- We want people to see that we are trying to make a difference and we want to inspire them to help.
- By showing them images of the problems and different ways of manipulating it to see if they can also come up with a fun way to use trash.
- Collage is the best way to get our message across because it shows how you can manipulate the problem.

Strategy Statement

Nautopia wants the public to see us as a group of individuals who want to better the environment for future generations and hope other countries will follow our lead and clean up their environment.

Deliverables

Our deliverables span a variety of media opportunities to reach and impact the largest audience. Social media will get young and spry designers while interesting public displays will attract more experienced designers. This combination should succeed in bringing together a great team.

- Stop Motion
- Animation
- Posters
- Interactive Display
- Trash Can Wrap

Nautopia *Marketing Plan*

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