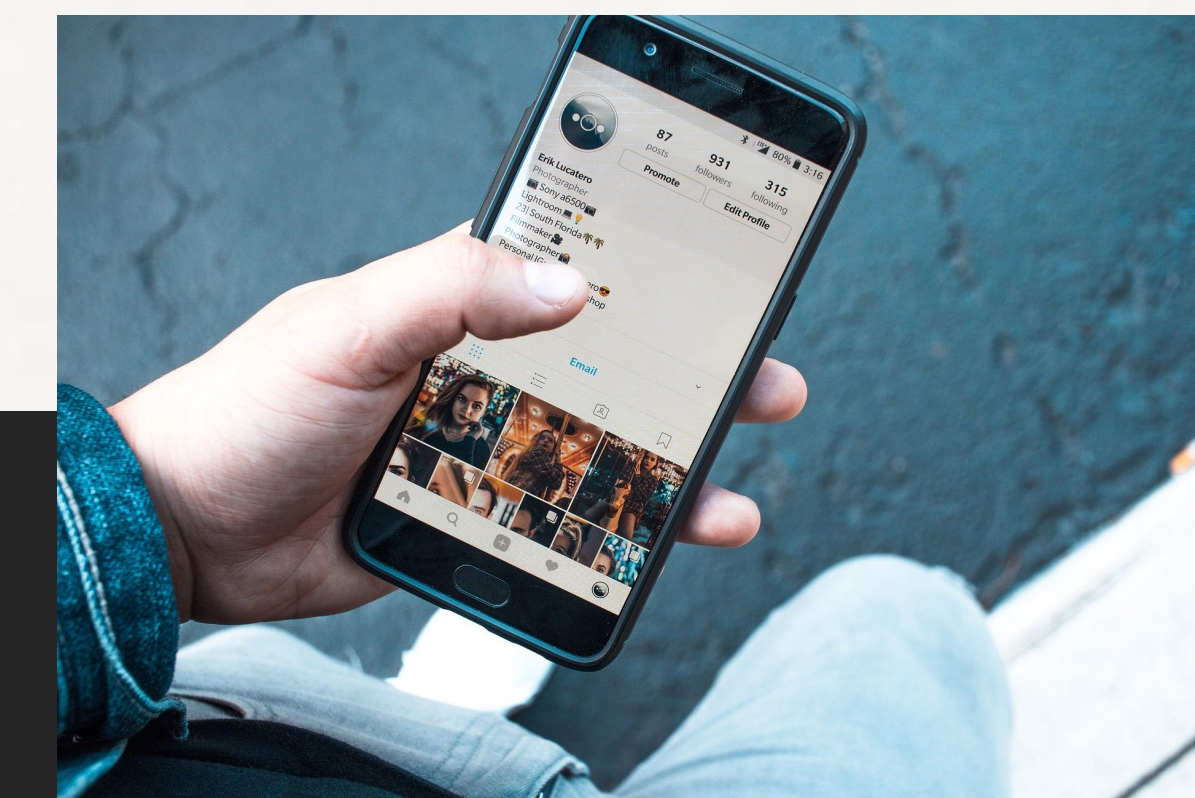


URBAN REPURPOSE

Digital Marketing Awareness Campaign



WHAT IS IT?

The project aims to create a low-budget and high-impact digital marketing campaign for Urban Repurpose to address their needs: create awareness of the store and the Reuse and Upcycle fair, attract people, vendors, artists, sponsors, and local media coverage.

The primary objective of the fair and the company is to change people's attitudes towards waste, educate them on the environmental impact of reuse and upcycling, promote a circular economy, and inspire the next generation of entrepreneurs to create innovative designs using waste materials.

WHY IS IT NEEDED?

REDUCE THE WASTE DISPOSAL THROUGH REPURPOSING

Problem: Concern is growing in Vancouver about the number of waste citizens generates and its environmental impact. Despite the city's ambitious targets to reduce waste and increase recycling, progress has been slow.

Solution: Implement a digital marketing campaign that creates awareness and engagement in Urban Repurpose's cause. Their mission is to transform items and materials from homes and buildings slated for demolition or renovation, keeping them from going to waste and enabling you to purchase quality treasures and practical items keeping them from going to waste.

and allowing you to buy quality treasures, as well as functional items, at great prices.

HOW IT WORKS:

- List the steps for using your project.
- Long-term strategy: Appear in the top 5 companies in Google Search (SEO)
- E-mail marketing sharing the news with its database and inviting to register to the fair (Call to action)
- Create some options for possible viral videos, triggering the audience's emotion.
- Partnership with local influencers, artists and local media, sharing the videos and inviting to the fair. (Cross-posting)

OUTCOMES

The desired outcome is to increase the number of people interested in helping the environment through Urban Repurpose efforts. The target is to increase the number of followers on Instagram and Facebook. These media are used by 69% and 50% of Canada's population and have low-cost and high impact.

In addition, the goal is to create awareness for the event: The Reuse and Upcycle Fair, which will occur on July 9th with the support of the City of North Vancouver. Our project expects to get more than 1000 registrations during the implementation of the 3-month campaign.

This campaign will help Urban Repurpose create a healthy and strong partnership to local media, influencers and artists. Moreover, it will help Urban Repurpose to increase its database of clients and supporters.

NEXT STEPS

- Urban Repurpose will take advantage of its new database to keep in touch and share the news and events, helping the company increase sales of valuable and practical items.
- The company will start to potentialize its social media channels and use them to engage with its followers and the community.
- The partnership established with local media will help Urban Repurpose to publicize its cause and future events.
- These additional sales will help Urban Repurpose support more people, increase the recovery of the items and contribute to the City's effort to reduce waste.

NABU 369: DIGITAL MARKETING

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CityStudio North Vancouver is an experimentation and innovation hub for the City of North Vancouver where CNV staff and Capilano University students and faculty co-create projects to make North Vancouver a more vibrant, sustainable and healthy city.

