

2008-2009 Marketing Proposal



Content Summary

Competition Analysis

Your competition ranges from websites like CafePress to non-profit groups like the World Wildlife Federation ... [page 2](#).

Target Market

Your product fits within the "LOHAS" Market Sector model. Your target market is an outspoken, 'light green' consumer who prefers healthy foods and healthy lifestyle choices ... [page 4](#).

Distribution

Branch out your product distribution. Start selling your product in as many targeted places as possible. Put your product on consignment in places like Rock Paper Scissors, The Black, and purchase a booth at the Earth Day Festival ... [page 5](#).

Display Advertising

Target your advertising dollars locally. Advertise in local product pages in publications like North County Times, 'Green' Publications like Earth Times, possibly test some targeted banner ads in e-newsletters like Ideal Bite. Take advantage of global warming issues in local magazines and papers ... [page 7](#).

Promotion

Align yourself with like-minded organizations. See what other companies are doing to take advantage of the "charity" element ... [page 8](#).

Web Marketing

Expand your web content, join SD Backyard (Union-Tribune's Blog), Online Advertising in websites and e-newsletters and blogs ... [page 9](#).

Public Relations

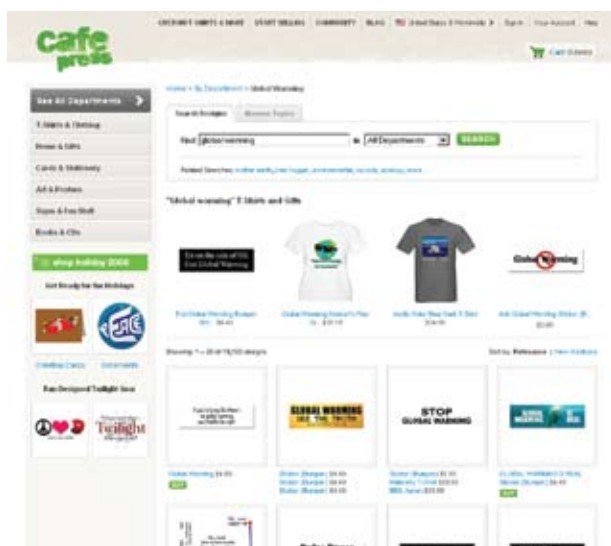
Introduce yourself to the local media. Create a 'buzz' around Global Warming Merchandise. Create a press kit that includes latest press release, company information, business cards and industry related news clippings (e.g. http://www.nbcsandiego.com/news/us_world/Gov-Get-Ready-Now-For-Global-Warming.html) ... [page 11](#).

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Competition Analysis

A majority of your competition comes from websites like CafePress (<http://shop.cafepress.com/global-warming>) and Zazzle (<http://www.zazzle.com/global+warming+gifts?pg=2>). Café Press offers 18,600 Designs on environment - most of which are on global warming. Both of these websites have top listings when searching under “Global Warming T-Shirts” on Google. These websites also offer their designs on multiple types of merchandise (like mugs, keychains, stickers, buttons, signs, magnets, etc.). Their shirt designs are uploaded from individual artists and then printed as needed whenever ordered in the online ‘storefront’ of that artist. All of the printing is done by CafePress and Zazzle, the artist has no inventory. Their Organic Cotton global warming shirts range from \$19.95 to \$28.99.



Jim Morris Environmental T-Shirt Company (<http://www.jimmorris.com>) came closer to competing with Global Warming Merchandise in company size. These t-shirts are also made from organic cotton and sell for \$21 to \$23. It seems his website is an alternative distribution channel for his catalog. One t-shirt he was selling had this message:

“Fight Global Warming Now—by spreading the message that you’re doing your part. This special shirt was created by the Center for Biological Diversity and Jim Morris Environmental T-shirt Company, along with photographer Jenny E. Ross, to help bring attention to the plight of the polar bear and generate support for the fight against global warming.” Organic Ctn-\$20-22.

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Competition Analysis (continued...)

Ban T-Shirts (<http://www.bant-shirts.com>) compete with Global Warming Merchandise in that they offer outspoken political t-shirts of all types including environmental statements. Their shirts are organic, 'sweat shop free,' and made in the USA. Their shirts range from \$17.95 to \$20.95.

On a broader scale, Global Warming Merchandise is competing with organizations where consumers have already been spending their philanthropic budget dollars. These companies have been around longer and often communicate a similar message whether it is saving the earth or the animals. These would include larger non-profit organizations like National Wildlife Federation, Sierra Club, SurfRider, and San Diego Zoological Society.



Other merchandise examples include:

- <http://www.peaceproject.com/wearables/shirts.htm>
- <http://www.northernsun.com/n/s/environment/t-shirts.html>
- <http://www.shopnwf.org/Shirts/Organic-Tees/index.cat>
- <http://www.shopnwf.org/Shirts/Advice-from-Nature-Tees/2780-NWF511-Global-Warming-Shirt.pro>
(NWF - Not organic cotton \$26.99)
- <http://wearpower.com/axis/detail/Stop-Global-Warming-T-Shirt-Homeless-Penguins-Peace-T-Shirt/homeless>
(One shirt: \$12 - not organic cotton)
- http://www.onehorseshy.com/society/global_warming
(\$20-25 Not organic, 1 design, mult. styles)

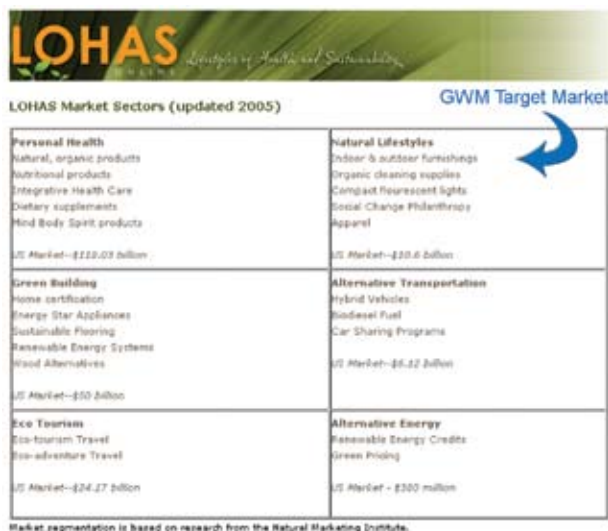
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Target Market

Recent research has compiled data on a market segment called “LOHAS,” an acronym for “Lifestyles of Health and Sustainability.” This market is well-educated and wealthy enough to make lifestyle choices that help the environment. Global Warming Merchandise fits into the “Natural Lifestyles” sector of this market, which includes apparel, furniture, organic cleaning supplies, compact fluorescent lights, and social change philanthropies. According to Wikipedia, this target market makes up 30% of the US consumer market.*

* <http://www.lohas.com/journal/consumertrends.htm>
<http://en.wikipedia.org/wiki/LOHAS>



The diagram shows a table of LOHAS Market Sectors with a blue arrow pointing from the 'Natural Lifestyles' sector to the 'GWM Target Market' label.

| LOHAS Market Sectors (updated 2005) | | GWM Target Market |
|--|---|---|
| Personal Health Natural, organic products Nutritional products Integrative Health Care Dietary supplements Mind Body Spirit products US Market—\$118.03 billion | Natural Lifestyles Indoor & outdoor furnishings Organic cleaning supplies Compact fluorescent lights Social Change Philanthropy Apparel US Market—\$30.6 billion |  |
| Green Building Home certification Energy Star Appliances Sustainable Flooring Renewable Energy Systems Wood Alternatives US Market—\$50 billion | Alternative Transportation Hybrid Vehicles Biodiesel Fuel Car Sharing Programs US Market—\$6.12 billion | |
| Eco Tourism Eco-tourism Travel Eco-adventure Travel US Market—\$24.27 billion | Alternative Energy Renewable Energy Credits Green Pricing US Market - \$300 million | |

Market segmentation is based on research from the Natural Marketing Institute.

Your specific customers are “Light Green,” and are outspoken enough to publicly communicate their political concerns on purchased merchandise. Without a portion of proceeds going to a charity or the global warming cause, this consumer is concerned enough about the environment to purchase merchandise with a message, but not concerned so much that they put their money toward a social change philanthropy. The light green consumer is mostly comprised of females, ages 25-44, educated, shop for healthy foods, appreciate convenience, yet make an effort to reduce their environmental footprint. Your consumer probably shops at places like Henry’s, Ocean Beach People’s Food, Whole Foods, and/or Trader Joe’s.

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Distribution

In order to sell more product, Global Warming Merchandise needs to be stationed in front of the eyes of your target market. Global Warming Merchandise needs to be networked, promoted and offered through more venues than the website. All other venues and communications serve as a support to the website.

Brick and Mortar

GWM needs to offer their product through more brick and mortar locations. Consignment opportunities abound in places like Rock, Paper, Scissors (in OB), Pangaea Outpost (in PB), The Black, Leaping Lotus (in Solana Beach), and Ocean Beach People's Food.



Earth Day Booth

Global Warming Merchandise should have a booth at the Earth Fair 2009. This event will put GWM in front of over 50,000 target market customers. It is the biggest opportunity for GWM to reach a majority of its customer base in one day.

Trade Show Booth: \$250*

* Exact Cost Available in January

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Distribution (continued...)

Markets and Fairs

GWM should attend street fairs, farmer's markets and art events. Selling your product at local events provides an opportunity to talk to your target market, reinforce your message, and sell your product to many potential customers at once. Articles from the blog and the website are great ways to communicate your message at these events and 'reel in' the customer, start a conversation, and sell product. Examples include Ocean Beach Street Fair, North Park Festival of the Arts, Artwalk San Diego, Adam's Ave Street Fair, and various Farmer's Markets.

Online Storefronts

Distribution through CafePress and Zazzle is a possibility to branch out from your current marketing plan and possibly generate revenue while building your business. Your designs are already available to upload, and there are no fees until you sell something. Putting your product in a place set against your competitors is good! Healthy competition increases sales (look at Hotel Circle for example)! Other example:

<http://www.t-shirtcountdown.com/t-shirts/advertising.html>

e-bay.

Open an e-bay store and start selling your merchandise through e-bay.



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Display Advertising

Currently display advertising in print media is not recommended unless there are very targeted publications or editorial content that directly relates to Global Warming Merchandise. Targeted publications would include the Ocean Beach People's Food newsletter and the San Diego Earth Times. With an increase in advertising budget, some possible advertising opportunities would include advertising in local holiday gift guides, local community newspapers, and local magazines with editorial focused on the environment.

Ocean Beach People's Food Newsletter reaches 10,000 members plus is dropped in various locales like health clubs and retail shops that cater to those with a LOHAS customer base.

San Diego Earth Times is printed annually during the month of April in connection with the San Diego EarthFair. Advertising is offered to trade booth applicants. Cost for advertising is approximately \$75 to \$150.



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Promotion

Networking

Local organizations like Ocean Beach Main Street Association provide great opportunities to network and communicate Global Warming Merchandise's message. They also offer free publicity on their website, and possibly advertising opportunities online. The more websites link to your website, the higher you rank on search engines. Network with organizations that support small businesses, get involved in environmental rallies and events. The more that GWM is involved with San Diego environmentalists, the more customers will trust that your message is true and that you are experts in your field. With trust, customers will think of you when making their purchasing decisions.

It is highly recommended that with the message GWM is trying to promote, that there is an element of contribution or charity. Only a "portion of the proceeds" need to be contributed to have a huge impact on the buyer. That portion can be as little as 1% of 1% (but the customer does not need to know this).

Organizations that are in line with the Global Warming cause are:

- <http://www.stopglobalwarming.org>,
- <https://www.41pounds.org/signup/>
- <http://www.edf.org/page.cfm?tagID=370>

Other companies that have become partners and aligned themselves with these organizations have dedicated one simple item with 50% or 100% of proceeds going to the charity, and still sell all their other products at full price (without any charity element). These companies benefit from the traffic from the charity's website, publicity, and added consumer trust.

Here are some company examples:

<http://www.coolplanetjewelry.com/viewContent.asp?idpage=3>

http://usa.roots.com/leather_support_stop_global_warming/leatherStopGlobalWarmingBracelets,default.sc.html



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Web Marketing

Content

Add new content to Global Merchandise's website. Global Warming Merchandise is about educating people and "empowering people to spread awareness of global warming to others, and ultimately inspire and encourage action to stop Global Warming." In order support your cause you need to back it up with more than just product. Add content to your website that does more than just sell products. Start writing small blurbs about the cause. Write about tips on how to make a difference at home or at work (including spreading the word with merchandise!). Talk about the latest Global Warming information in your own words. Communicate to San Diegans specifically about Global Warming.

Weblogs

Create a free business listing with www.sdbackyard.com, then submit stories (using articles from website) for possible free publicity in a print version of San Diego Union-Tribune. The global warming information you add to your website can be duplicated on San Diego Backyard.com. San Diego Backyard is a blog community for San Diego provided by the San Diego Union-Tribune. If your blog is relevant and interesting and provides useful information on a regular basis to San Diegans, your business becomes the 'expert' of the field in local minds. This is a great way to build rapport with readers and potential buyers.

The content you build on your website can easily be copied and posted throughout the internet once it's written (on other blogs like Wordpress, Blogger, and TypeArt). These blogs offer more opportunity for customers to find you and when your blogs are pointing to your website, then that increases your Search Engine Optimization.



Online Advertising

There are many opportunities to advertise with with online e-newsletters and websites that target the LOHAS consumer. At this time it may be out of the budget as most online advertising opportunities are requires

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Web Marketing (continued...)

multiple runs which of course add up. An example of a perfect target marketed online newsletter is Ideal Bite. They target the "Light Green" customer and can offer advertising to a select geographic market like Los Angeles. A pricing example for Ideal Bite would be, one skyscraper ad running in the LA Market Newsletter three times in one week (minimum requirement) would be \$674. They do have an editorial calendar that offers more targeted advertising.

Other examples of green media that target the LOHAS Consumer:

- <http://www.huffingtonpost.com/green/>
- <http://www.treehugger.com/>
- <http://www.dailycandy.com/>
- <http://www.idealbite.com/>
- *Healing Arts Magazine*
- *Dwell*
- *EnlightenNext*
- *ConsciousChoice Magazine*



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Public Relations

Global Warming Merchandise needs to be introduced to the local media. This would create awareness of the company, its mission and its products. Creating a 'buzz' around Global Warming Merchandise requires the following:

Creation of a comprehensive press kit.

A press kit for Global Warming Merchandise should include a Company Fact Sheet, Product Fact Sheet (and price list), Website Sample Page, Current Press Release(s), Product Photos, Brochures, and Samples. This press kit should also be included online to offer the opportunity for media to access this information any time.

Press Release.

A story idea for the first press release would include celebrating a one year anniversary and creating a contest or 'winning opportunity' for customers as a part of the anniversary celebration. Other ideas or news that could be promoted about Global Warming Merchandise would be announcements of anything like joining memberships, attending events, and/or new distribution points for the merchandise.

Press List.

In order to properly contact and follow up with the press releases and press kit, a comprehensive list of local news media and targeted environmental publications editorial staff needs to be compiled. This list will then be used by Global Warming Merchandise to start a rapport with the media. The more the media hears about Global Warming Merchandise, the more opportunity there is to be published.