4OCEAN 5-YEAR STRATEGY

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Our Vision

Making 4Ocean a household name: if our environmental impact is our biggest concern, 4Ocean will be one step ahead.

Our Purpose

Clean coastlines while working to stop the inflow of plastics by changing consumption habits.

Relevant Statistics

- Some estimates put holiday e-commerce sales growing up to 35% this year (Morgan, 2020).
- Nearly 70% of consumers in the U.S. and Canada think it is important that a brand is sustainable or eco-friendly. (Bekmagambetova, 2020).
- 4Ocean has cleared 7.7 million pounds of trash from the ocean as of 2018 (Kart, 2020).

Relevant Statistics (cont.)

- The Covid-19 pandemic has led to an abrupt collapse of waste management chains. Mismanagement can also lead to increased environmental pollution. (You, Sonne, Sik Ok; 2020).
- Cities in New York, Arizona, Ohio and South Carolina have experienced increases in recycling at their facilities up to 45% from the previous year. (Naughton, 2020)

Brand Issues

- **Awareness**

  4Ocean is better known in coastal states, especially Florida. We plan to widen the audience.

- **Purchases**

  People are not spending as much money due to the ongoing pandemic. We will convince people that our product is worth their resources.

- **Other Brands**

  4Ocean faces the competition of better-known, environmentally conscious brands such as Patagonia. We will target the audience of these brands and remind them that shopping small is also a socially responsible decision.

Positioning

Making 4ocean a household name.

4ocean will transition from not just a well-known brand in coastal cities but to a well-known brand nationally with options for everyday products you feel less guilty about and that are better for the environment but also do good when you purchase them.

THE BIG IDEA

PROMISE	STORY	INNOVATION	PURCHASE MOMENT	EXPERIENCE
Our brand promises effective social and environmental performance, public transparency and legal accountability.	Our founders were inspired to do their part in stopping pollution after their experience with a plastic waste covered beach in Bali, hours after it was cleaned.	4Ocean has created a disposable face mask that prevents additional pollution to the environment.	We want customers to feel they are making conscious buying decisions that will in turn promote environmental and social change.	Consumers play a part in eliminating coastal waste and when using 4Oceans products, they will be doing good for the environment while being protecting from COVID- 19.

Target Audience & Segments

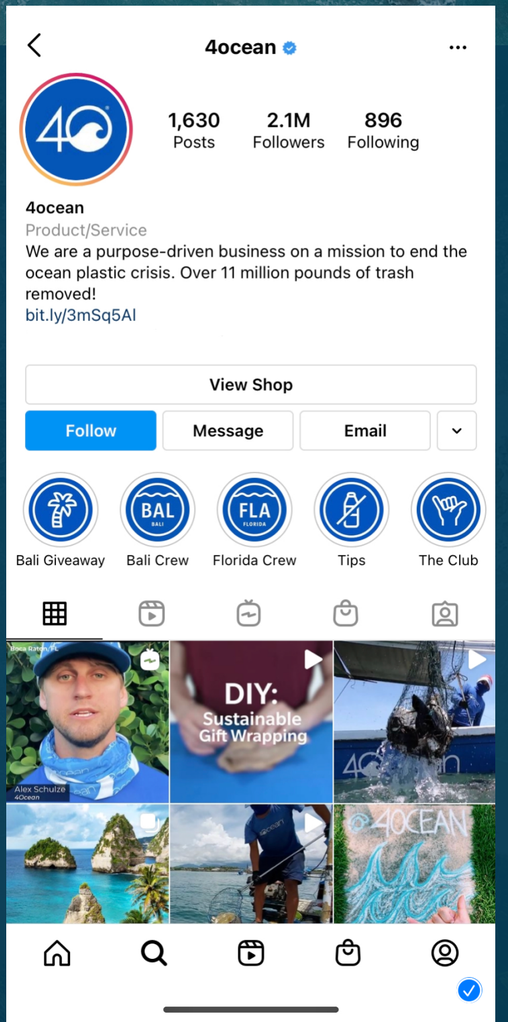
1. Shift to value and essentials

20–40%
net decrease in intent to spend on discretionary categories

60.7% OF 4OCEAN'S SOCIAL MEDIA FOLLOWERS ARE FEMALE AND 39.3% ARE MALE.

4OCEAN'S FOLLOWERS SINCE THE PANDEMIC HAVE GROWN

The average number of likes: 23,437
The average number of comments: 489



Persona #1

Daisy

A 22-YEAR-OLD COLLEGE STUDENT WITH A GREEN THUMB AND PASSION FOR THE ENVIRONMENT. SHE IS STUDYING ENVIRONMENTAL SCIENCE AND SPENDS HER FREE TIME WORKING ON ACTIVIST EFFORTS. SHE DOES HER BEST TO LIVE A ZERO WASTE LIFE AND COMPOSTS. DAISY HAS BEEN A FAN OF 4OCEAN'S BRAND FOR YEARS.

Persona #2

Danny

A 35-YEAR-OLD PROFESSIONAL BUSINESS OWNER WHO HAS RECENTLY GAINED INTEREST IN LEARNING ABOUT THE EFFECTS POLLUTION HAS ON THE ENVIRONMENT.
BEFORE THE PANDEMIC, DANNY DID NOT GIVE IT MUCH THOUGHT, IN FACT HE NEVER EVEN RECYCLED.
HE LOVES TO DRIVE AROUND IN HIS SUV AND HAS EVEN ADMITTED TO LITTERING HIMSELF FROM TIME TO TIME. DANNY HAS LEARNED THE ERROR OF HIS WAYS AND IS INTERESTED IN MAKING CHANGES TO REDUCE HIS CARBON FOOTPRINT, BUT HE DOES NOT KNOW WHERE TO START.

Goals

Our goal is to present the most forward-thinking, environmentally sustainable products on the market.

Objectives

- Those who have an interest in the health of our planet and want to change habits in their own lives.
- Providing efforts such as beach wide cleanup for those who want to get involved.

Let's Talk Strategy & Tactics

It's all about the how-to

Communication

Social Media Transparency

Our goal is to increase brand transparency through social media by creating more content for their social platforms that show how 4ocean gets rid of waste and the process of how it is recycled or disposed of.

Products

ADDRESSING THE MASK CRISIS

Introducing new biodegradable masks that break down in the environment will help make 4ocean a frontrunner in mask manufacturing for the current pandemic. We will also place collection boxes around cities where people will be able to dispose of their disposable masks that aren't good for the environment.

DEVELOP PARTNERSHIPS

- **Influencers**

  Environmentally-conscious influencers will help bring awareness to 4Ocean and their products.

- **Hotels**

  Providing hotels with items that can be used to enhance their guests experience, especially those that are already eco-friendly or on a coast.

- **Restaurants**

  Restaurants can use 4ocean silverware and other products such as straws to create a sustainable dining experience.

Places

AN UNTAPPED MARKET

Creating pop-ups at local farmer's markets to promote the brand and products will help better reach people who align with the values of 4ocean. Farmer's markets often attract people who find themselves doing things to help the environment and to live sustainably.

Corporate Social Responsibility

Pulling Back the Curtain

Our goal is to increase transparency. While they are already transparent, some things are not really shown to the consumer as frequently as they should be. Letting the world in on the process will help people understand everything that 4ocean stands for.

Promotion

SOCIAL

Continue promoting products on the 4ocean social media accounts.

CLEANUP

Focus more on showcasing cleanup efforts.

FARMER'S MARKETS

Promoting products in places like farmer's markets.

Human Resources

MORE THAN JUST A JOB

We will implement three day weekends during the summer, host company-wide beach clean-up days with all employees (including executives) working together. We will also offer all employees a chance to win quarterly trips to Bali that includes a vacation, trip to visit local artisans who make 4ocean's bracelets, and to join the local ocean cleanups there.

Innovation

Industry Leader

We want 4ocean to become an industry leader for manufacturing and selling pandemic products that are less wasteful than the ones that are currently used, but offer the same amount of protection.

Packaging

OUT WITH THE OLD

We will develop new, innovative packaging products that will decompose quickly after the product is received.

BUDGET

Goal: 5% of Gross Annual Income used/ year on Marketing Efforts= $1,345,000							
2021-2025	**Per Expense:**	**Percent:**	**January- March**	**April- June**	**July-September**	**October- December**	
Category-		% of total	Q1	Q2	Q3	Q4	Total /Q1-Q4:
National Marketing							
Media Banner Ads/ Sponsored Posts (Instagram, Facebook, YouTube)	$1,500/ Platform	4.00%	$13,500	$13,500	$13,500	$13,500	$54,000
Owned Media Maintenance (4Oceans Social Media & Website)	$1,000	0.30%	$1,000	$1,000	$1,000	$1,000	$4,000
Created Media (Videos, Photos, etc. content)	$2,500	2.01%	$7,500	$6,000	$7,500	$6,000	$27,000
Branding & Creative	$3,000	2.68%	$9,000	$9,000	$9,000	$9,000	$36,000
Experiential & PR	$15,000	11.15%	$30,000	$45,000	$30,000	$45,000	$150,000
Partnerships	$20,000	17.84%	$60,000	$60,000	$60,000	$60,000	$240,000
Total:							**$511,000/ year ($2,555,000/ 5 years)**
Distribution							
Product Material Cost (500,000/Q)	Wholesale: $0.10/ mask	X	$50,000	$50,000	$50,000	$50,000	$200,000
Public Product Production (1,000 disposable bins Q1-Q2) (Expand Q3)	Wholesale: $10	X	$10,000	$0	$10,000	$0	$20,000
Distribution	$5,000/BiQ	X	$10,000	$10,000	$10,000	$10,000	$40,000
Packaging (500,000/Q)	Wholesale: $0.10	X	$50,000	$50,000	$50,000	$50,000	$200,000
							$460,000/ year ($2,300,000/ 5 years)

Five-Year Plan Timeline

December 2020- be featured on at least one holiday gift guide, Begin development of eco-disposable mask.

April-September 2021- create pop-up shops at local farmer's markets.

January 2021- increased brand awareness from holiday marketing.

September 2021- social media takeover, "Intl. Coastal Cleanup Month", buy a phone case enter to win a trip to Bali.

February-March 2021- start advertising eco-disposable mask coming soon.

October-December 2021- work to get on as many holiday gift guides as possible to increase awareness.

Five-Year Plan Timeline (cont.)

January-March 2022- maintain social media presence, releasing information about the making of our products (including eco masks.)

December 2022-February 2023- Plan and stock for summer sale, start production of eco-friendly camping flatware (bowls, plates.)

April-October 2022- farmer's market pop-ups! Start exclusive release of masks in pop-up shops.

March-May 2023- Begin farmer's market pop-up season and production of eco-friendly wrapping paper.

October-November 2022- Prepare for holiday sale beginning on Black Friday, release eco-masks on Black Friday.

June-August 2023- Summer sale! Use increased website traffic to advertise release of new eco-friendly camping flatware.

Five-Year Plan Timeline (cont.)

September 2023- Intl. Coastal Cleanup Month phone case/Bali trip raffle #2.

March-May 2024- Focus on growing social media presence.

September-November 2023- Plan advertising campaign for Black Friday, including release of eco-friendly wrapping paper.

June-September 2024- farmer's market pop-up season.

December 2023-February 2024- Recoup from holiday season, prepare for farmer's market pop-up season.

October-December 2024- prepare for holiday season, create our website's gift guide.

Five-Year Plan Timeline (cont.)

January-May 2025- prepare for “Ocean Month” nation-wide beach cleanups.

September 2025- phone case/Bali trip raffle #3.

June 2025- National Ocean Month: provide online resources so people can learn about how to be responsible beach-goers, host beach cleanups around the U.S.

October-December 2025- prepare for holiday season and sales, increase social media presence.

July-August 2025- Sustain online resources for responsible beach goers. Have a summer sale because of increased site traffic.

Visual Brand Architecture

The 5-Year Brand Strategy Roadmap

Vision: Making 4Ocean a household name. If our environmental impact is our biggest concern, 4Ocean will be one step ahead.

Purpose: We believe the best way to clean coastlines is to stop the inflow of plastics by changing consumption habits via our products and services, including those with our new COVID centric focus.

Values: Environment first-product second, sustainable, plastic-free, solution-based, no guilt pandemic options, longevity.

The Big Idea: 4Ocean is the best way to support environment restoration with your dollar AND get the products you need made sustainably and ethically.

Purpose	Story	Innovation	Purchase Moment	Experience
Our brand promises effective social and environmental performance, public transparency and legal accountability.	Our founders were inspired to do their part in stopping pollution after their experience with a plastic waste covered beach in Bali, hours after it was cleaned.	4Ocean has created a disposable face mask that prevents additional pollution to the environment.	We want customers to feel they are making conscious buying decisions that will in turn promote environmental and social change.	Consumers play a part in eliminating coastal waste and when using 4Oceans products, they will be doing good for the environment while being protecting from COVID- 19.

Goals: Become mainstream brand, increase reach outside of costal areas, provide eco-friendly pandemic products.

Issues:
1. How do we increase brand awareness outside of costal areas in a cost-effective way?
2. How do we offset losses due to low consumer purchasing during COVID to ensure we have funding for clean-ups?
3. How do we position ourselves as direct competitors of larger eco-conscious/sustainable brands like Patagonia?
4. How do we keep new waste due to COVID, mainly masks, out of the ocean?

Strategies:	Developing New Products and Services	Solidifying a National Presence	Expand Partnerships	Experiential
Tactics:	• Biodegradable Masks • Disposable Mask Collection Boxes • Eco-friendly Camping wear	• Increased PR efforts • Increased Advertising • Increased Social Media Prescence	• Hotels • Restaurants • Influencers	• Bali Trips • Expanded clean-ups • Farmer's Market Pop-ups

Sources

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Thank You!

QUESTIONS?