

City to Sea Final Project

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Strategic Research Methods

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## **BRAND ANALYSIS**

City to Sea was founded in 2015 with the goal of doing something about plastic pollution. From the ripples of its humble beginnings, City to Sea is now creating waves in the realm of tackling the global plastic pandemic at its source. Through award-winning campaigns, practical problem solving, digestible education, empowerment of and collaboration with organizations, and innovations like the world's first water Refill app — City to Sea stands out among other environmental organizations for its well-roundedness, especially considering its age.

City to Sea is an organization that appeals to environmentalists of all ages and genders due to the nature of its work and successful initiatives in working towards a greener future. In addition to these folks, it is also likely to appeal to those who live near beaches, bodies of water, or other areas that are polluted with plastic waste and who have seen the damage first-hand. However, much of the audience that City to Sea is aiming to engage with is young folk. With a modern, engaging, and fun online presence — its branding is certainly geared towards this audience. Many Millennials and Gen Z'ers have a propensity towards activism and sustainability, and are especially likely to support a brand if it stands for causes that they believe in (Sustainable Brands, 2019). Although City to Sea already does a solid job of collaboration, looking to partner with brands that are already popular among these younger generations could see a huge boost in the efficacy of its mission.

### **Tangible Benefits**

City to Sea is at the forefront of the movement to inspire individuals to refuse single-use plastics and look to reusable alternatives for food, drink, hygiene products, etc. instead. This means that at a fundamental level, they're inspiring collective action and aiming to cut down on general plastic consumption, which is arguably the most important step to a more plastic-free future. Influencing people to choose to reuse means less consumption of resources, less trash in the environment, and a healthier future for all life on Earth. In addition, City to Sea organizes beach and ocean cleanups to help mitigate some of the damage that's already been done. All of these initiatives tie into a connection with its audience's ideals, and allow them to generate tangible rewards by integrating practical solutions into their own lives. But aside from its educational efforts and community-serving initiatives, City to Sea is especially unique in its commitment to collaborating with and empowering other organizations and activists. Through supporting the organization, individuals and other brands are able to see the tangible results of their efforts.

- Since launching the Refill app in 2015 the organization has prevented more than 100 million plastic bottles from entering our waste stream (City to Sea, 2020).
- The organization prevents over 478 tons of plastic from entering the waste stream each year through a partnership with 38 Degrees that called on UK retailers to switch from plastic to paper cotton bud sticks (City to Sea, 2020).
- It has collaborated with Heathrow Airport to install over 100 Refill water fountains and make it easier for people to drink with less plastic (City to Sea, 2020).
- It implemented water fountains at every one of Network Rail's managed stations, saving an equivalent of 3 million+ plastic bottles from reaching a landfill (City to Sea, 2020).

- City to Sea's Plastic Free Periods campaign aims to reduce the stigma around periods and educate about the environmental harm of flushing period products. Its Rethink Periods school program has garnered more than £80,000 in plastic-free and reusable product donations to distribute to thousands of students around the UK (City to Sea, 2020).

### **Emotional Benefits**

City to Sea offers a range of emotional benefits for the various publics that support it. Individuals who participate in cutting back on their own plastic usage not only see the immediate tangible reward of cutting back on waste, there's also a deep sense of existential satisfaction as they're doing a great deed for all life on Earth. The same applies to donors and other supporters of the organization as they know that their contributions are going towards a noble cause, and that sense of philanthropic satisfaction is highly rewarding. Supporting the brand means supporting efforts to benefit all life on Earth via solutions that will continue to reap positive rewards for future generations. For people who are able to think with empathy, this provides a sense of reward as they are benefiting a cause much greater than themselves. Additionally, there's a definite sense of positive emotion for those brands and organizations who choose to collaborate with City to Sea, as they're able to further connect with publics that care about environmental issues or sustainability while simultaneously boosting their reputation. As is previously mentioned, going green is highly favorable for reaching younger generations as those groups are inclined to support brands who stand for causes that they believe in (UNiDAYS, 2019).

## **Brand Personality/Picture**



City to Sea is an empathetic friend, active community member, and passionate environmentalist. This person is self-aware, rarely takes action without considering how they affect the world around them, and are always encouraging others to do the same. City to Sea enjoys planning outdoor activities with their friends and being an optimistic leader in community projects like clean-ups and other going-green projects. However, they also understand that not everyone is cut out to have an activist mindset and realize the value of supporting people even in the smallest of endeavors to be a more environmentally friendly global citizen; although this person has a fierce agenda, they recognize that empathy is the key to reaching others.

## **COMMUNICATIONS AUDIT**

City to Sea's branding is energetic, modern, and fun. The organization's rhetoric is optimistic and upbeat but is also laced with a sense of importance, which underscores the urgency of its work. If there's anything that this organization isn't, it's boring. As the organization is dealing with serious and complex issues, it's evident that City to Sea goes above and beyond to make its branding engaging and attractive. This goes a long way with regard to engaging audiences, particularly those of younger demographics such as Millennials and Gen Z who have grown up in a world of shortened attention spans.

City to Sea's website is modern, informative, and conjures a sense of optimism from the moment one lands on the homepage. The aesthetically-pleasing design is facilitated through a clean layout, vibrant pinks and blues, and the use of visually-appealing images to tie it all together. The layout is fairly straightforward, although reaching a few specific pages requires a bit of extra navigation which could prove difficult for some. The site contains lots of information about the organization, its campaigns, the plastic problem, plastic-free living, how to take action, and it's collaborative work. City to Sea also utilizes video as a medium to share its ideology, with high-production-value content featuring upbeat music, active text, and bold imagery. The quick pace and energy of this video content matches perfectly with its overall aesthetic and is undoubtedly vital to garnering the attention of audiences.

City to Sea's vibrant, upbeat aesthetic is echoed across its social media platforms, although Instagram gets the most attention. Its social media presence is both engaging and informative. The organization covers all fronts when it comes to the content it posts, with content ranging from tips for plastic-free living, product/book suggestions, and facts about plastic waste, to recaps of campaign achievements, overviews of collaborations, and video content reposted from its YouTube channel/website. If one wants to begin transitioning towards a more green lifestyle, simply following the City to Sea Instagram page would put a lot of vital and engaging information right at their fingertips. This speaks volumes about the quality of its branding as it isn't simply brand-centric. The organization is offering many things of value to its consumers, which is both appreciated by audiences and effective in earning their respect.

Aside from award-winning campaigns, brand collaborations with massive tangible results, and its side project Refill, the organization has other creative initiatives such as Chats with Nat. Each month a new installment of this video series features City to Sea's founder,

Natalie Fée, having a conversation with a fellow environmentalist about plastics, activism, or what’s going on behind the scenes at City to Sea (City to Sea, 2016). From an audience standpoint, this provides insight into the organization and adds an extra human element to the brand. Both of these aspects develop a deeper connection between audiences and the brand and help further distance City to Sea from being a faceless entity, although it doesn’t struggle much in this department regardless.

## COMPETITIVE ANALYSIS

Org.	City to Sea	4ocean	Algalita
Strengths	City to Sea positions itself as an optimistic educator, activist, and collaborator in the world of environmentalism. The organization utilizes branding that is far more energetic and vibrant than competitors and in doing so, likely better captures the attention	4ocean is intensely focused on removing plastic from oceans, rivers, and other waterways. This organization differs from its two competitors as it actually sells products. 4ocean promises to pull one pound of trash for every \$10 received. The most unique benefit of this model is that	One of Algalita’s greatest strengths is its longevity. For more than 25 years the organization has been working against plastic pollution, with a specific focus on education for kids and schools. This, in combination with extensive primary scientific research, provides a foundation of reputability that is hard to match. Along with

	<p>of younger audience members. Through campaigns, collaborations, education, and problem solving, City to Sea is well-rounded in its efforts to minimize plastic waste and has tangible results to show for it.</p>	<p>supporters have a tangible representation of their philanthropy, which facilitates a different type of connection not achievable by competitors. These products are also branded, which helps spread awareness of the organization and work.</p>	<p>environmentalists, Algalita is able to capture a niche audience that the other two organizations don't: parents, specifically those concerned about their children's futures. Algalita's branding isn't flashy but it's clean, organized, and is laced with strong undertones of science and education.</p>
Weaknesses	<p>Perhaps City to Sea's greatest weakness is its age. The organization is the youngest and least well-known of these three. Although, this can also be seen as a testament of its efficacy. The organization could also</p>	<p>At a surface level, 4ocean's capitalistic spin on waste cleanup could be off-putting to some. Whereas competitors thrive in regard to education, 4ocean is lacking. The organization puts nearly all of its effort into cleanup action, but</p>	<p>Algalita is highly focused on scientific research and children's education but is lacking in areas like marketing and engaging branding, where competitors excel. Its social media content is an extension of this, as the organization posts</p>



	work on its social media engagement; although the content is there, not many audience members are in comparison to competitors.	focusing more effort on educating people about how to cut down on their plastic waste could be beneficial to its mission.	informative, science-based content, but that is nonetheless targeted at a niche audience and not energetic or engaging.
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## ENVIRONMENTAL ANALYSIS

- In 2002, 44% of Americans said that environmental protection should be a top priority for the president in Congress — now that number is 64% (Pew, 2020).
  - Although there is a harsh partisan divide. While 85% of Democrats are in favor of the aforementioned proposal, only 39% of Republicans are.
- 77% of Americans aged 30 and younger prioritize the environment as a top issue, compared to only 57% of those 55 and older (Pew, 2020).
- Gen Z and Millennials grew up with the Reduce, Reuse, Recycle mantra, Earth Day celebrations, and surrounded by going green campaigns (McKayn, 2010).
- Millennials are more likely than any other generation to self-identify as liberal, upbeat, and open to change (Pew, 2010).
- Millennials are also more educated than previous generations. In 2008, a record 39.6% of 18-24 year olds were enrolled in college (Pew, 2010).

- In 2019, 66% of Americans said that climate change was a serious, man-made threat.

This is almost a 10% jump from the 2001-2014 average of 57% (Saad, 2019).

The statistics noted above are great news for organizations like City to Sea looking to influence an American audience and provide implications for where to target efforts. Concern about environmentalism and climate change have seen consistent growth over the last two decades and younger generations such as Gen Y and Z are passionately leading the charge towards positive change. In this regard, City to Sea has its work cut out for them, as the organization's branding is already geared towards a younger audience. Additionally, it's reported that Millennials, Gen Z, and even Baby Boomers hold the strongest pro-green attitudes and are most likely to support brands who share those beliefs (Squire, 2019). For City to Sea, seeking opportunities to collaborate with popular American brands could provide exponential exposure to its ideology and inspire many individuals to cut back on waste. Initiatives such as these would not only initiate change at an individual level, but also at a corporate level — further attacking the plastic problem at its source. However, not all Americans see recycling as an essential duty, and as recycling is only the tip of the iceberg in the realm of reducing plastic waste, there's plenty of opportunity for City to Sea to educate, collaborate, and influence Americans to become more responsible global citizens (DeSilver, 2016). With regard to threats, City to Sea must take into consideration the politicized nature of environmental issues in the United States and may need to experiment with new approaches if trying to reach both sides of the spectrum.

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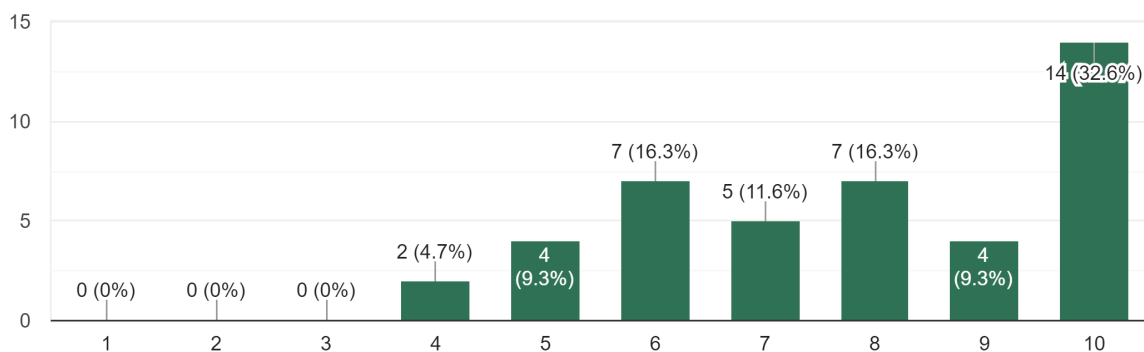
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## Survey

This 7 question Google Forms survey was distributed among college students from Elon and other schools like UNC Chapel Hill, Savannah College of Art & Design, and Colorado State University. I contacted friends asking if they'd be willing to complete the survey for my research and asked two people to pass the survey along to their friends. As gender and grade level don't matter for the purposes of my research, I only asked that the survey be passed along to people that are attending university and within our general age range. In all I received 42 responses, with roughly 25 coming from my personal contacts and the remainder being from friends of friends.

How important of an issue is plastic pollution/over-consumption to you?

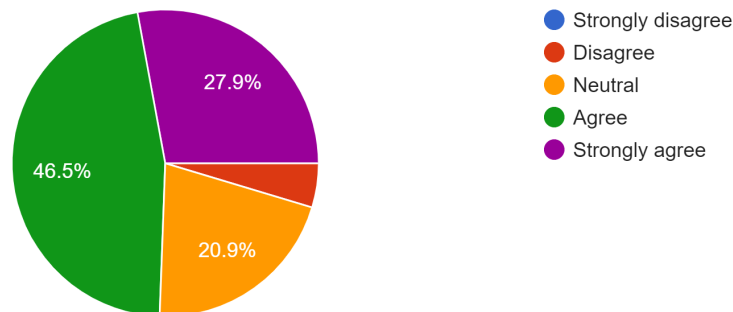
43 responses



With 60% of respondents reporting that plastic pollution is at least an 8 on an importance scale to them, this chart demonstrates that many college students take the issue seriously and are concerned about environmentalism.

I feel a personal responsibility to cut down on my plastic waste.

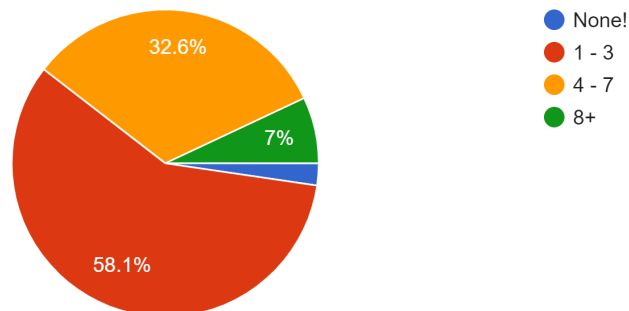
43 responses



The pie chart above shows that college students realize that their actions are an important part of tackling the plastic problem. This means that for most, there is an understanding of the direct relationship between their habits and negatively impacting the environment.

How many times per week do you buy/use single-use plastics? (bottles, snack bags, cutlery, cups/lids, take-out containers (styrofoam counts), etc.)

43 responses

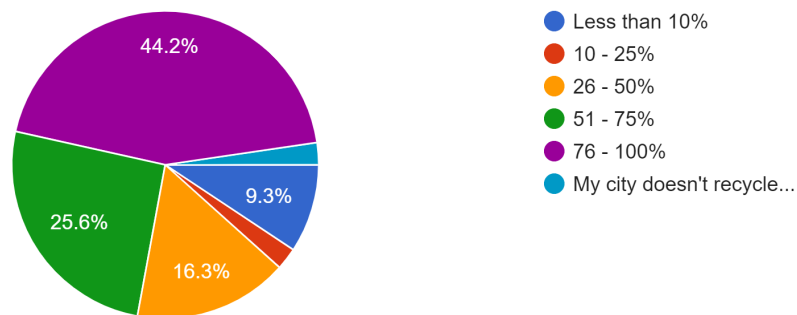


This measure was used to gauge people's consumption habits. Looking back, I should have added a follow-up question regarding where or in what form they get these plastics. As a side

note, I feel that nearly 60% of people reporting only 1 - 3 times a week could be a bit skewed, especially during the pandemic when many people are eating out less and buying more packaged or to-go foods. For individuals looking to take a short survey, it's entirely possible that they could have overlooked parts of their consumption habits.

Out of the single-use plastics that you use, how much do you recycle?

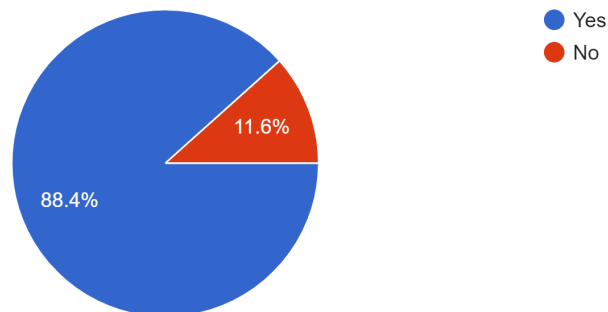
43 responses



A follow-up question to the previous one, this question gauges whether or not college students are doing the bare minimum to reduce their waste output. As it turns out, many people are throwing away a fairly significant portion of their recyclable plastics. This provides an opportunity for City to Sea to remind about mindfulness and the impact that simple actions can have on tackling the plastic pollution problem.

Do you usually drink from a reusable container?

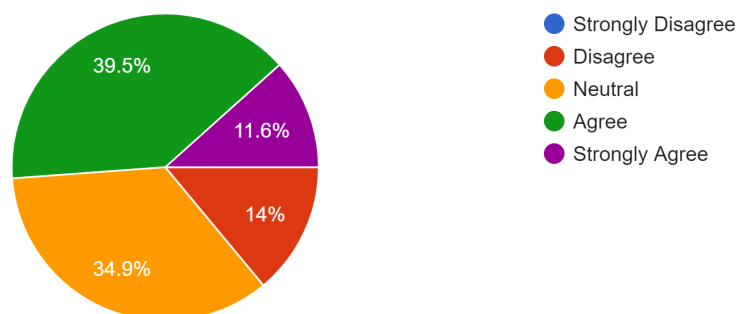
43 responses



As reusable water bottles are the most common reusable on-the-go container, this question was used to gauge people's level of commitment to carrying around a container so as to reduce their waste. This data also highlights an opportunity to advertise its partnership between Refill and Chilly's and the awesome reusable bottles and containers that they've created.

Whether or not a brand is environmentally-responsible is a deciding factor in me buying their products.

43 responses



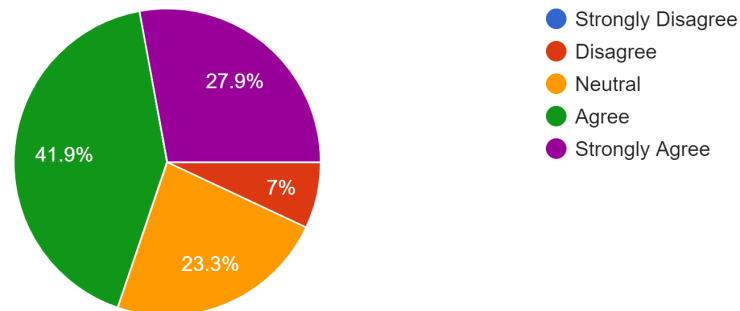
This chart shows that it's not necessarily a deal breaker for many people if a brand doesn't



practice sustainable habits. However, it also shows that most people do care about brands being responsible and they pay attention to messaging about sustainability.

I would go out of my way to try an eco-friendly alternative to a product/brand that I already enjoy, even if it meant spending a little bit more money.

43 responses



Diving deeper into the realm of the previous question, this chart highlights that many college students are willing to make more environmentally-responsible buying decisions even if it inconveniences them a bit. This provides strong implications for City to Sea to take initiatives in partnering with brands to rethink their habits in order to be more sustainable and that such efforts could see tangible results in outperforming less responsible competitors.

## Focus Group

As a follow-up to the survey, a 15-minute Zoom focus group was conducted consisting of four American college students to gain further insight into their motivations, habits, and attitudes towards brands and sustainability. Participants discussed seven questions about motivations for making environmentally conscious choices, consumption habits, and engagement with non-profits and advertising within the realm of social media.

- These college students felt a responsibility to use reusable containers, whether due to internally motivating factors such as fear of environmental collapse or enhancing quality of life by reducing waste output, or due to external factors such as seeing peers make responsible decisions or the threat of being fined for not sorting recyclables from garbage in some places.
- Although nothing overwhelmingly satisfying, most students did report that they felt some degree of reward when making choices that reduce waste. However, some also agreed that the act of recycling had become second nature and they didn't really think much about it anymore.
- All participants reported that they would be more apt to buy products that are more environmentally friendly, even if it meant undergoing a bit of inconvenience such as spending more money. The underlying motive here was that it "feels better" to make responsible buying choices. This further supports the idea that City to Sea could incite influential change in consumer habits through partnerships with for-profit companies to make their practices more sustainable than competitors.
- Participants reported that the likelihood of them engaging with a non-profit organization, particularly within the realm of social media, is dependent upon how accessible it is to them or to what degree it piques their interest. While they have the motivation to support efforts that protect the environment, advertising has become white-noise to a degree. It was also noted that good design, graphics, quality, and mobile optimization are key to garnering their attention. This point specifically is good news for City to Sea, as its content is engaging, professionally produced, and stands out among competitors in the same field.

- Lastly, participants felt neutral about reposting content like an educational post about a practical measure that could be taken to reduce waste and that it would really depend on to what degree they were engaged. Most participants agreed that they would be more likely to do so if it were something that affected their community directly. Additionally, participants noted that they would be unlikely to donate or support a non-profit if they aren't clear about where their money is going. Building off of this, participants noted that they would be much more likely to support a cause if it were something connected to their own community. This provides implications for City to Sea looking to engage college students through partnering with universities in the United States for fundraisers and other community-based events.

## **AUDIENCE PROFILE**

### **Ideal Stakeholder**

City to Sea's ideal stakeholder is a person of any gender from Generation Y or Z, likely a college student, who is passionate about protecting the environment. This person has a strong distaste for wasteful consumerism and likely holds a collectivist attitude when it comes to social issues such as climate change. They are an active community member and voter – and although likely a Democrat – seek to depoliticize the nature of environmentalism when educating peers. This person is a strong advocate for waste reduction and sustainability and isn't afraid to share their views on social media. They frequently seek to encourage others to reduce, reuse, and recycle and may be part of an environmental club such as Elon's Student Sierra Club. The ideal stakeholder for City to Sea is also very likely to hold liberal views as 85% of Democrats believe

that environmental protection should be a top priority for the president and Congress (Pew, 2020).

This person is ideal because their personal ideals and mindset line up with City to Sea's agenda. They are vocal in their opinions, seek to educate others around them, and their use of social media is perfect for an organization looking to boost its audience base. As an active community member, they are also likely to internalize City to Sea's messaging and project it in their action, whether that be with an environmental club, protest, or another medium.

### **Demographics**

- Young people from Generation Y and Z.
- Likely to hold progressive views or identify as Democrats.
- Educated about social and environmental issues.

### **Psychographics**

Millennials and young people from Gen Z are two of the most active, upbeat, and environmentally concerned generations to date (Pew, 2010). This audience grew up surrounded by eco-friendly messaging and understand that they are now the frontline of defense in protecting the Earth for themselves and future generations. For many people in this demographic, the result of this exposure is a heightened sense of what it means to be a responsible global citizen.

With the fall in popularity of traditional media among Gen Y and Z, young people now get a majority of their entertainment and information from social media platforms. A benefit of this is that many individuals, influencers, and brands are now using the power of these online platforms to educate and inform about overconsumption, waste pollution, and climate change.

Regardless of the fact that some influencers and brands are just riding the wave while others have a true passion for such issues — the messaging remains the same. As social media has become an integral part of these two groups, particularly Gen Z, it's no secret that the messaging they ingest from these online properties is highly influential. People in this audience are very likely to form opinions and make decisions based on comments or content they see online. City to Sea is likely to be seen as relevant by many individuals from this audience as its content is hip, energetic, and offers things of value to its consumers.

### **Behavioral**

City to Sea's key stakeholder is an individual who cares about protecting the environment. At a fundamental level, they are making daily efforts to refuse single-use plastics, reduce waste output, choose reusable items, and recycle the items that they can. This person understands that in order to solve our plastic over-consumption problem we must act collectively, so they jump at every opportunity to educate peers and remind people to think consciously about decisions that affect the environment. Taking this a step further, they are likely to be active and vocal about sustainability on social media. From reposting educational materials, engaging with brands who are trying to make a difference, and exposing their personal audience to practical solutions — this person is carrying out City to Sea's mission by spreading awareness about how each individual can do their part.

In a world saturated with fast fashion and hungry consumerism, this stakeholder has many glaring pain points. While social media is a great place for content that educates about our plastic problem, it's also filled with a plethora of brands trying to sell products that produce an

exorbitant amount of waste. It pains this stakeholder to see their peers consistently buying online, especially from brands that don't take steps to reduce their impact on the environment or use excessively wasteful packaging. This isn't just a social media phenomenon, though. With online retailers and e-commerce sites such as Amazon becoming the standard for many peoples' shopping habits, millions of individuals are increasing their impact on the environment for the sake of ease. This stakeholder would love to see more brands partnering with organizations such as City to Sea in order to rethink and redesign their production process and outflow of product. In an ideal world, eco-friendly packaging would be the bare minimum standard for companies to adhere to and this stakeholder is eager to support organizations that facilitate and expedite that process.

### **The Person**

This stakeholder is someone who is engaged with their friends and community but also wholeheartedly appreciates their alone time and understands the importance of self-development. On the weekend you can find this person spending a fair amount of time outdoors between exercising, taking hikes with friends, or relaxing under a tree to read their favorite book. At night, if they aren't at home working, reading, or watching YouTube videos, you can likely find them hanging out with friends and playing games or cooking.

This person values education and is conscious about the media they consume in an era saturated with clickbait and misleading headlines. They get their news from the New York Times, Washington Post, and other reputable sources of journalism. They primarily enjoy books

that approach important ideas or pressing social issues, although not everything can be serious and they appreciate the value of good creative writing.

This is not a brand-oriented person and they choose to purchase a majority of their items from second-hand sources and thrift stores. When buying new, Patagonia is at the top of their totem pole for its sustained commitment to being a responsible global citizen, educator, and activist within the realm of environmentalism. And lastly, since you can't buy personal hygiene products second-hand, this person typically goes with Dr. Bronner's organic soaps and personal care products as the company meets high standards for ecological sustainability.

### **The Picture**



Sawyer Hall is a 21-year-old undergraduate student at Savannah College of Art & Design (SCAD) in Savannah, GA. Coming from Asheville, NC, Sawyer grew up surrounded by progressivist culture and people that openly placed value on the importance of reducing waste

and protecting the environment. He is currently an industrial design major with an interest in creating environmentally sustainable alternatives to products that are currently in the market.

Sawyer is mature, open-minded, and empathetic. He is considerate of how his actions impact others and the environment around him. Sawyer spent a majority of his first 18 years working towards his Eagle Scout rank, which he achieved shortly before graduating high school. His Eagle project was dedicated towards designing a hydroponic system for a school to grow produce and teach their students about sustainable agriculture. Being a Boy Scout furthered Sawyer's appreciation for the outdoors and on the weekends one can often find him hiking or riding his bike around the city.

Sawyer is a leading member of the environmental club at SCAD and has helped design a few campaigns to cut back on campus waste such as petitioning for compost bins, raising awareness about recycling, and organizing a fundraiser towards dormitory solar panels in which participants who donated \$10 or more were given a reusable water bottle. Sawyer is also a big advocate for thrifting and second-hand apparel, sometimes even using his design skills to repurpose old garments and sell them on the campus marketplace.

### **Insight**

This stakeholder would want to engage with City to Sea because the organization's goals and mission are parallel to this individual's. This person is essentially already carrying out City to Sea's objectives, just on a smaller scale -- from educating peers to inspiring communal action, they are forging positive social and ecological change.

City to Sea offers several things of value to this person, even though they're already on the same page as the brand. First, the organization posts informational content and practical



solutions to the complex problems that we as a people face with the plastic problem. Oftentimes, people can begin to feel that their personal actions don't really have an impact in such a large-scale issue. The ideal stakeholder would jump at the opportunity to interact with and repost City to Sea's content in order to educate about the impact of collective accountability and spread the word about how individuals can do their part. At an existential level, this would be rewarding to the audience member as they are able to further their work in inciting positive change and protecting the Earth for future generations to inherit. The brand also assumes a role in the online space not only as an educator, but as an organization that takes action and renders tangible results. In supporting City to Sea, the stakeholder is not only raising awareness but backing a brand that has the ability to create lasting change at an organizational and systemic level.

Moving forward, one of the most influential things that City to Sea could do for this audience is to initiate partnerships with influencers and brands. City to Sea has already done a good job of generating campaigns with organizations such as Heathrow Airport and Network Rail, but breaking further into the online space could be a huge step for the brand and its mission. Through doing so, the organization will generate awareness of itself, its work and goals, and drive consumers to shop with brands that are socially and ecologically responsible — which is an influential factor for many Gen Z shoppers (UNiDAYS, 2019).

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### Social Media Audit

Social Network	URL	Follower Count	Average Weekly Activity	Average Engagement Rate
Instagram	Instagram.com/citytosea_	9,500	3	2.968%
Twitter	<a href="https://twitter.com/CitytoSea_">Twitter.com/CitytoSea_</a>	12,000	25 (excluding retweets)	2.825%
Facebook	<a href="https://www.facebook.com/citytosea/">https://www.facebook.com/citytosea/</a>	17,400	5	0.977%
LinkedIn	<a href="https://www.linkedin.com/company/city-to-sea/">https://www.linkedin.com/company/city-to-sea/</a>	2,000	1 or less	1.5%

### Competitor Assessment

Competitor Name	Social Profile	Strengths	Weaknesses
Algalita	Instagram	Steadily supplies posts that garner a solid amount of interaction. The	Its educational posts contain a significant amount of text, both in the

		<p>organization has a great balance of owned and curated content and is very active in showcasing individual or community initiatives to reduce plastic pollution. Algalita is also adamant about replying to comments left on their Instagram posts.</p>	<p>image and caption. Algalita's owned content could also be revamped stylistically to be a bit more visually-appealing.</p>
4ocean	Instagram	<p>Posts almost daily and receives a significant amount of audience interaction per post. Great use of images to highlight the extent of our plastic problem and how the organization is alleviating it. Has a good balance of educational content, insight into the brand and the impact of its work, and</p>	<p>While it's well-made and informative, the content is somewhat repetitive. Although visually-appealing, the imagery and color-scheme of the brand's page is highly uniform.</p>

		a splash of product promotion. The brand also does a great job of interacting with its comment section.	
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## Strategy

### Objectives

- Increase Instagram post likes by 50% within the next 12 months. Increase website traffic by 15% within the next 9 months.
- Aim for a 30% increase in reposts and shares within the next 12 months.
- Boost comments on Instagram posts by 30% within the next 12 months.
- In the next 9 months, inspire a 20% increase in click-through rate on post links, whether to the website, educational materials, or other sources. Inspire at least 5% of Instagram followers to tag us in story posts of practical ways that they're reducing their waste using our tips. Motivate a significant number of college students to bring their reusable containers to get food and drink at partnered businesses and tag us in story posts with #ContactlessCoffee.

### Paid

- A huge part of City to Sea's overarching goal is to educate people and provide them with practical solutions to the complex problem of plastic pollution. In seeking to engage and inform large audiences of young people from Gen Y and Z, City to Sea will be initiating

paid partnerships with social media influencers that are popular among this demographic. This would look like influencers posting to their account or story page weekly for 3 months with images/videos that showcase them practicing sustainable habits. Through demonstrating simple steps that individuals can take to reduce their waste, educating about the impact that those actions have, and encouraging them to participate in refusing single-use plastics and choosing reusable items instead, influencers would be engaging their young audience and promoting City to Sea's objectives and values. This would target the brand's audience in a way that the brand itself isn't able to, as young people are very influenced by the content that they engage with on social media and tend to block out traditional advertising unless it's highly unique.

- Additionally, City to Sea will be buying sponsored Instagram posts and pay-per-click advertising on the platform in order to round out reach and efforts. Such advertisements would also be focused on practical tips or "life hacks" that people can use to reduce their waste in hopes that the content provides value to its audience and piques their interest.

## **Earned**

- As a major portion of this campaign that seeks to engage an American audience of Millennials and Gen Z people, particularly college students, City to Sea will be partnering with brands and retailers on college campuses to guide them towards sustainable practices. The focus group provided strong implications that college students are more likely to engage with non-profit initiatives if said initiatives directly affect their community. The plan would primarily seek restaurants and coffee shops and include swapping out single-use plastics for more environmentally-friendly alternatives, making

it more accessible for people to use their reusable containers for food and drink, and implementing incentives for people to do so (i.e. discounts). This initiative is part of an ongoing brand campaign called #ContactlessCoffee that aims to keep reusables on the menu during COVID-19. This falls under the earned category as businesses are incentivized with increased traffic. With regard to promotion, City to Sea would select students to act as ambassadors. Through this deal, the students would receive free reusable containers from Refill's collaboration products with Chilly's and bonus discounts from such businesses. These ambassadors would be asked to post a handful of Instagram stories throughout the semester that explain the initiative and incentives for participating, in addition to spreading the word among friends.

- In the longer term, the brand will also seek to partner with universities in order to install Refill fountains on campuses that don't already have such facilities. In addition to facilitating reusable water bottle use, this initiative would expand Refill beyond being a UK-locked entity and open opportunities for reaching an entirely new population within the United States.

## **Owned**

- With regard to owned media, City to Sea will be promoting its collaborations with local businesses in college towns, reposting curated content from student ambassadors and professional-level influencers, promoting its #PlasticFreePeriods campaign using the hashtag, and continuing to post educational content and tips for plastic-free living. With these strategies, the brand will be promoting its new initiatives to influence sustainable habits among American students, as well as bolstering its existing efforts on social media.

## Social Media Content

@CityToSeaElon



citytoseaelon 🍷 ATTENTION COLLEGE STUDENTS 🍷 Do you #ChooseToReuse?

We're seeking to expand our #ContactLessCoffee campaign to local businesses on your campus! This initiative allows you to bring your reusable containers to shops and have them filled, rather than wasting single-use plastics. As an added bonus for college students, you'll receive a discount on each purchase you make that utilizes a reusable container! 🌱

We want to hear from YOU.

💬 Comment below

or

👤 Share this post with friends

and let us know which campus we should visit next!

1 HOUR AGO





citytoseaelon It can seem a bit daunting to make the switch from single-use products to reusable alternatives — but the truth is it's much easier than you think! 🌱

Here are some practical ways to cut down on your waste and introduce reusable products into your life.

- 💧 Get a reusable water bottle! Americans use about 50 BILLION plastic bottles per year, so making the switch to [#ChooseToReuse](#) can have a huge impact on the environment!
- ☕ Reusable coffee mug or cup. You can even bring yours to businesses participating in [#ContactlessCoffee](#) to refuse single-use plastics!
- 🍱 Buy a reusable lunch box like our Chilly's x Refill food pot featured in this post!
- 🧻 Get some reusable wipes. Most wet wipes contain plastic and should never be flushed down the toilet.

1 HOUR AGO



citytoseaelon [#PlasticFreePeriods](#) are better for your body and better for the planet! Paying for disposable period products costs us thousands of dollars per year and costs the Earth more in the long run. 🌱

Menstrual products are currently the 5th most common item found on European beaches – more widespread than single-use coffee cups, cutlery or straws. 🇪🇺

Whether you're looking to make a simple switch to plastic-free tampons and pads or want to give period pants, reusable pads or the menstrual cup a go, we've got you covered on your journey to [#PlasticFreePeriods](#). For all the information and links to products you could want, check out the link in our bio!

1 HOUR AGO



citytoseaalon **COLLEGE STUDENTS** We're seeking student brand ambassadors for our [#ContactlessCoffee](#) campaign and initiative to get [@refillhq](#) fountains on campuses that need them. 💧

Comment below and let us know which universities don't have water refill stations on their campuses!

If you want to be a [#ContactlessCoffee](#) brand ambassador at your university:

- ✔ Share this post with friends
- ✔ Send us a DM and tell us why you're interested and which businesses on your campus need it most.
- ✔ Chosen brand ambassadors will receive swag from Refill x Chilly's and get a bonus discount at participating businesses. 😊

56 MINUTES AGO

2:48



Your Story 44m



**#Repost** from our  
Twitter account.

## **#POINTLESSPLASTIC IS A PROBLEM!**



City to Sea  
@CitytoSea\_



"My name is Skye and I am 10...I am very concerned by the amount of plastic that is still being produced, thrown away and polluting our oceans" - Skye you are our [#WednesdayMotivation!](#) 🙌👍

Support the petition to ban [#plastictoys](#) on comics and magazines:



Sign the Petition  
[change.org](#)



**[https://t.co/  
SHG15m4L8I?amp=1](https://t.co/SHG15m4L8I?amp=1)**



Promote



Highlight



More

2:48



Your Story 33m



## "Rebecca Burgess: Promising to Forestall Plastic Pollution to Make the World Greener"



**REBECCA BURGESS**  
CEO, CITY TO SEA

**SWIPE UP TO CHECK OUT THE  
ARTICLE ON @INDUSTRYWIRED!**

<https://industrywired.com/rebecca-burgess-promising-to-forestall-plastic-pollution-to-make-the-world-greener/>



Promote



Highlight



More

2:48



Your Story 29m



“The latest research showed that oceans hit their highest recorded temperatures, a record that keeps getting broken year after year.”



**Climate consensus - the 97%**

## Why are ocean warming records so important?

If we want to understand global heating, we have to examine ocean temperature trends

- [Climate crisis: record ocean heat in 2020 supercharged extreme weather](#)

**John Abraham**

Wed 13 Jan 2021 04:00 EST

Swipe up to find out why oceans are so important



Promote



Highlight



More



2:48



Your Story 19m



@thecafemilk  
knows that  
coffee during  
the pandemic  
can be safe and  
environmentally  
responsible 🙌



220 likes

**thecafemilk** REUSABLE CUPS // We have decided to allow the use of reusable cups in our cafes again. Safety is still our number one priority but we are also concerned about the impact on our planet. We have decided to use the @citytosea\_ recommended method of serving without contact #contactlesscoffee you can have a look at how we'll be doing it over on their Instagram or website. And who better to trial this new method other than our neighbour Matt from @theecolarder As you can see he has given it two thumbs up. 🙌🙌 West End is open 10am-3pm today and Inverleith 9am-4pm.

Comment on your  
favorite local coffee  
shop's Insta and let them  
know that you want  
#ContactlessCoffee! ☕



Promote



Highlight



More

2:48



Your Story 8m



Our friends over at [@cheekywipes](#) make some of the best environmentally friendly sanitary wipes and [#PlasticFreePeriod](#) products — and they're having a sale!



cheekywipes



83 likes

**cheekywipes** Start a new week in the reusable way! P.S how cute are these homemade mice!

£10 off of our all-in-one reusable baby wipe kits PLUS £10 off KISS Kits. Hurry our offer ends on the 30th! A deal too good to miss!  
[#homemade](#) [#cheekywipes](#) [#shoplocal](#) [#sewing](#)



Promote



Highlight



More



2:48



Your Story 18s



From @nowthisnews

EARTH

## Study Finds Amazon Generated 465M Pounds of Plastic Waste in 2019

By PJ Evans Published on 1/13/2021 at 5:00 PM



“The study estimates that up to 22.44 million pounds of Amazon's plastic waste polluted the world's freshwater and marine ecosystems in 2019.” 🤯😞

**Reduce #PointlessPlastic. Refuse wasteful packaging.**



Promote



Highlight



More

## Proposed Social Media Measurement

Brand Goals	SM Objectives	KPIs
Awareness (See)	Increase Instagram post likes by 50% within the next 12 months. Increase website traffic by 15% within the next 9 months.	Likes, website traffic, click-through rate on links to the website.
Engagement (Say)	Aim for a 30% increase in reposts and shares within the next 12 months.	Reposts on stories, direct-message shares.
Engagement (Feel)	Boost comments on Instagram posts by 30% within the next 12 months.	Post comments, story reposts with personalized comments.
Engagement (Do)	In the next 9 months, inspire a 20% increase in click-through rate on post links, whether to the website, educational materials, or other sources. Inspire at least 5% of Instagram followers to tag us in story posts of practical ways that they're reducing their waste using our tips, within that same time period. Motivate a significant number of college students to bring their reusable	Click-through rate on post links, website traffic, # of tags in story posts and testimonials from supporters, statistics provided by partner brands.

	containers to get food and drink at partnered businesses.	
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