

BUILDING COMMUNITY

# SUSTAINABLE TOMPKINS

Presented by Brianna Krupunich, Ethan Maines, Max Shelman, Chris Singer,  
and Thea Sousa





# TODAY'S DISCUSSION

## SUSTAINABLE TOMPKINS

1. Introduction
  2. Communication with Organization
  3. Marketing Objective
  4. Segmentation and Target Strategy
  5. Offering Strategy and Pricing Strategy
  6. Break-Even Analysis
  7. Survey of Target Market
  8. Promotional Strategy and Distribution Strategy
  9. Success of Marketing Plan
  10. Lessons Learned and Limitations
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# ABOUT SUSTAINABLE TOMPKINS

## AN INTRODUCTION

Sustainable Tompkins has played a profound role in Tompkins County by promoting the long-term well-being of our region. Through integrating social equity, economic vitality, ecological stewardship, and shared responsibility, a greater emphasis is placed on our actions as individuals. This non-profit organization values personal connectivity and straying from main-stream consumerism, all while bringing attention to energy and climate. Being passionate about sustainability as well, this organization checked off all of the boxes. By donating a profit to Sustainable Tompkins, awareness will be raised to community members about environmental sustainability.

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## Communication with Organization



### EMAIL

Emails were exchanged between our group and the President of Sustainable Tompkins, Gay Nicholson.



### CALL

A phone call was set up with our group & Gay so that we could better understand Sustainable Tompkin's goals.

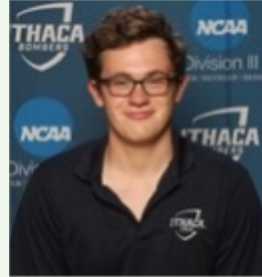


### NOTES

Notes were taken during the phone call and sent to Gay following the call to clarify all topics discussed.

# MEET THE TEAM

## MARKETING MASTERS



**ETHAN MAINES**  
Group Leader &  
Head of Finances



**CHRIS SINGER**  
Client Services



**THEA SOUSA**  
Marketing Director



**MAX SHEIMAN**  
Marketing Director



**BRIANNA KRUPUNICH**  
Editor



## Marketing Objective

**\$250** is the profit being aimed for based upon initial costs, production and shipping costs, and the amount of time that must be invested by each group member. Proactiveness and teamwork will be the two qualities needed to reach this goal.

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# Segmentation and Target Strategy

## SEGMENTATION

- Men and women ages 18-25
- Individual uses stickers as decor on personal items
- Individual is active, studious, and on the go
- Generation of expression

## PRIMARY DATA

- Observation
- Survey

## SECONDARY DATA

- Online research
-



# SURVEY

## Stickers

Do you have stickers on any of the following personal items? (see photos below for reference)

- Laptop
- Reusable Water Bottle
- No, I do not have stickers on any personal items
- Other: \_\_\_\_\_

What is the most money you have spent on a singular sticker for any of the items listed in the previous question?

- Less than \$1
- \$1
- \$2
- More than \$3
- More than \$3 but it was a value pack
- I don't remember
- I've never bought a sticker for those items before
- Other: \_\_\_\_\_

## Sustainability

Sustainability is the avoidance of the depletion of natural resources in order to maintain an ecological balance.

Do you feel passionate about sustainability?

- |            |                       |                       |                       |                       |                       |           |
|------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------|
|            | 1                     | 2                     | 3                     | 4                     | 5                     |           |
| Not at all | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Extremely |

## Demographics

What is your age?

- Younger than 14
- 14-17
- 18-25
- 26+

Are you currently a student?

- Yes, at Ithaca High School
- Yes, at Ithaca College
- Yes, at Cornell University
- Yes, at Tompkins Cortland Community College
- No, I am not a student
- Other: \_\_\_\_\_



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## Offering Strategy and Pricing Strategy

### OFFERING

- Use of stickers
- Feelings toward sustainability
- Accessibility
- Desire to enhance personality

### DESIGN

- Generational
  - Millennials and Generation Z
- Vibrant, modern, simplistic, and unique
- Passion and purpose
- Call to action

### ADVERTISING

- Generational
  - Millennials and Generation Z
- Mobile driven
- Enjoys visual content

### PRICING

- How much one would pay and has paid in the past
  - Cost of production
  - Goal for Sustainable Tompkins website
-

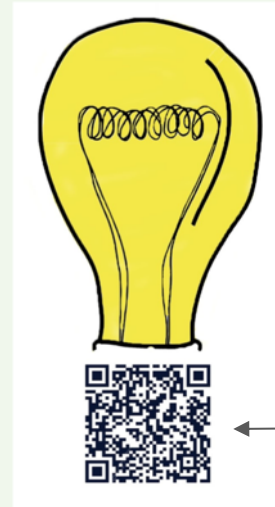
# OFFERING

Mother Nature on  
Fire



Website URL

Lights  
Off



QR Code

# BREAK-EVEN ANALYSIS



Cost Per Unit: \$2

Breakeven Goal: \$59 ( $\$2 \times 29.5 = \$59$ )

Profit Goal: \$250 ( $\$2 \times 125 = \$250$ )

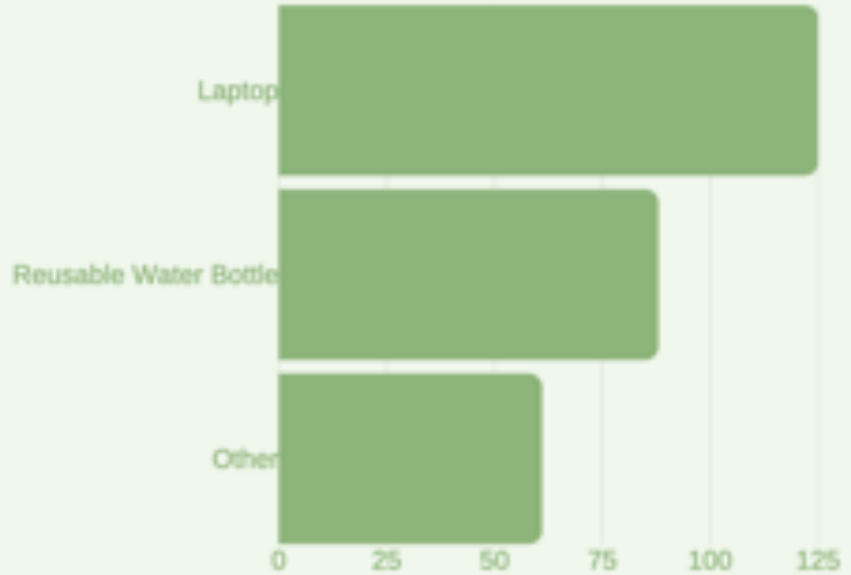
Breakeven + Profit Goal: \$308 ( $\$59 + 250 = \$308$ )

Actual Amount: \$200 in Profit, \$258 in Sales  
(129 stickers)

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# SURVEY OF TARGET MARKET

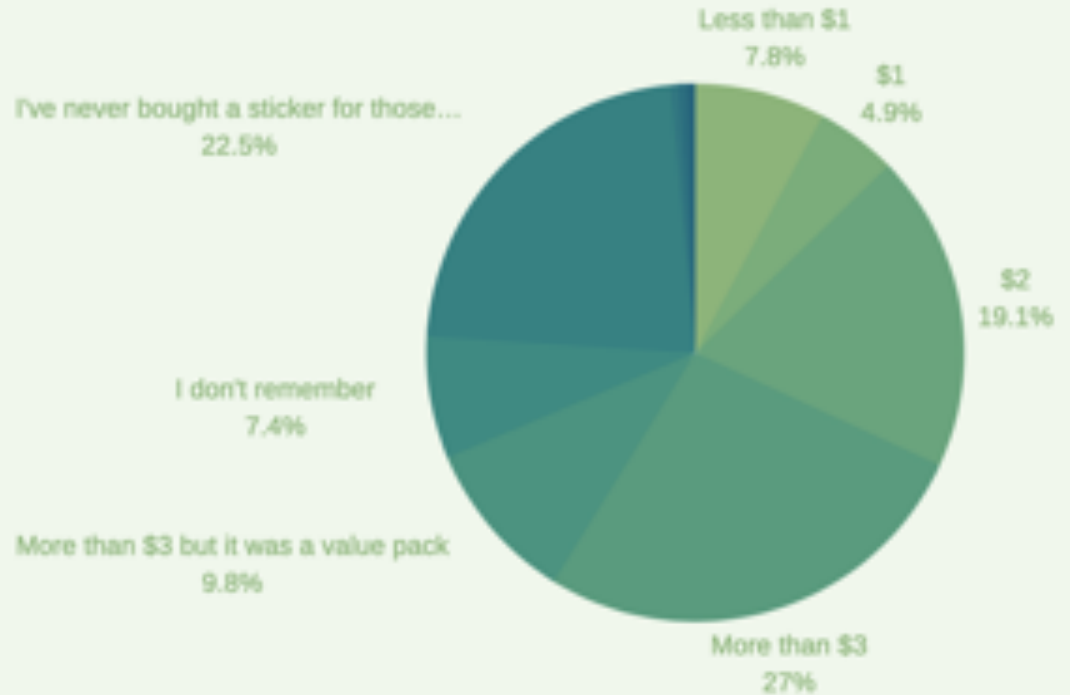
Do you have stickers on any of  
the following personal items?  
(see photos below for  
reference)



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# SURVEY OF TARGET MARKET

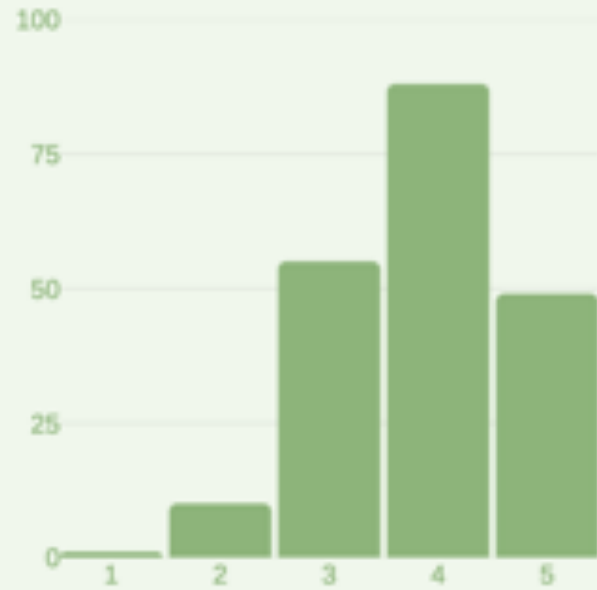
What is the most money you have spent on a singular sticker for any of the items listed in the previous question?



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# SURVEY OF TARGET MARKET

Do you feel passionate about sustainability?



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# Promotional Strategy and Distribution Strategy

## MEDIA CHANNELS

- Social media
  - Facebook, Instagram, Snapchat, & Twitter
- Word of mouth

## CONVENIENCE

- Venmo as a payment method in addition to cash payments
- Distributing stickers in classes
- Delivering stickers directly to customers

## LOCATION OF DISTRIBUTION

- Campus Center
- Personal selling in miscellaneous areas
- Positioned next to senior semi-formal tabling

## TIME OF DISTRIBUTION

- Late morning through early afternoon
  - Lunchtime
-



# DELIVERABLES

**COME BUY A  
STICKER TO  
PROMOTE  
SUSTAINABILITY!** **\$2**

Campus Center Lobby



 Brianna Krupnich > Ithaca College -  
Class of 2020 (OFFICIAL GROUP) ...  
13 mins · 📍

TODAY (11/19) from 11-2 & TOMORROW (11/20) 12-2 in the  
North Foyer of Campus Center.

Support Sustainable Tompkins, a non-profit organization,  
who promotes the long-term well-being of our region by  
integrating social equity, economic vitality, ecological  
stewardship, and shared responsibility ([https://  
sustainabletompkins.org](https://sustainabletompkins.org)).

Sticker designs are shown below. \$2 each. We accept  
Venmo! 🙌🌍

Message me if you can't make it but would like one.

**COME BUY A  
STICKER TO  
PROMOTE  
SUSTAINABILITY!** **\$2**

Campus Center Lobby





## **SUCCESS OF MARKETING PLAN**

While \$250 was not reached, we raised \$200 for Sustainable Tompkins. With this money, the non-profit organization will be capable of improving their website. An improved website will keep community members informed of ways they can get involved and help build a more sustainable future.

**\$250**

MARKETING OBJECTIVE

**\$200**

GENERATED IN SALES

# CONTROL AND MEASURES

<b>TABLING</b>	<b>Monday</b>		<b>Tuesday</b>		<b>Wednesday</b>
11:00 AM			Bri, Max		
12:00 PM	Chris, Ethan		Bri, Max		Ethan
1:00 PM	Chris, Thea, Max		Ethan, Max		Max
<b>Group Member</b>	<b>Money Invested</b>		<b>Group Member</b>	<b>Money made so far</b>	
Bri	\$1.08		Bri	\$32.00	
Thea			Thea	\$26.00	
Max			Max	\$72.00	
Chris	\$58		Chris	\$24.00	
Ethan			Ethan	\$104.08	
			<b>Total</b>	<b>\$258.08</b>	
			<b>Profit</b>	<b>\$199.00</b>	

# LESSONS & LIMITATIONS

## BEFORE

- Understanding project and steps
- Preparing goals
- Choosing an offering that was practical
- Starting cash
- Meeting as a whole

## DURING

- Communicating our goals with the organization
- Meeting as a whole
- Accessing spaces to sell our offering
- Promoting
- Delivery of offering
- Reaching our marketing objective

## AFTER

- Delivering the donation
- Receiving the receipt
- Meeting as a whole
- Preparing to present



ASK YOURSELF:

**How many planets would it take to  
maintain your lifestyle, if everyone lived  
the way you do?**

SUSTAINABLE TOMPKINS

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**THANK YOU FOR LISTENING**

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**MARKETING MASTERS**

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