

Example of a Marketing Plan:

*GAS P
GAS PROACTIVE or
Managing Greenhouse Gas Emissions*

Duration of Project: 2 months

Description of the Topic: Greenhouse Gas Emissions

Delivery Mechanism: Travelling Exhibition, Website for further information

Location: Auckland

Date of display of exhibition: March – April 2006

Objective: To raise awareness of the impact of green house gas emissions on the individual commuter

Description of Topic	Issues	Key Audiences	Key Objectives	Marketing /Communication Tactics	Timelines	Budget
Greenhouse Gas Emission "The impact of reduced carbon dioxide emissions on the commuter in Auckland city and specifically how the more efficient use of transport could reduce GHG emissions and improve health".	The Auckland region has one of the highest rates of car ownership rates in the world – one car for every two Aucklanders. Research from the Ministry of Transport March 2002 report estimates 253 Aucklanders die prematurely from the effects of vehicle emissions	Auckland Commuters	To raise awareness of the impact of carbon dioxide emissions on commuters in Auckland city.	<p>Invitations to public to attend the exhibition. These would be distributed at high usage petrol stations and would offer a reduction on entry fee if they attend on a certain day (Invite Type 1)</p> <p>Invitations to public to attend the exhibition, distributed at selected high turnover supermarkets, offering a reduction on entry fee if they attend with a family. (Invite Type 2)</p> <p>Letters sent to teachers and schools inviting students to attend the exhibition. Offer – Buy two. Get one free Two students pay for entry and the third gains free entry. Competition for schools to provide creative ways of reducing private transport use. (Invite Type 3)</p> <p>Invite selected key stakeholders and community personnel e.g. The Minister for the Environment, The Mayor of Auckland City, or Chief Executive of Auckland Regional Council, - to open the exhibition at a hospitality event.</p> <p>Invitations extended to public transport agencies Approach public transport agencies to provide free bus transport to the event from selected high traffic areas.</p> <p>Use local radio and community papers to advertise the event and website for additional information</p>	6 months - 1 year ahead negotiate distribution channels with Petrol suppliers and supermarket chains or individual franchises. Approach public transport agencies for sponsorship for one year's free travel for a family and free travel to the exhibition. Approach Tranz Metro for sponsorship for free travel for a family by train Auckland to Hamilton day trip return. (see next section) Approach design firm to judge the competition for students' designs, and provide a prize for 2 tickets to a pop concert. Check out diaries of celebrity or important guests you would like to	Cost of design and printing invitations Cost of payment for school students to distribute these Cost of letters and postage Cost of social event for exhibition opening Cost of advertising and design



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					attend the opening function in late December or early January Approach newspaper and radio 6 weeks to 1 month in advance to book the event in reporters' diaries and to make yourself known. Send invitations to key stakeholders 10 – 14 days prior to the event for selected personnel to attend opening night function	
As above	Changing behaviour and challenging commuters to move away from private to public transport	Aucklanders	To undertake a comprehensive media campaign to support the exhibition	Approach key health specialists to comment on the effects of carbon dioxide emissions on health via local media. Media highlights should be programmed prior to and during the exhibition. Target high drive time hours for radio media exposure. Approach spokespeople from Conservation Groups to comment on the issue at a public forum evening held at the exhibition. Advertise the public forum in community newspapers and radio. Advertise the public forum on the invitations used in the section above. Involve Land Safety Transport in presenting information on The Future for Auckland City transport options at the public forum. Target radio, metropolitan, community papers, and local TV networks with media releases with comment from a wide range of spokespersons – Regional Council- Key Business people, experts in GHG research etc Arrange for some key players in the industry to be involved in talk back radio Competition entry in local paper for members of the public to suggest creative ways for managing reduction of private car use in their own community with a prize of free public transport in Auckland City for their family for one year.		Cost of venue for forum if additional to exhibition venue cost Sponsorship sought from Public Bus Company.
Measurement	Audience numbers at the exhibition Audience numbers at the forum Website hits			At the exhibition invitations will be placed in a box for a draw. Contact name and details to be registered on the back of the coupon for future communications. Prize for the draw. A train trip for a family for a day –Auckland to Hamilton with picnic lunch provided and free ticket to Waikato Museum		Sponsorship for the train trip provided by Tranz Metro



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	Number of entries from (Invite Type 1) presented at the exhibition Number of entries from (Invite Type 2) presented at the exhibition. Number of entries from (Invite Type 3) presented at the exhibition. Number of entries for design competition for students Number of entries for public competition presented at exhibition Number of media releases published			Follow up with media exposure for the winners of the competition.		

