

Company Name: EcoStraw Innovations **Product/Service:** Biodegradable and reusable straws **Ideal Customer Persona:** Environmentally-aware individuals aged 20-40 who frequently dine out or purchase take-away beverages and are looking to reduce their single-use plastic consumption.

Marketing Campaign Outline: "Sip Sustainably: One Small Change, One Big Impact"

1. Objective:

Position EcoStraw Innovations as more than just a product but as a movement towards a cleaner planet.

Emphasize the Butterfly Effect by showcasing how the simple act of switching to an eco friendly straw can lead to significant positive environmental changes.

2. Target Audience Insights:

The target audience is conscious of the environmental crisis and is actively seeking ways to reduce their carbon footprint.

They value brands that not only offer sustainable products but also educate and inspire change.

3. Key Message:

"Your choice to sip sustainably with EcoStraw can ripple out to create a wave of environmental change. Every straw counts!"

4. Content Strategy:

Blog Posts: Articles detailing the environmental impact of single-use plastics and how the switch to biodegradable or reusable options can make a difference.

Infographics: Visual representations of the amount of plastic waste reduced by switching to EcoStraw and the broader positive impacts on marine life and ecosystems. **Video**

Campaign: Real-life testimonials of individuals sharing their journey of sustainable living and the changes they've witnessed in their communities.

5. Promotion Strategy:

Social Media: Share impactful visuals of marine life affected by plastic waste versus cleaner oceans, emphasizing the change brought about by sustainable choices. Use hashtags like #SipSustainably and #EcoStrawEffect.

Email Marketing: Updates on the brand's efforts, new product launches, and stories that exemplify the Butterfly Effect in real-world scenarios.

Collaborations: Partner with eco-conscious influencers, cafes, and restaurants to promote the use of EcoStraw.

6. Engagement Strategy:

Challenges: Launch a "30 Days of EcoStraw" challenge, encouraging users to commit to using only biodegradable or reusable straws for a month and sharing their experiences.

Feedback Loop: Create a platform for the community to share their personal stories of witnessing the Butterfly Effect through their sustainable choices.

7. Evaluation Metrics:

Track engagement and participation in the "30 Days of EcoStraw" challenge.
Monitor social media engagement, especially user-generated content and shared Butterfly Effect stories.
Collect feedback on the perceived impact and effectiveness of the campaign in promoting sustainable behavior.