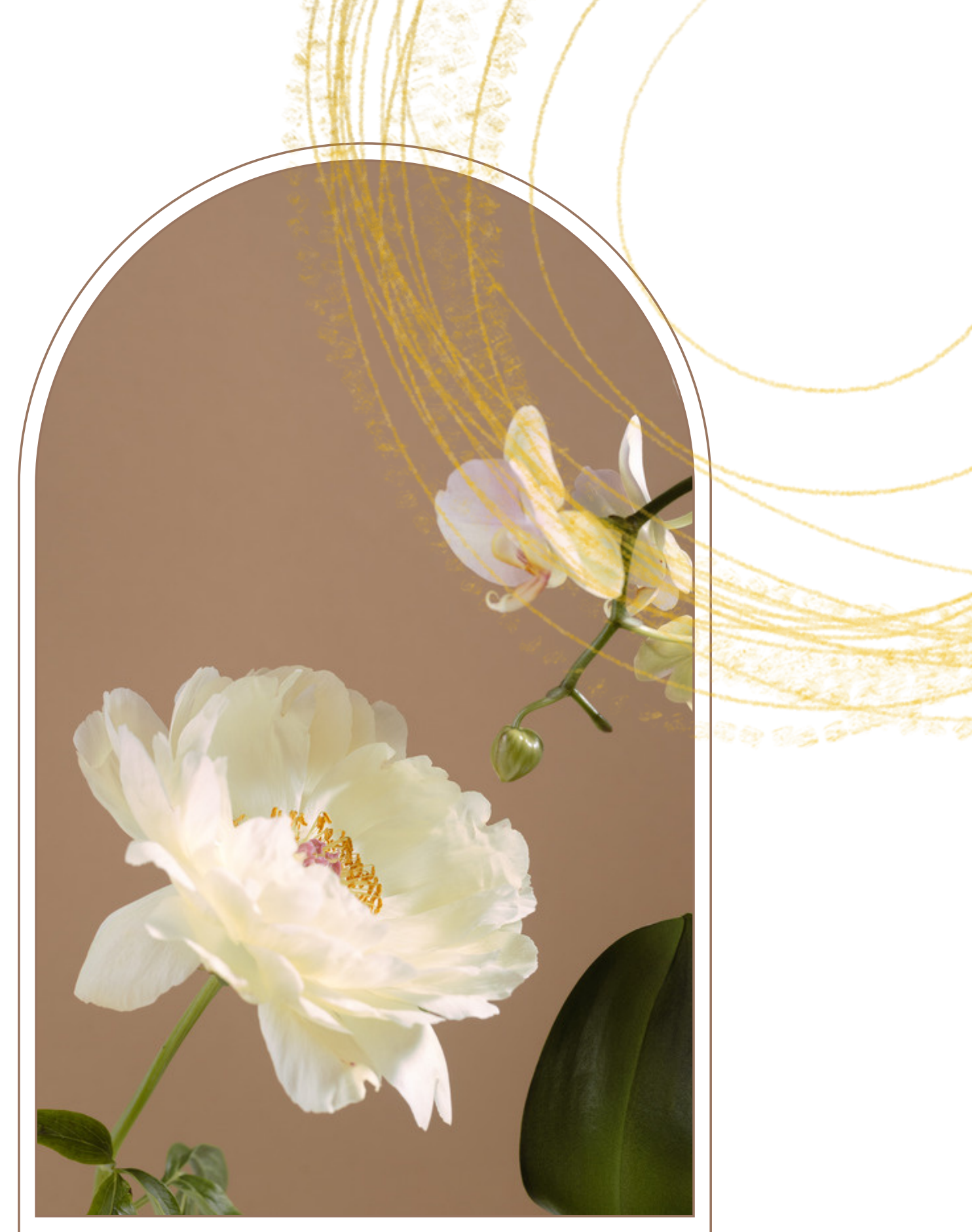


Plasticoins



Eva Maunier, Tudor, Ebrar,
Lucía , Julia, Ivan

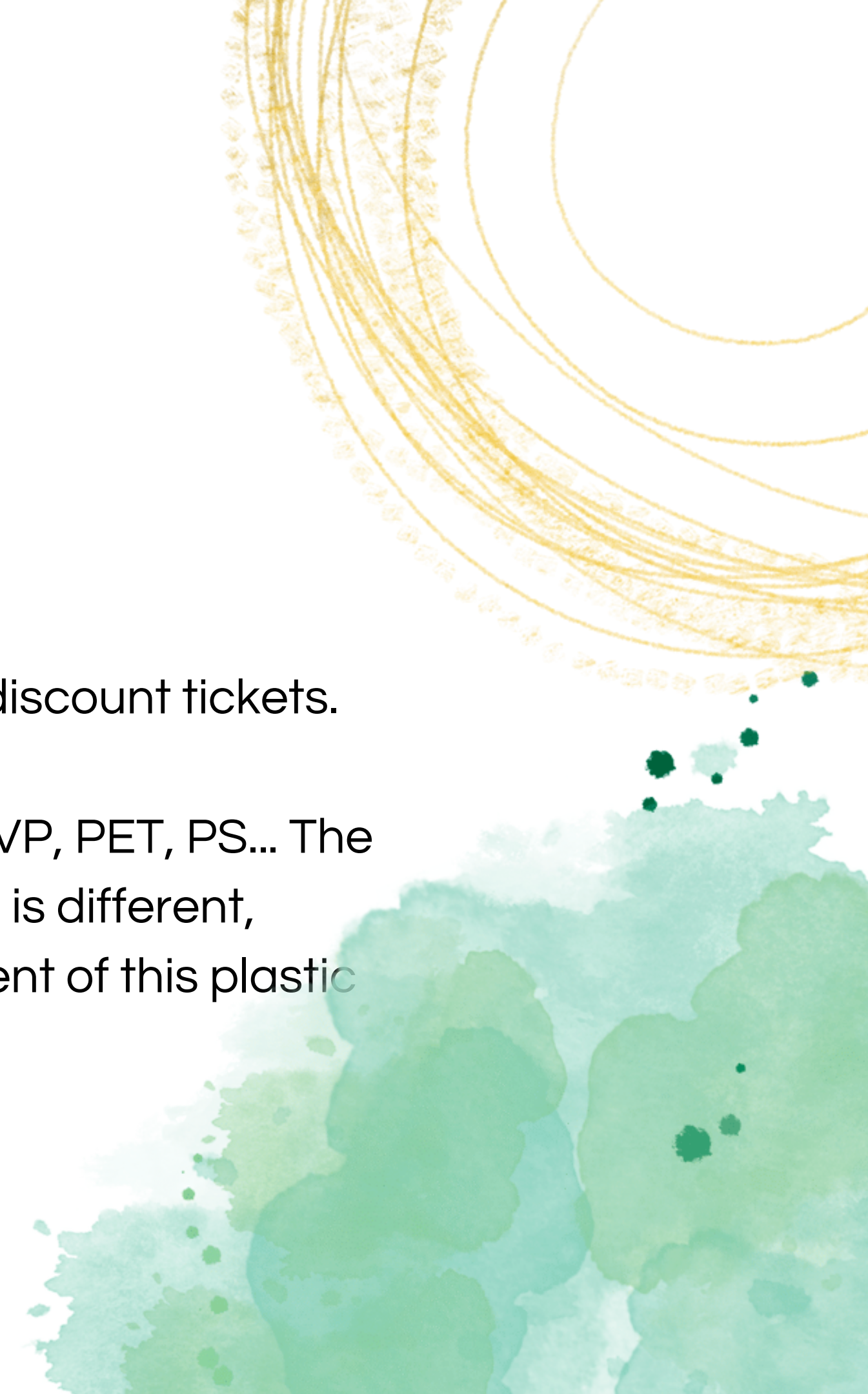
- Idea
- Marketing strategy
- Logos
- Social media



Idea

Place plastic exchange stalls for discount tickets.



Depending on the type of plastic: PVP, PET, PS... The discount that is applied to you is different, depending on whether the treatment of this plastic is very difficult.

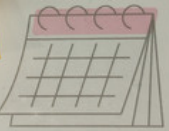






Idea

We offer our clients a geolocation application to be able to find supermarkets with our machines, we will also offer different gifts to our most recurring clients.

<p>Campaign goals:</p> <p>Detail the main goals to achieve more brand awareness and perception.</p> <p>Motivate people to recycle plastic.</p> 	<p>Product/Service description:</p> <p>What it does, what it looks like, how it works, range, price, etc.</p> <p>Plasticoin</p>	<p>Value Proposition:</p> <p>What is the promise/'reason why' that our product offers, how does it stand out from the competition?</p> <p>Put exchanges machines, where you exchange the plastic to a discount in a supermarket</p> 
<p>Communication elements and media:</p>		<p>Calendar/timing:</p>

<p>Calendar/timing:</p> <p>Phases of the campaign and when it must be ready.</p> <p>3 july International Day with out plastic</p> 
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Marketing strategy

<p>Campaign goals:</p> <p>Detail the main goals to achieve more brand awareness and perception.</p> <p>Motivate people to recycle plastic.</p> 	<p>Product/Service description:</p> <p>What it does, what it looks like, how it works, range, price, etc.</p> <p>Plasticoin</p> <p>Competence:</p> <p>Identify which brands directly compete in the sector. Know their communication history.</p> <p>The supermarkets But we offer a app where the customers can see the places where go they can find our machines</p>	<p>Value Proposition:</p> <p>What is the promise/'reason why' that our product offers, how does it stand out from the competition?</p> <p>Put exchanges machines, where you exchange the plastic to a discount in a supermarket</p> 	<p>Target audience:</p> <p>Who he is, what he does, how he thinks / who thinks, who buys, who uses the product or service.</p> <p>Every people can use who goes to Supermarket.</p> 
<p>Communication elements and media:</p> <p>Determine a list of communication materials and supports where the campaign will be disseminated.</p> 		<p>Calendar/timing:</p> <p>Phases of the campaign and when it must be ready.</p> <p>3 july International Day with out plastic</p> 	



Logos



Social media

plasti.coins ▾ ●



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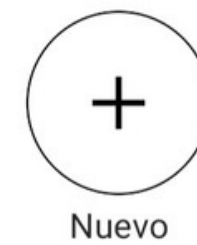
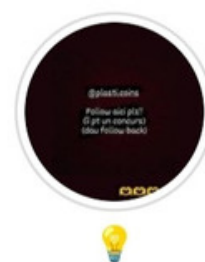
137
Seguidores

159
Siguiendo

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Thanks

