

**BRAND FOCUSED
CAMPAIGN**

There "Grows" The
Neighborhood



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WHY ARE WE DOING THIS?

We want to help our consumers/growers down the sales funnel from awareness to purchase.

GPN (Brand Perception) = Massive Yields with Ease

- Who are we < Reminder
- But Why
- Creating a Brand Perception



WHO ARE WE

Quality focused - Results Based is our strapline.

Our **Mission** is to offer conscious, nature-inspired nutrients to cultivate a greener world for all to enjoy.

Our **Core Values**

- Clean
- Conscious
- Canadian

Our Industry is within the Horti-culture sector. Primarily supporting Cannabis production.



CREATING A BRAND PERCEPTION

TO CREATE VALUE FOR OUR BRAND

E.g To become like Nike within our industry.

To be the solution or create a perception to the brand.

Brand = This solution.

- **Nike** = Become the next great athlete
- **GPN** = Become a master grower

Like Nikes, the 'Just do it' slogan implies you can be the next athlete.

GPN will help you become a master grower

TO CREATE A BELIEF ASSOCIATED TO OUR BRAND

Anyone can grow big yields with GPN

Ours is that our products can help you become a master grower, even if you're a novice.

Our products can create a jungle/ massive yield of greenery. I want our brand to be associated with this feeling of ease and massive results.

It's making GP a reputable brand, trusted, all about quality, and guaranteed to produce results.



WHAT IS OUR AIM?

Through story-telling I want to showcase to potential customers the results they would get from using GreenPlanet Nutrients,

EverGreen content through Story-telling

- Campaign Objective
- Pain Points



CAMPAIGN OBJECTIVE

TARGET MARKET

Aim for consumers, support retailers, incentivize distributors and educate commercial growers!

At the end of the day, we are ALL consumers.

tone of voice

- Playful
- Confident
- Helpful
- Cheeky

CAMPAIGN AIM

Represent the strong benefits of using **GreenPlanet Nutrients** in your garden while creating an atmosphere of playful competition and banter that reflects our relaxed industry.

We want this campaign to be interchangeable between or "PG" market and our cannabis-heavy market.

We want to educate, inspire, and promote ourselves as authoritative figures within our industry.

We do this by showing the users the resources available to help them make their own decision.

- > Forum
- > Blogs
- > Feed Program Education
- > Gallery Image



PAIN POINTS

OUR ISSUE

- Being Remembered
- Being Different
- Available Resources

We have all these resources and ways to help our users find the products for them.

DIFFERENTIATING OURSELVES FROM THE COMPETITION

We aim to supply the market with easy-to-use nutrients that are slim-lined down to ensure that fewer products can still produce massive yields.

GPN can make any novice grower look like a master cultivator

TELLING THE STORY

This is a brand campaign through story telling.

By telling this as a story, we can **evoke an emotional response** about the value of our products, as well as educate them on the available resources and why they should buy GPN.



CAMPAIGN CONCEPTS

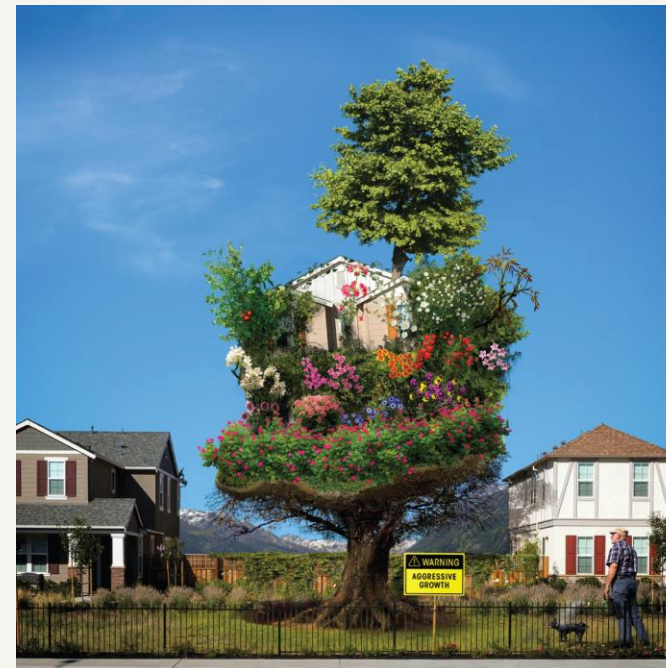
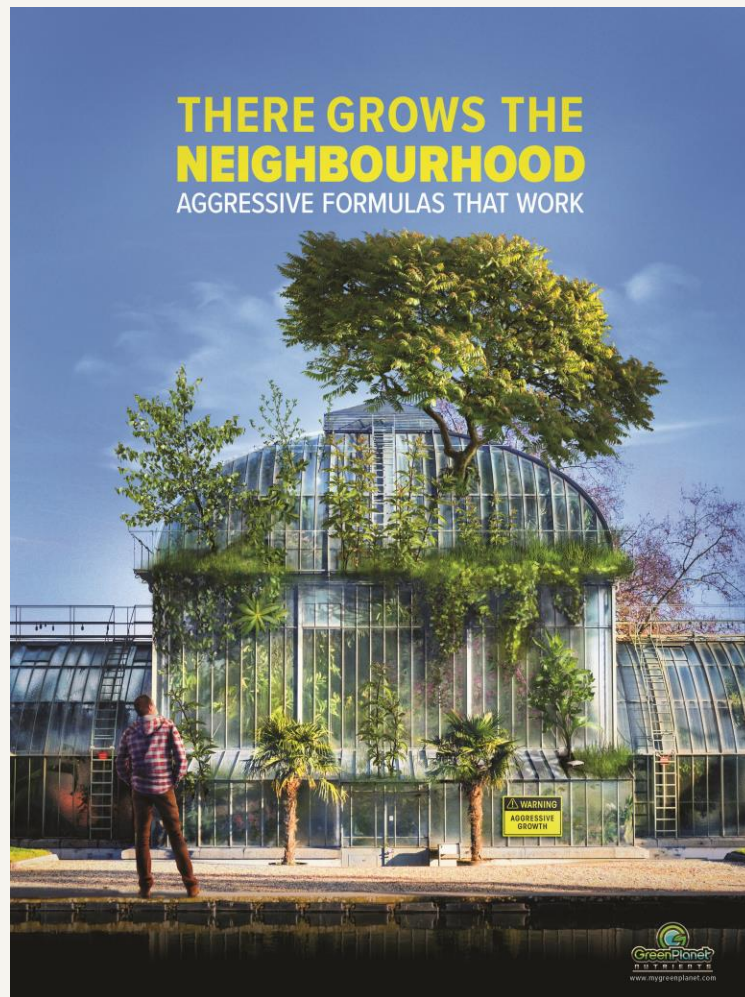
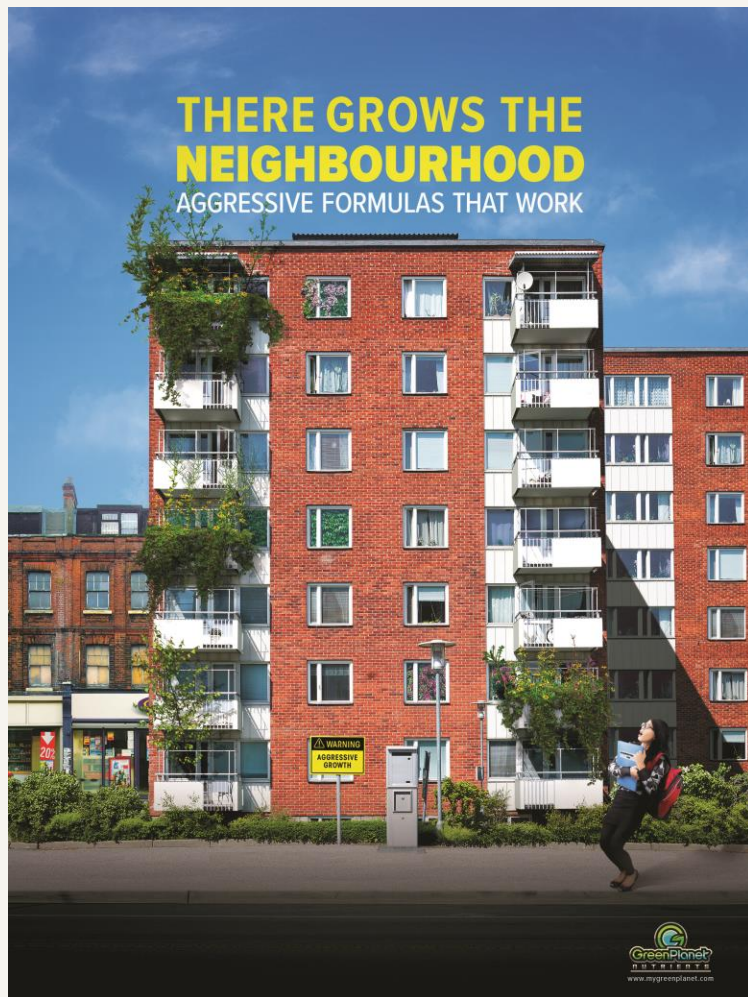
Revisiting old ideas to bring them up-to-date. *Ensuring they are relevant across the digital and traditional touch points.*

#Theregrowstheneighborhood

- Original Concepts
- New Concepts
- Touch Points
- Campaign Walkthrough



Original Concept



REVISITING OLD ARTWORK

These pieces of content had some great legs. However, it lacked the whole picture and scope to make it a successful campaign.

So I aim to bring this back to life.



New Concepts

IT STARTS WITH ADVERTS

The best way to test a campaign is to see how it would like as page adverts. You are limited with the information provided and can it convey the campaign aims on one sheet. If so, the rest is easy.

Growers made it for growers. We guarantee results and quality with all of our products.

- Products can be updated to match the month to match the growing season of North America.

GRANDPARENTS

Concept #6



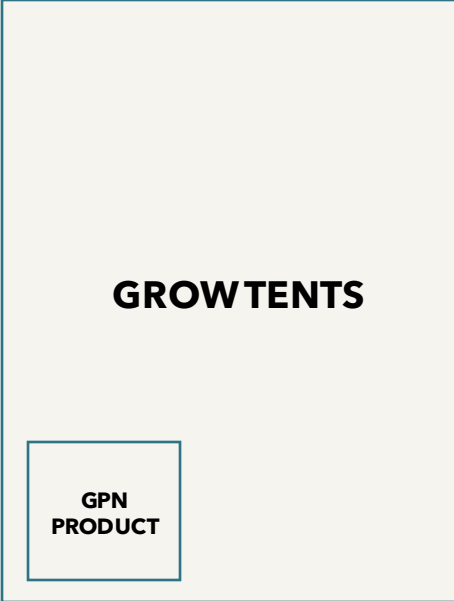
Concept #1
APARTMENT



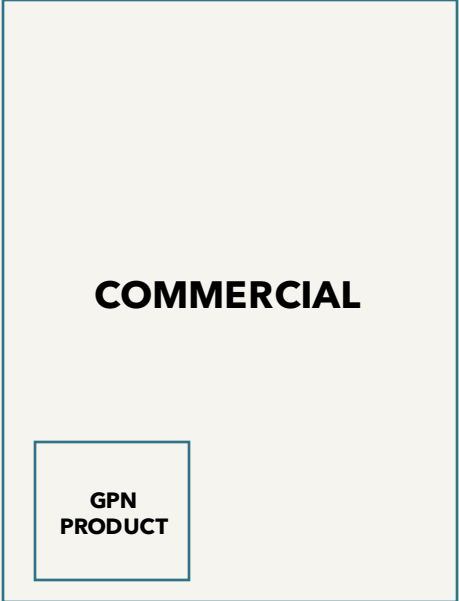
Concept #2
SUBURB



Concept #3
HOUSE



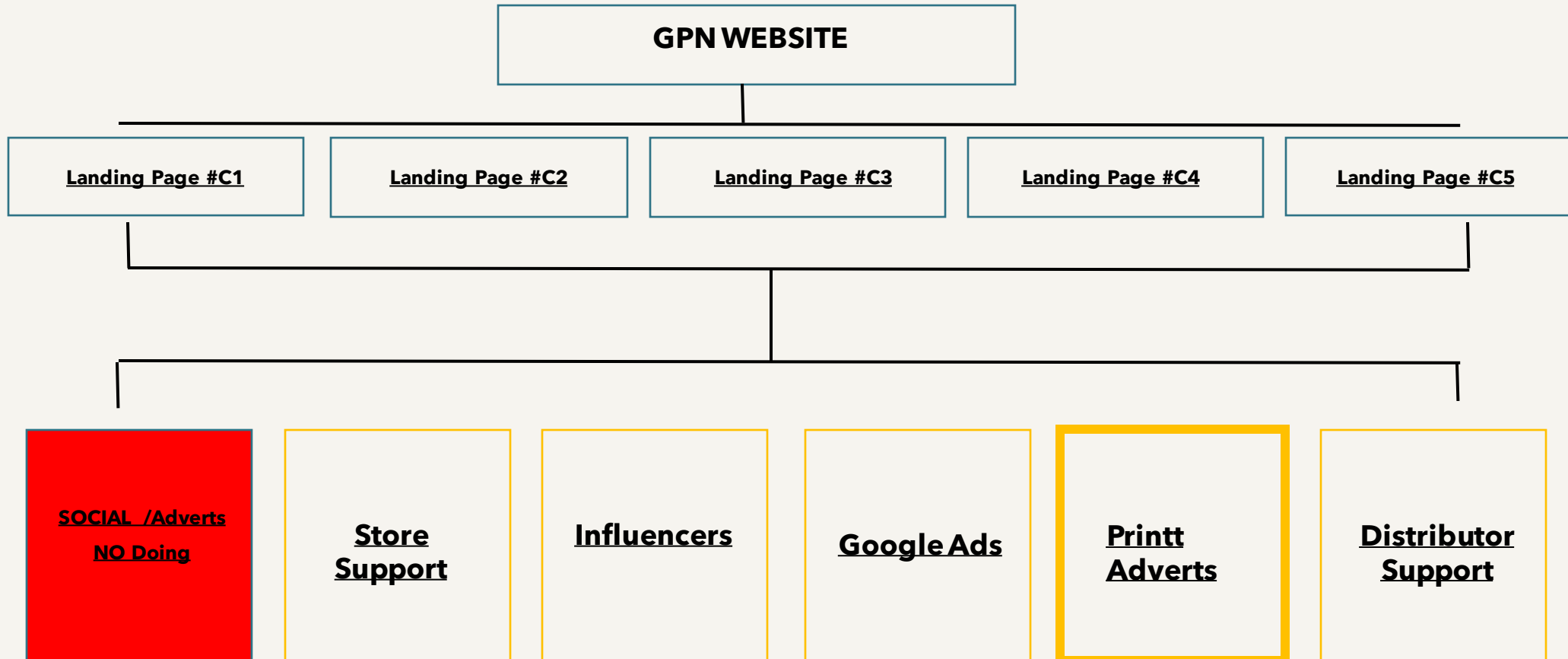
Concept #4



Concept #5



TOUCH POINTS – The Customer Journey



Concept Walkthrough

- **Concept #1:** APARTMENT OWNER
- **Concept #2:** THE SUBURB GARDENER (Upper Class)
- **Concept #3:** THE HOUSE OWNER (Working Class)
- **Concept #4:** THE ALL YEAR ROUND GROWER
- **Concept #5:** THE COMMERCIAL GROWER
- **Concept #6:** THE NEW GROWER

We want to show you how each concept will target each user group we cater to without alienating or excluding anyone.

Because at the end of the day, our nutrients will cause aggressive growth.

THERE GROWS THE NEIGHBORHOOD

It's time to outdo your downstairs neighbor Jon and show him who means business! That's right, grow big at home with our aggressive plant growth formulas and turn your window garden into an urban jungle..



www.greenplanetnutrients.com @greenplanetnutrients

Concept 1:

APARTMENT GROWER There Grows The Neighborhood

It's time to outdo your downstairs neighbor Jon and show him who means business!

That's right, grow big at home with our aggressive plant growth formulas and turn your window garden into an urban jungle.

Made by growers for growers. We guarantee results and quality with all of our products.

#Outgrowjon

#Fujon

#ThereGrowsTheNeighborhood

Check out

www.Greenplanet.nutrients.com/ThereGrowsTheNeighborhood-fujon or scan the QR Code for more information

THERE "GROWS" THE NEIGHBOURHOOD...

Get aggressive with your neighbours, in the garden of course,
with our expert line of quality plant nutrients.

Check out www.greenplanetnutrients.ca for more information.



www.greenplanetnutrients.com @greenplanetnutrients

Concept 2:

STAR OF THE NEIGHBOURHOOD

There Grows The Neighborhood

Look at Mike pointing at another happy GreenPlanet Nutrients customer.

That's right, whether it be tomato or Cannabis, plants grow big at home with our aggressive plant growth formulas. Make your neighbors green with envy as they see your garden jungle

Made by growers for growers.

We guarantee results and quality with all of our products.

#OutgrowMike

#FUMike

#ThereGrowsTheNeighborhood

Check out

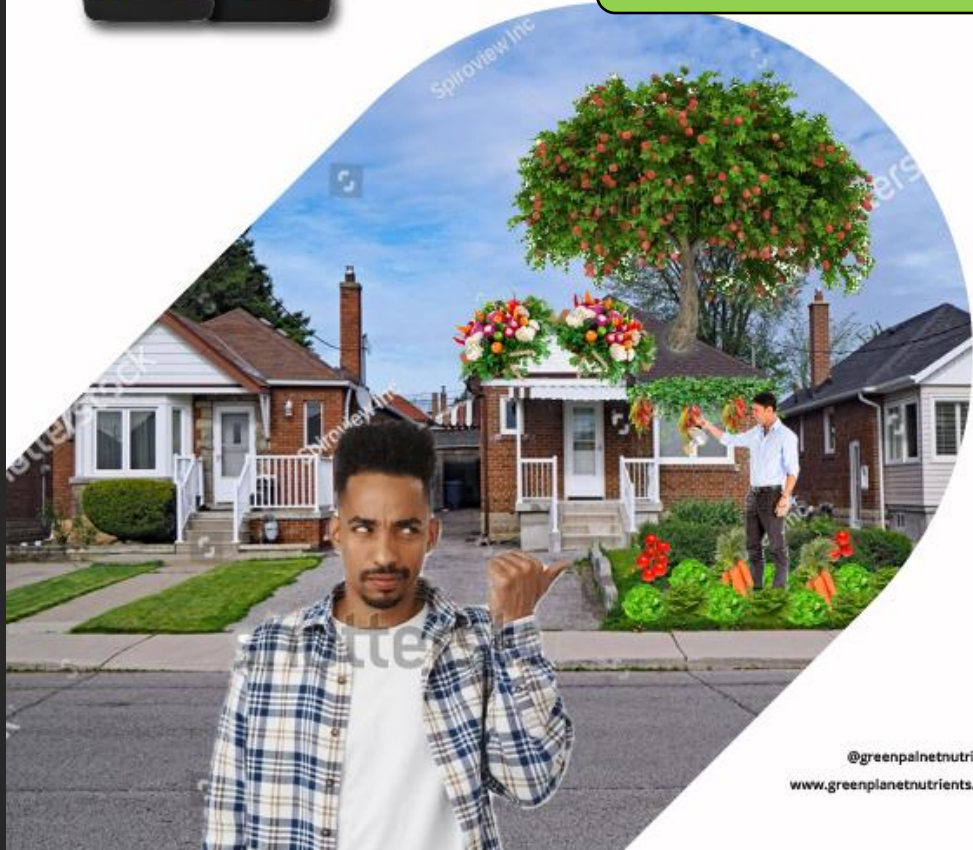
www.Greenplanet.nutrients.com/ThereGrowsTheNeighborhood-fumike or scan the QR Code for more information.

THERE GROWS THE NEIGHBORHOOD

Get aggressive growth in your garden with our expert line of quality plant nutrients. Check out www.greenplanetnutrients.ca for more information.



[Click Here](#)



@greenplanetnutrients
www.greenplanetnutrients.com

Concept 3:

GREEN WITH ENVY

Your neighbor Joe will be GREEN with envy! Get aggressive growth in your garden with GreenPlanet Nutrients. You will be the talk of the town.

Disclaimer GreenPlanet Nutrients takes no responsibility for garden-related gossip, your neighbor Joe's bitter comments or jealous quips from your neighborhood gardeners.

GreenPlanet Nutrients: Check
Jealous Neighbours: Check
Best Grower In Town: Check

Made by growers for growers. We guarantee results and quality with all of our products.

#OutgrowJoe

#FUJoe

#ThereGrowsTheNeighborhood

Check out www.Greenplanet.nutrients.com/ThereGrowsTheNeighborhood-fujoe or scan the QR Code for more information.



Concept 4:

GROW TENT

There Grows The Neighborhood

It's time to outgrow your neighborhood and become the talk of the town.

Grow big at home with our aggressive plant nutrients, and turn your neighbors green with envy as a jungle explodes out of your grow tent.

**Made by growers for growers.
We guarantee results and quality
with all of our products.**

#Outgrowtim
#futime
#ThereGrowsTheNeighborhood

Check out
www.Greenplanet.nutrients.com/ThereGrowsTheNeighborhood-futim or scan the QR Code for more information.

Concept 5:

COMMERCIAL GROWERS

Outgrow the competition

Guess who is using our plant nutrients!
Results are finally in - your plants will grow better with GreenPlanet Nutrients.

**Made by growers for growers.
We guarantee results and quality
with all of our products.**

#Outgrowthecompetition

#fucompetition

#ThereGrowsTheNeighborhood

Grow big at work and turn your competitors green with envy as they see your jungle of a garden. Check out

www.Greenplanet.nutrients.com/ThereGrowsTheNeighborhood-fucomp or scan the QR Code for more information.



shutterstock

IMAGE ID: 104076623
www.shutterstock.com

THERE GROWS THE NEIGHBORHOOD

Get aggressive growth in your garden with our expert line of quality plant nutrients. Check out www.greenplanetnutrients.ca for more information.



@greenplanetnutrients
www.greenplanetnutrients.com

Concept 6:

EASY ENOUGH THAT YOUR GRANPARENTS CAN DO IT TOO

There Grows The Neighborhood

GreenPlanet Nutrients make it that simple, even a novice can look like a pro.

Being a new grower among the seasoned growers, how do they do it? Practice is only one part of growing excellent crops. What the pros don't say is that it's what you put into your garden that takes it out of the ordinary and into the extraordinary.

Made by growers for growers. We guarantee results and quality with all of our products.

#Outgrowtheyoungens

#fuyoung

#ThereGrowsTheNeighborhood

Check

out www.Greenplanet.nutrients.com/ThereGrowsTheNeighborhood-fuyoung or scan the QR Code for more information.



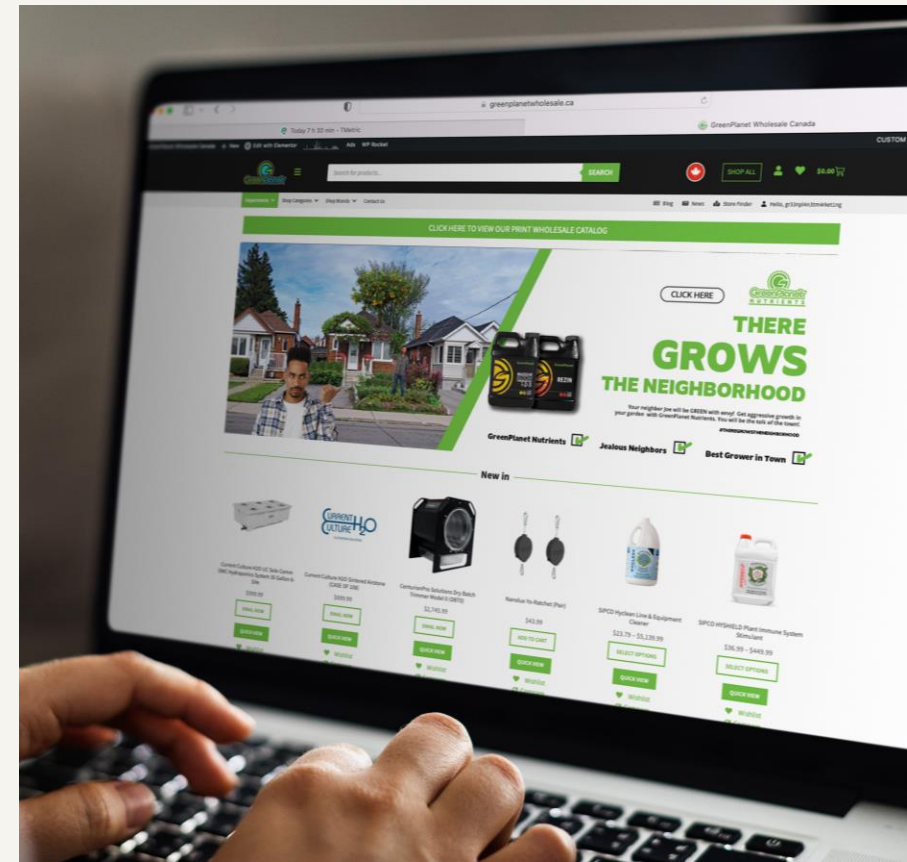
GIVE OUR CAMPAIGN SOME LEGS

We need to support our partners to ensure we get this message out there.

Getting the message out there

Supporting our partners (Store/Distributors)

- **Pull-up banners**
- **Flyers**
- **Stickers**
- **Incentives**
 - **Distributor Incentives**
 - **Retailer Incentives**
- **Support our top tier stores**
- **Paid Articles**



Campaign Deliverables

- **Each Concept focuses on a keyword**
 - Home Grower
 - Apartment Grower
 - Commercial Grower
 - Grow Tent Grower
- **Internal Campaign Deliverables**
 - Landing Page for each four concepts
 - Create Distributor Landing pages?
 - Adverts for each four concepts
- **External Campaign Deliverables**
- Magazine
 - Adverts
 - Paid Editorial Slots
- Social Media
 - Posts
 - Influencers
- Google Advertisement links
- Tradeshows
 - Banners
 - Concepts - Customer touch points
- Stores/Distributors
 - Pull-up banners
 - Posters
 - Social Media Asset

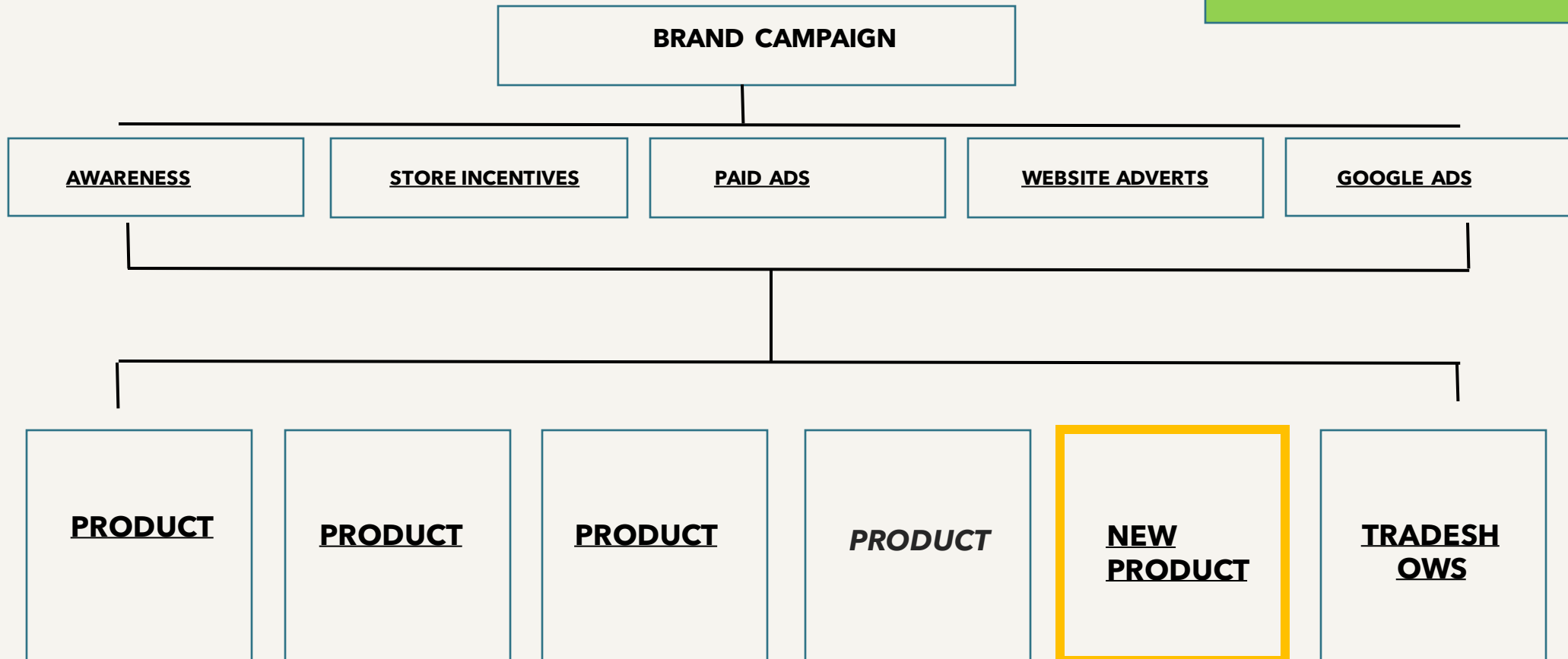




EVERYTHING WE DO

Everything we do should be within the brand campaign of producing products that help our consumer outshine their competition or neighbors.

GPN (Brand Perception) = Massive Yields with Ease



Next Steps

- *Budget*
- *Deadline / Execution date*
- *Outline Deliverables*
- *Tier System Support for stores / distributors*
- *Advertisement Opportunity - Who/Where/How?*

Questions

- *Use strapline "Quality focused, results based"?*
- *Helping you outgrow the competition*





Thank You!