This presentation is in response to the voucher research that was requested by WAG, and conducted by Wintec PR students.

Debbie Page, Tutor, School of Media Arts, conducted the initial research, made contact with the client, and supervised the students.
• An initial presentation was made by the student group ‘Out of the box PR’ on 19th June 2014.

• Group members were Merissa McLocklan, Jyothis John and Shraddha Venkatramani.
DIGITAL PUBLIC RELATIONS

WAIWHAKAREKE

NATURAL HERITAGE PARK

WEBSITE

CLIENT: HAMILTON CITY COUNCIL
WAIWHAKAREKE

- The largest inland restoration project in NZ

- Situated north-west of Hamilton city

- 99% of the 60 hectare wetland was converted into farming lands in 1860s

- 1975 HCC purchased this land which borders Horseshoe Lake
BACKGROUND

- Website is not user-friendly
- Ineffective as a promotional tool
RESEARCH

External
- Meeting with client – Jeremy Froger
- Analysing the current WNHP website
- Referring the WNHP Management Plan

Internal
- Analysing other nature-related websites
- Inputs from IT consultants
- Networking with personal contacts – WebSarga Solutions
PROBLEMATIC WEBSITE

- Dull
- Cliché colours
- Lack of interactivity
- Complex navigation
- Monotonous content
- Abundance of hyperlinks
- Non-functioning site links
- Negative text and graphic formatting
PROMOTIONAL PROBLEMS

- Nobody knows about it
- No social media connection
- Lack of advertising and publicity
- 14th on the list of ‘Other Hamilton Websites’ on HCC Homepage
- Lacking technical promotions
  - Search Engine Optimization (SEO)
  - Social Media Optimization (SMO)
  - Social Media Marketing (SMM)
Our Approach Plan

- To redesign and restructure the Waiwhakareke website as an interactive website

- To device a promotional campaign around the new and improved website
OBJECTIVES

Website Objectives
- To increase user traffic by 40%
- To create an accurate description of WNHP’s mission via text and image formatting
- Smooth functioning on all leading web browsers

Promotional Objectives
- To create social media hype on all leading social media platforms
- Minimum of six media outlet mentions per month
Website Renovation

- Thin content and improve graphical format
- Readily accessible infographics and content
- Readability
- Regular information updates
- Reduce number of pages
- Easier page navigation
- Device-friendly
**TYPOGRAPHY AND COLOR**

**Font Family:** Georgia  
**Font Family Header:** Futura MD BT Bold

**Website colour combination:**

- #A3CB88
- #efba2a
- #55ABD3
- #EFEEEE

**Font Colour:** #3a3a3a  
**Link Colour:** #A4CD89

**Buttons:**  
- BUTTON 1  
- BUTTON 2  
- BUTTON 3
PUBLIC RELATIONS CAMPAIGN
PRIMARY TARGET AUDIENCE

Demographics: 12 – 25 year old males and females

Psychographics: Potential nature-lovers
SECONDARY TARGET AUDIENCE

Parents of the primary target audience

- **Demographics:** 40 and above
- **Psychographics:** Concerned about nature and conservation, sentimental values with Waiwhakareke, environmental activists
MESSAGE

- Grow and preserve your own heritage

- Grow with Waiwhakareke Natural Heritage Park

Hamilton City Council is committed to make you an active part of the project
THE BIG IDEA

GROW A TREE ONLINE!
STRATEGY

Create a Disbelief
- Teaser campaign: “Can you grow a tree online?”

Engage the Audience
- Make the audience a part of the activity
- Proving the statement
- Show and tell: Visit schools and demonstrate how to grow a tree online on the WNHP website
IMPLEMENTATION

- Use media to fuel the disbelief
- Crowd-funding from schools
- Encourage the audience to donate the sum (minimum NZ$5) to Waiwhakareke Park
TECHNICAL IMPLEMENTATION

- Create a page on WNHP website with “Grow Your Tree Online!”
- Give options to choose and personalise the tree
- Provide username and password for each donor
- Use digital platform to match the growth of virtual and actual tree
THE PROMISE

Hamilton City Council will plant YOUR tree in the park and you can watch it grow

Virtual Park Growing

Physical Park Growing
Welcome to our community

Our current projects
COMMUNICATION

- Social media
- Newsletter and press releases
- Online forums related to nature, Nature blogs
- RSS feeds, Online pop-ups
- Radio content integration

- Transform ‘promotions’ to ‘interesting news’

Every communication material will have a call to action: Learn more on www.waiwhakareke.co.nz
How to grow a tree online on WAIWHAKAREKE Website
Heya! Has anyone heard of this “Grow your tree online” thing? Has anyone done it.. Sounds cool, aye?

Like · Comment · Share

Heya! Just did it man. Awesome stuff..!
Look at my cool tree growing online. You should do it too!

Grow your own tree online.
Visit www.waiwhakareke.co.nz

Like · Comment · Share
ESTIMATIONS

Timeline
- Website: 20th June – 28th November 2014
- PR Campaign: 5th January – 5th March 2015

Budget
- Website: $11,200 - $13,500
- Website Optimization: $1,300 - $2,100
- PR Campaign: $7,200 - $10,300
- Total: $19,700 - $25,900
RESOURCES REQUIRED

- Funding and estimated budget
- Staff with specialty skills in web & graphic design
- Web-authoring tool
- Text and image materials
- Facilitator and manager of page content
- Photographer
- Materials for testing and documentation
EVALUATION

- SEO and SMO rating
- Google analytics
- Monitor clicks on the website
- Donation amounts
- Number of trees planted online
- Social media sharing
- Media mentions
THANK YOU

QUESTIONS

FEEDBACK