PRESENTATION TO THE WAIWHAKAREKE ACTION GROUP ON 23 JULY 2014

DEBBIE PAGE, TUTOR, SCHOOL OF MEDIA ARTS

- 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.

out of the box PR

PRESENTS

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

OUT OF THE BOX PR

BACKGROUND

- Website is not user-friendly

- Ineffective as a promotional tool

OUT OF THE BOX PR

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
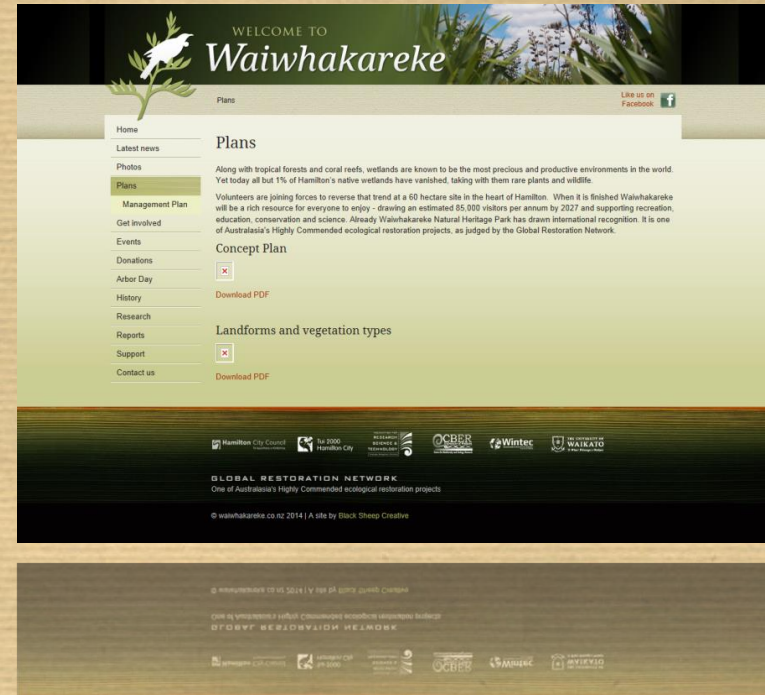
- Dull

- Cliché colours

- Lack of interactivity

- Complex navigation

- Monotonous content

- Abundance of hyperlinks

- Non-functioning site links

- Negative text and graphic formatting

OUT OF THE BOX PR

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

10

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:

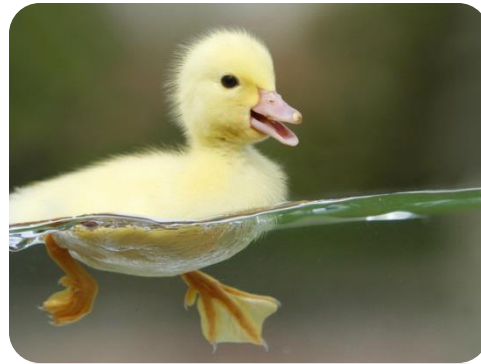| #A3CB88	#efba2a	#55ABD3	#EFEEEE

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

Buttons: BUTTON 1 BUTTON 2 BUTTON 3

13

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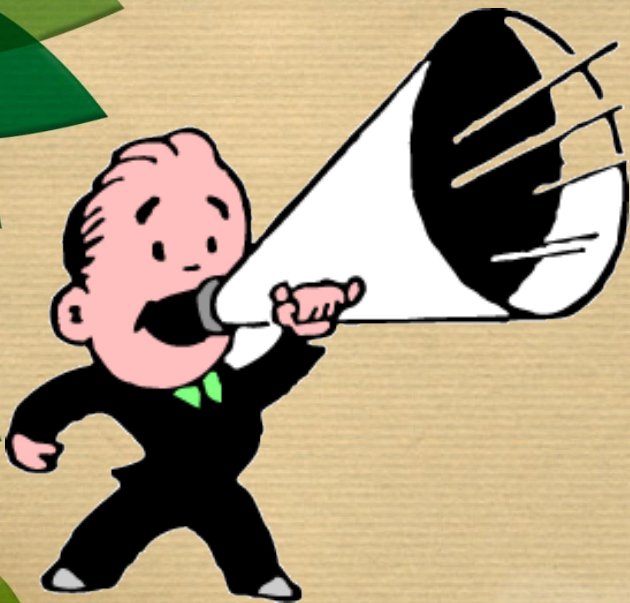
- **Demographics:** 40 and above
- **Psychographics:** Concerned about nature and conservation, sentimental values with Waiwhakareke, environmental activists

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

OUT OF THE BOX PR

THE BIG IDEA

GROW A TREE ONLINE!
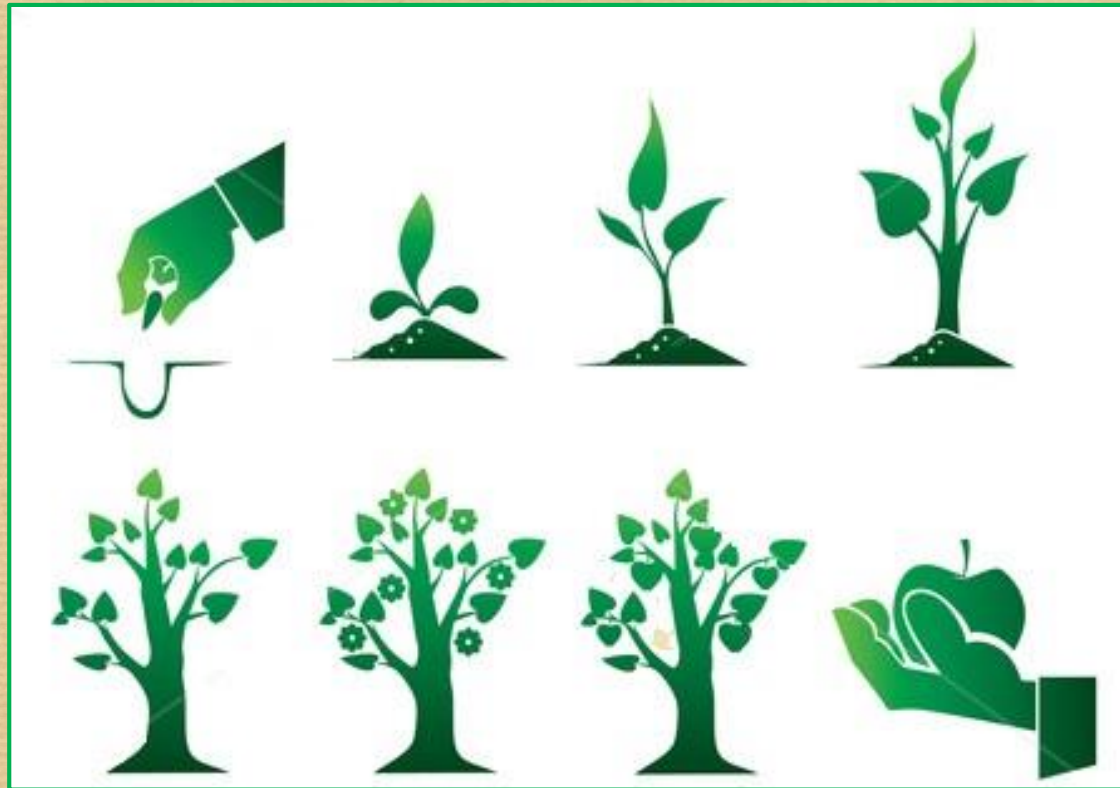
STRATEGY

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

OUT OF THE BOX PR

HEADLINEHEADLINE HEADLINE

SUBHEADLINE

GROW A TREE ONLINE!

10,556, 90
Trees planted

40,580
People Involved

Arbor Day 2014

Princess' Visit

Support the Park

NEWS

Media Centre

HEADLINEHEADLINE HEADLINE

SUBHEADLINE

Welcome to our community

Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text

Our current projects

Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text Dummy Text

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**

You Tube

How to grow a tree online   🔍   Upload ▾

▶ 🔊 0:04 / 4:59   💬 ⚙ ⓘ ▭ ▭ ⛶

This video is public.

How to grow a tree online on WAIWHAKAREKE Website

jon4lakers   **71,003** ⓘ
Subscribe
                                                  1,890 likes, 88 dislikes

👍 Like   👎   About   Share   Add to   ᵈⁱⁱ   ⛶

**Amazon Kindle
Paperwhite Unboxing!**
by jon4lakers
14,976 views
7:58

**Samsung Galaxy Note II
Unboxing & Hands On!**
by jon4lakers
71,453 views
7:48

iPhone 5 Review!
by jon4lakers
409,989 views
9:40

**Nexus 7 Giveaway!
(International)**
by jon4lakers
13,947 views
2:50

**Samsung Galaxy Note II
Unboxing**
by phonedog
34,565 views
10:27

**Samsung Galaxy Note II
Challenge: Day 1**
by phonedog
22,182 views
4:48

**Samsung Galaxy Note
10.1 Review**
by PhoneArena
81,342 views
14:00

**Samsung Galaxy S3 vs.
Samsung Galaxy Note**
by adrianisen
200,049 views
21:07

Samsung Galaxy S3 vs.

Dustin Curtis
Edit Profile

📰 **News Feed** ▾
✉️ Messages   2
📅 Events   5
🖼️ Photos
🔍 Browse

GROUPS
🌳 Open House Supp...   12
🌳 Secret Group   7
🍷 Y Combinator   8
🍷 FADC   12
🍷 Men Who Whiskey   20+
🔢 memerablefashio... 20+
➕ Create Group...

APPS
🎮 Games   15
❤️ FarmVille
😎 FarmVille 2
🎮 Games Feed   20+
📒 Notes
🎁 Gifts
👨‍🍳 ChefVille
🔵 On This Day

PAGES
📣 Pages Feed   20+

✏️ **Update Status**   🖼️ **Add Photos/Video**

What's on your mind?

👤+ 📍 San Francisco   📷 😊   🌐 Public ▾   **Post**

Andrew Wilkinson   ⌄

Heya! Has anyone heard of this "Grow your tree online"
thing? Has anyone done it.. Sounds cool, aye?

Like · Comment · Share

👍 2 people like this.

[profile] Write a comment...   📷

Constantin Hofstetter   ⌄

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

Vinnie Lauria via **Fayza**   ⌄

Paul Stamatiou likes your link.

Andrew Wilkinson Waiter at the
Oak Bay Marina Restaurant as he
puts down the plate: "A lil'
edamame action for ya"

Lizzie Lara likes Glee's link.

Constantin Hofstetter FB
Keyboard Shortcuts: j / k: go
through posts on timeline. c: new
comment, p: new post, l: like the
post.

Aditya Agarwal is going to
Propeller : LEE BURRIDGE (All
Day I Dream/ Get Weird UK) +
Mark Slee.

Tuuti Piippo likes an article.

📅 **3 events** this week
🔲 **Chris-cricket Hynes** and 1 other

TRENDING   Learn More

📈 **Bradley Cooper:** Bradley Cooper
Disproves Louis C.K.'s Statement About
The Student Audience of 'Inside The...

📈 **Fred Phelps:** Westboro church founder
Fred Phelps dies

📈 **Wheel of Fortune:** 'Wheel of Fortune':
Guy makes unbelievable correct guess

▾ See More

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

OUT OF THE BOX PR

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

OUT OF THE BOX PR

Thank You

Questions

Feedback