JMS 562
Arielle Valera

COMPANY: ECOVIBE

PRODUCT: Houseplants, pottery, textiles, kitchenware, candles, and gifts, all while giving back to the community.

JMS 562 - CAMPAIGNS



JMS 562- Campaigns

Company Name:

Ecovibe

Product/Service:

Houseplants, pottery, textiles, kitchenware, candles, and gifts

Product/Service & Market Background:
ECOVIBE is a store that provides different types of home decor such as houseplants, kitchenware, and textiles. The company started as a sustainable apparel store, but then branched out into a lifestyle and home store. The company was made by husband and wife Len and Dre Allen and currently has two locations in Portland, Oregon.

Competition:
Pottery Barn is known for their range of home decor. They provide different types of home decor that are marketed towards people who have a high paying 9-5 job.
Pigment is known for their home decor as well. They sell similar products as ECOVIBE. This brand is more marketed towards young women based on their prices and designs on their items.
Crate and Barrel offers a lot of home decor and furniture with a modern and contemporary flavor to their products

Business/Advertising objective:
Strategic goal for ECOVIBE would be to drive awareness to what their company does for communities. They would also most likely want an increase in sales online in order to increase awareness for the communities they support. Since they only have stores in Oregon, it would be best for them to market to online consum

Media: Print Advertisements 8.5 x 11 vertical.

Target Audience:
Name: Rachel Age: 26

Rachel is very balanced, eats healthy and likes to do yoga. She is conscious of the products she buys, looks for options within her budget and is interested in supporting the environment and society. She likes minimalist decoration and simple but beautiful things.

Tone of Voice:
Any tone that refers to anything that surrounds environmental and sustainable aspects.

Mandatory Campaign Elements:
Concept & USP. Headline, visual, body copy (pay-off headline & visual), logo, call-to-action(s), tagline (optional)

Final Unique Selling Proposition (USP):
EcoVibe embraces sustainability and affordability with their eco friendly home goods staples, planters and kitchen accessories that empowers to live consciously and stylishly.

Q/A
What are your considerations when identifying your ideal prospect?

What does your customer really need or want?
Our customer would want sustainable house items that are affordable. They also care about the environment and communities in need.

How can your solution or service solve their problem(s)?
ECOVIBE has partnered with organizations that help communities. Some of the money that they gain from their business transactions go to the nonprofit partners they are working with.

What factors motivate their audience buying decisions? (Weigh logicals and emotionals)
Logical: the pricing for quality products:

The main factors that motivate their audience into buying from their brand is that the products are environmentally friendly and that the company is partnered with organizations that help communities and the planet. There is also an overall brand image and identity that defines how ECOVIBE is seen from the consumer aspect. The aesthetic fits a green, and vibrant but also minimalist and earthy tone, that may align with its home city, Portland's aesthetic as well.

Why do your exisiting (or new) customers choose your buisness over your competitors?

Customers would choose our company over competitors because of how our products are cheaper than the products our competitors sell. Also, when our products are purchased, 1% of our sales are given back to the community and environment.

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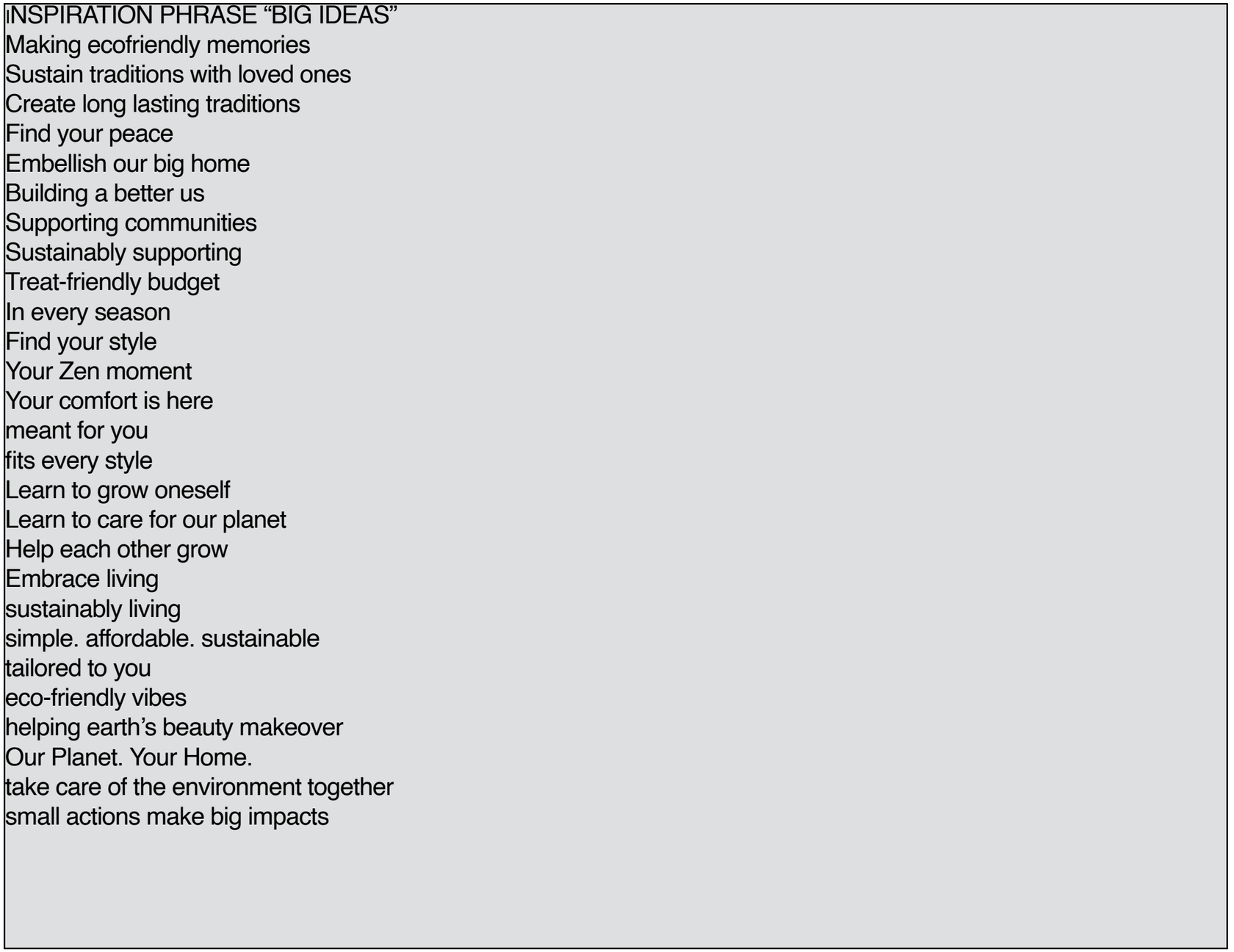
Company:
Ecovibe

Campaign USP:
EcoVibe embraces sustainability and affordability with their eco friendly home goods staples, planters and kitchen accessories that empowers to live consciously and stylishly.

Top Concept:

Create long lasting traditions

Mindmap



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Print ad 1

Company:
Ecovibe

Campaign USP:
EcoVibe embraces sustainability and affordability with their eco friendly home goods staples, planters and kitchen accessories that empowers to live consciously and stylishly.

Ad Concept:
Create long lasting memories

Ad Concept Rational:

The copy shows the holiday plates on a table right next to a Christmas tree. Since these plates are holiday themed, it would make sense to have it be surrounded by other holiday items. These plates are hand painted and ethically made. Through this ad, consumers can feel a sense of nostalgia and traditional holiday meals with loved ones. There is also ECOVIBE'S socials at the bottom as well as the hashtag #timelessvibes.



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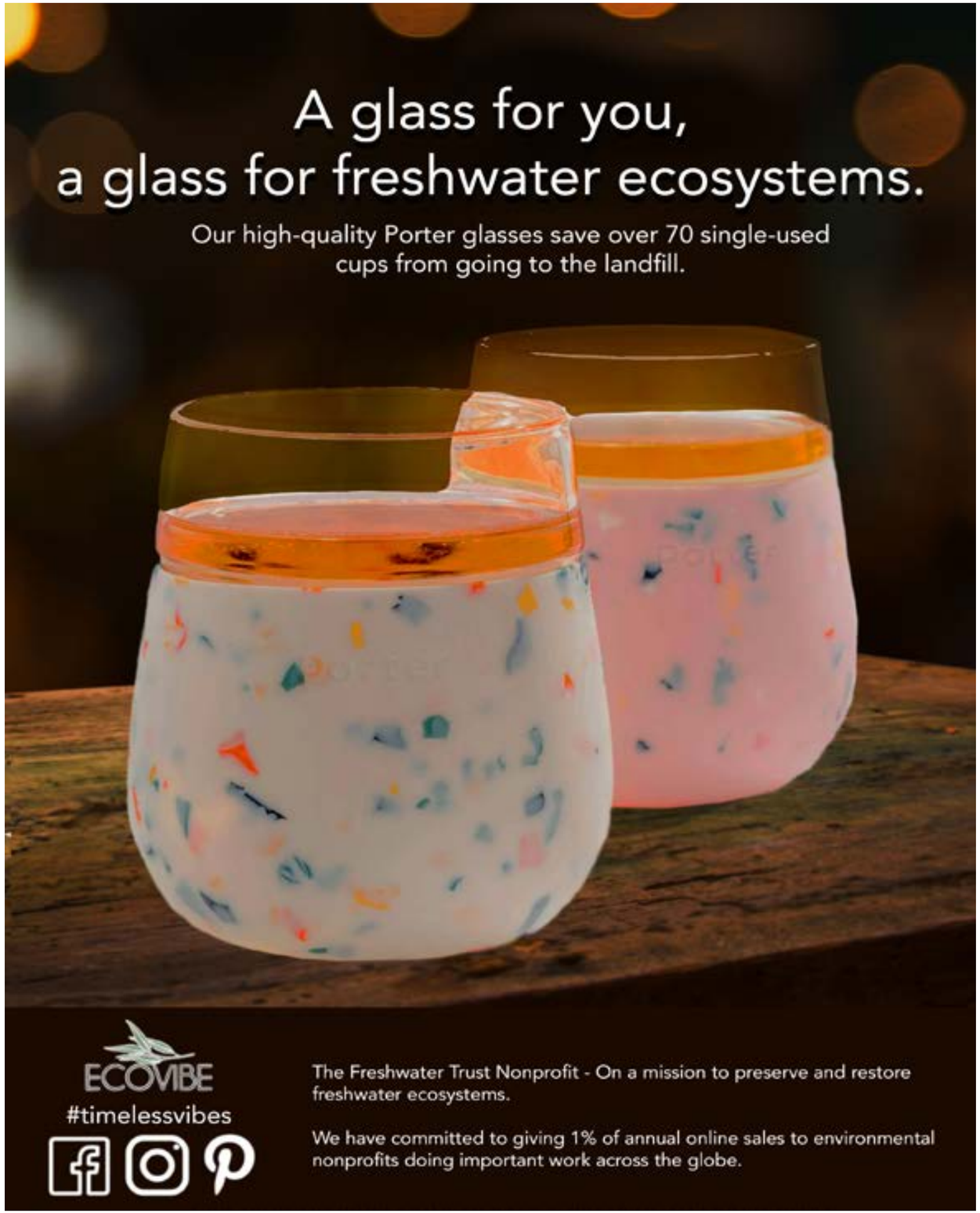
Print ad 2

Company:
Ecovibe

Campaign USP:
EcoVibe embraces sustainability and affordability with their eco friendly home goods staples, planters and kitchen accessories that empowers to live consciously and stylishly.

Ad Concept:
Create long lasting memories

Ad Concept Rational:
These porter glass cups are made sustainably and are durable due to their matte silicone coating covers. There are two glasses to represent that these drinks can be shared with others. It shows that you can drink with others and have a great time all while helping out the environment. The caption on the ad points out that these glasses can save up to 70 single-used cups from going to the landfill. There is also ECOVIBE'S socials at the bottom as well as the hashtag #timelessvibes.



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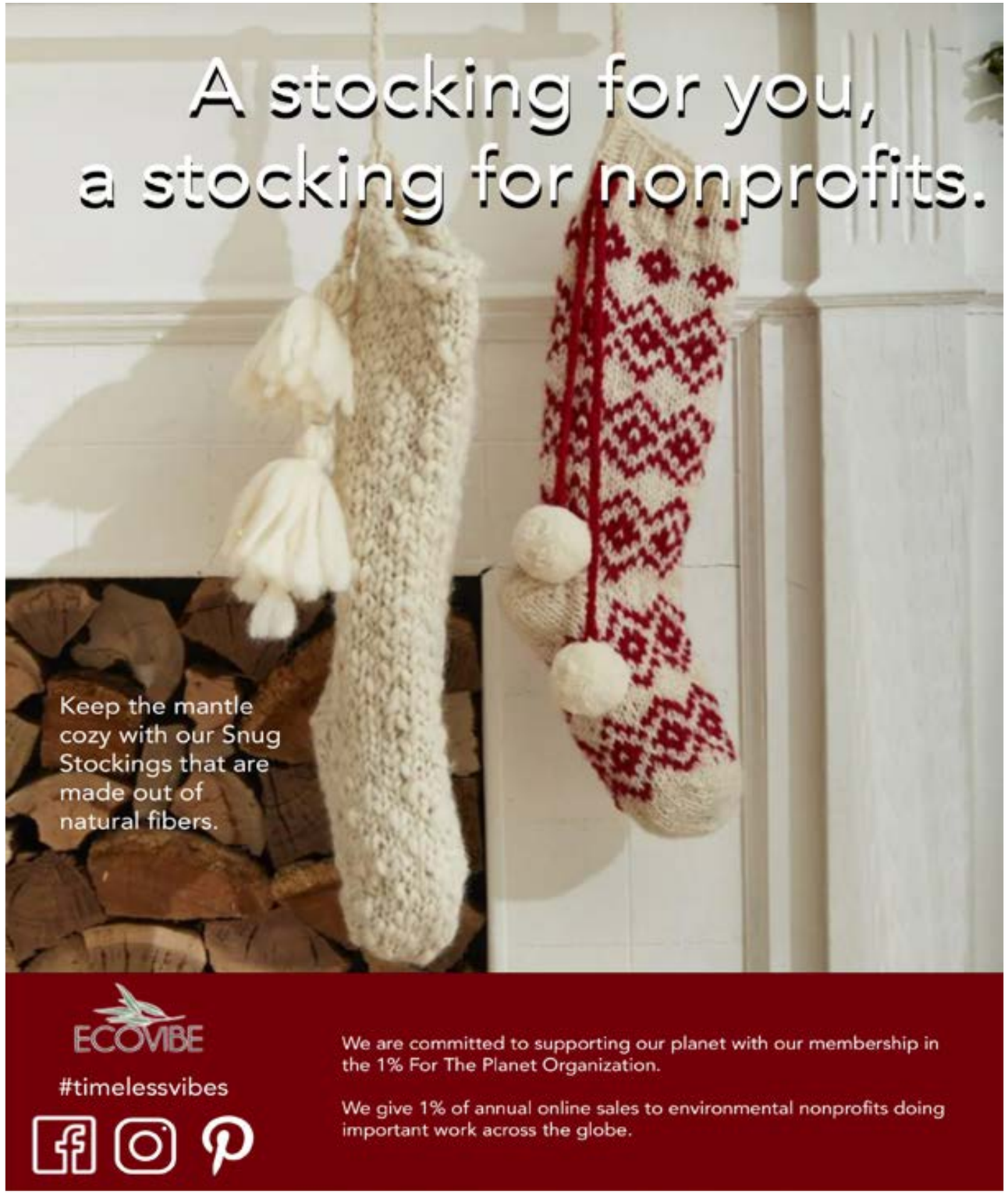
Print ad 3

Company:
Ecovibe

Campaign USP:
EcoVibe embraces sustainability and affordability with their eco friendly home goods staples, planters and kitchen accessories that empowers to live consciously and stylishly.

Ad Concept:
Create long lasting memories

Ad Concept Rational:
These holiday stockings are made out of natural fiber and the ad points it out through text. Around the stockings are some other holiday decorations. There are two stockings signifying that there are two individuals represented in this ad. Through this ad, consumers could feel a sense of decorating together for the holiday season. There is also ECOVIBE'S socials at the bottom as well as the hashtag #timelessvibes.



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Online ads

Company:
Ecovibe

Campaign USP:
EcoVibe embraces sustainability and affordability with their eco friendly home goods staples, planters and kitchen accessories that empowers to live consciously and stylishly.

Ad Concept:
1% For the Planet is enough

Ad Concept Rational:

These online ads show plants that can be bought at ECOVIBE. They have all state that 1% helps because of how ECOVIBE donates 1% of their profits to nonprofit organizations that help communities and the environment.







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Company:
Ecovibe

Campaign USP:
EcoVibe embraces sustainability and affordability with their eco friendly home goods staples, planters and kitchen accessories that empowers to live consciously and stylishly.

Ad Concept:
1% For the Planet is enough

Ad Concept Rational:

This billboard can be seen while driving. The leaves get out of the billboard and it can cause people passing by to quickly see a giant plant and logo. People walking or outside can also see this ad and see the beautiful plants that they could buy in ECOVIBE. It shows at the bottom of how they are partnered with 1% For the Planet.

Out of Home ad 2



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Company:
Ecovibe

Campaign USP:
EcoVibe embraces sustainability and affordability with their eco friendly home goods staples, planters and kitchen accessories that empowers to live consciously and stylishly.

Ad Concept:
1% For the Planet is enough

Ad Concept Rational:

This ad is for people who are in an airport or who are traveling. It shows a travel cup that is reusable. At the bottom it shows how 1% of profits go to non profits and to helping the Earth.

Out of Home ad 3



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Company:
Ecovibe

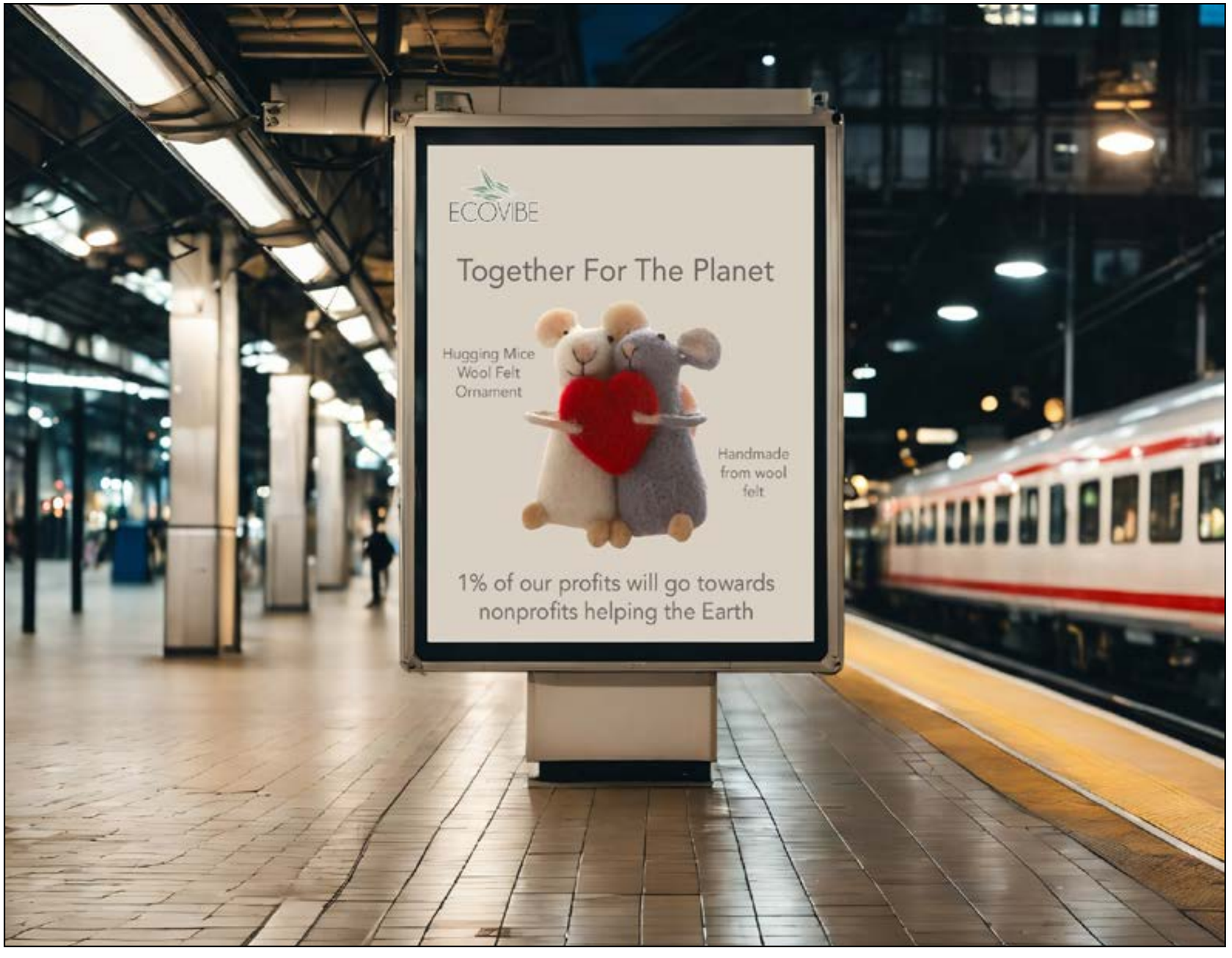
Campaign USP:
EcoVibe embraces sustainability and affordability with their eco friendly home goods staples, planters and kitchen accessories that empowers to live consciously and stylishly.

Ad Concept:
1% For the Planet is enough

Ad Concept Rational:

This billboard ad is suppose to be in NYC. It shows an ornament that can be purchased for the holidays on ECOVIBE. At the bottom it states how 1% goes to nonprofits. This ad can be viewed in places like NYC where it's fitting for them to see mice.

Out of Home ad 1



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Company:
Ecovibe

Campaign USP:
EcoVibe embraces sustainability and affordability with their eco friendly home goods staples, planters and kitchen accessories that empowers to live consciously and stylishly.

Ad Concept:
Giving back makes an impact

Ad Concept Rational:

These instagram ads shows pins that customers can put on their appear-al and/or bags. These pins can show support towards the environment and the planet. At the bottom it mentions how 1% of the profits go to nonprofits.

Instagram Campaign





