

New media, community, sustainability



Brief

- Primary developed an audience engagement program for the launch of COzero's business and implemented a six month launch strategy inline with the 2007 Australian Federal election

Scope of Work

- Industry engagement program – NGO, Environmental industry, finance sector for investment
- Media relations to business and vertical media and mass-news media for launch campaign
- Develop all communication materials – offline and online
- Customer communication and engagement program
- Corporate business positioning – develop programs to build reputation in carbon offsetting, environmental credentials, renewable fuels and power, sustainability and entrepreneur business excellence
- Community relations – support national roll-out of COzero carbon offsetting website, accessing national NCC database
- Industry and stakeholder relations program – membership and accreditation by industry, commercial partnerships
- Government relations – information and advocacy program

Results

- Built credibility with leading environmental NGO – National Conservation Council NSW
- Created NCC commercial partnership for the Walk Against Warming campaign and used to launch Speak Up campaign at Walk Against Warming event
- Attracted more than 62,000 people to the event
- Attracted 31,591 people as members
- Carbon offset the WAW event
- The Hon Bob Brown- Leader of the Greens party recorded interview with 'Speak Up' roaming journalists
- VOX-POP 'soap box' at Speak Up campaign recorded
374 voice of the people interviews
- Live feed of interviews and VOX-Pops to media-reached 1 million media audience with radio/TV and print

