

Media Plan for The Outdoor Circle

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Who We Are

First Daughter MediaWorks, Inc. is a content focused communications strategy company. We craft, shape, and share your brand's story across paid and earned media to stand out from the crowd. We are a passionate team of storytellers and media mavens with a fluency in digital, film and print platforms with years of experience.

Clients past and present clients include: Pulama Lanai, Hawaiian Host, Hawaii Tourism Authority, Nom Media, Blue Planet Foundation, HMSA, Hawaii State Department of Agriculture, Sony Pictures, and Hawaii Food and Wine Festival.

CREATIVE

In today's media climate, deep knowledge, flexibility and fluency are critical requirements for success. Our team possesses the rare and powerful combination of left and right brain creativity when designing a solution. Combining knowledge of the technical aspects and limitations of a given system with an abundance of creativity, all FDM projects are ensured a full creative workout.

MEDIA EXPERTISE

We fit all the pieces together. From public relations and media strategy to digital promotions and activations for broadcast and digital, we bring all the pieces together to create a cohesive story and public relations campaign to increase your organization's visibility and community awareness.

OVERVIEW

The Outdoor Circle is Hawaii's oldest environmental non-profit organization with branches throughout the Hawaiian Islands committed to protecting Hawaii's environment through public education, improvement projects and advocacy. The Covid-19 crisis has impacted their public education programs and ability to fundraise through outreach programming. To ensure long-term viability, TOC is seeking to increase its public visibility and fundraising capacity by developing a strategic public relations plan to pivot its programming and outreach to digital and virtual channels.

OUTREACH MARKETING PUBLIC RELATIONS

1. Community Outreach and Visibility

Generate awareness and recognition in communities across Hawaii through publicity efforts (TV segments, news articles) and social channel activations.

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Advise on current brand assets (website, social channels) and how to best align channel and digital assets with public relations campaign and strategy.

2. Public Relations and Marketing

Objectives:

- Refresh and remind key constituencies and the public of The Outdoor Circle as a trusted resource and guardian of Hawaii's natural resources. And its position as Hawaii's oldest environmental group.
- Connect The Outdoor Circle contributions and accomplishments deeper into targeted communities through strategic marketing and public relations activations.

Execution:

Carefully craft messages and imagery to familiarize local media on the value proposition of The Outdoor Circle and its importance here in Hawaii.

Develop a press kit to support the overall communications strategy. Press kit content to include news releases, background information, fact sheets, story ideas.

Immediate Tactics:

- Finalize goals and objectives used to benchmark a TOC strategic PR campaign.
- Work with The Outdoor Circle team to create a content/editorial calendar.
- Create timeline and deliverables list of marketing and PR content pieces that include: press releases, outreach plan to key media, follow up story angles.

Cost is \$10,000 for 100 hours to plan and execute digital pivot to ensure TOC's viability moving forward in light of the restrictions due to Covid-19. Additional 30 hours will be contributed in-kind by FDM.