



Green Marketing Project



Project Background:

Today's consumer is more aware of how their buying decisions affect society and the environment around them- and are willing to make choices in their product purchases to have an impact on the world around them. A market research study conducted in 2009 concluded that environmentally-friendly packaging plays a vital role in consumer purchase decisions and helps greener companies gain a competitive advantage over non eco-friendly competitors. Given the opportunity for a competitive advantage while doing their part to create a better future, many sports and entertainment companies are moving toward the integration of "green" initiatives as part of their overall marketing and publicity effort.

Green marketing example: During the 2010 FIFA World Cup, 9 different teams wore Nike jerseys made entirely from recycled plastic bottles retrieved from landfills in Taiwan and Japan . Also in 2010, rival shoe maker Puma announced plans to launch a greener packaging initiative by phasing out the traditional cardboard shoe box and replacing it with a new package that includes a bag, ultimately using 65% less cardboard.

Project Details

The U.S. Open of Surfing has just hired you as their new PR Director. Your sole responsibility in this role is to create green initiatives for the tournament to support. You must develop a plan that will involve the event in at least three different green issues. You can create new initiatives that will be strictly dedicated to the U.S. Open of Surfing or you can offer the support and services of the event to existing initiatives (or a combination of the two). You will need to prepare a PPT presentation to share your plan with your class. At a minimum, your presentation must include the following information:

- 1) Identification of three different green initiatives for which the U.S. Open of Surfing will be involved.
- 2) Create a specific plan for HOW the U.S Open of Surfing will be involved. Will you provide volunteers? Will you become a sponsor? Will you help generate awareness for the initiative? How?
- 3) What do you hope to accomplish through your involvement in the various green initiatives? What are your goals?
- 4) Who, specifically, will be involved? Athletes? Executives? Event planners? Volunteers?
- 5) Create a press release to communicate the U.S. Open of Surfing's new green initiative.
- 6) Provide a detailed plan for each of the initiatives. If you are organizing a beach clean up event, when will it be held? Where? Who can participate? Are you asking for donations? What are your specific objectives? How many volunteers do you hope to recruit?