

The Communication Plan

Humus: about our name

Our name, Humus, comes from the scientific meaning of the word, which refers to the matter forming the organic portion of the soil which is an essential substance that is constantly evolving to keep our soil stable, fertile and breathing. As such, we believe that Humus symbolizes the values of our application: proximity with nature, interest for the environment, and care for the land. Likewise, Humus aims to bring stability and fruitfulness to local businesses and citizens. We want to encourage a healthier lifestyle and allow everyone to breathe a cleaner air in cities. We want to do this by putting humans and sustainable behaviors at the center of our business.

From a marketing point of view, we also believe that Humus is a very catchy name that has the ability to retain people's attention. It is short (five letters, two syllables), so it's very easy to remember and it sounds really nice phonetically, especially due to the symmetry in the middle of the word. Moreover, Parisians are very fond of hummus, the Lebanese spread. It is so popular that some argue it has become a symbol of Parisian brunches. Therefore our name will arouse interest: people will see our ads and our name across our partners site and then wonder what's the link with the Lebanese spread that they love so much. This will be for some, we believe, what initially brings them to our app. Simply said, we believe this name will stimulate word of mouth communication and will offer us a spotlight. The catchy aspect of the word, together with its meaning led us to call our application ***Humus***

Communication Strategy Overview

1. Communication Objectives.

To start adequately, we want to make sure to launch the platform strongly so that we are known throughout different markets in Paris. Our aim will be to first find our innovators (our hope being to recruit 2000 users that are already biking and are into sustainable practices by the end of the first month), then with their help and after positioning ourselves stronger in the market we hope to recruit 1000 extra innovators in the second month, plus 1000 early adopters. In the third month, we hope to recruit 4000 extra users, most of them being early adopters.

Our first communication objective will be to promote our name, connecting the roots of this world to our aim: promote healthy living through biking but also to connect users to local shops and to promote local living. Our communication strategy will move around this idea, with the hope of not only creating impressions throughout promotions but also engagement with our users, and trying to make this a move that becomes viral in big cities and eventually globally. Our push is to make this a mobile first movement, as we are aware of the high penetration of phones in our digital society.

1. Positioning Statement.

Humus is an app that aims to reward eco friendly commuting citizens with discounts across a range of local and sustainable businesses. Humus creates a win- win situation for both local customers and businesses further bringing more progress to the city itself. A growing concern about climate change and the state of the local economy in view of the rise of multinational corporations creates a demand for an app like ours. Humus will directly encourage the customers to commute in a non-polluting and dynamic way while at the same time win benefits as a reward to such activity and in turn, help nourished the local economy.

2. Target Audiences.

At the beginning, we want to reach out to those people that are already biking in Paris (the innovators). At the moment, there are 132,000 people who ride the bike many times a week in Paris (information retrieved from FUB <http://www.fub.fr/velo-ville/villes-qui-aiment-velo/velo-france-etat-lieux>).

However, we also want to tap on the healthy population market, those people doing yoga, crossfit, and healthy eating as well as those people that are worried about the world, and trying to move to a more alternative way of living. To do so, we will propose a mutually beneficial partnership with these sites (gyms, yoga studios, and local and healthy restaurants), where they on the one side, promote our app, and us, on the other, promote their sites and bring a traffic of customer to them.

A big part of our communication strategy will also aim to be appealing to future donors and partners. We will do so, by emphasizing the value and need of moving toward a more “car-free” economy, and also the added value of promoting local economy.

3. Desired Action.

As outlined above the initial intention of our communication campaign is to have our audience sign up for our app. The success of this campaign will be measured by the amount of sign ups we get daily, weekly and monthly as compare to our online activity in both Social media and Facebook.

Nevertheless, the overall intention of Humus as a brand is to create a change and movement among our peers and enable them to participate in the change they want to see in terms of air quality and economic development. We hope to measure this change by partnering with the bike services (eg, Vélib', GoBike) in the different cities we implement the app and keeping track of increase in subscription and usage to see if the introduction of our app has any increment in the usage of their bikes. As our initial launch will be in Paris our hope will be to partner with Vélib', GoBike and any other bike rent business to get this data. Given that we won't ask for specific information just increase in subscription number and usage, we do not foresee any problem getting this information.

Likewise, and most importantly, we also hope to see an increase in profit for our local partners. To be able to measure this we will ask them to keep track of the amount of people that present our “Humies” (reward points) in their venues to see if our movement is bringing an increase in profit for them. Likewise, we will see if we can get the information about how much they consume and if the number of their clientele overall increased after the introduction of our app in the market.

The last way we will measure our communication success, is by keeping close track of our social media engagement. The hope is not only to reach a high amount of users but also to get a lot of engagements. We hope to achieve this by introducing a lot of Hashtags and encouraging our customers to share their experience and help us spread the word about the movement!

2. Communication Platforms

- **Which platforms are you using? Who are you trying to reach through each one?**

In order to launch this project, we will create a series of campaigns that will combine 3 main marketing strategies: traditional marketing, social media marketing and networking marketing. Our main goal will be to first reach active people looking to make a difference in the world age 18 to 35, and as the app develops, to move towards other audiences that will find value in our offer.

Traditional Marketing

Obviously, the best way for us to get known in the Parisian eco-friendly/organic-food-consumer/biker/hipster community (which is, broadly, our main target) is through our partners: the many venues that will offer discounts to those who accumulate Humies (Humus points; bio shops, healthy shops, hype cafes or restaurants). We hope to establishing an agreement with our partners so that they indicate in their menu or price list that customers can get discounts by using Humus; they will also put up our flyers and brochures right next to the checkout of their store.

We will not only use printed advertisement but also use creative ways to spread the word about Humus, such as using a whiteboard or chalk board in the restaurant and write a joke to spread the word about the deals they will get through our application. This traditional marketing campaign will cover our entire partners network. Communicating through this channel is both extremely simple and efficient because it is cheap and it allows us to directly reach the heart of our target: those who are already eco-friendly consumers or cyclists (or both).

Furthermore, we will aim to extend our campaign by establishing partnership with the many pro-sustainability associations that we found in Paris. Firstly, the general citizens' associations (such as "Acteurs du Paris durable" or "Agir pour l'Environnement") can be very helpful as they are part of a greater environmentalist network that has the potential to allow our campaign to circulate faster and further. We will also campaign through smaller associations, such as universities' environmental associations (Sciences Po Environnement, for example). It will allow us to reach a young audience. Like in our partners' stores, flyers will be distributed in these associations' events. But what these structures allow us to do is to present ourselves directly to the audience during conventions, conferences etc. We will intervene in such events to present the application and its positive impact on the environment, the local economy and eco-friendly people's lifestyle.

Additionally, we hope to do some PR publication in eco-friendly magazines (for example: Vivre Bio, La Revue Durable, Environnement Magazine). We propose to position ourselves by using native marketing and through this raise awareness of the high levels of carbon dioxide that using a car to commute have and how Humus is here to help us solve that problem and also to increase local business. According to Shareaholic ¹ (a Content Amplification Platform), 70 percent of consumers want to learn about products through content, rather than through traditional marketing. Moreover, due to the rise of adblock usage, people view native ads 53 percent more often than banner ads. Native advertising has been called "rich media" and empowered consumers prefer to learn about your offer through engaging content rather than through a traditional banner.

Thus, we believe that native marketing in magazines can be efficient for our plan because our central target is urban and educated which is a population that has a tendency to read magazines. We will obviously use this technique in a few eco-friendly specific magazines, but we will also have an article in a wider magazine to reach a larger audience. We hope to be able to partner with magazines such as *Society*, that is mainly read by a urban/hype/"progressist" population. *Society* will publish an article that raises awareness about the last scientific studies that show that the carbon concentration in Paris has reached previously unseen levels and demonstrate that it is necessary to start diminishing carbon emissions now. The journalist will present many options for individuals to reduce carbon emissions in their daily life. Obviously, one of these is to use more frequently a bike to commute. Then, at the end of the article, our application will be presented as a great way to start moving towards a more eco-friendly lifestyle as it rewards the commuting by bike they might already be doing with discounts to local businesses.

Digital Marketing:

Digital marketing will be at the core of the pre-launch and launch of our campaign and will be present throughout the life of the movement. We will have a strong online presence through dynamic Instagram and Facebook page, where we intend to have an environmentally conscious and cool "voice". At the beginning, our app will be easy and simple in order to

1 retrieved from Shareaholic on 12/1/2017 <https://blog.shareaholic.com/native-advertising-outperforms/>

assure that our users feel comfortable using it but as the app becomes more and more popular our intention is to create a social media platform within it. The idea will be for users to be able to take pictures directly from the app and connect it with their Instagram and Facebook pages.

The content that we share in Facebook will be at first related to the app, and an introduction to all of our partners (through short videos that show their shop and product). We intend to have a close relationship with our partners so that they also tag us and share us in their platforms. The Facebook page will have one to two posts a day, and they will include information about the app but also information promoting healthy living habits, and different ways to buy and consume local.

Our Instagram page will be heavily advertised with the use of influencers (see more below) and with the launch of different “Hashtag campaigns”. Our hope is to start a revolution and start a change in the lifestyle of our users and followers. We want them to understand that we can take part of helping our environment and that we don’t need to do much to achieve this. In our Instagram page, we will share the products and different food items that our users can obtain using high quality photographs that look very appealing to the eye. In addition, we will have an active voice and intend our followers to also participate in our posts. Asking questions like: “What do you think (Shop’s name) new latte?, Comment under about what you think!”...

Other examples of digital marketing promotions in Facebook and Instagram:

1. Ride 5 km today and get x2 humus-points
2. Share your humus experience with your friends and get a discount in X shop
3. Ride with humus 10 days in a row and get X extra points

WOM AND NETWORKING

We will also strongly rely on the power of word of mouth among our community to spread the word about our application. The idea is that our followers, those who become interested in our application as they discover it, also become our marketers. If they are satisfied with our service and are happy with the deals they get, they will start helping us enlarge the Humus community. This happens both in digital and real world. First, on social media, as we will create hashtags for Twitter and Instagram and maybe a filter for Snapchat, but also through basic physical word of mouth among their community.

If Humus users decide to link their Humus account with their Facebook account, we will be able to see if they share their Humus-experience on social media. In order to encourage Humus users to share their experience through social media, we will offer them x points when they share their first Humus-experience photo on Instagram and another x points every month if they share at least 3 photos per month. This strong incentive is a guarantee that Humus-

users will be active marketers themselves. We will create a “loyalty loop” and they will become our ambassadors. This will help us make Humus go viral on social media.

We will create an official Humus page on many platforms (Facebook, Twitter, Instagram, Pinterest) and will send emails to our contact list to make sure we never lose contact with users. We will make maximum 5 posts per day on Facebook and Twitter and maximum 2 per day on Instagram in order not to saturate any newsfeed. We will send 2 emails per week to our contact list.

Press-release draft:

Top-line: New eco-friendly application to provide advantages in local businesses is launching this week.

Title: Ride for health, ride for local

Humus announced today the launch of its smartphone application on December, X, 2017. The aim of the app is to connect cyclists with local brands to reward for their contribution to the environment preservation and find new customers for local shops.

There is nothing easier than to connect to the app every time you ride a bicycle and get 1 humus point per 1 km. You can spend them to buy bio-products, try new yoga class in the district or take your morning coffee next door. Every month we will expand our partner network to provide more opportunities to use your points and discover new places.

«At Humus, we believe in the change of our society and the emergence of a global eco-consciousness. Indeed, people want to have a positive impact on the planet and themselves by developing a healthy lifestyle based on sports practice and bio-healthy food. We directly encourage customers to use a non-polluting and dynamic way to move and win benefits to the activity and this is our value proposition» - quote of CEO.

Do you want already to ride your bike with Humus? Become one of 1000 first subscribers and get your 50 humus-points.

For pre-launch and launch campaigns, our social media influencers will be:

- “How to be parisian” Instagram account
- “Jeanne Damas” Instagram account
- “My Little Paris” Instagram account
- “Slice of Paris” Instagram account
- “Marielaforetvegan” Instagram account

Pre-launch: Coming soon campaign (2 weeks before our launch)

All of our partners will include in their menu board a small ad: “Coming soon: rewarding your healthy habits”.

We will distribute the “Humus: Coming Soon” flyers in universities and associations.

Social media influencers will start alluding to the importance of eating local, biking to help our environment including the hashtag: #humusiscoming. Furthermore they will post photos of them biking or consuming in local shops using the hashtag #causeeverytimeIbike.

Launch campaign

The first campaign will capitalize on the idea of biking to promote local consumption. Social media influencers will share links to the application and will release our hashtag **#joinourrevolution**.

Our partner Velib' will advertise our launch in their social media websites and actual website.

They will add small stickers in their bike stations.

And we will win. Humus will win and dominate the world.