

# PR STRATEGY FOR VITAFOAM GROUP

26<sup>th</sup> January, 2022.

-STRATEGY-



# OVERVIEW

The Nigerian Market is a broadly growing one with increasing competition everyday being a country that practices an open market system. This has elevated the need for proper brand marketing and effective 'brand communication'.

The Nigerian manufacturing industry is currently in an expansive state with more brands, innovations and real-time marketing ideas coming to play in the market space. It is therefore needful that we proffer salient marketing ideas/solutions that will incorporate the age we live in, resonate with our TAs and help to better achieve effective results in this new age and evolving world.

Since the early 1900s, Public relations has been incorporated as a core marketing and management function in the business and industrial world. As a key factor in 21<sup>st</sup> century marketing, public relations does the function of maintaining positive public awareness of the company and its brand which is its foremost goal.

It is therefore imperative to inculcate time sensitive PR practices into the day to day running of Vitafoam Nigeria Plc. This document is a compendium of ideas that can be implemented to achieve unison as a group and proper marketing for the group brand.

# IDEA



# PUBLIC RELATIONS



COMMUNICATION



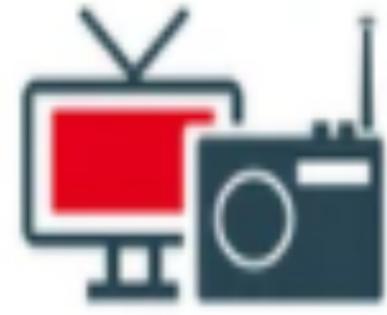
INTERNET



JOURNAL



EVENTS



RADIO + TV



SOCIAL MEDIA



CUSTOMER

PUBLIC RELATIONS

| What can be done?

# COMMUNICATIO N

**PRESS**

**RELEASES/SPEECHES/NEWS**

**LETTERS AND** other forms of

PR/Media and external

communications

There are various forms and methods of communication, of which, written, verbal and Visual communication has proven to be one of the most effective for proper brand communication.

Consistent Press releases and communication materials for TAs and the general public communicating our Identity, who we are, what we do, what we stand for, as well as communicating our brand and its activities,.

It is a strategic recipe for achieving top of mind effect for any brand.

Constant communication keeps Stakeholders informed, enlightened and up to date on brand activities. Gives a sense of belonging which is a core factor in maintaining a progressive consumer relationship.

Consistent Communication helps enhance the company's voice and presence both on offline and online media spaces.

# COMMUNICATION

## Corporate Documentary

Creating a documentary is a subtle way of advertising a brand while portraying the values, reality and activities of the organization.

A corporate documentary helps relay a company's identity, values and ideals with the aim of achieving viewers engagement and acceptance of the brand.

A documentary covering major CSR activities of all subsidiaries reinforces the idea of Vitafoam group being a socially aware brand.

This is a subtle way of remaining relevant on both online and offline spaces, marketing our corporate identity and imprinting our brand in the minds of the public.

It will majorly serve as a channel to create more awareness for Vitafoam and subsidiary companies under Vitafoam who have before now remained under the shadow of Vitafoam.

From this, subsequent communications can come from these individual subsidiaries to further achieve brand awareness, brand acceptance, conversion and lead generation.



# CSR



CSR

# Volunteer/Charity Projects

The corporate social responsibility of any brand is a reflection of its ideals, corporate standards and commitment. Commitment could be to a group of people, a cause, a community, the society or an identity.

Engaging in volunteer work as a group company. This involves carrying out major charity projects and exercises as a group.

Some notable charity projects include;

A sanitation exercise in major slum communities. (This would be best done on **World Earth Day-April 22<sup>nd</sup>** or **World Day of Sanitation-November 19<sup>th</sup>**).

Humanitarian visits to several orphanages around our communities and providing them with relief items/refurbishing of an orphanage. (World orphans day- November 8<sup>th</sup>)

Supporting start up (1-3 years active) NGOs/ Charity Foundations.

This would include extensive media coverage.



Community service



World Orphans Day

CSR

# Employee Relations

Employee relations in Public relations entails creating a platform for employees to relate in a proper and cordial way.

This has been a typical strategy in managing employee relationships within an organisation and fostering interdepartmental productivity.

Effective employee relations build mutual understanding between an organization and its employees and encourages full participation in meeting goals and targets.

**Some activities done to foster employee relationship include:**

**Departmental hangouts, Yearly or bi-yearly staff retreats, end of the year parties/engagements, Interdepartmental sports competition amongst many others.**

CSR

# Community development/ Education

Community development is one of the four major pillars of a successful CSR plan in any organization. It not only adds credibility, but it also creates social awareness for the brand.

**Idea:** Vitafoam Group- Refurbishing of schools and presentation of educational support items. One public school and one private school.

The group will support either in funds or support items. Refurbish some parts of the school and provide items for educational enhancement- set up an ICT room with a minimum of 3-5 desktops (could be more) or educational tabs for E-learning.

Refurbish decapitated school buildings and presentation of classroom chairs and E-board etcetera.

Present products for hostels; i.e new bunks, pillows and student mattresses.

This will be most beneficial to the children who attend schools where proper education is being neglected. They get to learn outside of the classroom and become computer-literates.

Investing in a community as a group- i.e provision of bore hole in a community, Liaising with the government to relief the burden of a bad community road. This could be done in a series of different communities



THE IDEA OF GROUP  
PR/ACTIVITIES/PROJECTS CAN  
HAVE A TAGLINE INFUSED INTO  
IT. THIS TAGLINE WILL BE A  
CONNECTING FACTOR AROUND  
ALL OUR GROUP ACTIVITIES,  
MAKING IT INTO A CAMPAIGN OF  
ITS OWN.

# MEDIA

## Media Relations

The most part of public relations involves working with the media as a way of garnering publicity that benefits the organization.

Media relations circles around maintaining a mutually beneficial relationship with journalists and other members of the press.

Proper media coverage is seen as more credible than traditional advertising. Thus, the need for proper development and management of our media relations.

This is very critical to the success of any PR strategy, plan and outreach.

**MEDIA**

# **Social Media Marketing**

In modern-day public relations, social media marketing remains one of the most significant factor of influence.

There is the advantage of instant access to larger audiences and better platform to connect with members of the public.

Social media marketing has created a platform for PR specialists to track activities, follow trends in their various industries as well as carry out strategic image marketing.

Social media marketing will include coverage of our PR campaigns and activities by blogs, social news platforms, online news and our Corporate/digital platforms.



# MARKET RESEARCH

What can we track?

# MARKET RESEARCH

## Understanding Customers' Frame of Mind; Influence of Image branding on Customer's buying Behaviour

Understanding your target audience is one of the most important aspects of any successful public relations strategy.

Gathering customer data and understanding their frame of mind, perception and acceptance of certain things will give a better direction on what to do and how best to do it.

Therefore, before any proper PR plan should be implemented, a preceding customer survey is to be carried out to best understand how they relate to and resonate with the proposed plan/subject matter.

This is done in furtherance of a more excellent result and bigger opportunity to provide added value to an organisation.

We can also test and ascertain the level of influence 'image' has on customer buying behaviour.

# MARKET RESEARCH

## Test/Monitor Brand awareness

Test the level of awareness Vitafoam Group has amongst our various TAs. It would be a unified (1) research with the group head office manning the entire process.

This could be done Bi-quarterly, strategically after or before the Launch of any 'group communication or campaign'.

Bi-quarterly track the level of awareness of the various brands that makes up Vitafoam Group. 'Do people know Vitafoam to be a group company?, do they know the subsidiaries under Vitafoam?.'

Overtime, after constant online and offline communications, there would be a need to track the growth in awareness for the Group.

# MARKET RESEARCH

**Understanding Public  
Perception of the Brand as  
well as perceived narratives  
held by TAs**

The image of an organisation remains very crucial to the success or failure of the organization.

Understanding narratives held by the public gives public relations experts the platform to access these narratives, correct them, re-inform and reinforce the brand's identity.

This kind of research does not only include understanding the perceived narratives but provides a platform to tackle and correct wrong narratives.

# MARKET RESEARCH

**Measure Customers' level of engagement with and awareness of the brand's CSR activities**

This would be done in follow up of Major PR plans and CSR activities. It is an effective way of getting first hand feedback on PR projects carried out.

Results gotten from these kinds of research would help to weigh the successes of PR/CSR programmes and communication gaps to fill.

This would in turn, foster implementation of a more effective communication plan in future times.

It can also be done Quarterly or Bi-quarterly as a more generic way of putting all our offline and CSR activities under one research umbrella.



business opinion round, questions study research  
samples discovery **MARKET**  
opinion poll focus group  
inquiry public opinion  
focus **RESEARCH** products  
research focus  
insight  
analyzing marketing competition trial information  
statistics results consumer answers



SPECIAL PROJECT

SPECIAL PROJECT

| What can we implement?

# SPECIAL PROJECT

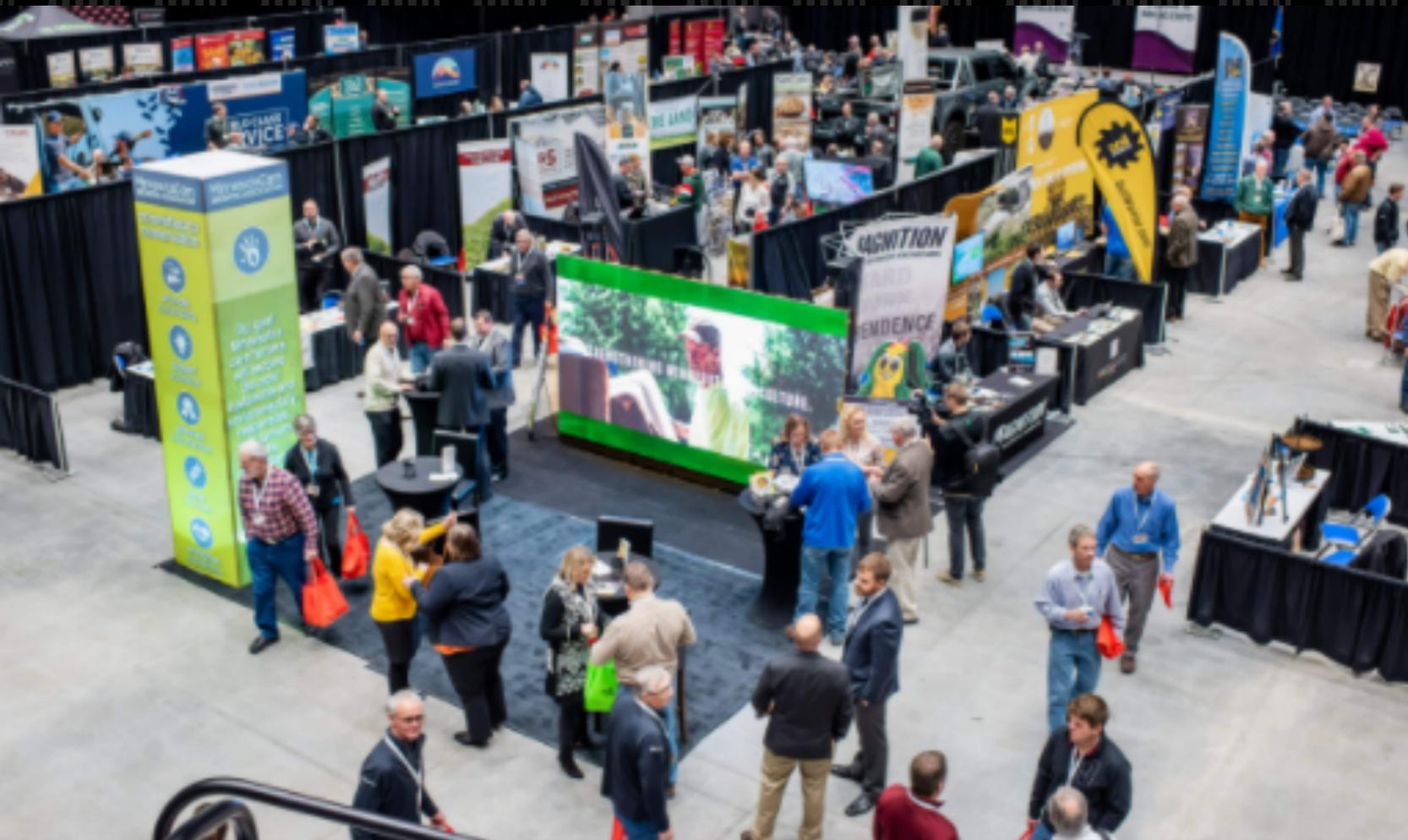
## Community Fair/Auction

Put on sale some of our products that have been in store for long. This will be done on a group level.

All subsidiaries that fit into this idea will join in the fair where community members can walk in and purchase whatever they like at discounted and cheaper rates.

It's a way of making revenue from abandoned stock.

We can make use of major malls i.e ICM, The palms and the likes.



# SPECIAL PROJECT

## Subsidiary Endorsement

The main idea here is for **Vitafoam to endorse**, market and present its subsidiaries to their network of connections. i.e to government parastatals in charge of works and housing projects, ministry of education and state school project coordinators etcetera.

This would involve presentations to key stakeholders and organizations as a group, using already existing Vitafoam network in influential spaces.

Vitafoam will be the face of these presentations.

A manufacturing **body/expert specific to each fields endorsing** individual subsidiaries. This would give credibility to the brands, promote brand acceptance amongst TAs and sales generation.



# SPECIAL PROJECT

## Exhibitions/Trade fairs

There are exhibitions we can attend as a group. One of many is **Pu Tech Africa International Exhibition and Conference**, bringing together internationals in the Polyurethane industry.

One major similarity that joins us together is our different roles in the polyurethane industry. All subsidiaries in their specialty belong to this industry and fit into this category.

Participating in **trade fairs**- i.e Lagos International trade fair

It would be a great platform to market the group and create awareness for our baby subsidiaries.

# SPECIAL PROJECT

## Community Walks

(Creating awareness in solidarity with a cause/creating awareness for a cause)

### VITA WALK

Vita walk is an initiative that will be centred on creating awareness for cancer every year in the month of October which happens to be the month for cancer awareness.

A walk for cancer awareness in solidarity with all parties concerned. The primary goal is to promote and develop awareness in the public and emphasis the importance of early detection.

This would bring together all subsidiaries under the Vitafoam group (Vita is one thing they all have in common) with all round involvement of all internal stakeholders of the group company.

This also creates a platform for the group company to come out to the public as one and also create awareness for our subsidiary brands.

How can both be achieved?

Through massive coverage and marketing of the project. A short documentary video of the event will run across all Media platforms and digital spaces.

Hashtaa We Care, You Should too

Be a part of the movement...