



PACKAGE FREE



Presented by: Team Falafel

Fredericka Davis
Simone Gaines
Amudalat Kasumu
Vanessa Morales
Emily Weber

About Package Free

“An ecosystem of brands on a mission to make the world less trashy.”

- Package Free believes that access to sustainable products and resources that positively benefit people and the planet is a basic human right.
- On April 22, 2017, initially funded by the brands that we sold, Package Free was born as a 3-month popup shop at 137 Grand Street in Williamsburg, Brooklyn by Lauren Singer.
- The goal is to reshape the consumer product landscape, redefine what a *truly good* product looks like, and make natural and plastic free products more accessible, affordable, and convenient for all.

Business Timeline

- On April 22, 2017, initially funded by the brands that Package Free sold, Package Free was born as a 3-month popup shop at 137 Grand Street in Williamsburg, Brooklyn with a goal of making the world less trashy, one sustainable swap at a time. Spoiler alert: the pop up never closed.
- In 2019, they took on venture partners to grow Package Free in order to create sustainable products at economies of scale that make them accessible to the masses
- Since launching, Package Free has built an e-commerce site, launched two retail stores, and diverted hundreds of millions of pieces of trash from landfills, *and they're just getting started.*

Business Model

Awareness

Action

Change of
Lifestyle

Persona 1

Jasper Jones - Age: 23

Single (Dating), Employed – Retail Management, Graduate Student, Dog Owner

Quote: "Every Generation Needs A Revolution." – Thomas Jefferson

Biography:

Jasper is working his way through graduate school as a Manager for a popular Menswear Boutique. As an only child, Jasper's childhood allowed him to explore the world at will. A self-proclaimed "free spirit", Jasper has experienced all the good in the world with minimum conflict.

Jasper has always been concerned about the environment. In junior high, he and his friend started a recycling program in his school to reduce waste created by the students. The program was extended to the local high school and is still going strong today with community support.

As an adult, Jasper has made an efforts to support eco-friendly brands and organizations; he lives by the sentiment "put your money where your mouth is". Jasper lives in a LEED (Leadership in Energy and Environmental Design) certified building and is involved in education and activist effort for global warming.

Throughout graduate school, Jasper has incorporated his passion into his studies, working on a thesis about increasing support and participation of major corporations in creating sustainable work environment and products. Upon graduation, Jasper plans to create a non-profit organization to assist large corporation with reducing their carbon footprint and developing action plans to assist them in attaining LEED certifications.

Jasper is the proud doggy dad of Rufus, his pet bulldog.



Persona 1 (cont.)

Jasper Jones - Age: 23

Single (Dating), Employed – Retail Management, Graduate Student, Dog Owner

Needs:

- Products that align with his lifestyle (eco-friendly / sustainable)
- Knowledge he's doing his part for a better world.

What Jasper fears...

Jasper may be a feel spirit, but he's always motivated by thoughts of how to leave the world in a better place. As he's studied the effects of global warming on the planet and humanity, Jasper fears his efforts won't be enough to make an impact and save the planet.

Frustrations:

- Limited outlets to purchase sustainable products where the company's mission aligns with the products they sell 100%.
- Lack of education - to increase individual and organizational participation in eco-friendly / sustainable efforts.

Motivations:

- Saving the environment / planet
- Education – teaching individuals and organizations how they can start today and be a part of the solution.
- Using products that are safer for the environment.



Persona 2

Sinclair Rothchild – Age 29
Engaged, Mother, Junior Executive

Quote:

“ You must be the change you wish to see in the world.” – Mahatma Gandhi



Biography:

Sinclair is a born leader. As the youngest of four children (the only girl), Sinclair strives to make her mark in all aspects of her life. As she was growing up, the unspoken pressures of “success” could have placed her in a competitive mindset with her older brothers. Sinclair instead used the examples of her older brothers as motivation for her personal and professional successes.

Throughout her education, Sinclair was a good student frequently achieving high honors recognition. She employed as a Junior Executive at a boutique marketing firm.

Sinclair is engaged to her high school sweetheart (Roman); they planned to marry the summer of 2020. Due to the global pandemic, Sinclair and her fiancé have rescheduled their wedding ceremony for the summer of 2022. Sinclair and Roman are new parents to a joyous baby girl (Rosa Lee) who is 14-month old.

Sinclair always did what she could to support efforts to preserve the environment. She never joined any groups or initiatives, but she would occasionally recycle at home and participate in the annual Earth Day events at her office.

While planning for her wedding ceremony, Sinclair was exposed to sustainable options to reduce costs for some wedding items. From there the spark was ignited, Sinclair began swapping day-to-day household essentials for sustainable products. As a new mother, her concerns for what her baby girl was ingesting grew. She researched and purchased various items for Rose Lee to establish a foundation of zero-waste for her environment.

Sinclair's interests in having a carbon neutral and waste free home has inspired her fiancé; they hope to create a better environment for their daughter and the planet.

Persona 2 cont.

Sinclair Rothchild – Age 29

Engaged, Mother, Junior Executive

Needs:

- Products she can use to continue her household transformation to a zero-waste environment.
- Cost Effective Products

What Sinclair fears...

Sinclair has led a charmed life, a loving and joy filled childhood of tradition. As she and her fiancé establish a home for their young family, there are concerns about environmental hazards. Sinclair fears she isn't doing enough to protect her family and the environment.



Frustrations:

- Researching brands and companies for sustainable products.
- Support – Sinclair's fiancé isn't convinced there is a problem with waste accumulation and the environment, not one that warrants changing the products they use in the household.

Roles in the buying process:

- Main buyer and influencer for her family's purchase.
- Research – The "researcher" for her family's household needs

Customer Insight

Customers want sustainable products.

- In the United States and Canada, the percentage of customers interested in purchasing sustainable products continues to raise.
 - Roughly, 70% of customers (Gen-Z to Baby Boomers) think purchasing sustainable products is important.
- Customers are purpose driven - purchasing / supporting brands and products that align with their personal values.
 - 80% want to know the origin of their products; 69% of those customers are will to pay more to brands providing product origin details.
- Social Media is making it easier for customers to research and follow sustainable brands.

Package Free is committed to the overall care of the customer.

- Carbon Neutral - Balancing waste reduction and carbon emissions
- Climate Justice and Racial Justice initiatives - access to healthy and sustainable products is a basic human right.
- Become B-Corp Certified - Companies that balancing of purpose and profit and legally required to consider their impact on their customers, community, employees and vendors. Package Free is dedicated to becoming a certified B-Corp company on 2021.

Resources

Bekmagambetova, D. (2020, January 10). *Two-Thirds of North Americans Prefer Eco-Friendly Brands, Study Finds*. Retrieved from Barrons.com: <https://www.barrons.com/articles/two-thirds-of-north-americans-prefer-eco-friendly-brands-study-finds-51578661728>

Kronthal-Sacco, R. a. (2019, June 19). *Research: Actually, Consumers Do Buy Sustainable Products*. Retrieved from Harvard Business Review: <https://hbr.org/2019/06/research-actually-consumers-do-buy-sustainable-products>

Package Free Shop. (2021). Retrieved from <https://packagefreeshop.com/>

Customer Insight

Customers are embracing sustainable and eco-friendly lifestyles and products. What once was considered an alternative method of waste disposal, sustainable products are mainstream.

As customer interests in purchasing sustainable products are on the uptake, brands should keep in mind these customers are savvy and are doing their research.

Customers are not only researching products, but the brands and what they represent.

Customers are more inclined to purchase products from brands who's mission / purpose align with their personal value (not placing "sustainable" on random products to be a part of the sustainable market boom).



Content Pillars and Sub-topics

Pillars	Why Do They Care	Sub-topics
<i>Be Environmentalist First</i>	The health and safety of the planet is our main concern.	With every decision we make, we consider the effect it will have on the planet.
<i>Zero Waste Movement</i>	Leading by example. The company was founded by a pioneer of Zero Waste Movement. A goal of the company is not to create waste.	Zero Waste Values are in place throughout business operations Providing composting, recycling to eliminate potential waste and the use of second hand or recycled electronics and furniture.
<i>Be Carbon Neutral</i>	An integrated approach to combating climate change. Balance in the consumption and output in the environment.	Package Free products help to reduce waste and methane emissions on a daily basis - Product demonstrations.
<i>Education - Sharing environmental news and tips</i>	Adding value through education, tips and DIY project to positively influence the environment.	Customers can explore additional content for sustainability growth through Package Free's blog " <u>Trash is for Tossers</u> "

Customer Journey



Questions They're Asking	Are the products really package free?	Cost – How does the cost of Package Free products compare to non-sustainable products?	How to purchase these products? Will my (the customer's) purchase make a difference in the environment (creating a waste free society)?	Responsiveness to customer issues; how are they handled.
Emotions They're Feeling	Understanding Community Pride	Curious Skeptical Resistant (to change)	Intrigued Concerned Empowered	Inspired Hopeful
What should we communicate	Clearly define industry terminology Benefits Quality Testimonials	The product line can assist customers with swapping everyday essential items with sustainable option. Reducing the use of plastic is saving the environment.	Testimonials Loyalty Program Mailing lists / Notifications Sales / Discounts / Promotions	Information and suggestions for transitioning to a waste free life.
Key Digital Touchpoints	Blog (Trash is for Tossers) Instagram Facebook Twitter YouTube	Customer interaction – communicate effectively and timely with customers	Links included in all Digital sites to purchase (link to websites)	Social Media Promotions: Contests - tagging friends / followers (@) and liking / saving posts for entry Live Info sessions with Package Free rep. on Social Media platforms.

Think, Feel, Do...

Think Brain, Logic, Data	Feel Heart, Emotions, Feelings	Do Actions
<p>The customer should think of Package Free as their “go-to” or “one-stop shop” for all of their sustainable product needs.</p> <p>The customer should consider the benefits of embracing a zero waste and carbon neutral way of life.</p>	<p>We want the customer to feel educated, considered and empowered with their purchases.</p> <p>Feel like they (the customer) are creating a better environment today and for tomorrow.</p>	<p>We want the customer to consider the benefits of a carbon neutral lifestyle.</p> <p>Transition to sustainable products with the purchase of Package Free products.</p> <p>Enjoy the explore and enjoy products without excess. – Remember, purchase what you need.</p>

Digital Brand Voice

Adjectives	What We Are About	What We Are NOT
Sustainable Accessible Grassroots Welcoming	Waste Reduction Convenience Education The Future	Wasteful Unkind Trashy

Package Free has an established digital brand voice for the commitment to a zero waste future including an amazing digital founder's story which went viral. Founder Laura Singer "the girl with the jar" who initially went viral for fitting 8 years of trash into a mason jar. In 2012, Singer, began the "Trash is for Tossers" blog to document her journey to reduce her waste to zero.

Package Free's digital brandvoice will remain an extension of the founder's voice and mission a with fluid expression of the brand's mission to "make a less trashy world" and that access to sustainable and products are a basic human right throughout all social media platforms.

Content Themes for the Year

- January- Cozy ways to enjoy winter
- February- Love who and what you have
- March- Spring Recycling
- April- Love Our Earth
- May- Its Getting Hot In Here-introducing summer products+environment awareness
- June-Ocean awareness-How zero waste helps our waters
- July- Beach What? Keep our beaches clean/plastic pollution
- August-Dog Days of Summer
- September- Back in the Swing of Things-school/work reusable focus
- October-Fall into sustainable habits
- November-Friendsgiving-Food waste awareness and recipes for gatherings
- December-Buy less, love more

Content Marketing

JULY BEACH WHAT?		07					
MONDAY	01	TUESDAY	02	WEDNESDAY	03	THURSDAY	04
Monday Renewal Photos featuring reusable summer/beach items		Tasty Tuesday Sustainable + healthy beach-picnic Ft. Package Free		Influence Us Micro-Influencers share fav beach related photo/review		Happy 4th of July! Red/white/blue Image	
FRIDAY Friday I'm In Love UGC featuring Package Free	05	SATURDAY	06	SUNDAY	07	Sunday Funday Meet your local Package Free tribe for a beach clean up.	NOTES 08

Content Marketing

AUGUST DOG DAYS OF SUMMER

08

MONDAY

01

Monday Renewal

Photos featuring reusable dog items

TUESDAY

02

Tasty Tuesday

Sustainable + healthy picnic Ft. Package Free+ bonus dog treat recipe

WEDNESDAY

03

Influence Us

Micro-Influencers share fav dog related photo/review

THURSDAY

04

FRIDAY

05

Friday I'm In Love

UGC featuring Package Free dog products/dogs

SATURDAY

06

SUNDAY

07

Sunday Funday

Meet your local Package Free tribe for a doggo meet and great

NOTES

08

- **Content** would be in line with our mission to have a package free, sustainable lifestyle and caring for our environment
- - Slack/Discord groups for community/advice/product use
 - Instagram-Focus on photos of products, relevant holidays/observations, influencers, and UGC
 - Youtube-informative longform videos with tips and sustainability topics. Links in description/"click here" redirect
 - Blog-topical content on sustainability and the package free lifestyle featuring founder Lauren Singer. Links to products.
 - TikTok-for engaging a new audience. Fast, easy, and interesting.
 - Twitter-For topical retweets (news, etc), customer product sharing, a few links to Instagram/posting about upcoming IG lives with experts
 - Pinterest-Sharing products, sustainability hacks-shop now links

Keywords + Inbound Links

Zero Package shop, shop plastic free, waste free, eco-friendly, sustainable dog toys, eco friendly cat, eco body products



- Inbound Links:
- <https://www.tinyyellowbungalow.com/category/zero-waste/>,
- <https://impactforgood.co/blog/>
- <https://thegreenhubonline.com/>

Social Channel Plan

Brand Awareness: Youtube, Twitter and Tiktok.

Drive Sales: we will use Facebook, Instagram, and Pinterest.

The Package Free Shop's current reach on social media:

Facebook-76,183 people like this/80,968 people follow this

Instagram-406k followers

Twitter-1,787 Followers

Pinterest-1.5k followers

Youtube-258K subscribers

Tiktok- 4528 followers

We will showcase our sustainability positioning to increase brand recognition.

#Maketheworldlesstrashy

Our posts will consist of sustainable alternatives, awareness and collaborations, as well as new products and sales.

We will exclude the use of Snapchat because of the lack of high value engagement and we will also be excluding LinkedIn due to its business first approach.



FACEBOOK CPC

Sales Price	\$20
COGS	\$10
Margin	\$10
CPC	
Facebook	\$0.14
Google	\$0.56
Facebook Budget	\$5,000.00
Google Budget	\$5,000.00
Facebook Clicks	35,714
FB Conversion Rate	2.00%
Google Clicks	8,929
Google Conversion Rate	5.00%
# of Units Sold	1,161
Total Revenue	\$23,214
Total Costs	\$11,607
Total Ad Expense	\$10,000.00
Profit	\$1,607

CPC RATE - 0.11 - .036

- Gift for eco-friendly person
- Green health and beauty
- Zero waste
- Green living ideas

Words to avoid with 0.98- 3.79 CPC Rate

Sustainable

Amazon barsoap

GOOGLE CPC

Sales Price	\$20
COGS	\$10
Margin	\$10
CPC	
Facebook	\$0.14
Google	\$0.56
Facebook Budget	\$5,000.00
Google Budget	\$5,000.00
Facebook Clicks	35,714
FB Conversion Rate	2.00%
Google Clicks	8,929
Google Conversion Rate	5.00%
# of Units Sold	1,161
Total Revenue	\$23,214
Total Costs	\$11,607
Total Ad Expense	\$10,000.00
Profit	\$1,607

Words with low CPC - 0.45 -0.98

- Packaging supply store
- Biodegradable
- Soap store
- Eco bags

Email Marketing Plan

Categories will be sustainable living/lifestyle, fashion, beauty, self-care, pets, waste free news.

- People will opt in to the categories they prefer.
- Newsletter will go out bi-weekly or monthly, based on preference.

“We won’t waste your time”

Email Marketing Plan



PACKAGE FREE

Monthly Newsletter

IRRITATED
SHAVING?
NOT TODAY
SATAN

FORKIN'
READY

REFILL IN
STYLE

TRENDS THAT YOU SHOULD TRY

by Sienna Reeves

Here at Package Free, we generally steer clear of trends that involve waste. Here are some ways to take part in the latest trends in a sustainable way



Influencer Recommendation

- Advocates for zero waste
- Fitting target audience
- 10 Million + following on Instagram

- 1.) Zendaya
- 2.) Kourtney Kardashian
- 3.) Emily Ratajkowski
- 4.) Harry Styles
- 5.) Drew Barrymore

Pitch:

Hello, [Influencer name]

We love your profile and how well you engage your followers. We want to touch base on a partnership between you and Package Free. To work with Package Freewill not only boost your engagement for your own personal brand and drive more following, you will be helping young men and women all over the world overcome realize the benefits of going green. With a generous compensation package for teaming up with us, you will be the face of our new campaign.

Let us know what products you would like us to send over,

Package Free

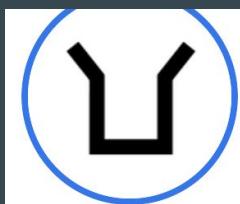


Social Media Crisis Plan

Crisis #1

A look-alike brand has successfully copied and replicated Package Free shop's image and is pretending to be associated with the brand. The mimicking brand is selling low quality items produced by unethical manufacturers. The brand has gained a growing following of 5k on Facebook. Recently, the brand was called out by hundreds of dissatisfied customers. The negative reviews flooded their comment sections and then spilled over to PFS's accounts. "I'll never buy or support this store again!" "This brand is fake and will steal your money!"

Response Plan: Correct the situation by leading with empathy and taking action. We will have the CEO make a statement about PFS not being associated with this brand and express our top values and mission. We will also reach out to specific customers who responded and offer an apology for the confusion and a 10% discount to our store. Lastly, we will post to all platforms our official channels and how to ensure they have reached the correct account and site links.



Package Free

@packagefreeshop · Home Goods Store

 Shop Now



packagefreeshop.com

Social Media Crisis Plan (cont'd)

Crisis #2

A Package Free shop employee posted an insensitive statement and photo in regard to a certain political party during the election. The photo featured the employee sporting a PFS “I’m not trash” tote bag at a political protest. The caption read “This bag may not be trash but all (political party) and those who support X for president belongs in the dumpster out back!!”

Response Plan: Isolate the incident, take responsibility for any wrong-doing on our end and assure everyone that the scenario/incident won’t happen again. Release an apology and statement about this employee not representing the brand’s mission. We will correct this situation by positioning the company in a neutral political stance and redirecting the conversation back to the important work in regard to sustainability and zero waste.

Planning Ahead:

Prepare a script(s) social media for mentions, inquiries and complaints.

Consistently monitor all platforms.

Avoid interacting with trolls.



Starbucks is finally going back to reusable cups and this is our reaction to it .



Thank you.