

UBC Social Ecological Economic Development Studies (SEEDS) Student Report

Fair Trade UBC

Sanjeet Bains

Beyonca Alemzadeh

Yooji Cummings

Puneet Deo

Andrey Kolesnikov

Natasha Lallany

University of British Columbia

DEC 2011

COMM 468

Disclaimer: "UBC SEEDS provides students with the opportunity to share the findings of their studies, as well as their opinions, conclusions and recommendations with the UBC community. The reader should bear in mind that this is a student project/report and is not an official document of UBC. Furthermore readers should bear in mind that these reports may not reflect the current status of activities at UBC. We urge you to contact the research persons mentioned in a report or the SEEDS Coordinator about the current status of the subject matter of a project/report".



FAIR TRADE UBC



**Sanjeet Bains, Beyonca Alemzadeh, Yooji Cummings, Puneet Deo,
Andrey Kolesnikov, Natasha Lallany**

Table of Contents

1. Executive Summary	3
2. Background	
2.1 Mission and Corporate Values	4
2.2 Industry Analysis	4
2.3 Company Analysis	5
3. SWOT Analysis	
3.1 Strengths	7
3.2 Weakness	7
3.3 Opportunities	7
3.4 Threats	8
4. Competitive Analysis	9
5. Recommendations	
5.1 Market Outlook	11
5.2 Target Segments	11
5.2.1 The Amount of Years One Has Spent at UBC	12
5.2.2 The Faculty That One Is In	13
5.2.3 Whether Or Not One Lives On Campus	14
5.2.4 How Many Days One Spends On Campus	15
5.3 Messaging	15
5.4 Communication Channels	19
5.4.1 Social Media	19
5.4.2 Student Groups	22
5.4.3 Public Relations	22
5.4.4 Other examples	24
6. Recommendations	29
7. Metrics	31
8. Contingency Plan	32
9. Appendix	
9.1 Sources	33
9.2 Sample Advertisements	34
9.3 Survey Results	37

1 Executive Summary

The University of British Columbia's Fair Trade initiative has been an important aspect in their community. There are four primary divisions under UBC who serve as the ambassadors of this initiative: UBC Social Ecological Economic Development Studies (SEEDS), the UBC Bookstore, Student Housing and Hospitality Services and the Alma Mater Society (AMS). Currently, these four divisions offer an array of Fair Trade products across various outlets on their campus, while educating the local community through a variety of media outlets.

Our main objective is to increase exposure, awareness, purchasing habits and knowledge of Fair Trade products within the UBC community. This could be achieved through analyzing UBC's current practices and marketing techniques, as well as conducting primary research that would provide key information to the target market.

Our recommendations are heavily reliant on our primary research data, which indicates that the target market has misconceptions of Fair Trade along with a low exposure, awareness and purchasing habits towards Fair Trade products available at UBC. We have provided key messaging techniques through various communication channels that will provide an increase in awareness, support and sales towards UBC Fair Trade products and practices within a limited budget.

2 Background

2.1 Mission and Corporate Values

The University of British Columbia's mission as a single institution is to offer "an exceptional learning environment that fosters global citizenship, advances a civil and sustainable society, and supports outstanding research to serve the people of British Columbia, Canada, and the world". This is evident through the institution's approach to promote and take initiative towards sustainable and Fair Trade practices. Their values that encompass Fair Trade practices are: advancing and sharing knowledge within and across disciplines, integrity, striving for excellence, mutual respect and equity with all members of its communities, and enhancing societal good.

The University of British Columbia has branches that focus on a particular field within the organization. The three branches that are primarily pursuing Fair Trade practices and increasing awareness are: Student Housing and Hospitality Services (entails UBC Food Services), the AMS Student Society of UBC Vancouver and the UBC Bookstore.

The Student Housing and Hospitality Services' mission is to be the "preferred food service provider and the employer of choice for their community". Their values are: sustainability, placing people first, innovation, care, and excellence. Their most recent Fair Trade initiatives that exemplify their vision and values are adopting Fair Trade coffee at all non-franchise outlets, as well as, implementing Fair Trade teas, cold beverages, bananas, chocolate and donuts to more than 20 outlets and catering.

The AMS Student Society of UBC's mission is to "improve the quality of the educational, social, and personal lives of the students of UBC", which is over 48,000 people. A few of their values are: resources, stewardship, and community. UBC's Alma Mater Society also supports student projects through funding, which includes efforts to increase awareness of sustainable and Fair Trade practices.

The UBC Bookstore's mission is to be the primarily retailer at the University of British Columbia and a socially responsible employer. The UBC Bookstore currently provides students with an array of Fair Trade products that range from jewellery, accessories, clothing, and sweets.

2.2 Industry Analysis

Fair Trade is an economic model designed to provide socially responsible trade and equity among producers in developing countries. Fair Trade products work to promote sustainability and alleviate global poverty by giving producers fair prices. The only independent, third party certification group for Fair Trade products in Canada is *TransFair Canada*. This group works with and through the Fair Trade Labeling Organizations (FLO) International. The Canadian Industry is growing at a rate of approximately 47% every year. The industry has a retail value of around \$50 million with over 250 participating companies. Fair Trade is receiving increasing interest in the public sphere and world governments.

In Canada the number of companies offering Fair Trade products is growing and this trend is expected to continue. A greater number of consumers are actively seeking out Fair Trade products and the awareness and familiarity of Fair Trade certification labels is rising. On average, 61% of consumers who recognize Fair Trade certified labels purchase these products at least once per month among those who do not cite the price and availability as the major hurdles to purchasing these products. The main consumers groups purchasing these products are Enthusiasts and Mainstreamers. Overall national consumer demand has more than tripled since 2001.

Over 1000 products coming into Canada are recognized as Fair Trade products and are organized into 13 categories. These include cocoa, coffee, fruit, herbs and spices, grains, sugar, tea, nuts, oils, fruit juice, cotton, sports balls, wine and flowers. In 2010 Canadian sales of Fair Trade products reached nearly 13 million kg, with flowers, cocoa, coffee and fruit selling over a million kilograms each. Coffee was the first and most popular Fair Trade product. Most coffee shops advertise and sell Fair Trade blends, with Starbucks being the largest customer of Fair Trade coffee, purchasing over 40 million pounds of coffee in 2009 alone. McDonald's, Dunkin' Donuts and Wal-Mart also sell Fair Trade coffee. In Canada, Fair Trade coffee holds 1% of the market share while globally, Fair Trade products represent approximately 3% of the market share in the food and beverage industry.

2.3 Company Analysis

The University of British Columbia has over 54,000 students each year from 140 countries around the world. It is considered one of Canada's best research universities and is among the top 30 schools in North America.

UBC is an integral portion of the local Vancouver economy, supplying \$10 billion in local income and providing over 39,000 jobs. Research and new innovations from UBC has injected over \$5 billion in 2 years into the BC economy. Non-research initiatives directly provide \$1.9 billion to the local economy and students and visitors generate a further \$600 million in local spending.

UBC has a long history of dedication to sustainability and environmental issues. One of the original adopter of green campus programs, UBC was the first University in Canada to achieve the Kyoto Protocols. The school also offers its students over 300 sustainability-related courses.

Earlier this year, UBC was designated Canada's first "Fair Trade Campus" for their efforts in supporting Fair Trade products. As a result of pressure from students, the university began adopting Fair Trade products in their Student Services and Student Union eateries as early as 2004. In the last year, the school has purchased nearly 1.5 million cups of coffee, 429,000 tea bags, 2300 chocolate bars and 1885kg of bananas, all Fair Trade products. Fair Trade Canada has called UBC "an example to all universities and the epitome of Canadian dedication to fairness and respect for the farmers who produce these products."

The UBC Bookstore

The UBC Bookstore consists of three stores at the Vancouver campus, Okanagan, and Robson Square. These stores provide not only books but also a wide variety of products and services including clothing, furniture, IT assistance, gifts and more. In the

previous school year the Bookstore provided over \$1.6 million to UBC. The store is highly involved in sustainability issues including a no sweat shop policy, green operations and selling Fair Trade coffee.

Alma Mater Society

The UBC Alma Mater Society seeks to improve the quality of education, social and personal lives of students. The student society operates and oversees AMS owned businesses, resource groups, clubs and other student services on campus. The group also acts as an advocate for student issues and represents all UBC students to the university administration as well as the federal, provincial and municipal governments.

UBC Sustainability

This group operates out from the Centre for Interactive Research on Sustainability and focuses on finding and implementing sustainable solutions for the university. University Sustainability Initiative works on Bio-energy, smart energy systems, energy storage systems, regenerative building, social license, behavior change and public policy. This group is one of the driving forces behind the shift towards Fair Trade products.

3 SWOT Analysis

3.1 Strengths

Alma Mater Society

- Many channels to communicate with students (its customers)
- Holds a favorable view among students
- More freedom to take risks for sake of students (product introductions)
- Control over many popular food outlets: product + ingredient changes visible to large student body

Student Housing and Hospitality Services

- Consistent sales in many locations – owner of almost all food dispensaries near classes/libraries
- High visibility of products available – customers know exactly what’s for sale

UBC Bookstore

- Exclusive for UBC apparel
- Every student must enter the store for U-Passes

3.2 Weaknesses

- Few powerful brands to help pull Fair Trade products off the shelf
- Fair Trade brands that are available aren’t automatically associated with the concept (i.e. Kit Kat)

Alma Mater Society

- Limited shelf space for Fair Trade items

Student Housing and Hospitality Services

- Vanier + Totem Dining Hall sales based on population of residences. Zero-sum game for student dollars

UBC Bookstore

- Seasonal patronage/shopping – primarily at the beginning of each term

3.3 Opportunities

- Further expansion of Fair Trade can generate international attention, drum up interest and attract interested parties to UBC and Fair Trade purchases
- Growing awareness and demand for ‘ethical’ products thanks to changing consumption patterns means more sales for organizations that sell them

Alma Mater Society

- Fair Trade sourcing of common ingredients at AMS outlets would be highly visible to consumers

Student Housing and Hospitality Services

- Opportunity to engage first year students in Fair Trade practices during their orientation
- Using Residence Advisors as a communication tool

UBC Bookstore

- Using the staff to communicate Fair Trade products to consumers within the store
- Showcasing Fair Trade products in prominent positions throughout the bookstore

3.4 Threats

- Student apathy, lack of knowledge about Fair Trade products. Unwillingness to learn/pay attention
- Perception that Fair Trade is too expensive

Alma Mater Society

- Critics always watching the AMS, vocal about what they perceive to be wasted resources

Student Housing and Hospitality Services

- Fair Trade sales replace normal products – must provide similar or identical margins

UBC Bookstore

- Decreased book sales show that students are using the store less for books, likely meaning less visits and purchases of other items too

4 Competitive Analysis

Worldwide Fair Trade describes Fair Trade to be a system of exchange, involving the purchasers of the products agreeing to pay a slightly higher cost in order to ensure that providers are able to maintain a decent standard of living.

Fair Trade can be applied to all kinds of goods, so for the purpose of competitive analysis in this report, we have segmented its products into three categories;

- Food
- Beverages
- Clothing and Accessories

We can better observe the levels of competition facing Fair Trade products on the basis of the categories mentioned above.

Food

In the food category, the main competitors for Fair Trade include non Fair Trade foods in addition to Organic, Sustainable and Locally produced foods (although a lot of Fair Trade products try to encompass at least one of the last three elements). 41% of respondents answered “no” to the question “*Does the term Fair Trade stick out to you from Organic or sustainable?*” which could explain why a lot of people who are aware of Fair Trade are not buying the products.

The UBC Student Housing and Hospitality Services includes the UBC Food Services department, which has been serving the campus and surrounding communities for over 80 years now. Venues on campus as well as a few just off (that are close enough in proximity to be considered in the minds of UBC students and staff) that are not a part of UBC Food Services, are also in competition with them. These include: Save On Foods, The Point Grill, McDonalds, Mega Bite, Vera’s Burgers, Omio, The Pendulum and other AMS restaurants (A&W, Honor Roll, Pit Pub, Subway), The Deli and the Hospital café.

Due to 46% of respondents from our survey saying that they never see products marked “Fair Trade” at UBC, and only 24% saying that they see it daily, we can conclude that a lot of the potential customers of Fair Trade goods are turning to other options. It is also important to note here that Fair Trade foods mostly include items such as chocolates, fruits, donuts and the like, therefore not offering a wide enough range of products for the students.

Beverages

Taking into account the beverage category, our survey results convey that coffee is the most recognizable Fair Trade product at UBC. This result was not very surprising to us, especially since the majority of advertising done about Fair Trade in general at UBC is centered on Fair Trade coffee. Another contributing factor could involve the AMS locations now serving Fair Trade coffee, enabling a wider audience to be excessively aware of the category of products. Survey results show that because most consumers believe that Fair Trade coffee is more expensive than regular coffee, they are not willing to choose the Fair

Trade alternative if given a choice.

The competitors to Fair Trade beverages include regular, non-Fair Trade coffee, tea, juices, wines, and pop which are available at these locations: McDonalds, Starbucks, Tim Hortons, The Hospital Café, Triple O's and The Point Grill.

Because a lot of people associate Fair Trade with "expensive", they are not willing to spend extra money on these products. This is surprising because 73% of our respondents are aware of the term Fair Trade and what it entails, yet are not willing to shift their buying habits to support the cause.

Clothing and Accessories

Clothing and Accessories can be grouped as one category because there are only few products available at UBC. These are mostly available at the SUB, the UBC Bookstore, the Outpost and the UBC Recreational Centre.

The primary competition of Fair Trade clothing and accessories on the UBC campus comes from non-Fair Trade brands sold at the UBC Rec Center and 'handcrafted' items sold by vendors in the Student Union Building. These two locations see relatively high foot traffic, and impulse purchases.

Unlike food and beverages, UBC consumers do not spend very much money shopping for clothes on campus. Sources of Fair Trade clothing at UBC face competition from major clothing retailers who, for the most part, do not use Fair Trade practices. Consumers' choice in clothing is heavily brand-driven and thanks to this, money is spent much more conservatively on clothing than on food and beverages. This means that purchases of Fair Trade clothing at UBC are primarily to satisfy the desire to own UBC branded clothing. Competition for consumers' dollars on clothing is fierce, but can be overcome through the introduction of clothing product categories that are currently unavailable and through proper communication.

5 Recommendations

5.1 Market Outlook

It seems that the market for Fair Trade goods at UBC is growing. Although a lot of people are aware that Fair Trade products are available on campus, they claim to not be exposed to it enough as made apparent by the 46% of respondents who said they never see products market “Fair Trade”.

In addition, a lot of people associate Fair Trade with “expensive” hence moving forward, tailoring advertisements or information sessions to educate consumers as to why this is and where the proceeds go to is important. As well, noting that Fair Trade coffee is cheaper than Starbucks, could allow people to consider buying Fair Trade coffee habitually thus spending a few cents less each time while contributing to a good cause.

Aiming advertisements to try to change peoples associations of Fair Trade to things like fair, tasty, healthy and so on, instead of associating it with products could also be an improvement tactic. This would help with consumers not only linking Fair Trade to coffee but also to clothing and accessories, considering that when respondents were asked what they would like to see more of regarding Fair Trade, a lot of them mentioned products that were already available to making it more seen.

Survey results show that not many people are aware of clothing or accessories as being Fair Trade products. When asked what Fair Trade products they would like to see being introduced, a few mentioned clothing and noted their dislike for seeing UBC Bookstore clothing labeled as made in China, India etc. This is a great opportunity for expansion and promotion for clothing with Fair Trade logos at the UBC bookstore.

Convenience plays a powerful role for consumers in determining where they decide to purchase from. AMS-run businesses at the SUB have a great advantage in this respect, especially since they serve Fair Trade coffee now.

Customers enjoy variety. Presenting more choices could help to attract a wider consumer base or merely create awareness for those less educated on the subject matter. For those consumers who are unaware of the benefits of Fair Trade or what it is, increasing awareness and communicating positive associations could be key to attracting them as potential long-term customers.

Finally, as students resent having to pay anything more than they have to for habitual purchases, increased awareness and positive associations with Fair Trade could definitely help in this area, better educating consumers on how their business is benefiting other people, less fortunate than themselves.

5.2 Target Segments

This portion of the action plan will analyze customers in regards to various aspects of Fair Trade at UBC. After thorough observation and cross tabulation of our survey results, we found it most useful to compare Fair Trade familiarity, awareness of Fair Trade at UBC and resulting purchase habits/intentions against 4 key groupings of students:

- The amount of years one has spent at UBC
- The faculty that one is in
- Whether or not, one lives on campus
- How many days one spends on campus

5.2.1 The Amount of Years One Has Spent at UBC

What immediately became apparent was that a large number of respondents were those who had spent less than 1 year at UBC. This led us to assume that our initial advertisements of our survey on the UBC public affairs newsletter and PowerPoint advertisements in high traffic areas of the school, were effective in garnering attention of this group, who we believe is seeking to be actively engaged with and aware of on-going UBC events. This is a very useful finding as educating and informing an audience who is actively willing to listen in the beginning of their tenure at UBC, could carry on a Fair Trade philosophy throughout their time at the UBC. What also became evident was the lull in respondents who've spent 1-2 years at UBC and how there seemed to be a disconnect with this group and Fair Trade. More specifically, in terms of figures:

Awareness

68% of respondents had spent less than one year at UBC and were aware of and familiar with Fair Trade. This number, with the exception of those who've spent 2 years at UBC, increased gradually, ending with those who've spent 5+ years at UBC having 85% being familiar with Fair Trade. What was unusual, was the dip in awareness/familiarity among those who have spent 2 years, with 48% being unfamiliar with Fair Trade

How often does one encounter Fair Trade products on a monthly basis?

- 35% of respondents who've been on campus for less than a year have never encountered Fair Trade products and just over 30% of them had encountered them at least once a week. This is a key group that UBC could benefit from by educating them Fair Trade at UBC, because of their willingness to listen and participate
- For those who've spent 1 to 2 years at UBC they encountered such products even less than the previous group
- However, those who've spent 3 or more years, the percentage of those who rarely or never encounter Fair Trade products begins to shrink significantly as more years pass

Do you choose Fair Trade products over non-Fair Trade products, if given the choice?

- Those who've spent less than 1 year had over 50% of the respondents choose Fair Trade over non-Fair Trade if given the option. This number was the highest among all groups in this category
- Those who've spent 1 to 2 years on campus again reported low figures with only 30% of respondents choosing Fair Trade over non-Fair Trade
- Of those who've spent 3 or more years, on average 40% of them would choose Fair Trade over non-Fair Trade

How would one rank Fair Trade in terms of affordability and availability at UBC?

- Across all groups of years, there was a clear central tendency with 60% or more respondents choosing between somewhat low and somewhat high, almost at a neutral standpoint, in terms of affordability and availability

5.2.2 The Faculty That One Is In

The largest amount of respondents came from the Science faculty, followed closely by Arts, Commerce and Land and Food systems respectively. What was most evident when examining Fair Trade by Faculty was that, Land and Food systems was by far the most familiar with/aware of Fair Trade leading us to believe that their thorough knowledge of food practices is what produced optimal results on the survey. Furthermore, because the Arts and Science faculties make up a large portion of the UBC population and both have very high awareness of Fair Trade, we feel that properly educating the UBC population on Fair Trade, as Land and Food systems has been, could yield tremendous results in terms of consumption of Fair Trade products and the adopting of its philosophy. Currently, of the three largest faculties in terms of respondents, each have significantly less than 50% picking a Fair Trade product over one that wasn't, this is something that requires attention.

Finally, there was an extremely low response rate from Medicine, Pharmacy, Nursing, Human Kinetics and Forestry and it would be incorrect to infer trends from such a small number.

Arts

- 72% awareness/familiarity of Fair Trade
- Even with significant awareness only 36% of students encounter Fair Trade at least once a week and 21% have never encountered these products
- If given the option to choose a Fair Trade product, only 42% would choose the Fair Trade product over the one that wasn't
- In terms of availability and affordability, the same central tendency that was apparent when examining by years @ UBC, was apparent when measuring against faculties with over 60% giving neutral responses

Science

- 74% awareness/familiarity of Fair Trade
- Despite high awareness, only 27% of these students encounter Fair Trade products at least once a week and another 27% have never encountered these products
- If given the option of a Fair Trade product over with a product that wasn't, 48% would choose the Fair Trade option
- In terms of availability and affordability, the same central tendency that was apparent when examining by years @ UBC, was apparent when measuring against faculties with over 60% giving neutral responses

Commerce

- Has a significantly high awareness at 88%, possibly due to that Sustainability is a focal point in the faculty
- 37% of Commerce students encounter Fair Trade products at least once a week, however 30% have never encountered a Fair Trade product as well

- If given the option of a Fair Trade product with a product that was not, only 33% would choose the Fair Trade option
- In terms of availability and affordability, the same central tendency that was apparent when examining by years @ UBC, was apparent when measuring against faculties with over 60% giving neutral responses

Land and Food Systems

- By far the highest awareness of Fair Trade at 93.2%
- 53.3% of these respondents have encountered these products at least once a week, if including the 2-3 times a month, then number the statistic shifts to 80%. This may have to do with the fact the Land and Food systems has high awareness of Fair Trade knows where to find Fair Trade products and is easily able to identify a larger variety of Fair Trade products
- 73.3% would choose a Fair Trade product over one that wasn't, if there was an option, showing that this faculty seems to more in tune with the Fair Trade philosophy than others
- Strangely with Land and Food Systems, in terms of availability and affordability, the same central tendency that was apparent when examining by years @ UBC, was apparent when measuring against faculties with over 60% giving neutral responses.

5.2.3 Whether or Not One Lives on Campus

There wasn't a large enough difference between the group that lived on campus and the one that did not for it considered to significant, though ironically the group that didn't live on campus reported somewhat higher awareness, higher Fair Trade encounter and higher Fair Trade purchase intentions. This is odd considering the amount of time those that live on campus, spend at UBC and have more opportunities to be exposed to Fair Trade products.

Those that lived on campus

- Reported 68% awareness
- There seem to be a level distribution with an average number of 12 respondents in each category of encountering Fair Trade products, with the exception of those who have never encountered being lopsidedly high
- Only 37% would choose a Fair Trade product over a non-Fair Trade product if given the choice
- There is another central tendency for availability with 50% of respondents choosing an almost neutral position of somewhat low or high. Also, because of the low amount of purchase intentions from this group, we thought it was because these students were on a limited budget and would consider Fair Trade products expensive; however the results delivered yet another central tendency. 59% of this group retained a neutral position

Those that do not live on campus

- Reported 77.4% awareness
- Level distribution with similar number of people in each level of encounters
- 45% of this group would purchase a Fair Trade product over a non-Fair Trade

- product if given the option
- There was a large central tendency with 73% of respondents choosing a middle stance, with somewhat high or somewhat low in terms of affordability of Fair Trade products. And again for availability, 68% of respondents chose somewhat high and somewhat low

5.2.4 How Many Days in a Week does One Spend on Campus

For this grouping, there were only 6 respondents who are campus 1 to 2 days a week, so we were unable to infer any trends from that segment. Those who spend 3 to 5 days and those who spend 6 to 7 days produced very similar responses in terms of awareness, however strangely those who spent 3 to 5 days on campus, encountered Fair Trade products much more often than those who spent 6 to 7 days, who were also less likely to choose Fair Trade products. Also, a significant portion of the 6 to 7 days group considered Fair Trade product affordability to be somewhat low; this attitude mixed with greater budgetary constraints than a group who spends 3 to 5 days, may have resulted in lower purchase intentions.

3 to 5 days on campus

- Of 107 respondents, there was a 74% awareness of Fair Trade
- Only 38% of this group encounters Fair Trade products at least once a week
- 46% of this group would choose Fair Trade products over a non-Fair Trade product, if given the option
- Another central tendency is apparent in terms of affordability, with 74% of respondents choosing either a neutral response, however 43% of respondents choose somewhat high affordability
- Central tendency, with 40% of respondents choosing somewhat low and 30% of respondents choosing somewhat high

6 to 7 days

- 105 respondents, with 74% awareness
- 25 % of this group has never encountered a Fair Trade product, otherwise there was an even distribution of respondents in each category of Fair Trade encounters
- Central Tendency: 60% of respondents chose a neutral position on affordability
- Central Tendency: 28% of respondents chose somewhat low and 32% somewhat high

5.3 Messaging

Fair Trade products face a number of fundamental marketing challenges in the UBC market. In order to increase volume of sales and market share of the food and beverage, challenge in awareness and perception of Fair Trade goods in consumer minds must be changed. Given the recommended communication channels, this report puts forth strategic communications to improve the position of Fair Trade goods in consumer minds.

Challenges

The primary challenge Fair Trade goods face at UBC is the lack of awareness of the concept of Fair Trade (FT). This includes the lack of understanding of the concept of Fair Trade, the range of Fair Trade products, the availability of Fair Trade products, where to purchase Fair Trade and how to identify Fair Trade products. Over 25% of students at UBC do not understand the concept of Fair Trade and this lack of understanding detrimentally affects other purchasing incentives. It is clear that consumers must first be aware of a product to even come to a point of considering purchasing it. Therefore, raising consumer awareness of the different facets of Fair Trade goods at UBC is the most important aspect of messaging in the short term.

Secondary challenges in promoting Fair Trade goods and increasing sales is the perception of Fair Trade goods in consumer minds. Fair Trade goods are perceived to be expensive by the student population, despite the fact that most Fair Trade goods are cheaper. Furthermore, most students do not believe that paying more for Fair Trade is worthwhile over cheaper alternatives. This challenge must be addressed from an economic and ethical approach. Medium term challenges should be approached once primary challenges have been sufficiently addressed and solved. Medium term challenges include leveraging the pre-existent positive images of Fair Trade goods and improving on them to increase the likelihood of purchase. Fair Trade goods enjoy a positive image of quality and taste. Other challenges to be faced are cross-promotional leveraging such as using print advertisement to assist social media to push sales (and vice-versa) or applying sampling promotions with print media in connection with social media. This form of messaging can be done throughout all stages of messaging however should be increased in presence over the campaign duration after primary challenges are solved.

Brand Personality

All messaging in different communication channels should follow a set guideline. This guideline can be referred to the *brand personality*, which refers to the image and feeling the promotion should attempt to convey and the image and feeling that should be present in the consumer's mind. Brand personality includes, but is not limited to, the theme, style, tone, and key values of your promotional communications and channels. It is important that all messaging is consistent among all communications to ensure a focused, strategic marketing campaign that leverages synergy of a collaborative effort.

Key values are the product's principles that your product operates under and the image that must be conveyed to consumers. All communications to consumers for Fair Trade products should convey these specific values that are held in mutual respect by both the organization and consumers:

- Ethical
- Informative
- Quality
- Inexpensive
- Tasty
- Honest
- Change
- The Individual and Society

Tone, as the name suggests, is the fashion in which the message is communicated. All communication from UBC Fair Trade (et al) should have the following tone:

- Friendly
- Informative
- Intelligent
- Clear
- Ethical
- Down-to-Earth
- Instructive

Style refers to the graphic imagery of the text, images, general outlay of the promotions. The style should reflect the key values and tone of the promotional campaign. The style of the campaign should follow the following guidelines:

- Sustainable Green
- Light Color Scheme
- Modern
- Sharp
- Preference for Larger Presence

Short Term Solutions

One of the primary challenges of Fair Trade goods is the lack of understanding of the concept of Fair Trade. To address this issue, the team has developed creative concepts for making more aware and teaching the general student population the concept of Fair Trade in an interesting and captive fashion.

“What is...” Campaign

The “what is...” campaign is an easily customizable and interesting communication method that captures consumer attention by directly asking consumers an ambiguous/uncertain open ended question about the definition of a value that Fair Trade supports. This ad can be customized to increase variety and thereby interest, attention and mind space of consumers.

Header:	“What is.....?” <Empowerment, Community, Ethical, Sustainable, Fair Trade etc> Text Size: 1/3 page cover. Channel: Any. Page Size: Any. Colour: White.
Sub-Text:	Word Cloud: [words associated with Fair Trade with some misconceptions]
Body:	Ex. <u>Empowerment</u> is giving third world producers a chance to rise above poverty and have an opportunity to create something more through Fair Trade Products. UBC HHC only purchases Fair Trade coffee and chocolate to help support third world producers earn a fair wage for their labor. Be a part of the change and buy fair.
Footer:	Fair Trade products can be found at all Housing and Conference locations and at select AMS outlets. Follow us on Twitter @UBCFairTrade and Join us on Facebook www.facebook.com/ubcfairtrade for more information.
Background:	Light Green, Abstract art, Light leafy design.

Product Range: “What’s so special about this ...?” Campaign

The “What’s so special about this ...?” campaign is similar to the “What is...” campaign in customizability but keeps simplicity for easy variation and duplication. This campaign revolves around a Fair Trade product that is not known for being Fair Trade certified and asks consumers “What is so special about this Banana?” The following sub-text explains that it is Fair Trade and the body brings awareness of the concept of Fair Trade and its significance while bringing to light the wide variety of Fair Trade products in various ads.

Header:	“What’s so special about this.....?” <Banana, Muffin, Chocolate, Sweater, etc> Text Size: 1/3 page cover. Channel: Any. Page Size: Any. Colour: White.
Sub-Text:	It’s a Fair Trade Product!
Body:	Fair Trade products help third world producers become economically independent in a sustainable fashion by providing producers a fair wage for their labour. UBC HHC only purchases Fair Trade Bananas from the DRC and ensures workers are paid a fair wage. Be a part of the change and buy fair!
Footer:	Fair Trade products can be found at all Housing and Conference locations and at select AMS outlets. Follow us on Twitter @UBCFairTrade and Join us on Facebook www.facebook.com/ubcfairtrade for more information and free coupons.
Background:	Light Green, Abstract art, Light leafy design.

The past two campaigns have addressed the location of where to purchase Fair Trade goods but can also be placed close to or beside Fair Trade product placements.

Product Price Savings and Ethics Comparison

This page will cover two intertwined parts: One part will compare the average price of the commercial product to the price of a Fair Trade Product (preferably a FT product that is cheaper than the commercial version). The second part will cover the price of an average commercial coffee is and compare it to the producer wage. This promotion will accomplish two objectives, diminish the perception of the expensiveness of Fair Trade goods and guilt consumers into buying Fair Trade by demonstrating how little producers make relative to the selling price (despite the fact that they made the product).

Header:	<i>“This is how much an average coffee costs at a chain ...\$X This is how much the producer makes \$X <SPACE> This is how much UBC FT coffee costs \$X This is how much the producer makes \$X”</i> Text Size: ¼ page cover each line. Channel: Any. Page Size: Any. Color: White.
Sub-Text:	None
Body:	Fair Trade products help third world producers become economically independent in a sustainable fashion by providing producers a fair wage for their labor. UBC HHC only purchases Fair Trade Bananas from the DRC and ensures workers are paid a fair wage. Be a part of the change and buy fair!
Footer:	Fair Trade products can be found at all Housing and Conference locations and at select AMS outlets. Follow us on Twitter @UBCFairTrade and Join us on Facebook www.facebook.com/ubcfairtrade for more information and free coupons.
Background:	Starbucks Green and White, Clear Half Page divide in color contrast, clear

Medium Term Solutions

Medium term solutions should be designed based on feedback and results from the first round of promotions. Once primary objectives of raising awareness of FT goods to a sufficient and reasonable level, promotions should begin to focus on qualities of Fair Trade goods such as taste, portion, quality and purchasing habits. Promotions through specific channels should also be designed to strategically focus on supporting and developing other high potential promotional activities such as sampling, contests and social media.

Long Term Solution

Long term messaging should only begin once the target market is sufficiently aware of the presence and positive qualities of Fair Trade products. Once this is accomplished, consumers should be reminded of the aforementioned qualities of Fair Trade products on a regular basis while keeping in touch with consumer perceptions and modify according to changing attitudes.

5.4 Communication Channels

The large percentage of UBC students who are unaware of the availability of Fair Trade products, let alone the understanding of the concept of what Fair Trade is, is a large problem that requires effective communication to ameliorate. There are a multitude of different communication tactics that are available to marketers to achieve their communication goals, however with every organization and target market, the most effective technique(s) can vary drastically depending on the individual needs and circumstances of an organization and the unique characteristics of its target market. That is why a careful analysis of viable communication channels is necessary to make an informed and strategic decision on the method you will communicate key messaging to your target in the most effective and efficient way possible. This recommendation will provide a detailed analysis of viable communication options for the client and further supply a recommended combination of the most effective communication channels.

5.4.1 Social Media

This marketing plan recommends the creation and utilization of an effective 360 degree social media marketing platform to be used in conjunction with other promotional campaigns in a supporting role. The key portion of the UBC Fair Trade's marketing plan should include Facebook, Twitter and a corresponding website with an RSS feed and optional Blog and connection to YouTube multimedia communications. Key values of authenticity, honesty, freedom, cooperation, personalization, simplicity and intimacy should always be strived for in the design and use of social media. Other possible but less popular yet effective options in niche markets environments include SMS advertising, Foursquare, Google Plus, ad MySpace.

Facebook

In British Columbia, there are over one million users, in other words 1 in 3 British Columbians are Facebook users. Facebook can provide real results with studies finding that 40% of Facebook users follow a brand and 51% of brand followers will purchase the specific product. In keeping with current trends, it is also important to note the strategic

vision of Facebook and the general direction of the internet community using Facebook as the new “Google” to search everything from places to business and of course people with a large majority of businesses establishing fan pages and to use Facebook as a medium to communicate and engage customers to ultimately create sales. When creating a Facebook page be sure to do the following:

- Add fun and engaging pictures to your profile
- Fill out the information completely with website, twitter feed, locations and other relevant information
- Add a profile picture that is interesting, eye-catching and relevant.
- Keep up-to-date events posted as soon as they are confirmed
- Use a wide variety of media when updating your facebook page, including links, photos, videos, polls, etc
- Connect to other promotional material in your real world campaign

Twitter

Many users on twitter interact with organizations on a personal level and accordingly, organizations can respond to customers on a personal level and build effective customer service. This can be utilized to form exceptional customer service and improve organizational services. Twitter is also a great forum where organizations can provide thought leadership. In the case of UBC Fair Trade, the thoughts and opinions of student perspective on Fair Trade can have a large impact on purchasing habits, if UBC Fair Trade’s tweets are effective in reaching consumers and leading them to form positive perspectives towards Fair Trade products. More concretely, twitter has a great potential for gaining new customers though interaction with users. Lastly, the benefits of twitter are not all in one communication; twitter is a great way to follow the trends, opinions and thoughts of your customer base in real time. Asking questions, following key connected tweeters and important hash-tags can give great insight into market data. When creating a twitter account, be sure to do the following:

- Add a relevant avatar picture for your account
- Link to your website
- Add a relevant and interesting self description and describe yourself as the “official” twitter account holder
- Add interesting and relevant pictures to your account and be sure to update them with current events
- Follow relevant people (they will follow you back) and groups that are in line with the values of the organization, but be sure to keep a good ratio between followers and following
- Customize your background for a more professional and inviting look.
- Tweet about topics relevant to your area and interact with other users
- Use hash-tags. Hash tags are a community driven practise of tagging an individual tweet by using an individual hash (#) before a tag. Ex. #OccupyVancouver is a tweet referring to an occupy movement in Vancouver and allows the community to easily stream a particular subject. Popular hash tags in Vancouver include #ubc, #vancouver, #
- ReTweet (RT). A retweet, as the name suggests, is a repeated tweet. It is used in a reply to allow everyone to see the original tweeter, it is also used to forward a message to one’s own followers

- Follow trends and comment on them using a hash. Trends can be found on the home bar or on www.trendsmap.com and can be effective in gaining new followers or finding popular topics in a select geographical area

The Seven C's of Communication

In social media marketing there are important features which every campaign should follow for successful execution of any campaign know as the Seven C's. The Seven C's are as follows: Context, Commerce, Connection, Communication, Content, Community and Customization.

- **Context:** A website's layout and overall visual design needs to be uncluttered, easy to read and navigate, the color scheme needs to be appropriate for the marketing design. Having some white space will also aid in the overall design and readability.
- **Commerce:** If the website is converted commercial transactions, then it must be safe and communicated to the customer that it is so, most websites use a "lock" symbol in the corner to indicate that it has been encrypted. Furthermore, the commercial activities should be organized in an easy to use and simple format with the least amount of clicks to reach a sale. UBC Fair Trade should look into commercializing their web page with various product offers, price promotions, and product information and offers.
- **Connection:** Website should be connected to all aspects of your social media campaign. There should not only be little twitter and facebook logo attached to every page but your twitter feed should be shown on your website and active interaction between the website and your Facebook page and a Twitter feed should be a regular behavior. Additionally, any other co-sponsors and interesting news should be linked in with your website to act as a resource for your organization. Be sure to add an RRS feed on your website so users can follow updates easily.
- **Communication:** How the company talks to its customers; this can be done through signing up for special offers, email newsletters, contests, surveys, live chat with company representatives, and company contact information and last but not least, your social media pages
- **Content:** The text, graphics, sound, music, and/or videos that are presented must be relevant and interesting for your consumers. Information that is common knowledge is not enough. The website must strive to provide meaningful information that stands out as primary resource for your relevant area. A blog is also a very good way of providing up-to-date information that is relevant and improves the Page Rank of your website in searches.
- **Community:** The website should allow interaction between customers through message boards and possibly live chat. Fostering a healthy community and engaging customers get users excited about products and increase awareness and sales of products.
- **Customization:** Companies can allow customers to personalize aspects of the website or it may tailor itself to different users, for example having different colors

and graphics for people who speak different languages.

Print Advertising

Print advertising is the backbone of most promotional campaigns. Coming in a wide variety of forms print advertising can be used in anything from newspapers to billboards to websites. An effective print campaign requires the careful designed strategic goals outlined for messaging, a creative ideas to form attention grabbing concepts, the production of the creative material and the eventual of distribution of the ad with purchasing of ad space which can greatly vary in price and change in CPM (cost per thousands impressions).

Appropriate theme, messaging and concept for print is discussed in the Messaging section of this report.

5.4.2 Student Groups

Student Newspapers and Publications

Student Newspapers and Publications offer a direct forum to reach our exact target market without wasting resources on non-relevant populations. UBC offers 7 different newspapers and magazines (*Discorder, The Graduate, Perspectives, The Point, The Thunderbird, The Ubysey, and The Arts Underground*) and publications as well as 10 different academic journals 13 official publications that specialize in specific areas of student, graduate and staff life. To get to the widest of our core target audience, we recommend The Ubysey as an appropriate resource to reach students with print material. The Ubysey targets the 18-25 campus market and 20% of all students read the Newspaper, more than any other publication on campus. In addition to the printed version, the Ubysey boasts a unique visitor rate on their website (where print ads are also feature) of 23,362 with an average 200 views for each visitor creating a total potential of 4,672, 400 impressions over a year. The paper distributes to 72 different locations around campus with a distribution point in every major faculty building on campus, publishes twice weekly with a weekly circulation of 24,000 copies. Pricing ranges from \$2,000 for full page back cover to \$22.00 for the smallest size. Free ad design is also available. For further information the media kit is available on the Ubysey website.

Print advertising should focus on getting fewer but larger advertisements in either black and white or color, have an appropriate call to action or incentive to act and always link back to social media by either using the Facebook and Twitter logo or otherwise.

5.4.3 Public Relations

Public Relations is an effective measure for an organization or an institution to obtain free advertising through various media outlets (e.g. television, print, radio, etc...), especially with a limited budget. To ensure success, the promotional piece must be engaging and beneficial to the targeted audience, the publication/network (e.g. 24 hours), and the editor who is contacted. Two effective Fair Trade campaigns that will receive free exposure and provide awareness in regards to Fair Trade initiatives at the University of British Columbia are: hosting a Fair Trade Month and engaging in community outreach.

Fair Trade Month

Currently, there is only a Fair Trade Day during the second week of May at the University of British Columbia, which, is aligned with the World Fair Trade Day.

The Fair Trade Day at the University of British Columbia gains limited exposure and interactions with students and staff for several reasons:

- Availability
 - Final exams for students during Term 2 end prior to May, therefore, the majority of students are not on campus to participate.
- Lack of Awareness
 - Limited messaging to students in regards to Fair Trade Day and Fair Trade initiatives in general.
- Low Priority
 - Students who are on campus have begun their Summer Session (May 9th, 2011), therefore, their focus and attention is primarily towards their new course(s).
- Limited Use of Knowledge
 - As most students during the Summer Session are on campus for a short time in comparison to the Winter Session, their application of the information provided by the Fair Trade day is limited at UBC until Term One.

A Fair Trade Month will provide more opportunities for students to participate in this initiative, therefore, creating more exposure and awareness towards Fair Trade at the University of British Columbia and the community. The Fair Trade Month will encompass the current initiatives and promotions in place, such as: sampling, promotions (e.g. bring your own mug and receive a Fair Trade coffee or tea for 99 cents), informational booths, and giveaways (e.g. Fair Trade Basket). We also encourage the implementation of the following, in addition to the Communication and Messaging techniques provided in our marketing plan:

- Fair Trade Organization of the Week
 - Providing a short informational piece about a Fair Trade organization at the University of British Columbia each week.
- Submission Contests
 - Students write a short piece (less than 200 words) in regards to their interpretation of Fair Trade and how it has impacted their life or choices. The top three submissions receive a prize and are showcased through various UBC outlets (media and physical space).
- Interactive Informational Booths
 - Interactive booths provide a more engaging experience for students to learn about Fair Trade, causing a greater retention rate on the information they

receive. An example is displaying how many plucks of leaves it takes to produce 1 kilograms of tea and their daily quota of 8 kilograms (Reference: <http://www.gypsytea.com/sustainability/>)

Fair Trade Month at UBC will take place during October or November with the Fair Trade Day at UBC still taking place during the second week of May. During the first few months of the new academic year, students are still in the “information – gathering” mode, especially first year students. Students are still seeking out greater information in regards to clubs, services, events, and other initiatives that take place at UBC in comparison with the second term of the academic year. Therefore, they their willingness to partake throughout the Fair Trade Month and retain information regarding Fair Trade is greater. The second reason Fair Trade Month should take place during the first term is in regards to the application of information. Students will be able to apply the information they have learned throughout their entire academic year instead of waiting for the new academic year to arrive (May to August), especially if they are not on campus during the summer session. Finally, placing a Fair Trade Month during the first term will showcase to students that this is an important initiative, as they are exposed to this information in their first months at UBC rather than nine months later.

Community Outreach

The Fair Trade Month will receive high awareness and frequent promotion within UBC’s media outlets (e.g. The Ubyyssey) but limited exposure outside (e.g. The 24, The Province), which is the reason community outreach is essential.

The first initiative entails UBC students educating the youth (e.g. elementary school children) and/or the community about Fair Trade initiatives. This can be achieved through implementing this initiative into the course material of sustainable and Fair Trade related courses offered at UBC or through offering an incentive. The ideal faculty that would participate in educating the public would be the Faculty of Land and Food Systems due to their high awareness rate of Fair Trade according to our primary research. Educational materials can consist of the same methods used during the Fair Trade Day at UBC or during Fair Trade Month. Students can also provide further recommendations and marketing strategies regarding Fair Trade at UBC and how to improve current practices.

The second initiative entails collaboration with other academic institutions (e.g. elementary schools, secondary schools, and post - secondary schools) in British Columbia that will create a greater exposure within the community. The collaboration would simply consist of sharing resources in order to educate the students and public about Fair Trade practices and products. This will benefit both academic institutions and showcase to the public that this is a community wide effort rather than just a single institution, therefore, gaining larger exposure across media outlets.

5.4.4 Other Examples

Bus Advertising

Bus advertising can be a valuable method to reach the UBC off campus student commuter population of UBC. Over two-thirds of UBC students live off campus and the vast majority of them ride the bus to reach campus. Popular lines include the 99 B-line, 480

Bridgeport, 41 Joyce Station, 49 street, 14 Hastings, 4th Powell, 44 downtown and others.

The most used of the aforementioned lines is the 99 B-line, with over 50,000 passengers daily and acts as service to get students from all over the lower mainland in and out of UBC. Print bus advertising though effective, may not be as efficient as direct on campus print channels due to the usage by other non-UBC students however, presents a great opportunity to reach a great proportion of students of commuter students at a reasonable price. This report recommends the inside bus banners 11"x35" bus banners that are \$25 each with a minimum order of 50 for four weeks.

Indoor Advertising "Faces"

Indoor advertising "faces" are miniature billboards are strategically placed in captive locations or high volume traffic areas that are specific to the target market. These ads will be specifically placed in areas around campus that are close to purchasing areas to remind consumers of Fair Trade purchase choices. Studies show that 80% of people find that this channel of communication "generally catch their attention", 79% says that "they usually read their content" and 62% say that "it is an interesting way to learn more about products and services available on the market". These advertising products come in a wide variety of forms with varying effectiveness ranging in size, back lit features, lenticular multi views, luminescent styling, audio additions, post card takeaways and digital boards. Resources for this advertising product is provided by Calgary based advertising agency NewAd, which already has advertising partnerships with UBC. Weekly rate for basic indoor advertising "faces" range from \$75 per week to \$50 per week with increasing discounts over time.

Mega Banners

Mega banners, similar to ad 'faces' is an effective and very impactful form of communication. Mega banners can be successfully utilized in areas with large rooms with large audiences, ideal for areas like the cafeteria located in the UBC SUB (where there currently mega banners in use) and other areas such as the Totem or Vanier cafeteria. Other areas that are ideal for mega banner use is on the exterior of buildings in a visible area with high traffic, preferably close to a point of purchase.

Online Print

Print media can easily be transferred to banner boards and pop ads in online media. However, due to high costs of ad placement, lack of pinpoint targeting of UBC area, by services such as Google ads, it is not recommended to follow through with a general media campaign. However, if possible, banner ads linking to a splash page for a new UBC Fair Trade page on partner websites such as UBC Sustainability and Student Housing websites could be both a cost and reach effective.

Creative Point-of-Purchase (POP) Assets

Creative assets refer to any physical object (not including print media) that can be used to communicate and promote your product. Creative assets have a near infinite range of possibilities for promoting your product such as signs, outdoor stand-up displays, product display booths with video games or more creatively giant blow up coffee cups to promote Fair Trade coffee; the possibilities are endless.

This report will recommend only a few basic creative assets that will be utilized close to or near the point of purchase however, it is encouraged to think of more ideas that will be a good fit for the campaign.

POP Asset Food Item Signs

Fair Trade products should be grouped together when possible and clearly designated as a Fair Trade product with a large sign accompanied by a Fair Trade logo that with 'trademark' colors. The sign should be large enough to be visible but not over bearing, approximately 12"X 4' placed directly at eye level in a visible part of the store. If the products cannot be grouped together, another effective option is designing a miniature billboard style sign (propped by metal or possibly a spring) that will clearly designate the product as a Fair Trade product with all aforementioned style guidelines followed with exception of size. This measure will assist in reducing the reported lack of seeing Fair Trade goods on campus and increase the perceived availability of Fair Trade products on campus.

POP Asset Checkout Signs

Miniature billboard signs similar to food item signs can be placed at cashier to remind or make consumers aware of Fair Trade goods. These signs are strategically placed where consumers make their decision to purchase goods and impulse purchases are stronger. Reminding consumers at this point raises the likelihood of a purchase.

POP Asset Fair Trade Food Booth

A well-placed booth branded with Fair Trade logos, colors and products is an ideal tool for winning customer attention time and increasing the likelihood of a purchase. A booth can be placed by or in the middle of a walking route within a cafeteria or close to the check out with Fair Trade products for a quick and easy method of picking up a product.

Multimedia

Multimedia promotions can be notoriously difficult to produce or extremely costly. Therefore, it is clear that TV promotions are not recommended for this campaign. However, there are some cost effective methods of multimedia that can be both easily produced and disseminated.

Faculty Televisions

With the increasing presence of LED TV's on campus used as a messaging board, a quick power point or video presentation with interesting and relevant information can reach thousands of target consumers at absolutely no cost. A 15 second clip shown 60 times an hour can gather a large number of impressions over a short period of time. However, this method is effective at raising awareness of the product; it is not necessarily effective at driving sales of product.

Event and Experiential Marketing

Event and experiential marketing is a form of relationship marketing with direct face-to-face consumer contact. People are more inclined to buy a product once they have tried it, touched it, tasted it, or had an overall positive brand experience. According to a study by *Target*, 80% of young buyers stated they were more likely to buy a product if they tried it first. 46% of the younger target market also stated that face-to-face interactions during a promotional event helps them develop a more positive image of the brand, which makes consumer's much more likely to talk about it and create a buzz about the product. This is substantiated by a study by the Event Marketing Institute, which states that 78% of people "that engaged in a brand experience's "impact zone" during a promotional event spoke about the event to 4 people, on average".

Speaking to friends about the product results in recommendations, which influence buying decisions enormously with "almost all consumers (98%) recommending a brand if they have had a positive brand experience during an experiential marketing campaign."

Sampling

Sampling is a great way to raise awareness, promote and create a positive brand image of a product. As mentioned above, when consumers are able to try a product they are much more likely to purchase the item. Moreover, if they like the product and they recommend it, you receive word-of-mouth advertising, which is the most effective form of promotional communication for affecting consumer purchasing habits. Sampling can be a low cost effective method for promoting and driving sales of a product. When sampling always be sure to tie in social media and send out update through Twitter, Facebook and other relevant social media outlets

Free Giveaway

Free giveaways can be a form of sampling and/or a great way to draw consumer attention to raise awareness of your product and promote the goods. This method relies heavily on the giveaway and can be modified with different products that are not associated with the good in question, purchase incentives, coupons, contests and many other methods.

Contest

Contests are another cost effective solution to raising awareness and spreading buzz about your product. Used in conjunction with social media, even after the contest is over the residual follow effect of a contest can live on long after the contest. Contests should be worked in conjunction with other promotional strategies and be promoting a specific message for maximum effectiveness.

Campaigning

Campaigning is performed by stationing brand representative in key high traffic locations to solicit information to passersby. This form of experiential marketing is not as effective as the other forms of marketing for turning sales over but can be effective imparting more impactful messages to potential consumers about more complex subjects

such as the economic effects of Fair Trade. This method may be useful for improving the lack of knowledge on the concept of Fair Trade.

Guerrilla Marketing

Guerrilla marketing is a form of unconventional marketing that does not rely on the traditional channels of communication. They are characteristically marked by their unexpectedness, potential interactivity, and in unexpected places for provoking thought to create a buzz. This form of marketing is geared more towards small businesses and utilizes the factor that smaller budget companies are strong in such as time, energy and imagination. The following are some easy recommended examples of Guerrilla marketing, however it is encouraged that other creative ideas are formed within team:

Chalking

Chalking is a cheap and easy solution for communicating your message is more readily accepted on campus relative to other areas in the city. Due to chalk's ability to be easily washed off, there are no problems with chalking any area around campus. To be most effective, chalk in areas that are high visibility, use large designs, draw in an area that cannot be reached by rain, create intriguing messaging with a call to action, and most importantly, in an area with high traffic volume.

Stickers

Stickers in keeping with the Guerrilla marketing mantra, is cost effective and useful in spreading a message over an area. Stickers with printed messages left in public as a free giveaway is a great way to spread your message organically through your target market. The relative permanency of stickers are also great for long lasting messaging however, this has the potential to cause problems with unintentional stickering by consumers of sensitive areas.

Reverse Graffiti

Reverse graffiti is an effective method for creating a near permanent out-of-home street advertisement for your product. By creating a simple decal and spraying a pressure washer to 'clean' the portion of the street, the result is the image of your logo/message 'cleaned' onto the pavement.

Mini Posters along University Boulevard

Mini-posters are a common communication method used in civil elections and UBC club advertising. With 2/3 of the school population driving into and out of UBC from three main arteries on campus (Marine Drive, University Boulevard, and 16th avenue), a poster campaign along these three boulevards with messaging is an effective way to make 72,156 impressions daily for close to no cost (54,125 students x .666 x 2).

6 Recommendations

Based on our findings from the survey results as well as additional research, we have come up with a few final recommendations that we think will enable you to increase awareness and purchases of Fair Trade products at UBC.

Student Housing and Hospitality Services

Our primary recommendation for the Student Housing and Hospitality Services is to target first year students at UBC with their Fair Trade education and product introductions. First years, of all the market segments that we could find, are the easiest group to communicate with. In addition to that, they have greater motivation to be engaged on campus and will be at UBC for the longest time thus can spend more of their dollars on Fair Trade items offered on campus. Based on this group's disproportionately large response rates to our primarily newsletter-based survey distribution, we determined that they absorb more information given to them on campus because of their newly arrived status. They can be targeted through communication channels in first year residences where they spend a great deal of their time interacting with others in common areas. Booths and advertising materials for Fair Trade can also be placed in these common areas to reach students that frequent them. Another resource that could be used is residence advisors and residence coordinators. This can be done by putting up advertisements in first years' houses, educating students about Fair Trade and promoting Fair Trade month. Also we found that using newsletters/publications can be advantageous, as we determined that this segment is more likely to read them thoroughly, as seen from the surge of first year respondents from our newsletter distribution.

By targeting first years, SHHS will be taking advantage of 3-4 more years of purchases from these students. Older students at UBC might have slightly higher awareness of Fair Trade, but the fact that they have much fewer time left to spend at UBC means that they will take their dollars elsewhere shortly. Although growing the Fair Trade market as a whole is one of our objectives, targeting older students will do little to grow Fair Trade on campus.

Alma Mater Society

Since the AMS owns partial space of the Student Union Building, which we found to be the highest trafficked building at UBC, we suggest using it as the primary resource for attracting customers. Various communication methods can be utilized to promote and increase awareness about Fair Trade products available at UBC, such as: mega banners in the SUB, advertising faces, point-of-purchase displays in the Outpost, chalk outside the SUB, and promotional booths in the main concourse of the Student Union Building space.

During Fair Trade Month, a display booth can be set up in the SUB with information about Fair Trade as a practice, product offerings at UBC, and interactive displays (e.g. discussion board) at the SUB where students can post their thoughts on Fair Trade.

UBC Bookstore

In the case of the UBC Bookstore, we suggest making Fair Trade displays more prominent by using POP items near registers or on the path to the U-Pass distribution area/carding office. We also believe that by further emphasizing that UBC branded clothing is Fair Labor and by having more prominent signage, will help better respondents' low awareness of clothing at UBC being Fair Trade. In addition, having promotional discounts associated with Fair Trade products e.g. buy \$50 worth of Fair Trade products and receiving \$5 off a textbook, could be enforced to further attract students to buying these products. Since profit margins may be smaller on Fair Trade products, the discount should be taken off a high profit margin item.

We also propose collaborating with the Land and Food Systems faculty, who have the highest awareness, purchase intentions and encounters with Fair Trade products. One suggestion is developing a Fair Trade Ambassador Program organized by the AMS or Sustainability department. This program will consist of UBC students, and will be aimed at increasing awareness, education and purchase intentions towards Fair Trade throughout UBC and the community. In addition, focusing on the Science and Arts faculties, which had a significantly high awareness yet subsequently low purchase intentions and encounters, could also be targeted.

7 Metrics

In order to continuously measure the success and effectiveness of our Fair Trade recommendations, we have provided various metric methods.

The first method involves direct interaction with students at promotional and information booths located around campus, which will provide a qualitative analysis. This is a low cost and quick method with potential for in-depth analysis but with possibility of limited participation, as there is no incentive to participate. This method will provide direct feedback and possible recommendation in regards to the current Fair Trade practices at UBC and the effectiveness of the campaigns.

The second method involves a quantitative analysis of sales figures for Fair Trade items throughout the academic year. One use of this analysis is determining if the Fair Trade Month provides an increase in sales for Fair Trade products using a 'before and after' benchmarking system.

The third method involves a quantitative analysis of Facebook, Twitter, and various websites at UBC that has Fair Trade materials. Various tools such as HootSuite, in-house Facebook performance dashboard and Google analytics can provide in-depth and detailed analysis of performance trends. This should measure the effectiveness of our messaging and communication channels throughout the academic year.

The final method entails a survey and a focus group study near the end of the academic year, which, is similar, if not same survey conducted for this marketing plan. This will determine whether there was an increase in awareness, exposure, correct information in regards to Fair Trade, and willingness to purchase.

8 Contingency Plan

Intense Short-Term Promotion With Long Term Outlook

If our initial efforts do not meet expectations in terms of sales, awareness and purchase intentions, we suggest holding more intensive promotions that include discounts/sales on certain Fair Trade products or simply spotlighting a certain Fair Trade product around campus. The goal here is to significantly boost short-term sales and subsequently increase long-term awareness and make Fair Trade product a serious option in a student's consideration set when deciding upon a product in a certain category.

Increase The Amount of Information Heavy Advertisements

If exposure based advertisements such chalking, stickers, reverse graffiti etc, have not been effective in garnering attention and awareness and increasing sales, SHHS, AMS, UBC Sustainability and the UBC Bookstore should opt for more information heavy forms of advertisements. Rather than focusing on eye-catching advertising materials to garner attention, use forms of communication such as: information seminars and guest speakers (e.g. prominent members of the UBC community), that provide a great deal of depth and seek to heavily educate the UBC population

Experiment With Placement of Fair Trade Displays and Information Materials

If current placement of Fair Trade product displays and information materials does not translate into the success metrics of awareness and sales, experiment with their placement in other high traffic, high visibility areas of the campus.

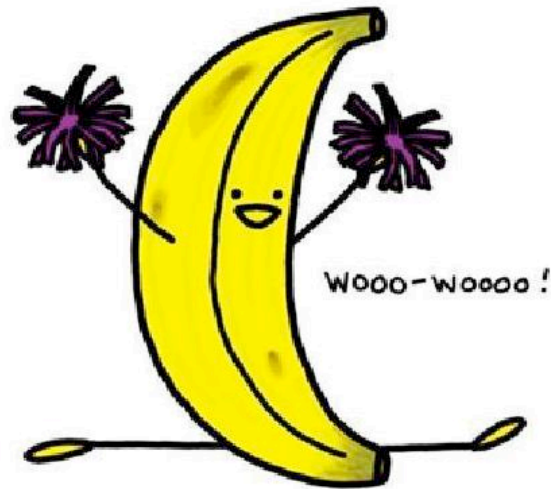
9 Appendix

9.1 Sources

- [1] Fair Trade Federation. (2008). Interim Report on Fair Trade Trends; FairTrade Canada (2011). Canadian Sales of (Labelled) Fairtrade Certified Products.
- [2] Renard, M. (2003). Fair Trade: Quality, market and conventions. *Journal of Rural Studies*, 19:87-96.
- [3] <http://www.publicaffairs.ubc.ca/2011/05/05/ubc-named-canada's-first-fair-trade-campus/>
- [4] UBC Bookstore Website (2011): <http://www.bookstore.ubc.ca/home>
- [5] UBC AMS Website (2011): <http://www.ams.ubc.ca/>
- [6] UBC Sustainability Website, (2011): <http://www.sustain.ubc.ca/>

9.2 Sample Advertisements

WHAT IS SO SPECIAL ABOUT THIS BANANA?



IT'S A FAIR TRADE BANANA!

Fair Trade products help third world producers become economically independent in a sustainable fashion by providing producers a fair wage for their labour. UBC HHC only purchases Fair Trade Bananas from the DRC and ensures workers are paid a fair wage. Be a part of the change and buy fair!



Fair Trade products can be found at all Housing and Conference locations and at select AMS outlets. Follow us on Twitter @UBCFairTrade and Join us on Facebook www.facebook.com/ubcfairtrade for more information and free coupons.



you paid:
\$3.75

the
coffee
farmer got:
\$0.02

That last latte you bought may not have adequately supported the coffee farmer and his family. The Fair Trade Federation is committed to empowering producers, combatting poverty, and promoting sustainable practices. Supporting Fair Trade products is easy. Look for Fair Trade certified coffees and teas in your local grocery store and coffee house. Visit www.fairtradefederation.org for more information.

Take a stand; tomorrow morning, make sure your coffee is fair.

support fair trade

www.fairtradefederation.org



9.3 Survey Results

https://qtrial.qualtrics.com/CP/Report.php?RP=RP_816eHQ3chbu7Uo