

Dec. 4



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Roots

Eco-Adventure Line

ROOTED IN NATURE

By: Marcus Giancola, Abbey Rivers, Emily Dwyer, Hope Monaco, Zoë Krieger



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Agenda

WHO WE ARE

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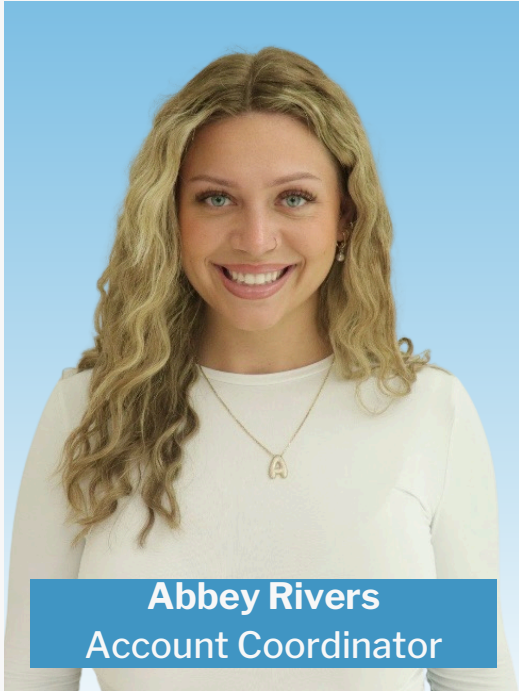
- Part 1:** Who We Are
- Part 2:** Executive Summary
- Part 3:** Situation Analysis
- Part 4:** Action Plan
- Part 5:** PESO Model Integration
- Part 6:** Timeline
- Part 7:** Evaluation
- Part 8:** Putting it All Together



- The Mahze Group is not your average PR agency 🦄📈
- We are here to work **alongside** our clients
- Some of our primary values include:
 - A-Mahze-ing Innovation
 - Creativity
 - Collaboration
 - Strategic Thinking
 - Adaptability
- By executing these values in our work, we work together with brands to craft **memorable** campaigns



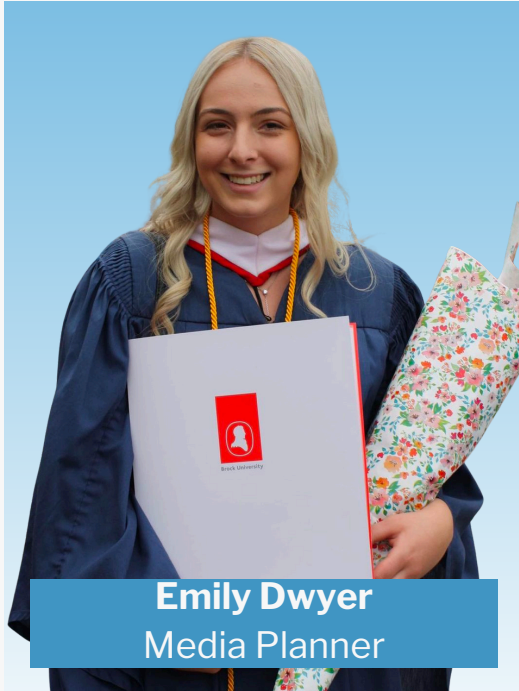
OUR TEAM



Abbey Rivers
Account Coordinator



Marcus Giancola
Creative Strategist



Emily Dwyer
Media Planner



Hope Monaco
Digital Analyst



Zoe Krieger
Event Coordinator

Because of our experience in sustainability-focused marketing, strong connections with regional influencers, and a track record of creating campaigns that appeal to environmentally concerned customers, our firm is ideally suited to spearhead the Roots Canada Eco-Adventure Line campaign.





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Expertise in Marketing & Communications

EXECUTIVE SUMMARY

- Comfort, quality, and the Canadian outdoor spirit are all hallmarks of Roots Canada, who just unveiled the Eco-Adventure Line
- Crafted from fabrics that are produced ethically, demonstrates Roots' dedication to environmental responsibility
- Targeting younger, environmentally conscious consumers in major cities including Vancouver, Toronto, and Montreal.



KEY OBJECTIVES & MESSAGES



KEY OBJECTIVES

- Raise Awareness
- Inform Customers
- Increase Engagement and Sales

KEY MESSAGES

- Cost-effective Eco-Friendly Solutions
- Roots' dedication to the environment



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Proposed Approach



- Social media campaigns
- Influencer Collaborations
- In-Store and Experiential Marketing





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SITUATION ANALYSIS

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The issue at hand



- **Limited reach and awareness**
 - Who: particularly among younger, eco-conscious consumers
 - What: Potential customers are either unaware of the new line or assume that sustainable products come with a higher price tag and a limited style range.
 - Where: in urban centres like Vancouver, Toronto, and Montreal
- Roots wants to address this gap by demonstrating that eco-friendly fashion can be accessible, stylish, and high-quality, especially for Canadians who love nature.
- That's where Mahze comes in!



SWOT ANALYSIS



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Strengths

- High quality materials with a focus on comfort and quality
- Embodies Canadian outdoor spirit
- Strong brand reputation
- Loyal customers
- In-store recycling program
- Green partnerships

Weaknesses

- Perceived exclusivity
- Lack of UGC
- Limited demographic
- Online presence

Opportunities

- Showcasing Roots' environmental initiatives
- Inspiring audiences to join the trend of saving the planet
- Raising awareness of the Eco-Adventure line
- Increase influencer relations efforts
- Growing consumer base

Threats

- Strong competitors
- Limited reach and awareness
- More expensive and limited style range
- Limited to Canadian audiences
- Risk of greenwashing accusations





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TARGET AUDIENCE ANALYSIS

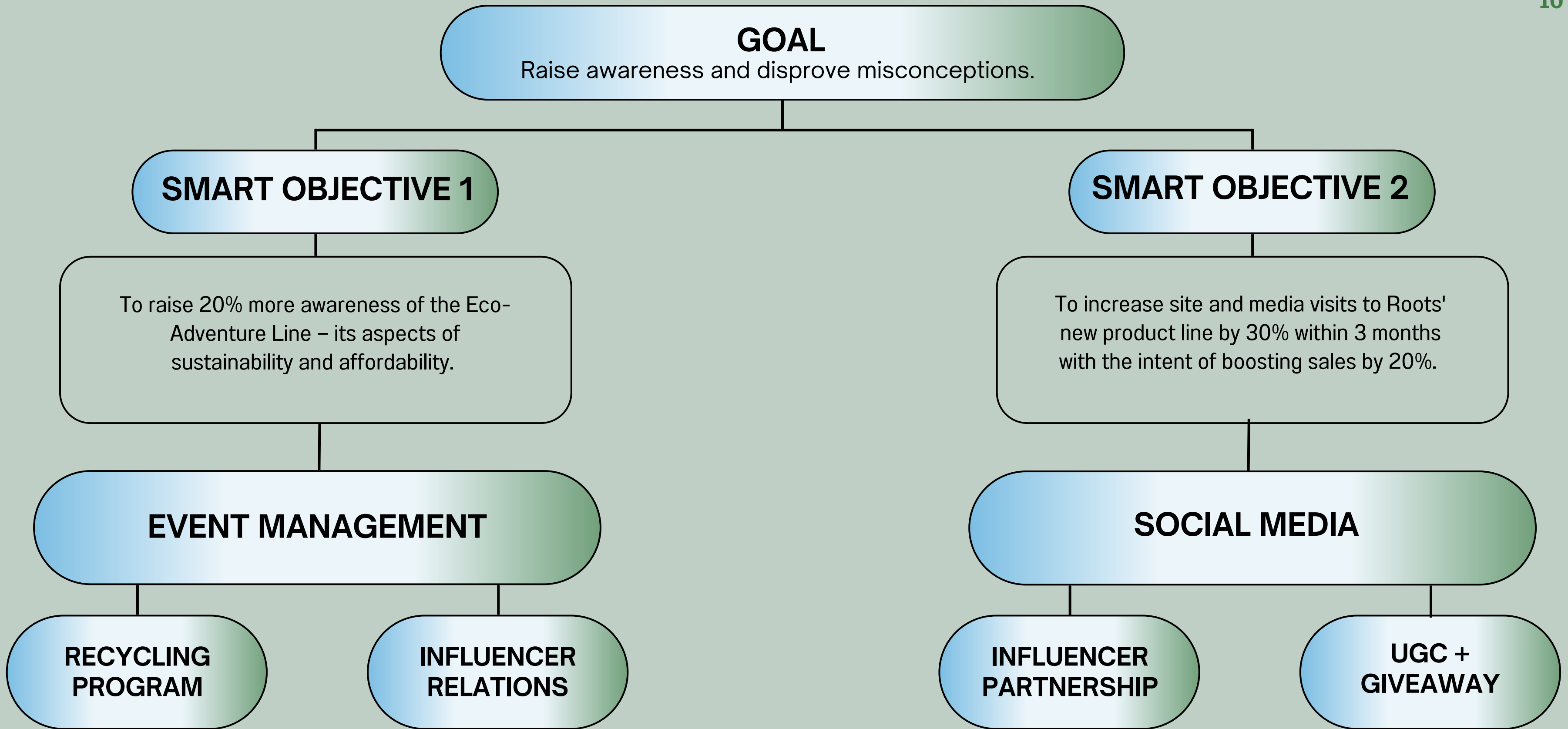
Demographics

- Gender: Male and Female
- Age: 17–40
 - 66% between 17–24
 - 34% between 25–40
- Previous income level target: median (\$40,000 to \$100,000 a year)
- After the 2002 success of the Canadian olympic team, which Roots designed clothing for, the brand's income segment slightly shifted to a higher segment

Psychographics

- Are financially secure
- Value premium and quality clothing
- Typically graduated from school
- Have no children
- Are outgoing and sociable
- Admire travelling with friends
- Live a healthy and active lifestyle
- Motivated by self-expression
- Buying behaviour: frequent
 - These consumers do their research







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CAMPAIGN GOAL

To raise awareness about the new Eco-Adventure Lines' sustainable materials, stylish designs, and affordable options, disprove myths about sustainable clothing options, and showcase Roots' uniqueness as a go-to brand for eco-conscious Canadian consumers and outdoor adventurers.



SMART OBJECTIVE 1:

Raise 20% more awareness of the Eco-Adventure Line and its aspects of sustainability and affordability

Strategy 1: Event Management

Tactic 1: Roots Renew x Canada Helps Recycling Event



Tactic 2: Influencer Invitation



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Roots PR Advisory Pitch

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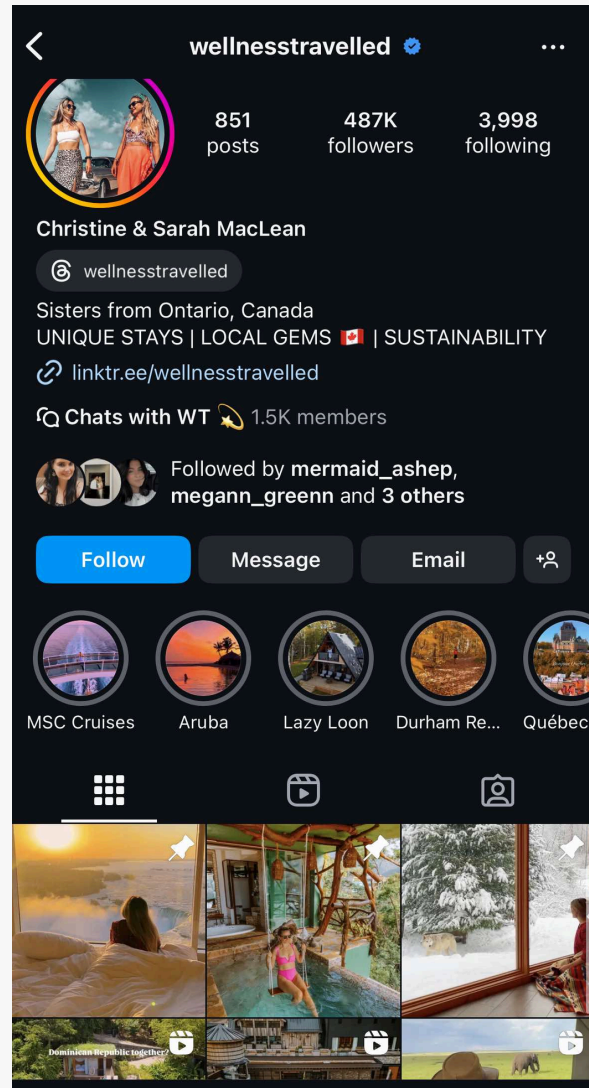
Influencers



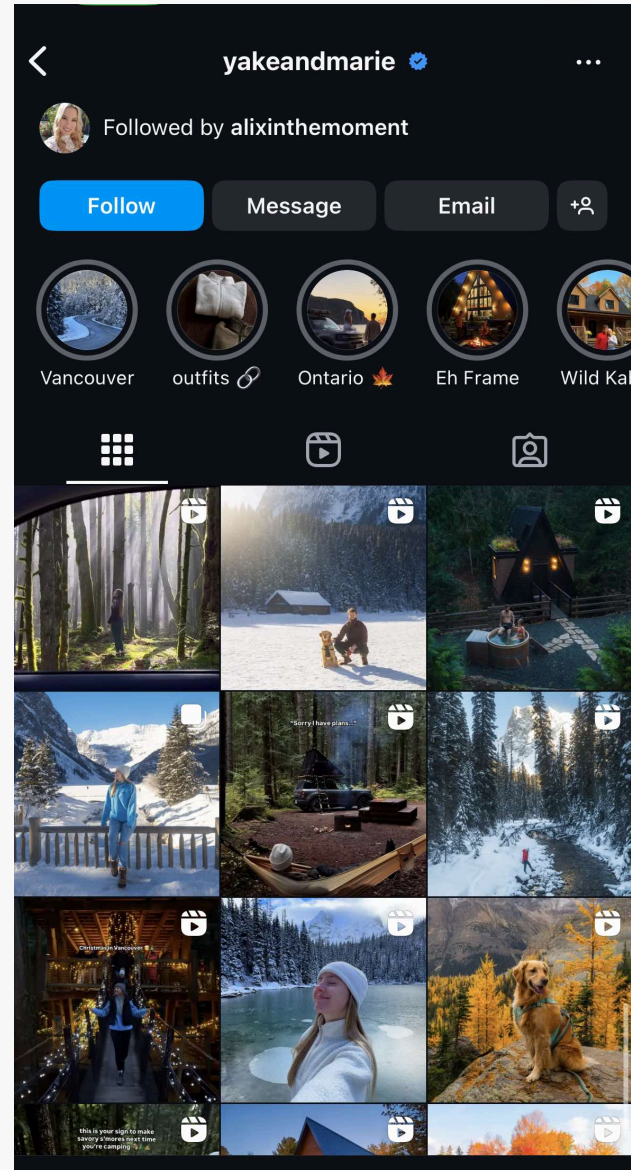
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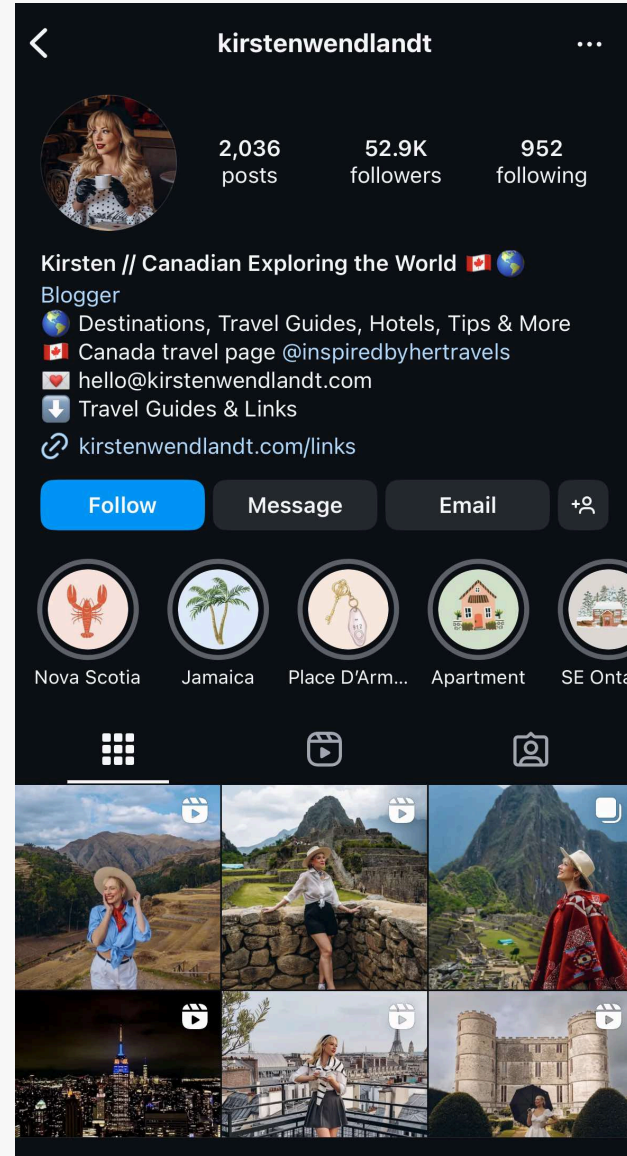
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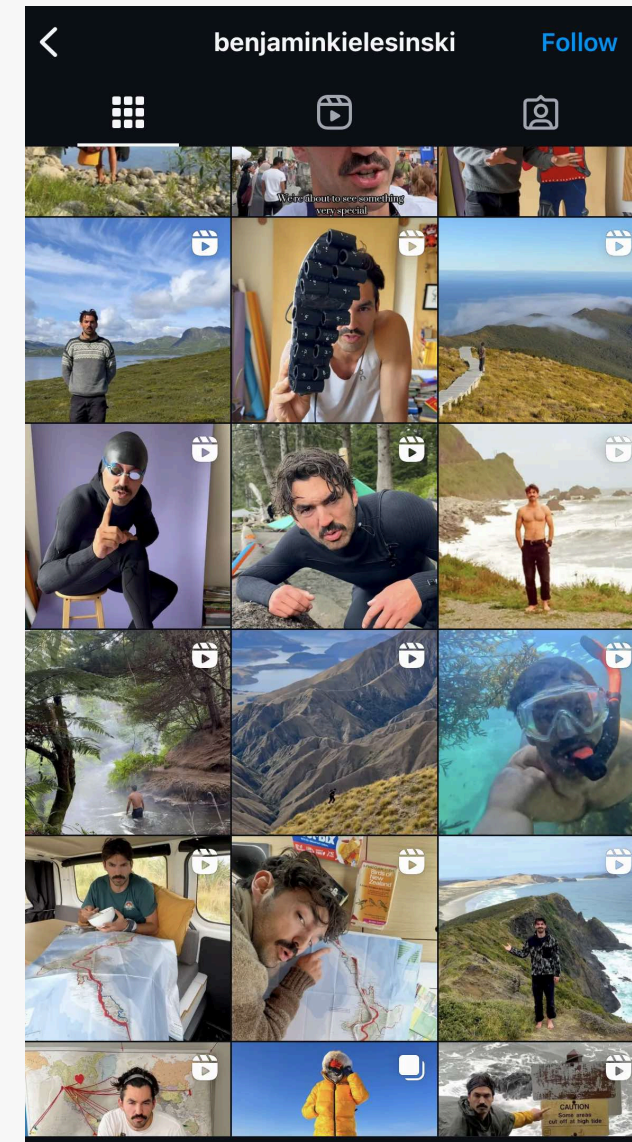
Christine and Sarah
MacLean
@wellnesstravelled



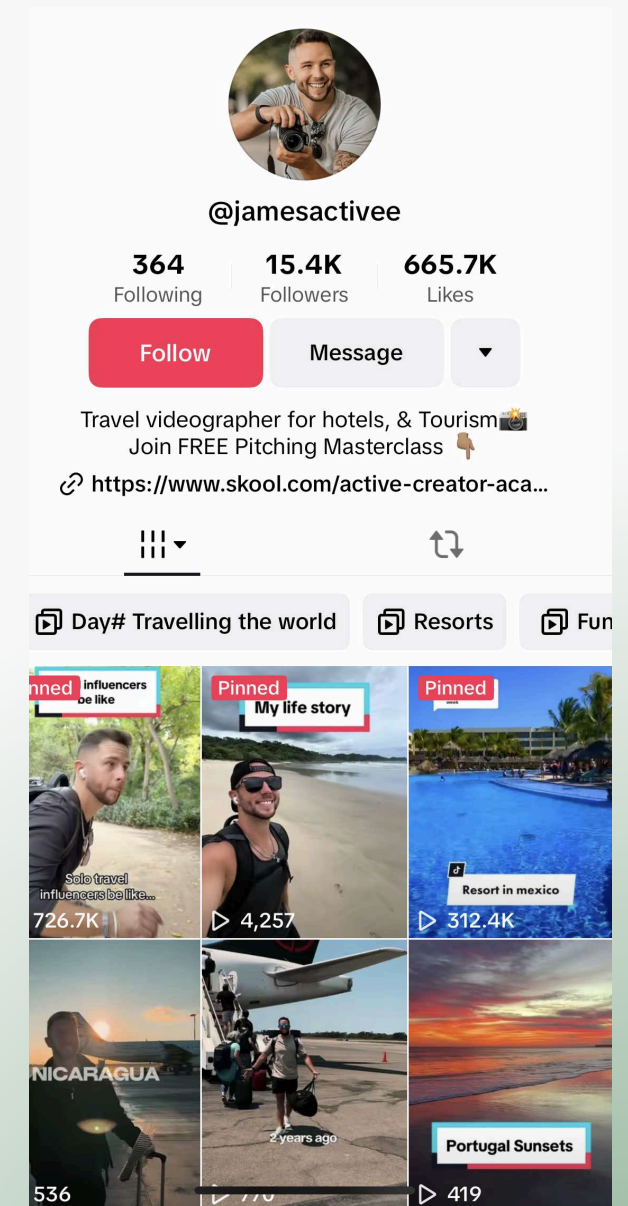
Jake and Marie
@yakeandmarie



Kirsten Wendlandt
@kirstenwendlandt



Ben Kielesinski
@benjaminkielesinski



James Gardiner
@jamesactivee



SMART OBJECTIVE 2:

To increase site and media visits to Roots' new product line by 30% within 3 months with the intent of boosting sales by 20%.

Strategy 2: Social Media

Tactic 1: Influencer Partnership — Discount Codes

Tactic 2: UGC & Giveaway — Branded Hashtag



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SAMPLE CONTENT

Social media post: Roots x CanadaHelps.org

Sample ad copy:

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🌟Roots x CanadaHelps🌟

We're partnering to give back to communities across Canada. 🍁 Shop with purpose and make a difference! ❤️

#RootsCanada #CanadaHelps #GiveBack
#EcoAdventureRoots

Key message:
Sustainable AND
Affordable

🌿 Roots x CanadaHelps 🌿.

Shop the Eco-Adventure Line and make a difference! ❤️ Did you know our Eco Line is made with sustainable materials that are good for the Earth?

20% of proceeds go to CanadaHelps.org, which helps communities across Canada. 🌍 Buy now to help!

#RootsCanada #CanadaHelps #EcoAdventureRoots #GivingBack.



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VISUAL CONCEPTS

Social Media Post: Recycling Program



Did you know recycling reduces landfill?♻️

🌍 Celebrating Earth Day and the relaunch of our sustainable clothing line, Roots wants you to bring your old clothing to recycle for 20% off of anything in our Eco-Adventure Line 🌿

April 22nd

2-6pm

Roots Headquarters Toronto

1400 Castlefield Ave., York, Ont.

Special guests include our partner CanadaHelps and outdoors influencers including Jake and Marie, Ben Kielesinski and more! Don't miss it❤️

Press the link in our bio for more information👉

#RootsCanada #CanadaHelps #EcoAdventureRoots #GiveBack

Clothing recycling is available at every Roots location, ask any sales associate about drop off



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WHAT'S IN THE BOX?



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VISUAL CONCEPTS

Influencer Post Example



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Unbox my roots eco-adventure line package with me!

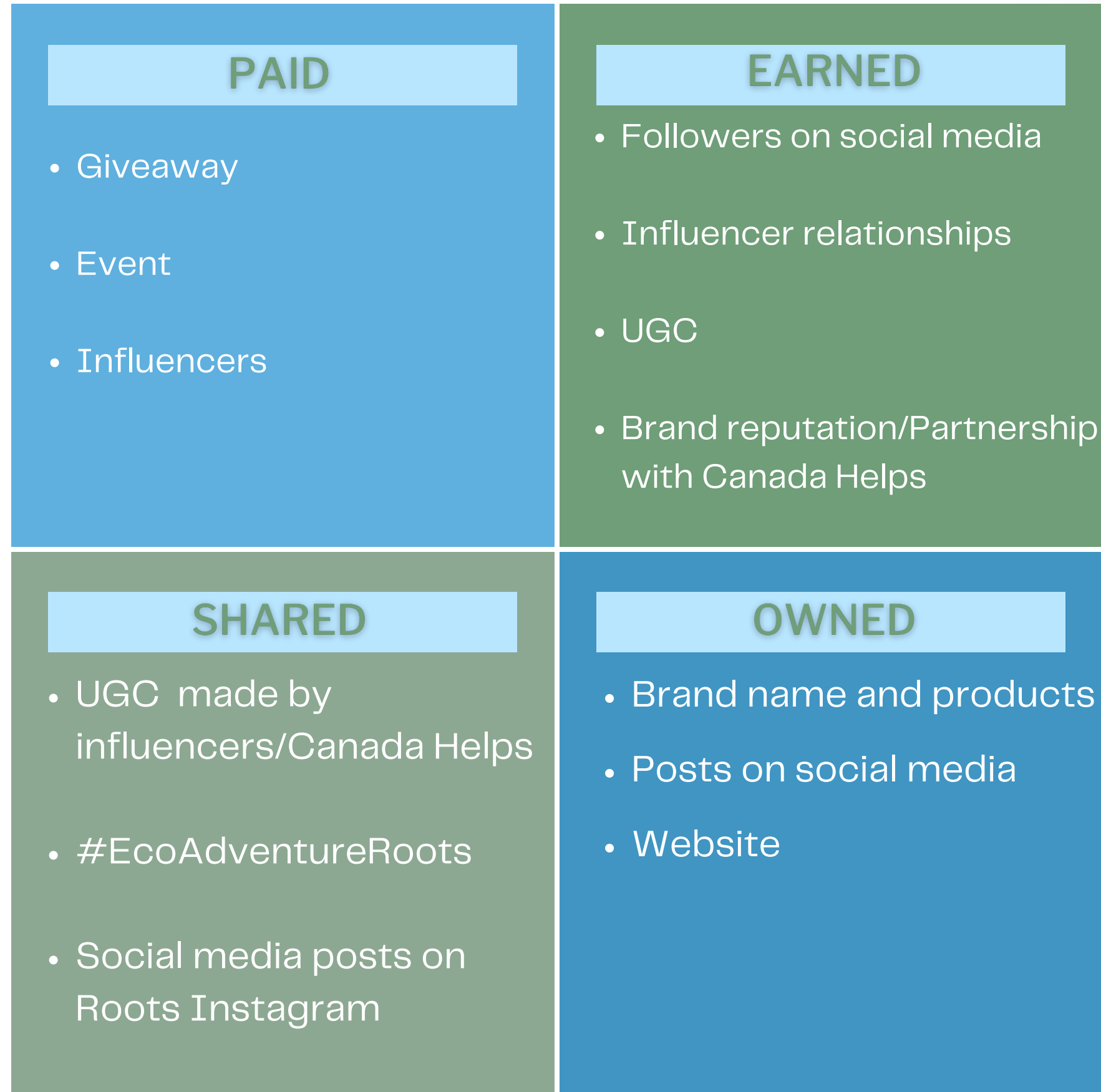




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INTEGRATING THE PESO MODEL

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TIMELINE

APRIL 1ST

Announcing our collab with
Canada Helps



APRIL 8th

Post to all platforms



APRIL 15th

Additional promo for
EARTH DAY announced



APRIL 21st

Behind the scenes



TIMELINE

APRIL 25th

Use of promo code
for influencers



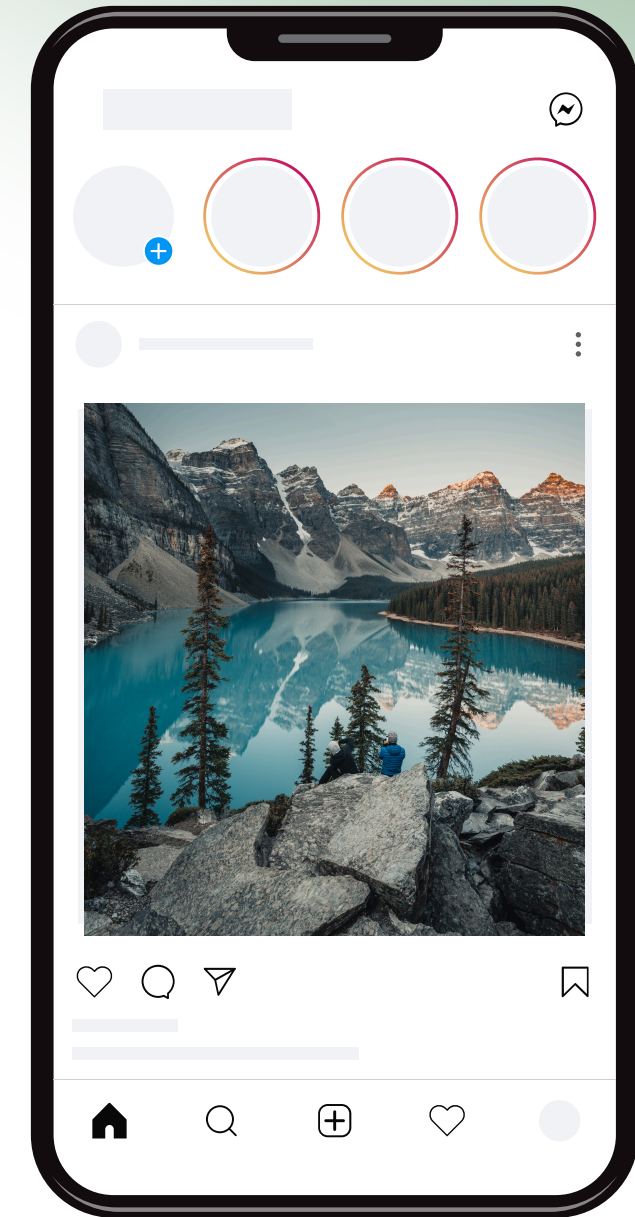
APRIL 22ND

Day of influencer event



JULY

End of campaign





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Evaluation Metrics



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Meltwater social listening

Platform analytics

Discount code conversions

Website visits

Event attendance and participation





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Final Thoughts



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WORK CITED

<https://aithor.com/essay-examples/roots-canada-marketing-strategy-analysis-research-paper#31-demographics>

<https://www.funkidslive.com/learn/top-10-facts/top-10-facts-about-recycling-clothes/>

some images retrieved from @yakeandmarie, @benkielelesinski, @kirstenwendlandt, @jamesactivee, @wellnesstravelled



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AI PROMPTS

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PR Box ChatGPT Prompts:

Generate an image for this: Organic Cotton Sweatshirts and Hoodies: Classic Roots comfort made from GOTS-certified organic cotton, available in earthy tones and designed for layering in the outdoors.

Generate an image for this: Recycled Polyester Windbreakers and Waterproof Jackets: Lightweight, packable, and designed to withstand the elements. Made from post-consumer plastic waste, each jacket is water-repellent and includes features like mesh-lined ventilation and adjustable hoods for outdoor performance. Again, specifically for Roots.

Generate an image of athletic pants. The pants are made with a blend of recycled and organic materials, these pants and shorts are rugged enough for hiking and feature reinforced stitching, moisture-wicking fabric, and multiple pockets for functionality.

Generate an image of an eco-friendly beanie for Roots.

Generate an image of an eco-friendly water bottle for Roots.

Prompt: Can you make a PR box for Roots Eco-Adventure Line. It has a windbreaker, waterproof jacket, sweatshirts and hoodies, hiking pants, cargo shorts and reusable waterbottle

Prompt: Roots Eco-Adventure X Canada helps.org , emphasize the donation as a marketing campaign. Buy to support sustainability

Prompt for pic : Picture: create an image of an event at roots, it is for a recycling initiative for a Canadian environmental company. Can you show someone donating clothes in store

Prompt: hiking adventure roots backpack people

sustainable affordable eco conscious clothing roots

Recycling people clothing indoors

Active person social media

Hashtag giveaway eco clothes green hashtag #

Create an image of the inside of a marketing agency