

SEPTEMBER 2016

THE GOOD XMAS TRAIL

PARTNERSHIP OPPORTUNITY

THE GOOD XMAS TRAIL 2016

A strategic marketing initiative that promotes and supports **responsible consumption** at one of the busiest times of year.

We all have a choice when it comes to our Christmas celebrations and shopping. We can go on doing what we've always done, keep visiting the same old places, buying the same old socks, or we can do something different...

...we can create an **impact with the choices we make.**

CHOOSE GOOD THIS CHRISTMAS



THE GOOD XMAS TRAIL

...

... encourages Christmas partygoers and gift shoppers to visit and buy from social enterprises and ethical businesses,

leaving a trail of good behind them.

Years of operating in this space has shown us that consumers want to choose the 'Good' option, they just need it to be made easy for them.

The Good Xmas Trail takes on this challenge, coming to life through an online platform, marketing activities and events that help consumers to **make a responsible choice** when planning Christmas parties and buying gifts.



KEY OBJECTIVES

CREATE POSITIVE SOCIAL IMPACT

by

Engaging consumers to **choose** the Good options at Christmas

Raising **awareness** of social enterprises

Driving foot-traffic to **visit and buy** from social enterprises

Generating **sales**



AUDIENCES

PARTY PLANNERS

- + Individuals who organise or plan the Christmas party for their business, social club, sports club, team, family, friendship group or other organization
- + Need help to find a venue that suits their party size / location / interests

WINERS AND DINERS

- + Individuals organising meetings, catching up with friends, going out for morning coffee or spontaneous breakfast / lunch
- + Likely to be making plans at short notice or whilst out doing other activities

ASPIRATIONAL CONSUMERS

- + Consumers who already feel compelled to purchase from responsible sources
- + Actively looking for the ethical option

GENERAL XMAS SHOPPERS

- + Any consumer who is looking for Christmas gifts
- + Sustainability is an additional benefit, rather than core to purchase decision
- + Likely to value quality and “premium” products over commoditised products



BRAND STRATEGY

THE DRIVING IDEA

For consumers The Good Xmas Trail is:

The ultimate ethical Christmas celebration and gift resource

THE STRATEGY

Refresh the brand to create an engaging, fun and ethical resource for Christmas shoppers and party planners.

“Leave a trail of Good wherever you go”



WHO TAKES PART?

Any social enterprise operating in the hospitality and / or retail sectors

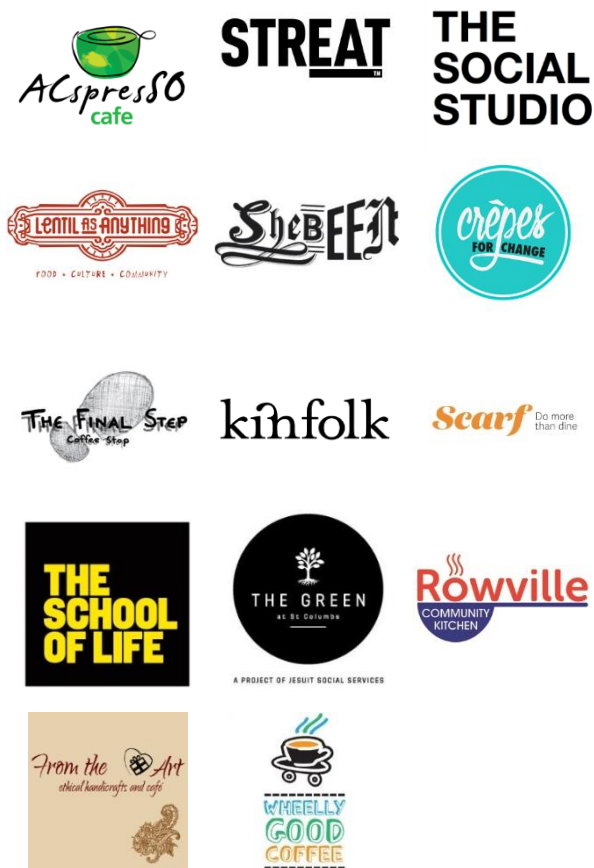
‘How do you define social enterprise?’ we hear you cry...

For the purpose of this campaign, a Social Enterprise is an organisation that was founded with the express intention of creating positive social and/or environmental impact, and that uses commercial techniques (such as selling a product or service) to fund the organisation.

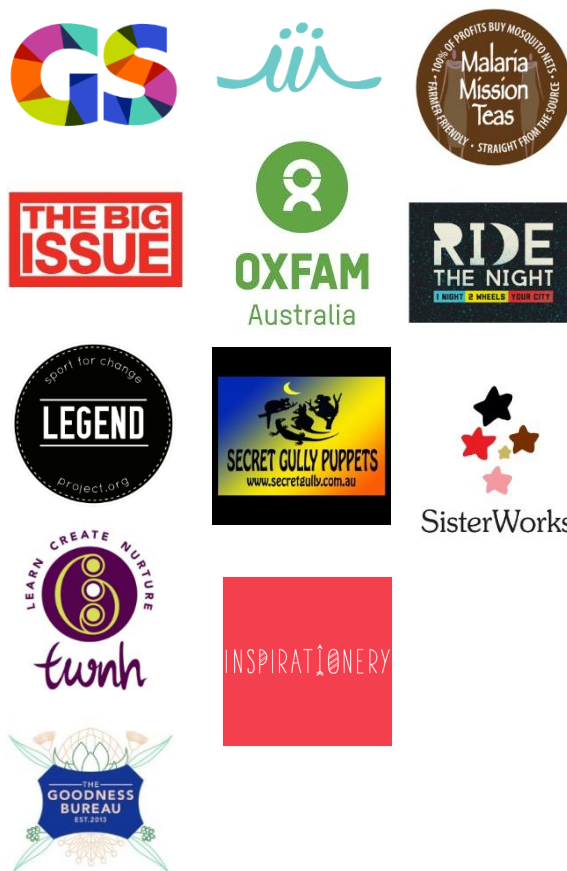


WHO TOOK PART IN 2015

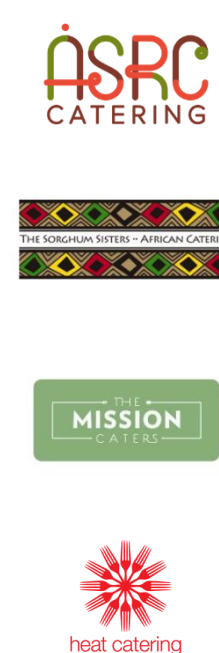
CAFES, RESTAURANTS & BARS



GIFTS



CATERING



OTHER

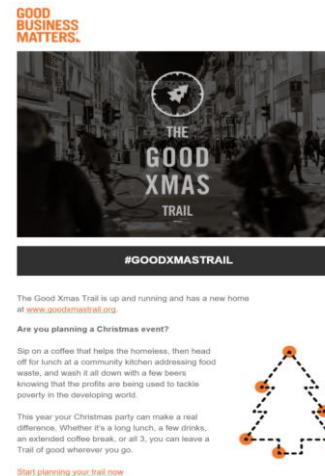
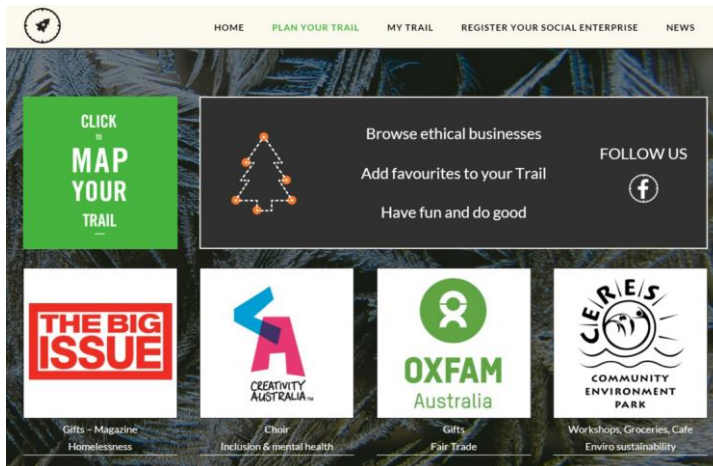


WHAT WE DID IN 2015

- + 35 responsible businesses and social enterprises participated including Oxfam and The Big Issue
- + Endorsement from Federal Member of Parliament Adam Bandt MP with 3min speech to Parliament
- + Coverage in online press from The Weekly Review and Pro Bono Australia
- + Social media audience size of participants was >500,000
- + 2000 unique users to the website with 42% click through to Social Enterprises
- + 7500 flyers distributed across Melbourne
- + 3 week street campaign: 300 x AO posters outdoors 500 x A2 café posters
- + POS to all SEs taking part
- + Created a major 'buzz' in the social enterprise sector



WHAT WE DID IN 2015 DIGITAL



SOCIAL TRADERS



WHAT WE DID IN 2015 PR



The Socially Good Spirit of Christmas

SPOTLIGHT



Posted: Wednesday, November 4, 2015 - 11:33

Author: Ellie Cooper

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From community kitchens addressing food waste to coffees that help the homeless, the profits from the Christmas season could help achieve social outcomes, writes Ellie Cooper in this week's Spotlight on Social Enterprise.



CEO and Founder of Good Business Matters, Clifford Moss, created the Good Xmas Trail to highlight the work of social enterprises on one platform where users can plan their Christmas activities.

"It's about raising the profile and sales for the burgeoning social enterprise scene in Melbourne, but it has very clear extensions that could go way beyond Melbourne," Moss said.

"It could be anywhere in Australia, in fact anywhere in the world. The idea is totally applicable to any city where there are social enterprises, which now is rapidly happening.



Christmas shopping for good: The Good Xmas Trail

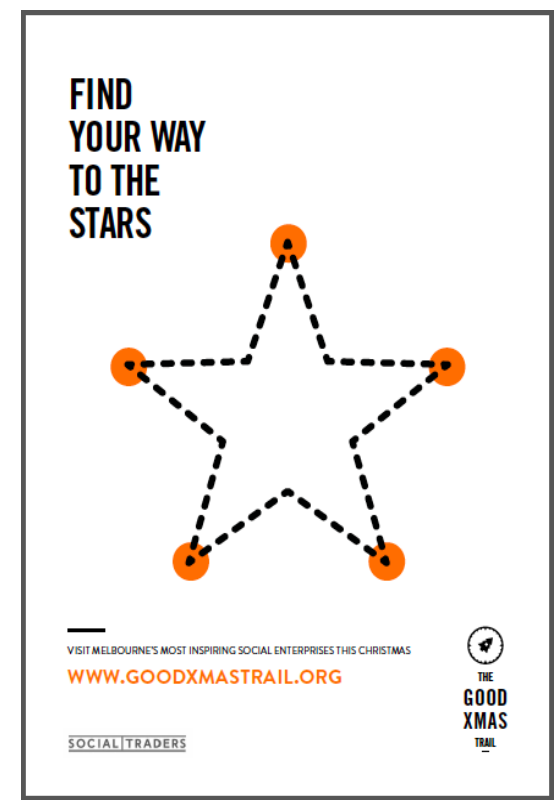
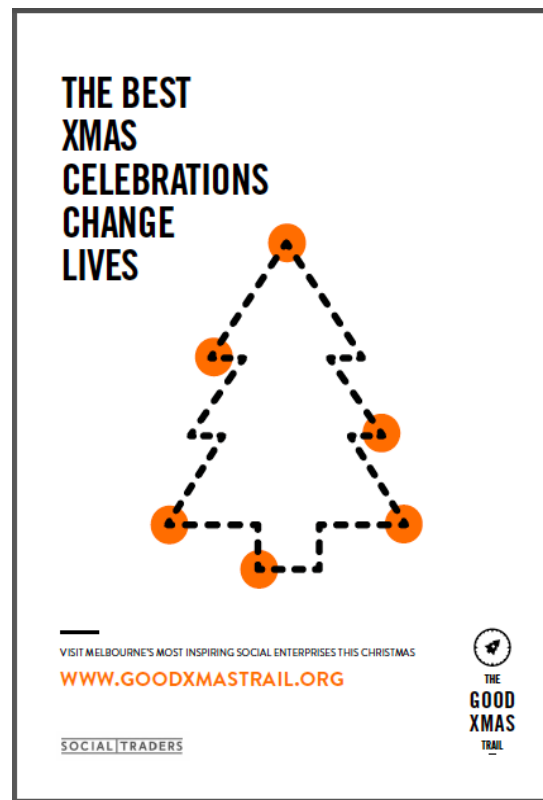
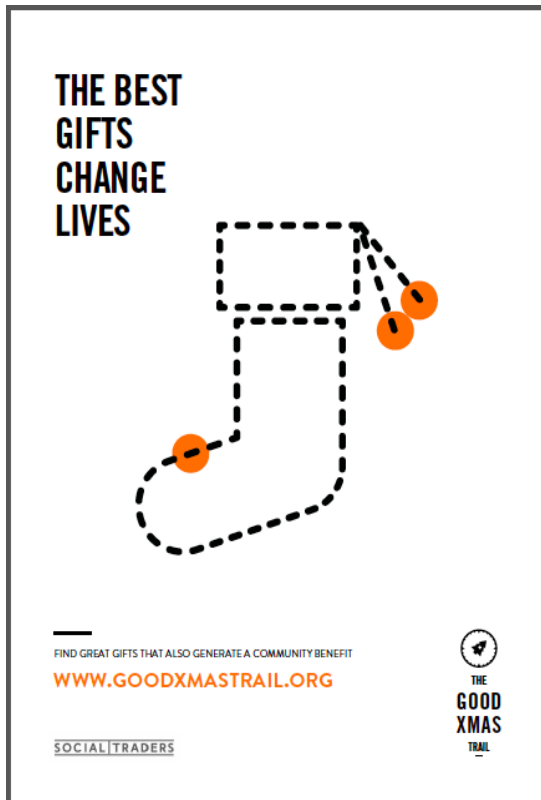
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BY VIRGINIA MILLEN



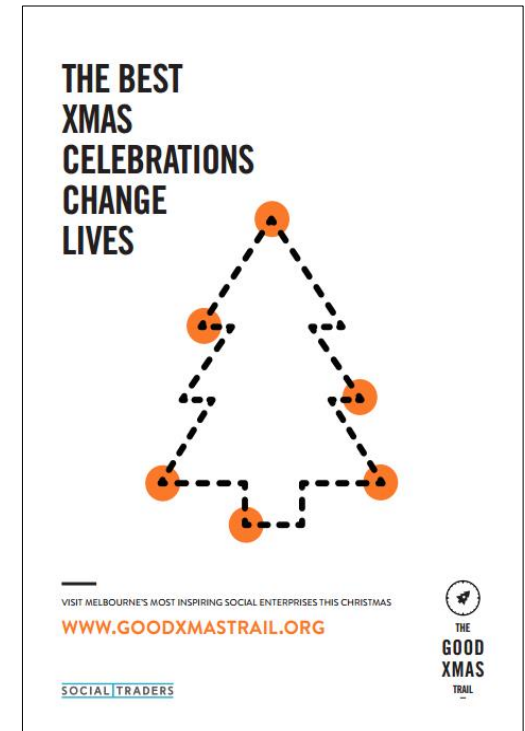
WHAT WE DID IN 2015

STREET & CAFÉ POSTERS



WHAT WE DID IN 2015

FLYERS, T-SHIRTS, POS



OUR TARGET FOR 2016

- + >60 responsible businesses and social enterprises
- + Repeat public endorsement from Federal Member of Parliament Adam Bandt
- + Increased PR and media coverage to 12 targeted publications (print and digital)
- + Dedicated tech partner to assist in production of revamped website with improved UX
- + Media kit delivered to all SE containing:
 - + Press releases (short and long format)
 - + Social Media plan
 - + Pdf Imagery of all GXT marketing material
 - + 4 x FB posts
 - + 10 x Tweets
- + Social media audience size of participants >850,000
- + 10000 unique users to the website with 65% click through to Social Enterprises
- + Increased street marketing campaign to 4 weeks, 1 x city billboard, 600 street posters, 15000 flyers
- + Cement this marketing initiative as the single overarching Christmas push for the sector
- + Featured partner and major representation at Fair@Square - 2 days, Fed Square, 85000 attendees



ACTIVITY PHASES

PHASE 1 – SEPTEMBER

- + On-board social enterprises, sponsors and partners

PHASE 2 – MID-OCTOBER THROUGH TO MID-NOVEMBER

- + Raise awareness of The Good Xmas Trail amongst “party planners”, ensure ethical venues get a place at the top of their “consideration set”, ultimately converting to a booking.
- + Promote The Good Xmas Trail’s involvement in the Fair@Square “ethical enterprise” event, to raise awareness of GXT, particularly amongst “Aspirational Consumers”.

PHASE 3 – MID-NOVEMBER THROUGH TO XMAS

- + Raise awareness of The Good Xmas Trail amongst “Winers and Diners”, “General Xmas Shoppers”, and “Aspirational consumers”. Encourage these customers to go out, eat, drink and buy gifts from social enterprises.



GREAT STUFF.. WE'RE IN! WHERE TO FROM HERE?

GET IN TOUCH WITH US TO REGISTER YOUR INTEREST, AND WE'LL TAKE IT FROM THERE...

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