

Repak Marketing

Customer's Name

Academic Institution

## Repak Marketing

### **Introduction**

Concern for the environment has gained popularity in recent years. Thanks to the efforts of a number of environmentalist groups, the level of awareness among citizens all over the world has risen. It should be noted that awareness is but half of the equation. How can people translate environmental awareness to action? In this regard, Repak is helping Irish people do the actual caring for the environment through recycling.

This paper seeks to outline a marketing plan that will help inform the Irish public who Repak is and what it does. It outlines how to implement an online multimedia communications campaign with emphasis on how to create a positive brand that will impact the minds of consumers. This essay begins with a description of who repack is and what its present external environment is like. Secondly, it identifies the internal situation at Repak by looking at its Strengths, Weaknesses, Opportunities and Threats (SWOT). It then looks at the target market as well as the marketing mix. Finally, it will present several recommendations.

### **Repak and Its External Environment: A PEST Analysis**

The Irish Industry founded Repak in 1997 with the purpose of promoting recycling. Repak is a non-profit organization funded by the contributions of the members of the industry. Repak helps businesses comply with the requirements of the law in regards to the recovery and recycling of the items used for packaging the goods and services they sell. Repak does not do the recycling directly. Rather, it pays contractors and local authorities to facilitate the actual collection and recycling of the packaging materials used by Irish businesses.

The following presents a brief Political, Economic, Social and Technological (PEST) Analysis of Repak.

#### **Political.**

Repak is in a unique position to maximize its relationships with local and national authorities. After all, it is helping businesses comply with the Waste Management (Packaging) Regulations of 2007 (REpak Website, 2010). Local authorities are also bound to benefit from a

relationship with Repak because they are being contracted to deal with the collection and actual recycling of the packaging of business products and services.

### **Economic**

The economic outlook for Repak is also good. Businesses need to comply with the Waste Management Regulations 2007. As such, they will need to communicate with Repak so they can meet such regulations. This means that Repak is assured of clients that will use its services.

### **Social**

The awareness of the importance of recycling is gaining more popular support among the citizens of Ireland and other countries. As such, companies that decide to become members of Repak will enjoy popularity, too.

### **Technological**

Although Repak does not directly engage in collecting and recycling packaging, the technology involved in recycling are continuously being developed and Repak stands to gain from such innovations. One more thing, the Internet and the World Wide Web are also gaining popularity all over the world. Repak can also develop and use this technology to promote its message and its services.

### **SWOT Analysis of Repak's Online Media**

Repak is using online media extensively. It has a website, which contains very useful information for people who visit the site. In addition to articles, it has videos, audio resources, as well as a blog. The following looks at the SWOT of Repak's online media. Towards the end, some recommendations will also be given for some improvement.

#### **Strengths**

Repak's website looks nice and its color scheme is akin to earth colors, thus giving strength to its pro-Earth advocacy and services. The website can be easily navigated, even by a young user. In addition to text articles, the website has videos that will capture the attention of its visitors. A quick check at [www.PRChecker.info](http://www.PRChecker.info) also reveals that the Repak website, [www.recyclemore.ie](http://www.recyclemore.ie) has a high Google Pagerank of 5/10, which means that it has high authority based on Google's algorithm.

## **Weaknesses**

Perhaps one of the weaknesses is that Repak is maintaining a separate website for the promotion of awareness about the importance of recycling at [www.recyclemore.ie](http://www.recyclemore.ie). Another weakness is that the Facebook page

(<http://www.facebook.com/#!/pages/Repak/109487449881?ref=ts>) of Repak only has 76 fans.

Although the Facebook page says that Repak has more than 2,000 members, that should also reflect in the number of people who sign up as fans of its Facebook page. The essence of Facebook, and any social networking site, for that matter, is interaction. The Facebook page of Repak, however, are full of updates from Repak but there is hardly a comment from other Facebook users. That is certainly a weakness in Repak's online presence.

## **Opportunities**

The world of online social networking is an underdeveloped area in Repak's online media strategy. It can be maximized by the organization. It should identify the sites where it can maximize its impact. Another opportunity for Repak is to monitor news and blogs dealing with environmental awareness and recycling and forge some form of online collaboration with them so as to maximize the impact of its online presence.

## **Threats**

Should the Waste Management (Packaging) Regulations 2007 be removed, diluted, or changed, then Repak might lose some of its possible client base in the market. Another threat is the presence of competitors, which could lure away other members of Repak.

## **Target Market Analysis**

Repak has two kinds of online audience—one is the businesses that use packaging for their products and services. The other one is common Irish folks at homes and schools. The previous kind of audiences can go to <http://www.repak.ie> to learn about the services offered by Repak. The latter kind of audiences has to go to <http://www.recyclemore.ie>.

The kinds of action expected from each type of audience are also different. For businesses, one of the intentions of the website is that they would sign up with Repak to use its services. For the RecycleMore website, the apparent intention is promotion of awareness among

kids, parents and other members of the populace. Even households and schools, however, need to be educated about the importance of recycling. The overall awareness level in the Irish population would contribute to better

### **Marketing Mix Analysis**

The online media of Repak could be further improved so that it will yield more members of Repak and generate better awareness for the importance of recycling.

#### **Product**

The product, is of course, the services offered by Repak to facilitate and grow the packaging recycling in Ireland.

#### **Price**

Repak is a paid membership organization. The cost ranges from €980 to €1,300. But for its online awareness campaign, there are no associated costs to the end-users.

#### **Place**

This communication proposal is concerned mainly with online communications. As such, the place for this marketing campaign is through the Internet and the World Wide Web.

#### **Promotion**

The promotion will be done by building more traffic to the Recyclemore website and Repak website. This can be done through three major strategies. 1) Engage bloggers and webmasters who are concerned with the environment to link to the Recyclemore website. 2) Use Facebook more effectively by actively promoting and recruiting Facebook users to join the Facebook Page of Repak! This will help generate buzz and better levels of awareness. Lastly, 3) Repak should also use Twitter because of its potential to generate traffic and buzz in the online world. A number of influential bloggers and webmasters are present in Twitter and will certainly help make the Recyclemore and Repak website more popular.

## **Conclusion**

Repak, through its website is doing a great job of promoting awareness through articles in its blog, its videos and other information that could be found in the site. Repak could further refine its online marketing strategy by understanding its present internal and external situations, leverage its competencies and improve on areas where it is presently weak. Although Repak has two websites: [www.repak.ie](http://www.repak.ie) and [www.recyclemore.ie](http://www.recyclemore.ie), they target different sets of audience and, hand in hand, both websites can help drive better awareness of who Repak is and what it does to help the environment.

## References

Repak. (2010). *Repak Official Website*. Retrieved from <http://www.repak.ie>

RecycleMore. (2010). *Recyclemore Website*. Retrieved from <http://www.recyclemore.ie>.