

ITEC

Carbon Neutral Campaign

LOOK AND FEEL FOR THE CAMPAIGN



THE CAMPAIGN

We recommend a direct campaign involving a teaser e-mailer, desk drop and a follow-up e-mailer, tailored to the two audiences: internal and external, that will get them thinking about their carbon emissions during Arbor Week, and continue the thought right through to Itec's carbon-offset offering as the logical, easy-to-implement solution for their business (or for the businesses of clients).

MECHANICS

The campaign will kick off with **special deliveries for Arbor Week** of a “growing gift”. The gift would come with a message for Arbor Week, subtly introducing the carbon-offset initiative, but couched in a friendly message about each individual’s ability to become carbon neutral with small measures like planting trees and seeds.

The campaign will be sustained through a **follow-up mail** formally introducing the carbon-offset service, without going into too much detail, signed off with the disclaimer that “an Itec consultant will be calling shortly to set up an appointment to chat through the options with you, as you start thinking about becoming a green business”.

A REAL INCENTIVE

We will call on **the dealers** to sell the carbon-offset service with enthusiasm and conviction to stand a chance to win an eco adventure such as a walking weekend in the Kruger Park or an Orange River canoe adventure, where they can truly experience the beauty of our natural heritage and the real value of preserving this planet of ours.

The **sales reps** could be one of two to win a R500 Cape Union Mart voucher every month if they sign up the most new clients.



TARGET 1

INTERNAL
(SALES REPS)

TARGET 2

INTERNAL
(SALES MANAGERS/
DEALERS/CONSULTANTS)

TARGET 3

EXTERNAL
(BROAD-BASE X1000)

TARGET 4

EXTERNAL (HIGH-END BASE OF
100 POTENTIAL CLIENTS)

Teaser Mail – A New Season	Teaser Mail – A New Season	Teaser Mail – A New Season	Teaser Mail - A New Season
Arbor Week desk drop (package with 5 x greeting cards and packets of seeds)	Arbor Week desk drop (package with 5 x greeting cards and packets of seeds)	Arbor Week gift (packet of seeds and greeting card)	Arbor Week desk drop (GreenPop “plant a tree” concept gift)
Follow-up mailer with details of the incentive (Cape Union Mart vouchers)	Follow-up mailer with details of the incentive (Kruger Getaway)	Follow up mailer	Follow up mailer

TEASER MAILER (INTERNAL) TARGET 1 & 2



The layout features a grid of icons: a thumbs up, a leaf, a globe, and a circular leaf. Logos for Carbon Neutral, ITEC (Quality People, Smart Office Solutions), and ImpactChoice (environmental sustainability simplified) are included. A vertical color bar is on the right, and a 'SUSTAINABILITY' banner is at the bottom right of the header area.

CARBON NEUTRAL

A NEW, GREENER SEASON FOR BUSINESS.

ITEC
QUALITY PEOPLE. SMART OFFICE SOLUTIONS

SUSTAINABILITY

With spring in the air and nature bursting with fresh energy, we can't think of a better time to open a new chapter in our Green Dealer campaign.

That's why we're going on a proactive drive to promote our carbon offsetting offering. You should all be familiar with the green business solution we have developed in association with ImpactChoice. If not, expect to become fluent in it over the coming weeks.

Let's all go out and make the most of the new season ahead.

[Itec Manager]

In association with
impactChoice
environmental sustainability simplified

ALTERNATIVE HEADLINE
TIME WE TURNED OVER A NEW LEAF.

TEASER MAILER (EXTERNAL) TARGET 3 & 4



The layout features a grid of icons: a thumbs up, a leaf, a globe, and a circular leaf. The ITEC logo is positioned on the right, and the ImpactChoice logo is at the bottom right. A vertical color bar is on the far right edge.

CARBON NEUTRAL

A NEW, GREENER SEASON FOR BUSINESS.

ITEC
QUALITY PEOPLE. SMART OFFICE SOLUTIONS

SUSTAINABILITY

What better reason than the changing seasons to refresh the way we do things?

At Itec, we're celebrating the arrival of spring by going green as a business. And we're inviting our clients and partners to join us. Together we believe we can really make an impact!

That's why, in the coming weeks we will be introducing you to a really easy way for your business to become carbon neutral.

Wishing you and your business unprecedented growth and vitality in this new season.

[Itec Manager]

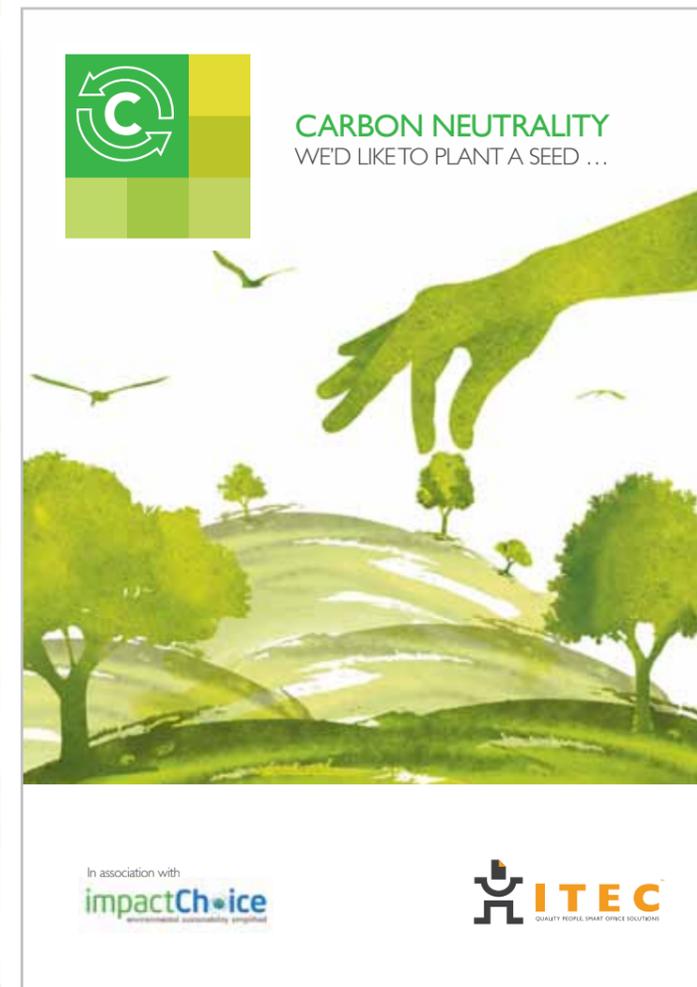
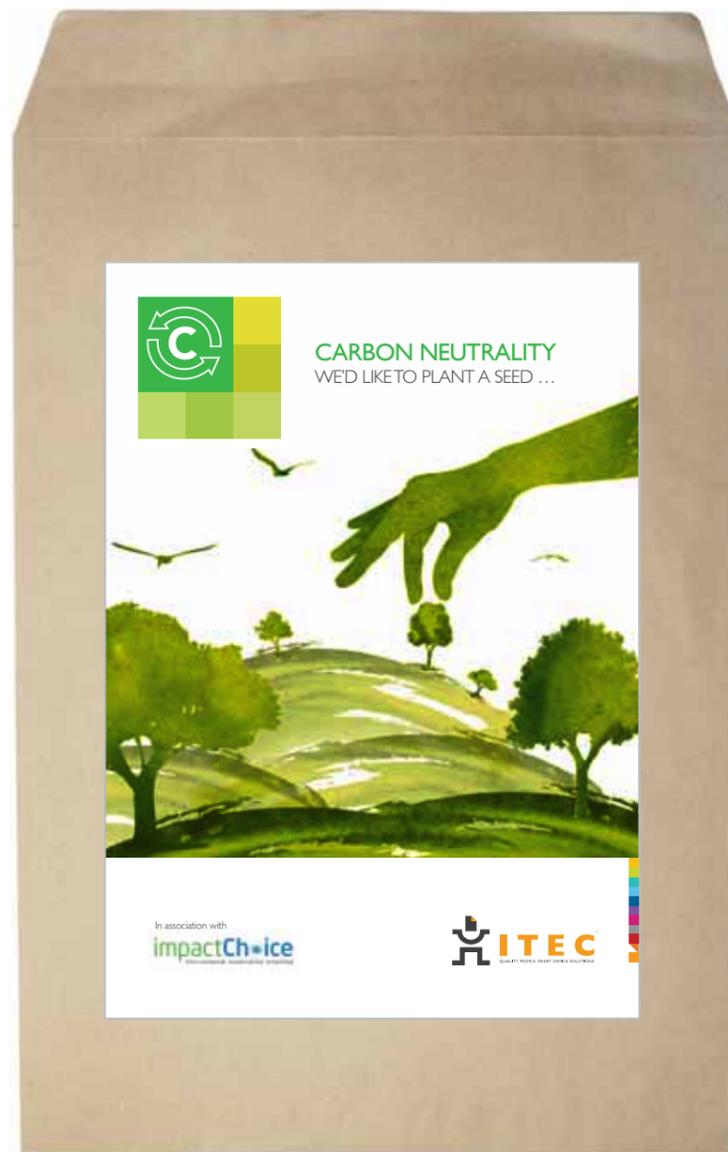
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ALTERNATIVE HEADLINE
TIME WE TURNED OVER A NEW LEAF.

ARBOR WEEK DESK DROP (INTERNAL) TARGET 1 & 2

Arbor Week campaign to internal: (200 dealers and sales reps)

Mechanic: The target will receive five Arbor Week greeting card and five packets of indigenous tree seeds (Acacias or Wild Olive) to hand to their clients when next they see them.



C4 Manilla envelope with a sticker front and back, addressed to the sales rep/dealer
C4 Envelopes with decals x 200 = R5200

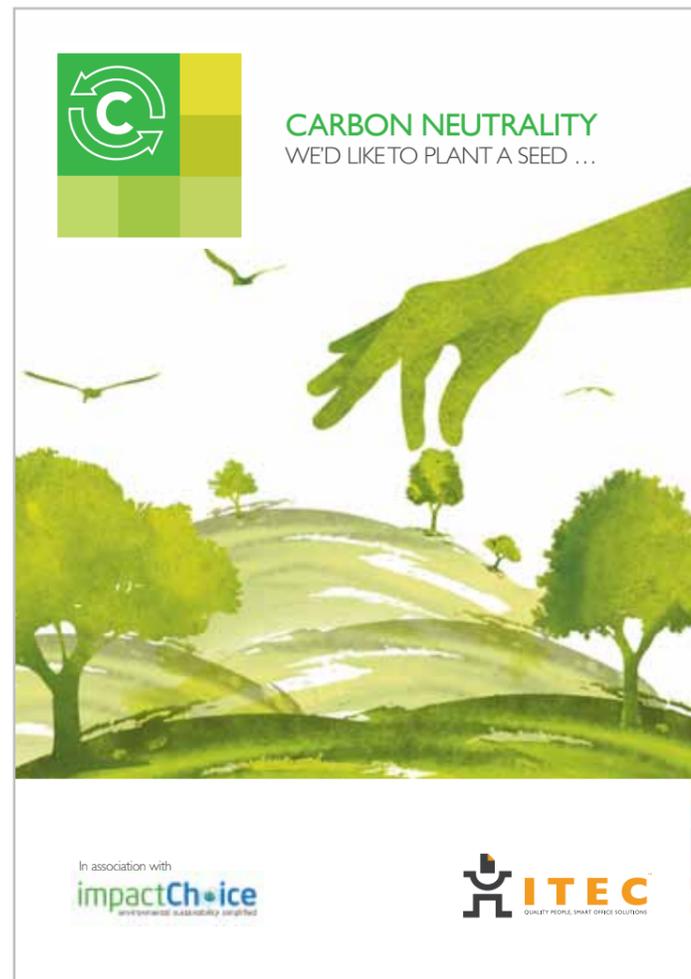
5 X Greeting Cards
1000 x Greeting Cards with Envelopes = R13950

5 X Seed packets
1000 x 108 x 60mm Envelopes with Decals = R4500
1000 x Gifts of 5 Acacia Seeds
R6.65 per gift R6650

ARBOR WEEK DESK DROP (EXTERNAL BROAD BASE) **TARGET 3**

Arbor Week campaign to internal: (Existing clients 1000)

Mechanic: The target will receive an Arbor Week greeting card and a packet of indigenous tree seeds (Acacias or Wild Olive) from the sales reps over the course of September



5 X Greeting Cards
1000 x Greeting Cards with Envelopes = R13950

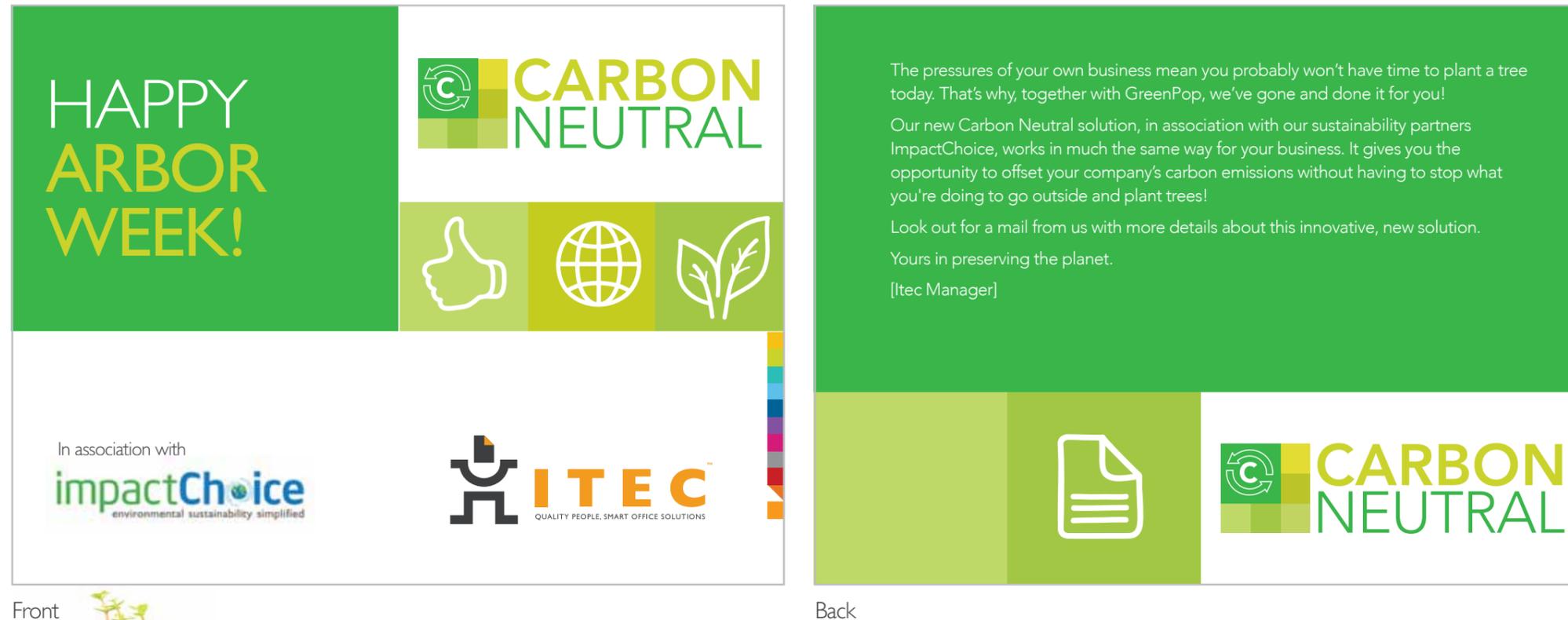


5 X Seed packets
1000 x 108 x 60mm Envelopes
with Decals = R4500
1000 x Gifts of 5 Acacia Seeds
R6.65 per gift R6650

ARBOR WEEK DESK DROP (EXTERNAL HIGH-END BASE) **TARGET 4**

Gift card packaged with GreenPop certificate acknowledging their donation of a tree to be planted in an under-greened area of South Africa and a mini pot plant or bonsai-growing kit.

Mechanic: Let's take the pressure off our clients this Arbor Week and plant a tree on their behalf, in this way demonstrating the value proposition of the carbon-offset programme, which outsources the "planting of trees" or carbon-offsetting to a credible service provider.



Front

Back



Mini pot plant with an indigenous plant.
Spekboom (Dwarf Jade) Mini Pot with Hessian Wrap and Tag x 100 = R13000 (actual pot may be different)



The Delux Bonsai in a Box Includes a terracotta ceramic bonsai pot, drainage guaze and stone, special bonsai growing soil, seeds suitable for bonsai, full instructions on how to germinate the seeds and grow your bonsai as well as a tree lable to record the name and age of your bonsai + it comes in a reusable hard plastic box and lid

http://www.bonsaiwholesalers.co.za/main/page_corporate_gifts__bonsai_seed_kit.html

Plant a Tree Certificate with Bonsai Set with a wrap-around x 100 = R26000

FOLLOW-UP MAILER (INTERNAL) TARGET 1 & 2



AN ECO-FRIENDLY INCENTIVE

SUSTAINABILITY

By now you're aware that we're on an ambitious drive to get our clients to sign up for our Carbon Neutral solution, and we're offering super incentives to motivate you to get on board.

What's in it for you?
Aside from the satisfaction of doing your bit to promote planet-friendly business practices, you could also be the dealer to sign up the most new Carbon Neutral clients and win an all-expenses-paid walking tour in the Kruger Park.

About the Carbon Neutral Solution
Our Carbon Neutral solution, developed in partnership with Impact Choice, gives our clients the opportunity to offset their business' carbon emissions by purchasing carbon credits that represent an investment into reforestation and conservation initiatives. By outsourcing the job of "planting trees" to us, our clients can focus on what they do best, knowing they're operating on a carbon-neutral basis.

The client will receive a certificate at the end of every month accounting for their contribution to pro-planet initiatives, in this way substantiating their claim to being a sustainable, green business.

Having this solution on offer is a key differentiator for Itec, as it demonstrates our commitment to carbon neutrality and our expertise in helping clients become compliant with sustainability regulations, which are imminent. For you, our dealers, Carbon Neutral is a valuable additional service to remember when engaging with your managed print solutions clients.

Let's go save the planet one client at a time!

[Itec Manager]

In association with

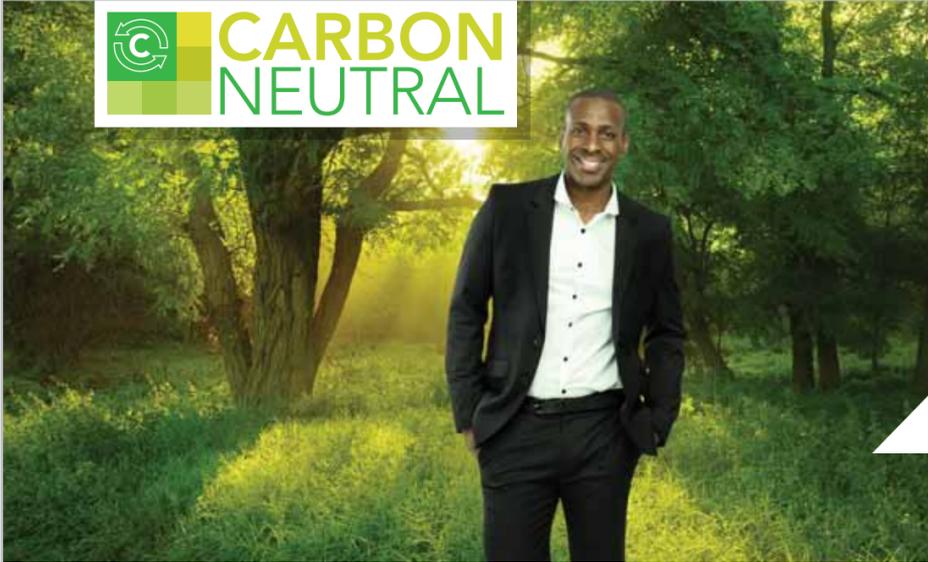
environmental sustainability simplified

[Alternative paragraph for sales reps]

What's in it for you?

Aside from the satisfaction of doing your bit to promote planet-friendly business practices, you could be one of two sales reps every month to receive a R500 Cape Union Mart voucher for signing up the most new Carbon Neutral clients.

FOLLOW-UP MAILER (EXTERNAL) TARGET 3 & 4



WHAT IS CARBON OFFSETTING?

car·bon off·set
noun

A compensatory measure made by an individual or company for carbon emissions, usually through sponsoring activities or projects which increase carbon dioxide absorption, such as tree planting or funding projects that preserve the environment.

Itec, in association with sustainability specialists, ImpactChoice, is proud to be able to offer the Carbon Neutral solution, a first in South Africa.

This innovative solution can help your business achieve a carbon neutral status and substantiate your brand claim to being forward thinking and environmentally friendly.

Being able to offer this solution is a matter of pride for us at Itec, as it demonstrates our own commitment as a company to carbon neutrality and to helping clients become compliant with sustainability regulations, which are imminent.

An Itec representative will be calling shortly to set up an appointment with you to chat through some of the options, as you start your journey to becoming a carbon neutral business.

We look forward to helping you to invest in the future of your business and the planet.

[Itec Manager]

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