

Plant Twist Branding, Inc.

Business Plan

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Writing your story

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## **Plant Twist Branding, Inc.**

### **Executive Summary**

The world, society, and individuality, is something that is forever in a state of evolution. As businesses try and chase these trends that will bring them to the top, there is no true self to their backing. How can a consumer trust a company with no passion behind them? Plant Twist Branding wants to help share the stories of companies that inspire change. Money runs society, this may never change, but the value of that money should have meaning. These monopolies that steal ideas, and destroy smaller companies will run the world if not stopped, so PTB wants to make every voice heard.

Plant Twist Branding is a brand consultant firm that works with companies that want to create bonds with their customers through trust. This is done by using the art of storytelling and Transmedia. PTB believes that connecting directly with the community in which the market is based, is the only way that a company will have customers for generations to come, and will return for the experience. Plant Twist Branding wants to highlight what makes a company unique, and how it can change the lives of so many.

With society moving to an online platform, PTB wants to reach out the consumers directly, and hear from them directly to make a better business, and really market through word of mouth. Companies that are in their community thrive, and have strong consumer support. This is what Plant Twist Branding wants to do for companies that have what it takes, but just need a little help to make them heard.

## **Plant Twist Branding, Inc.**

### **Company Description**

Plant Twist Branding, or PTB, is an environmental branding solution company that focuses on the development of including Earth friendly practices that create a consumer and company bond. Plant Twist Branding wants to utilize this branding technique in the environmental industry by building a trust that inspires others to join a foundation that can create a lifelong change, that encourages generations to come to continue to give support. The main goal of PTB is to change the way eco friendly brands ask for support. Instead of the traditional method of a fear induced marketing style followed by a beg for money, Plant Twist Branding wants to showcase the future of what the efforts of support can create and the importance of how we all can make a change in much larger scale.

Plant Twist branding is located in Chicago, Illinois, but does business throughout the United States. Most of the work done by PTB is done within social media to create a message to reach as many people as possible, and to stay away from using resources that may take away from what the brand is trying to accomplish. Plant Twist Branding wants to make sure that the work they conduct reflects the overall message of being environmentally conscious.

### **Mission:**

Through the power of storytelling PTB wants to help take a different approach to the marketing and branding that occurs within companies that are more environmentally friendly. Plant Twist Branding wants to take the fear out of marketing, and make it about how helping the planet will promote a better lifestyle. PTB wants to encourage change for generations to come, and make connections that inspire a change to the way a consumer views a company.

## **Products & Services**

The main service that will be offered is Brand Development and Storytelling. This service is to create a better brand image for companies that are looking to develop a trust-based connection. The service will work on the progression of a company, and how their mission will resonate with each consumer. The details of why the company was started, should be the same reason why a consumer should buy from that company. Trust is the best way to have a long-lasting client base, and that is what PTB wants to create for companies.

The service depends on the depth of what the company is looking for, but overall it will be \$100 per hour for each consultant that needs to work on the project. With each added detail, and staff members that need to contribute to the product, the cost of the service will need to be increased.

## **Development to Date:**

Plant Twist Branding owns the domain [www.ptbranding.com](http://www.ptbranding.com), and is working on a trademark for the slogan "Writing Your Story" and the logo. PTB already has the rights to the name "Plant Twist Branding".

## **Legal Status and Ownership**

Plant Twist Branding, Inc. is registered as an S-Corp. Plant Twist Branding is run and managed by Amanda Aiello the CEO, and Xander Rain as the CFO.

## **Company Strengths and Strategic Position:**

One of the main strengths that PTB has, is the lack of competition that they have. Although there are quick a few brand development agencies, there are not too many the promote this storytelling connection between the company and consumer. The fact that PTB works with environmental companies

also makes them stand out when trying to find a way to help a business grow. Another strength that PTB has an advantage in, is the personal values that give passion to each project based on personal experience.

### **Plant Twist Branding, Inc.**

### **Industry Analysis & Trends**

#### **Industry Overview:**

The increasing desire to improve the way products are made and used has made companies change their products to meet the new demands of a "green" market. With new research based on the state of the Earth's carbon levels, and how companies hide from the public, the average consumer is considering what is really going into the money that they are spending. In 2012 there was a 240% increase of the use of solar power, in 2015 425,000 electric cars were purchased, 2014 showed that 52% percent of consumers check the product to see if it is sustainable. This has been an amazing step in the right direction for the environment, but has left several companies marketing "green".

Some companies think this change is a trend, and not a lifetime change to better the environment, and in doing so, they have created a lot of false hope in consumers. The main goal of Plant Twist Branding is to build the trust back up, and make sure that companies that have a true vision of being more sustainable have a voice.

#### **Market Opportunity:**

Plant Twist Branding is a mixture of Businesses, and consumers. Because of the type of business that PTB is, they need to look further into what the clients are going to be for the companies that they are helping. The goal of Plant Twist Branding is to not only receive financial support from the consumer, but physical labor. Baby Boomers alongside older Gen X are the ones cleaning up the rivers, and helping to

protect nature from human interference. The ones that will continue to act are the ones that have had the mindset of being environmentally conscious from the start. In a study comparing millennials' mindset in their 20's verses Baby Boomers in their 20's, Baby Boomers have a higher percent of people who are actually concerned with acting.

Baby Boomers and Gen X are also in the lead for buying green. When it comes to spending more on a product that is perceived as more natural or eco-friendly, this age group is the most willing. Although, not too far behind are people in their late 30's and mid 40's. From BSD Global, young adults are inspired by protecting their children, and will make choices to buy eco friendly when it comes to protecting their future. Consumers who are willing to purchases "green" items are the ones with a higher budget. These studies are backed up with research on spending patterns. The age group that is willing to spend the most money, and are the ones spending it are people from 45 to 54. This would only make sense for the income they are receiving before the retirement age, and social security.

With this in mind, Plant Twist Branding has a target audience that leans towards Baby Boomers that have families they are inspired by. The goal of PTB is to create a new way of thinking that inspires generations to come. By Targeting the Baby Boomers, their families will be inspired to act with them.

### **Long Term Opportunities:**

One long term opportunity that PTB has, is the amount of content they will be able to keep creating for the clients they work with. How you reach out to a target audience changes from year to year, or even month to month. With the consistent change in trends, marketing plans will continue to be updated. This means the companies that have worked with PTB will continue to want to keep updated as trends move on.

Another opportunity is the marketing events, and social media events. One of the main services that Plant Twist Branding offers is social media development. With that, events that have a transmedia



storytelling element will be great to connect the audience, and make it enjoyable for the consumers to be a part of a live event. This will help connect social media, and make the consumers more aware of ways that they can get involved with companies they support.

## **Plant Twist Branding, Inc.**

### **Target Market**

Plant Twist Branding, or PTB, is an environmental branding solution company that focuses on the development of including Earth friendly practices that create a consumer and company bond. Plant Twist Branding wants to utilize this branding technique in the environmental industry by building a trust that inspires others to join a foundation that can create a lifelong change, that encourages generations to come to continue to give support. The main goal of PTB is to change the way eco friendly brands ask for support. Instead of the traditional method of a fear induced marketing style followed by a beg for money, Plant Twist Branding wants to showcase the future of what the efforts of support can create and the importance of how we all can make a change in much larger scale.

The main type of customer for Plant Twist Branding is companies, in the environmental industry, that are looking to rebrand, or how to reach a certain type of audience. This is PTB's main group of companies to reach based on the area of expertise. The types of companies may vary, but the overall goal is to work with companies that have products that will help promote environmental change, and companies that have services that will help promote healthy changes in the planet. As each company has different target markets they are trying to reach, the goal of PTB will change from company to company. The market size for the market PTB is trying to reach is about 15 companies per county. All companies looking to make a change, and try to reach a market of eco-friendly consumers has the potential for being a client.

The first clients PTB will be targeting are those that are already trying to mainly focus on being eco-friendly. We will reach out to these companies through the channels that would best get to know them. Some of the best ways that PTB would reach out to these companies are by going to events, like fairs or cleanups, that would have companies and consumers. This will allow PTB to work with the companies and clients directly. Another way PTB would reach out to companies they want to work with,

is by social media. Plant Twist Branding wants to keep up with the most current trends, and by staying current with the content the company is posting, and sharing, the easier it will be to share a connection. The market PTB is trying to reach has been accepting this form of branding, and a few have already integrated marketing through storytelling to share their goal. Based on the opportunities currently present, there are some companies that will be easier to work with based on how their social media has presented them.

## **Plant Twist Branding, Inc.**

### **The Competition**

Plant Twist Branding, or PTB, is an environmental branding solution company that focuses on the development of including Earth friendly practices that create a consumer and company bond. Plant Twist Branding wants to utilize this branding technique in the environmental industry by building a trust that inspires others to join a foundation that can create a lifelong change, that encourages generations to come to continue to give support. The main goal of PTB is to change the way eco-friendly brands ask for support. Instead of the traditional method of a fear induced marketing style followed by a beg for money, Plant Twist Branding wants to showcase the future of what the efforts of support can create and the importance of how we all can make a change in much larger scale.

In PTB's local area, there are about two branding companies that really stand out as competitors in a direct way, and one that would be indirect. The two direct competitors are Pivot Design, and March Media. The one indirect company is BLVR. For the market share distribution, PTB thinks that they will be able to take a large portion of clients based on the type of marketing that they do. Transmedia marketing is what PTB is known for, and it is the best way to connect a company to its consumers. Another advantage that PTB has over the competitors is how they are able to reach their clients, and the consumers. PTB wants to have as many opportunities for co-branding as possible, and by staying in touch with all the companies and working together they are able to do just that. The biggest barrier that PTB will have entering the market is having companies trust them. Plant Twist Branding will have new ways to reach out to their target market, and because they are a new company, it might be easier for companies to trust a more established business. The major opportunity that PTB has, is the type of branding they do. The trends for environmental branding have increased dramatically, and PTB is ready to help companies in that field.

## **Plant Twist Branding, Inc.**

### **Marketing Plan**

Plant Twist Branding, or PTB, is an environmental branding solution company that focuses on the development of including Earth friendly practices that create a consumer and company bond. Plant Twist Branding wants to utilize this branding technique in the environmental industry by building a trust that inspires others to join a foundation that can create a lifelong change, that encourages generations to come to continue to give support. The main goal of PTB is to change the way eco friendly brands ask for support. Instead of the traditional method of a fear induced marketing style followed by a beg for money, Plant Twist Branding wants to showcase the future of what the efforts of support can create and the importance of how we all can make a change in much larger scale.

Plant Twist Branding will use integrated marketing to inspire their target audience to act in environmental events and cleanups, along with promoting awareness with information on the environmental state around the world. The way PTB will send a consistent message is by making sure that above all else, their mission statement and who they are as a brand will be in every post, message, or marketing tactic. This can be done by making sure that all the paper used for marketing is recycled, all Instagram posts are in some way attached to PTB's clients, and every social media account has a way to get back to the PTB website. Plant Twist Branding will time each post to work alongside their client's events to promote the best possible traffic to each marketing opportunity.

The year one budget in the field of marketing for PTB is \$10,000 a month, or \$120,000 for the entire year. Plant Twist Branding wants to spend quite a bit of their budget on Google ads. This pay for click marketing will make sure that Plant Twist Branding has a way to reach out to just about anyone that looks for them. The budget currently is \$5,000 a month for the first year, and with the growth of the company in year two and three the budget for this service should increase by double.

The second marketing channel PTB will be using is a bit more traditional, and it is a Digital Billboard. The reason PTB will be using this marketing technique is because of how it reaches a large audience every day. This billboard won't really be for attracting new clients, but reaching the target audience of the clients. PTB understands that the main target audience for creating a change in the world are Baby Boomers, thus creating a use for more traditional ways of marketing. This billboard will be around the office location of PTB, so people know where they are, and what they stand for. The budget for this is \$3,500 because of the location being in Chicago. Being in a major city tends to raise the price of the billboard, it also means having more options. In major cities, there are more likely to be new advances in technology, and have these digital billboards. This also follows PTB's mission statement from lack of materials needed to make each billboard.

The third channel that PTB will be using is SEO. The main cost of this is for the service itself. Monthly Plant Twist Branding will be spending around \$1,500. This will make sure that an expert is keeping everything up to date, and allowing new trends to be added to the website based off of monthly market research.

Similar to the billboard PTB wants to use a newspaper ad to reach the target audience. This is just an extra step to get the PTB name out there. It is a low cost for the service. The information gathered to get that price is directly through the Chicago Tribune website, and it was close to about \$11.00 for each day the ad was printed. Plant Twist Branding also used this form of advertisement because of the online ad as well. The Chicago Tribune not only prints their papers, but has it online for anyone to look up. This means more traffic for the ad, and getting clients to see their name.

## **Plant Twist Branding, Inc.**

### **Operations and Management**

Plant Twist Branding, or PTB, is an environmental branding solution company that focuses on the development of including Earth friendly practices that create a consumer and company bond. Plant Twist Branding wants to utilize this branding technique in the environmental industry by building a trust that inspires others to join a foundation that can create a lifelong change, that encourages generations to come to continue to give support. The main goal of PTB is to change the way eco friendly brands ask for support. Instead of the traditional method of a fear induced marketing style followed by a beg for money, Plant Twist Branding wants to showcase the future of what the efforts of support can create and the importance of how we all can make a change in much larger scale.

The location of Plant Twist Branding is ABOUT 111 N WABASH AVE , CHICAGO, IL 60602. With the type of work that PTB will be doing 2 units are needed for the production of the company, and the will be around \$140,000. The square space is 460 sf. The key aspect of operation is mainly working on different pieces of a company, breaking them down, adding adjustments, and then piecing them back together. The main operation of Plant Twist Branding is consulting. PTB will find the company's true mission statement, and bring it to the audience in a way that connects both company and client.

Plant Twist Branding will increase their profit by introducing marketing methods that incorporate the entire community. The main priority of Plant Twist Branding is finding a way to keep the industry they are involved in together as a whole. The mission of PTB is to work with companies that are trying to make a world a better place, and making sure their voice is heard. The competitive advantage that PTB has with their connection to the community they are involved with will help market them as a company that cares about what they do. One way the company will control cost, is by making sure they have the right number of members working. Plant Twist Branding has a select team of individuals that all work together to come up with a solution that works the best with the client they are working with. Because

Plant Twist Branding is a small company the team only includes four to ten people based on the job that they are doing.

The main form of technology that will be used within Plant Twist Branding, is social media, and different online platforms that support storytelling. Plant twist Branding wants to be able to communicate with the community as much as possible, and because technology has allowed so many platforms for companies to reach the consumers, and that is something that Plant Twist Branding wants to be able to use as much as possible. The cost of the electronics that will be used will be around \$50,000. The main reason for the high cost is making sure that the staff has the amount of equipment to have the software that they need to conduct the work that is needed for the company. A monthly payment that will be a charge for the company is the use of the Adobe suite. This comes to about \$80 a month for the team to use and work together on projects for the clients they are working with. All parts of the technology will be installed at the start of the company's launch. The cost of the website monthly will be about \$35.

CEO of Plant Twist Branding is Amanda Aiello. The roles of the company vary from job to job, but overall the roles include: community marketer, digital marketer, brand specialist, accountant, graphic designer, and lawyer. These are the most important positions that Plant Twist Branding will need available for almost every job. The community marketer will be responsible for reaching out to the clients and consumers as much as possible. This will make sure that no matter what current trends and needs will always be known. The digital marketer will be in charge of making sure a company has the best chance of reaching their audience. The brand specialist works on coming up with business plans and storylines that will help their client get their true goal across to as many people as they can. The account makes sure that as much money is saved and used wisely. Graphic designer will design logos, websites, and different visual media that will be needed for the current client. The lawyer is needed for all contracts, and arrangements that are needed for the company at any given time. One member of the BOD is Jeff Patton.