

PR Plan

**Launching a Sustainable Living Store in Kamloops, BC**

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CMNS 2550

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December 04, 2024

## 1. Company name, mission statement & other details –

### Company details:

Name: *'Naturify'* - This name has been derived from the words nature and purify as they are closely related to sustainability. This name is also attention-grabbing as people try to guess the derivation of the name.

Mission Statement: *'To inspire people to choose sustainable living options and support local Indigenous communities.'* - This is a simple yet powerful mission statement that can bring together environment enthusiasts and others looking for more sustainable living options. Supporting local indigenous communities comes as an added advantage if they purchase from Naturify.

Tagline: *'connecting your soul with nature'*

Company logo: (Designed by me.)



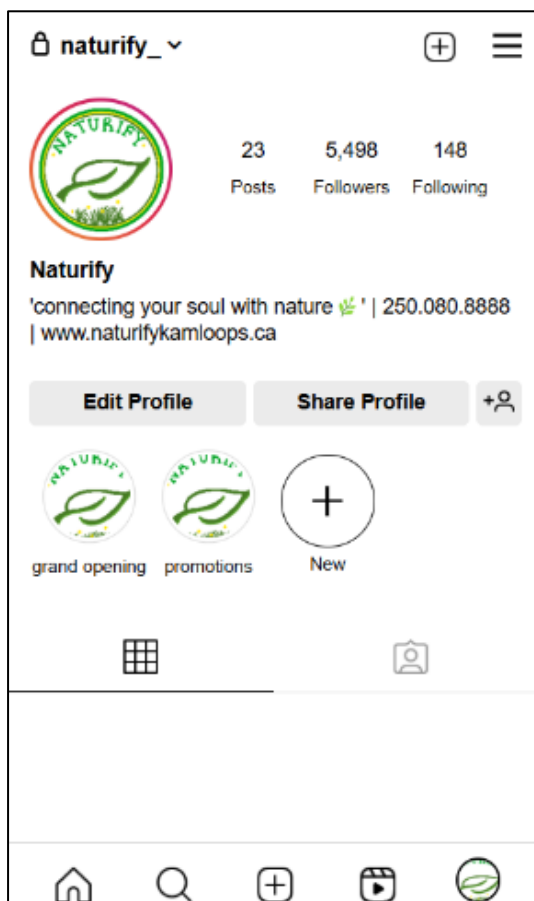
The leaf in the logo indicates the connection to nature. The use of the colors green and yellow was aimed to enhance the feeling of connectedness to the environment.

## 2. Social Media Strategy –

Social media: The two social media that I have used for this assignment are *Facebook* and *Instagram* as these are the most used social media by my target audience (people between the ages of 25 & 35).

Profile information: The social media profile will include details such as the logo the profile picture, the brand tagline, contact details, and the link to the brand's website.

Social media profile:



Company Bio: Founded by Stephanie Kai in 2024, Naturify is a brand that promises to provide the best quality sustainable living solutions. Our brand can bring together

environmental enthusiasts and people who are transitioning into their new sustainable lifestyles. Our company stands out as we use only locally sourced ingredients which in turn promotes our very own local vendors. We are also passionate about helping our local indigenous communities in any way possible.

Content strategy:

<b>Platform</b>	<b>Content</b>	<b>Date of Post</b>	<b>Time of Post</b>
Instagram, Facebook	This will be the first-ever post on the social media accounts of Naturify. This post will introduce the brand and what it does.	January 02, 2025	4:00 PM
Instagram, Facebook	This post will include details of the products sold by Naturify and its specifications with a link to the Naturify website.	January 31, 2025	4:00 PM
Instagram, Facebook	This will be the post closest to the opening ceremony, which acts as an invite to anyone who would like to attend.	February 20, 2025	4:00 PM

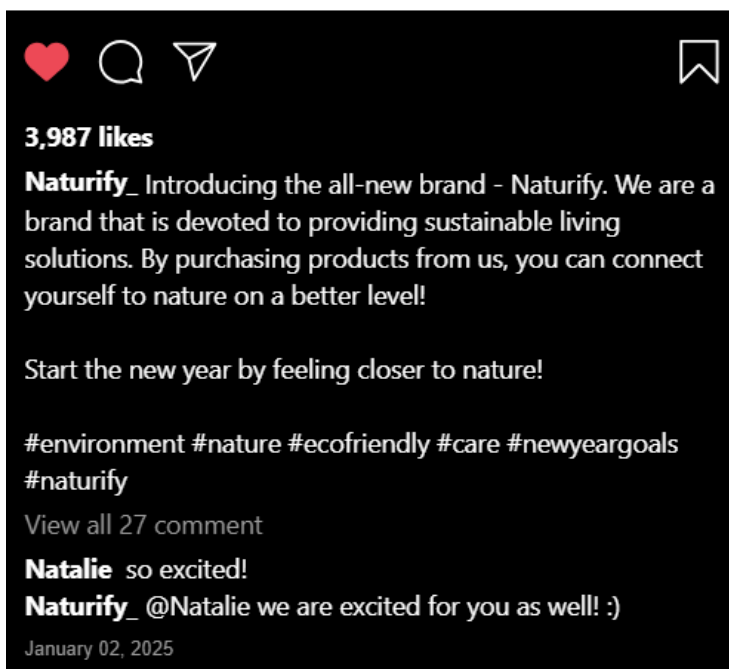
Engagement tactics:

- Using hashtags in all posts,
- Creating interactive polls on stories,
- Responding to all comments,
- Keeping an eye for direct messages sent to the official account.

### 3. Social Media Posts –

#### Platform 1: Instagram

#### Post 1:



Post 2:

 **Naturify\_** · Following  
Kamloops, B.C.

**INTRODUCING OUR PRODUCT LINE**

We are a sustainable brand which is why all our products are made of environmentally-friendly ingredients that are locally sourced. Check out more about our products on our website in the description.



♥    💬    📌    📌

**5,423 likes**

**Naturify\_** We are so excited to share with you all the line of products that we have ready!

To learn more about our product descriptions, its ingredients, and prices, check out our website - [www://naturifykamloops.ca](http://www://naturifykamloops.ca)

#environment #products #sustainability #naturelover #purchasers

View all 54 comments

**Jose** very cool website

**Mackenzie209** love the new products!

January 31, 2025

Post 3:

**Naturify\_** · Following  
Kamloops, B.C.

**GRAND OPENING CEREMONY**

Date: March 01, 2025  
Time: 6:00 PM  
Venue: Naturify, Downtown Kamloops  
Dress Code: Semi-formal

12,980 likes

**Naturify\_** We are incredibly excited to announce our store opening! It is happening on March 01, 2025, at 6:00 PM in downtown Kamloops.

We will have refreshments and an open bar, with an Indigenous band performing for us. Show up in your best dresses and suits and get ready to have some fun!

#grandopening #party #cocktail #fancy #naturify #sustainability #naturelovers

View all 109 comments

**Zach47** will be there!  
**Melanie2309** so so excited!

February 20, 2025

## Platform 2: Facebook

### Post 1:



**Naturify** Kamloops, B.C  
January 02, 2025 · 🌍

Introducing the all-new brand - Naturify. We are a brand that is devoted to providing sustainable living solutions. By purchasing products from us, you can connect yourself to nature on a better level!

Start the new year feeling closer to nature!



👍👍👍 100k

15 Comments 11 Shares

👍 Like

💬 Comment

👉 Share

View more 16 Comments



Write a comment...



Post 2:



**Naturify** Kamloops, B.C  
January 02, 2025 · 🌍

We are so excited to share with you all the new line of products that we have ready!

To learn more about our product descriptions, its ingredients, and prices, check out our website - [www.naturifykamloops.ca](http://www.naturifykamloops.ca)

## INTRODUCING OUR PRODUCT LINE

**We are a sustainable brand which is why all our products are made of environmentally-friendly ingredients that are locally sourced. Check out more about our products on our website in the description.**



👍❤️😄 438K

15 Comments 11 Shares

👍 Like

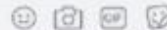
💬 Comment

➦ Share

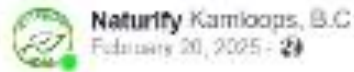
View more 16 Comments



Write a comment...



Post 3:



We are Incredibly excited to announce our new store opening! It is happening on March 01, 2025, at 6:00 PM in downtown Kamloops.

We will have refreshments and an open bar, with an Indigenous band performing some Jazz for us, how cool is that! Show up in your best dresses and suits and get ready to have some fun!



👍👍👍 663K

568 Comments 880 Shares

👍 Like

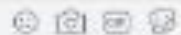
💬 Comment

➦ Share

View more 16 Comments



Write a comment...



#### 4. Press Releases

##### a) Press release 1:

#### **The birth of the new brand for sustainable living solutions in downtown Kamloops.**

Naturify announces its kick-off and brand-creation process.

Kamloops, BC, January 02, 2025 -- Naturify, a new brand for sustainable living solutions just announced its launch. The brand is starting a store right in the heart of downtown Kamloops. The store opening is on March 01, 2025. The brand is focused on providing environmentally friendly and sustainable household products.

All Naturify products are made from fresh, locally sourced ingredients that are sustainable and environment friendly. Naturify plans to specialize in household products. Some of Naturify's products are biodegradable cutlery and dishes, composters, and reusable paper towels. Another area Naturify is planning to focus on is supplying bags and clothes made of organic cotton and bamboo.

The idea of Naturify as a brand was bought up by Stephanie Kai, the CEO and founder of Naturify. Kai has had this plan in the making for about two years. Kai says "I used to make little reusable bags at home along with items such as reusable gift wrappers. I have always dreamt of making a brand specifically devoted to environmentally friendly products that would bring together people who love opting for sustainable options over others." When asked about the idea of opening a store, Kai said – "that was never in my plan, to be honest, I just wanted to start a brand and continue selling products online. The idea of opening a storefront presented itself and I just could not say no."

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Naturify is all set for its grand opening on March 01, 2025, at 6:00 pm. The opening ceremony will have snacks and drinks distributed in environmentally friendly disposable dishes along with wooden cutlery. At the ceremony, there will also be a local Indigenous band performing the entire night. More information regarding the ceremony is scheduled to be published later.

Founded by Stephanie Kai in 2024, Naturify is a brand that promises to provide the best quality sustainable living solutions. The brand brings together environmental enthusiasts and people who are transitioning into their new sustainable lifestyles. The company stands out as it uses only locally sourced ingredients which in turn promotes local vendors. They are also passionate about helping the local indigenous communities in any way possible.

Contact:

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b) Press release 2:

**A fancy opening ceremony in downtown Kamloops with free drinks? Say less!**

Naturify announces its grand opening ceremony for its new store downtown

Kamloops, BC, February 25, 2025 -- Naturify is a new brand for sustainable living solutions that is opening a new store in downtown Kamloops. The opening ceremony for the store is on March 01, 2025, at 6:00 pm. The opening ceremony will be of a cocktail party style with an open bar.

Naturify focuses on creating and providing sustainable living solutions to the public. All Naturify products are made from fresh, locally sourced ingredients that are environment-friendly and sustainable.

The brand has been preparing for the opening ceremony of the store in downtown Kamloops. Naturify's social media has been gaining excellent traction over the past few weeks regarding the opening party. The opening ceremony will be done in a cocktail party style which also has an open bar. Refreshments will also be provided at the party. Leann Morris, head of marketing said "I am incredibly grateful for the opportunity that I had to market the opening of this wonderful brand. I have always been an advocate of choosing environmentally friendly products over others." When asked about the opening ceremony, Morris said – "we planned it as a cocktail party style because who here in Kamloops does not want a reason to dress up! We are hoping for the turnout to be great as the social media team has conveyed that we have already been receiving good responses from Kamloops residents."

At the opening ceremony, there will also be a local indigenous band performing. The band's name is Jay n Jazz, and they are a jazz band based in Kamloops. The Naturify team has included

*--continued--*

them in the opening ceremony as well because they are committed to donating 20% of their profits to local indigenous bands.

Stephanie Kai, the CEO of Naturify, says that – “we are all incredibly hyped for the store opening! This really is a dream come true for me. I am very excited to share my love for sustainability through this brand and store.”

Founded by Stephanie Kai in 2024, Naturify is a brand that promises to provide the best quality sustainable living solutions. The brand brings together environmental enthusiasts and people who are transitioning into their new sustainable lifestyles. The company stands out as it uses only locally sourced ingredients which in turn promotes local vendors. They are also passionate about helping the local indigenous communities in any way possible.

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## 5. Media and Influencer List –

I have identified Sarah Candido who is a City of Kamloops Liaison that works under Tourism Kamloops Sustainability as my first point of contact. Sarah can help us with kick-starting our marketing strategies such as posting on social media, and publishing press releases. Sarah is also a strong advocate for sustainability, so she is a good person to turn to for help.

To get our brand and store out to the people of Kamloops, we would have to start by aiming at the people who are already in some way invested in choosing sustainable options. The best way to reach them is by posting our advertisements in the City of Kamloops Sustainability Newsletter. This will gain traction amongst environmentalists, which further has the potential to reach others.

Publishing our press releases can be done through CBC Kamloops, CFJC, and Castanet, which are all common sources of daily information for the people of Kamloops. A press release or an article on these pages would really help us get the word out.

Lastly, to also include an audio version of the advertising, we can contact CFBX (campus radio station) to spread the word about our grand opening party. CFBX has thousands of listeners tuning in every day, so this is the perfect opportunity to spread the word about the new brand, store, and its grand opening ceremony.

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