



THE GMO STORY

Learn, Discover, Change.

Social Media Brand Strategy

JULY 2021

What to expect



Brand guidelines ensure all marketing and communications for the organization are effective and stay on the desired brand.

In this slideshow, you will find

- Logo Designs
- Colour Palettes
- How to attract viewers
- Marketing Strategies
- Events
- How to Share the Solution
- Platforms for Marketing

Logo



A logo is the visual representation of the organization. It is an icon that symbolizes the GMO Story's mission, objectives and values. It can be used on all print media, all advertising platforms, websites, and other external communications.

Logo placement guidelines:

- The logo should be prominent and visible in all visual communications.
- It should not be placed with another graphic or edited to create a new image.
- For legibility, keep the area around the logo clear.

Scaled Down



Full Size

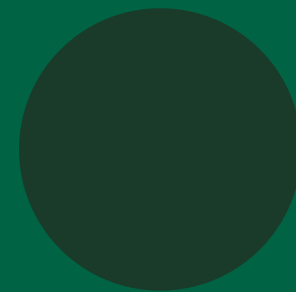


Color Palette

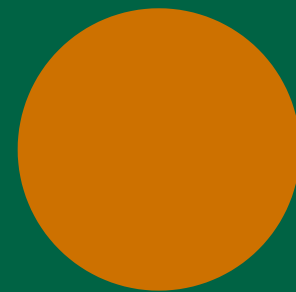


The color palette sets a visual tone. Colors can also create a strong brand recall when it is associated with your brand.

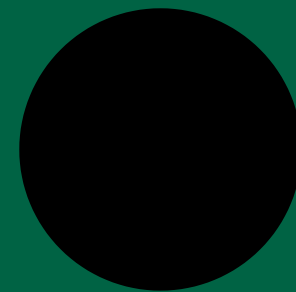
Primary palette



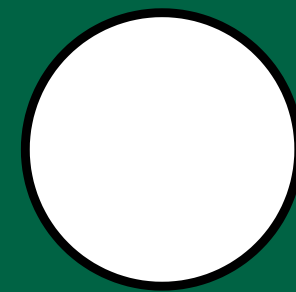
Dark Green
#1A3B29



Dark Orange
#CD7100

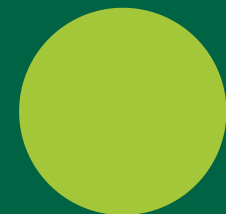


Black
#000000

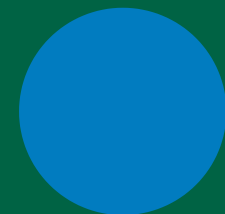


Off White
#ffffff

Secondary palette



Light Green
#A4C639



Gray
#343434

Marketing Strategies



Genetically Modified Organisms will soon play a much larger role in the world's food supply. It is critical to inform the public effectively about this issue.

Locations for Media. In 2021, the three largest social media marketing platforms are Instagram, Twitter and Tiktok. The largest benefit of these platforms is that there is low effort, high entertainment and several features. For the GMO Story to find its way onto individuals' feeds, it is important to get big quickly.

Username. A username is essentially one's public identity. This is one of the first things someone will see on your public page. In deep investigation, the username @gmostory is currently available on all three platforms and would promote simplicity and consistency.

Consistency. Posting should be consistent and done at the same time across all platforms. Studies show that posting at noon on weekdays or after 5pm on weekends will encourage the most post views.

Professional Account. By setting the account to be a professional account, it unlocks the ability to view Post insights. These statistics can be reflected on in order to find what gives the most views.

Marketing Strategies Contd.



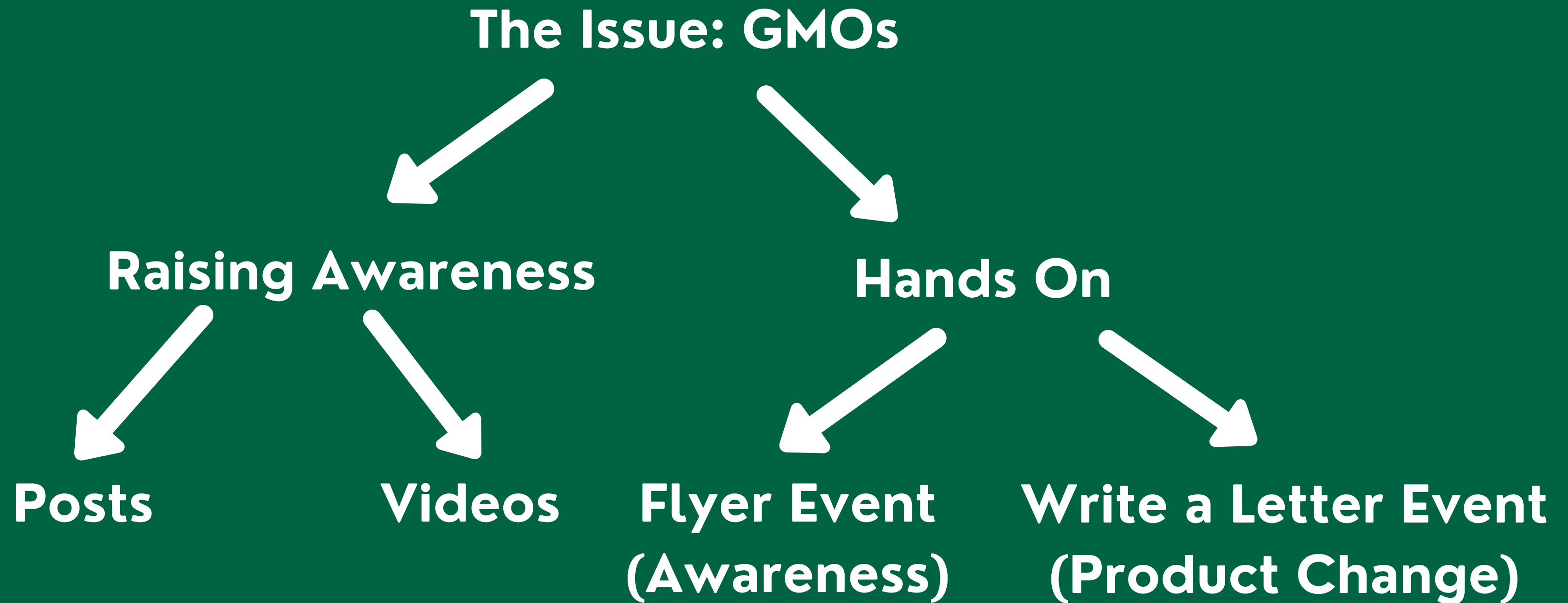
Instagram Reels. Instagram released a new feature similar to Tiktok, called Reels. These are short videos that show up in one's feed more often. The largest strategy here would be post consistently on reels and utilize uprisng hashtags

Endorsements & Partnerships. The GMO Story is not the only organization hoping to raise awareness about GMOs. For example, the @nongmoproject has 21.6 thousand followers and nearly 700 posts. A partnership may increase profile credibility.

Sponsoring. On social media platforms, there are several advertisements tailored to the user. As a professional account, one can boost a post for a small cost. The most recommended sponsorship settings are \$5 daily for 7 days, which can reach anywhere between 30,000 and 80,000 unique profile visits.

Variety. When posting, there should be balance between the number of pictures, videos and reels. Reels are more often found in the explore page, while posts would be seen in one's feed. Depending on the type of content, there should be a mix between these different strategies

The Solution





The Solution - Posts

To provide a solution, posts must be succinct and give a clear example for impact.



Adding a "Fact of the Day" or "Interesting Fact" is a great way to maintain consistency. There is not always enough content to be posting at the same rate (ie every other day), but there is a plethora of facts available!



Colour scheme is consistent, links are provided and there is optimization to boost this post.



A generally light themed post, to add contrast



Lots of potential for a bio and added information that will be subconsciously clicked on

The Solution - Posts

To provide a solution, posts must be succinct and give a clear example for impact.



Fictitious scenario if The GMO Story chooses to support organic farmers in person


Important details are added to avoid any confusion

The GMO Story

Check out our booth at the
**Brampton
Farmer's
Market!**

2 Wellington St W
Saturday, July 31 - 7:00AM to 2:00PM

www.gmostory.vercel.app

  @gmostory



This post gives the viewer a sense of location

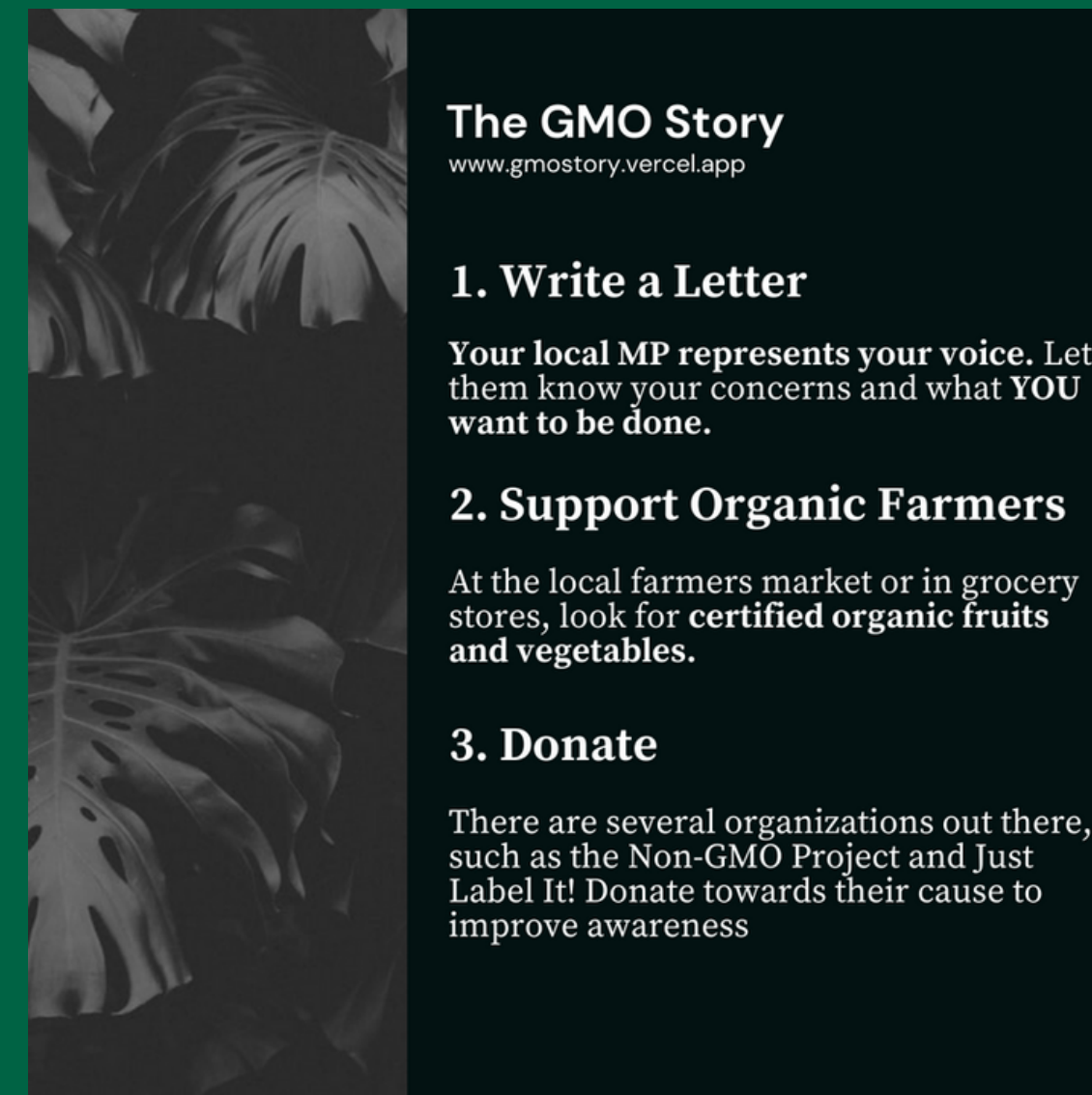
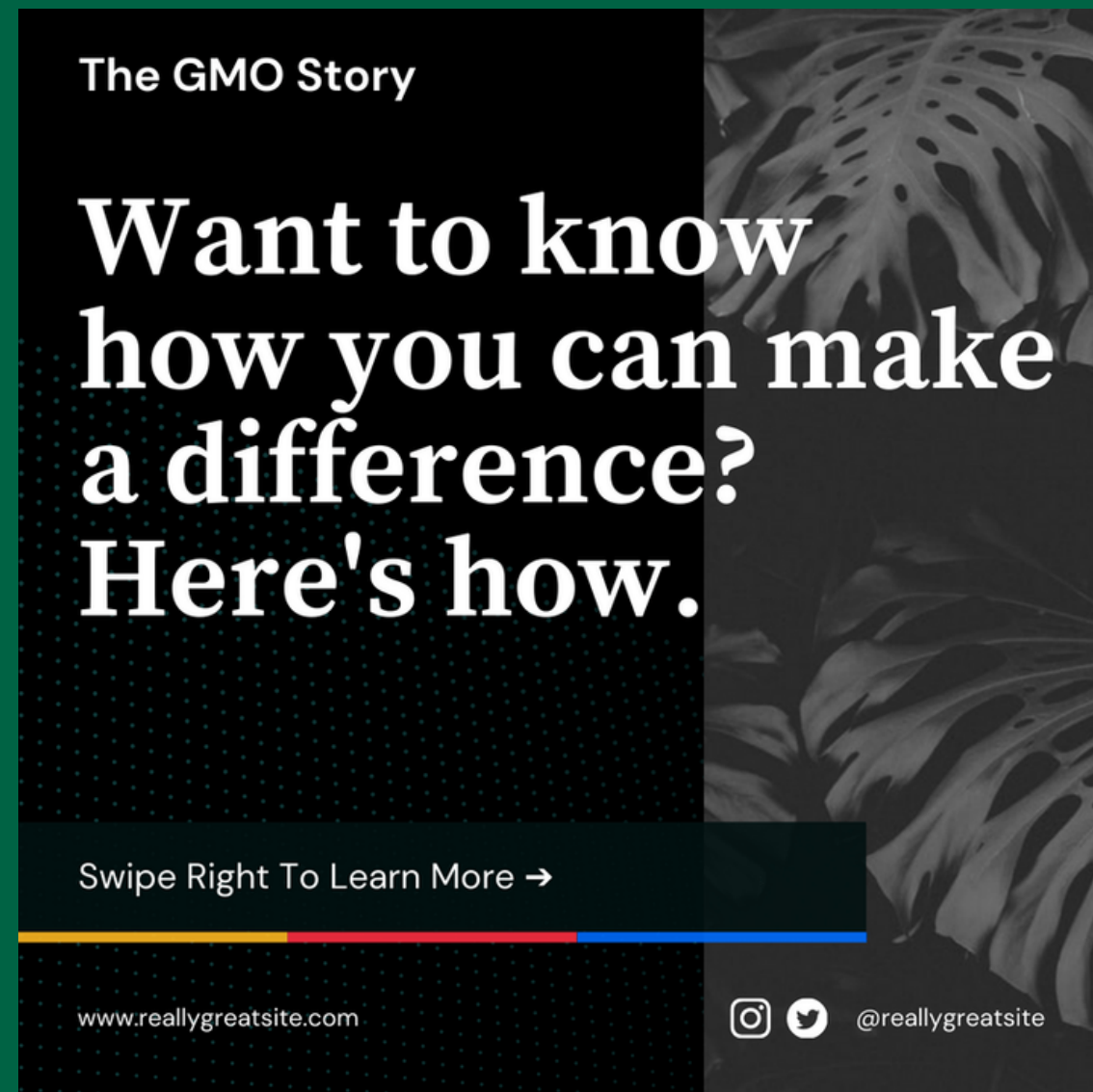
An image of what to look for is given



The Solution - Posts

To provide a solution, posts must be succinct and give a clear example for impact.

Two posts that will support each other visually and factually





The Solution - Posts

To provide a solution, posts must be succinct and give a clear example for impact.



Future Post Ideas

- Event Posts To Learn More
- Specific Website Page Highlights
- New Facts
- Partnerships with Other Similar Organizations
- Instagram Reels - Quick videos with upbeat music
- Event Highlights - Show images from what happened at an event

The Solution - Video 1/2

To provide a solution, give an animated/verbal option



The GMO Story Campaign IGTV Video - Script (est 3:30)

B-Roll Footage of Farmers

"Genetically Modified Organisms are changing the world. But maybe not in the way you think it is. GMOs are organisms in which the genetic coding of specific traits have been altered. Think about it as if you cut the genes from one place, and paste it in the new organism. While this may feel unethical, there are several benefits. As a matter of fact, 80% of the food in grocery stores, especially in processed foods, have been genetically modified. There is a significant reduction, to the extent of an elimination, of pesticides in food, and now farmers have anywhere between a 20-40% greater yield!

Cut to Founder's Clip

So now the question comes down to, what is so wrong with GMOs? I mean, look at all the benefits! The truth is that GM products propose several health, economic and environmental consequences.

B-Roll Footage Crops

With the increase of herbicide resistant plants, farmers are using more on the products as a whole. This means organic and native plants are being directly affected. The herbicides used go directly into our diet, which causes health problems. So the solution is simple, right? Just eat GM produce. This also becomes an issue, as there are direct links to Parkinsons disease and other immunal ramifications. On an economic scale, Canada's organic farmers are losing business and are forced to employ GMOs into their farms.

The Solution - Video 2/2

To provide a solution, give an animated/verbal option



The GMO Story Campaign IGTV Video - Script (est 3:30)

Add J-Roll Footage

On an even larger note, the organic plants that continue to exist are being altered or even wiped out by the GM population. Collectively, these provide threats to both humanity and ecosystems.

cut to founder's clips - periodically show videos to support arguments

So now it comes down to how can you help? First and foremost, make sure to support organic farms. Whether you donate, visit the farmers market or just **buy organic**. These solutions keep your diet healthy as well as continue the use of organic produce. Another option is to take part in The GMO Story's events. Upcoming, we have our Flyer and Write a Letter events. By raising awareness or explaining the direct change you want to be done, impact is just around the corner. Finally, learn about why GMOs are used in specific produce and stay aware to inform others.

ending screen

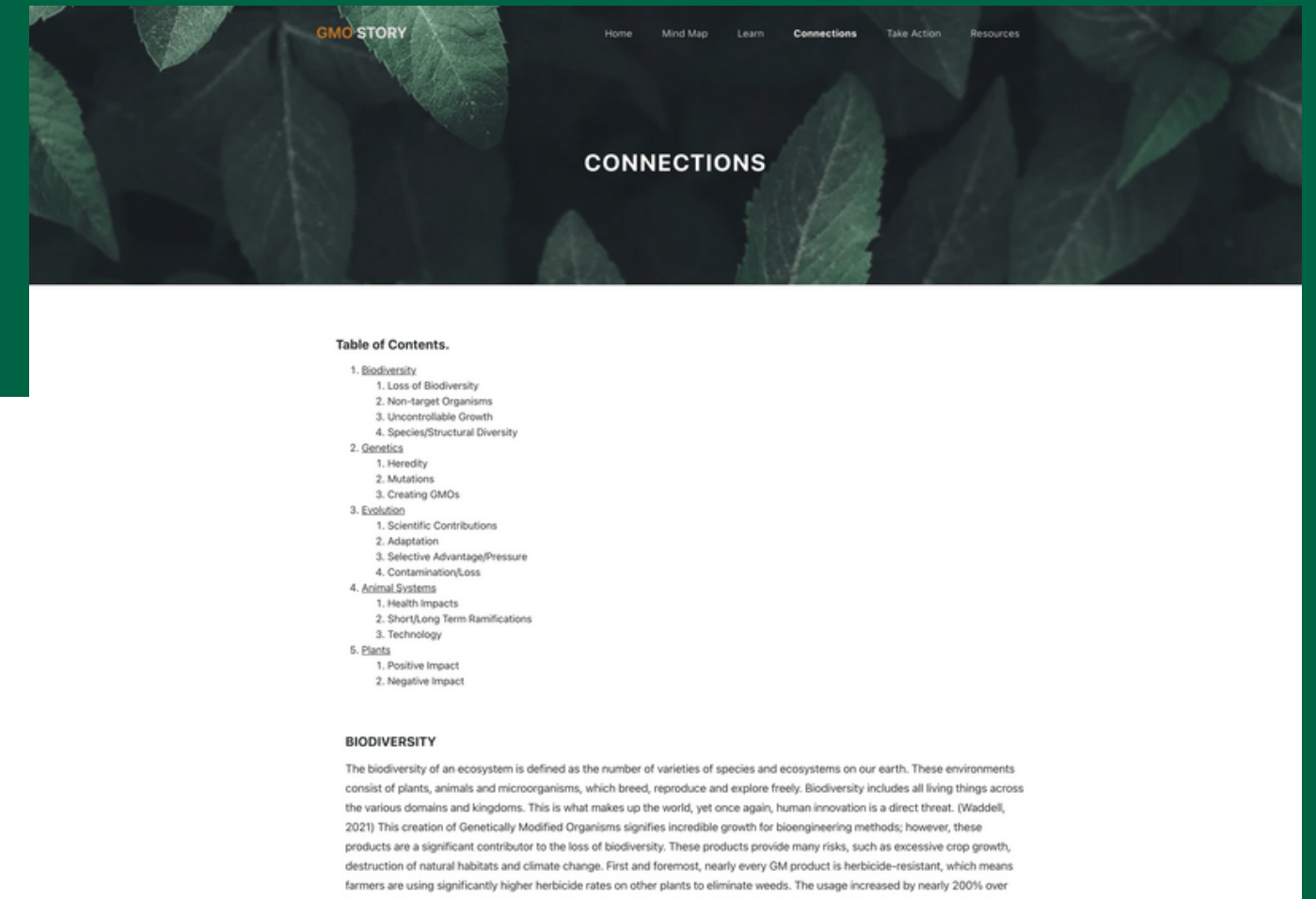
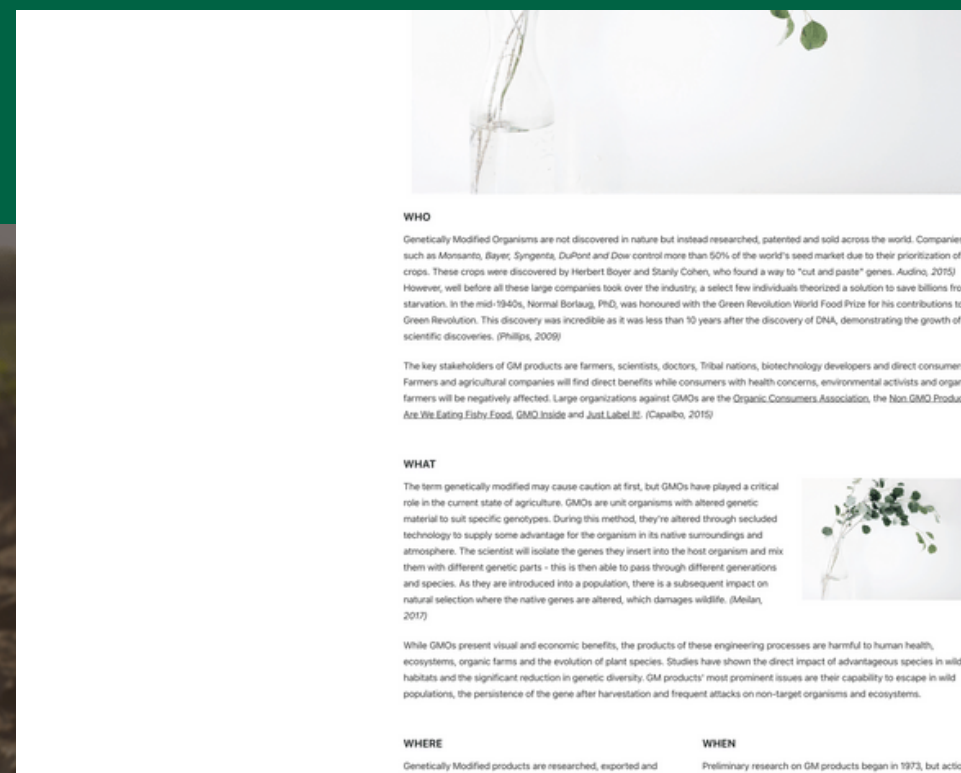
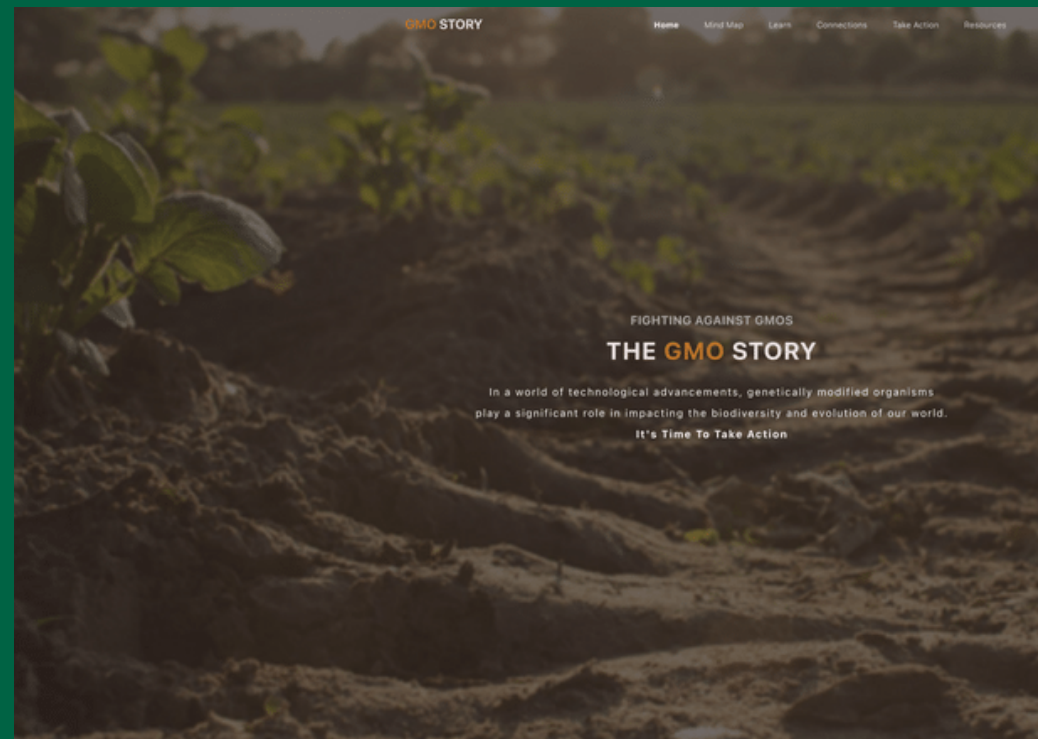
At The GMO Story, we strive to create a difference. We are pleased with our support on your YouTube, Instagram, Twitter and Tiktok and we hope that you consider a follow. To learn more about GMOs and what impact you can make, please check out our website gmostory.vercel.app and stay tuned on our social media for upcoming posts and events. GMOs are harming humans and the environment around us. Together, we can make a change.

The Solution - Website

To provide a solution, give a welcoming place to learn more



The website is a location for links, websites and the organization's mission. The website is consistent in theme, content presentation and navigation.



Social Media/Flyer Event

Raising Awareness on a large scale - informing the public about what they can do



Event Breakdown: Have viewers post an Instagram story or go outside and print a Flyer about GMOs. Content and templates will be provided, and any posts will be reshared by our account. A post on an Instagram Story/Feed will be reshared in our story, which estimates 1300 viewers. A picture of a flyer in public will be shared to our feed, which estimates 8400 views and 1200 likes.

[CLICK HERE FOR A FULL EVENT BREAKDOWN](#)

Write A Letter Event



Making a big impact. Us individually can't make a change, but collectively can propose changes

Event Breakdown: Have viewers write and send a letter to their local MP. These individuals represent the voice between authority and oneself, which means it is important to express your voice. Templates, content and links to find your local MP will be provided. A screenshot showing the sent letter will be reshared on our social media.

[CLICK HERE FOR A FULL EVENT BREAKDOWN](#)

Summary



What To Do: Utilize colours, logo and marketing strategies to the fullest extent. Avoid changing it frequently to maintain consistency.

What Was Discussed: In this branding strategy, marketing tactics, posts, a video script, the website and two new events were introduced. Together, these will create an effective brand for The GMO Story

Marketing Strategies Breakdown: Stay consistent, stay up to day, use multiple mediums of communication, partner with anyone you can, re-share viewers' creations

Events Breakdown: The two events are critical for viewer engagement. Make sure the process is not too difficult, as this should not take too much time out of their day. Adding statistics and content for the viewer to utilize will improve the overall effectiveness of the event.



THE GMO STORY

Learn, Discover, Change.

Thank you.

TO VIEW THE SOLUTION, PLEASE INVESTIGATE THE INDIVIDUAL EVENTS OR
VIEW THE WEBSITE FOR A RECAP!