

An Analysis of Repak

Name

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Date

Introduction

Concern for the environment has gained considerable 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 to the highest level ever. However, 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 what Repak is and what it does. It explains 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 what Repak 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 organisation funded by the contributions of the members of the industry. Repak helps businesses comply with the requirements of the law with regard 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 maximise its relationships with local and national authorities. After all, it is helping businesses comply with the Waste Management (Packaging) Regulations of 2007 (Repak, n.d.). 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 that 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 amongst 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 is 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 analysis of Repak's online media. Toward the end, some recommendations will also be given for some improvement.

Strengths

Repak's website looks inviting, and it utilises earth colours thus giving credence 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 contains videos that will capture the attention of its visitors. A quick check at www.PRChecker.info also reveals that the Repak website, 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.

Another weakness is that the Facebook page of Repak relatively does not have a lot of fans. The purpose of Facebook, and any social networking site for that matter, is interaction. The Facebook page of Repak, however, is full of updates from Repak, but there are not a lot of comments 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. However, it can be maximised by the organisation. It should identify the sites where it can maximise 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 maximise the impact of its online presence.

Threats

If the Waste Management (Packaging) Regulations 2007 is removed, dissolved, 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 and the other 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, the website intends for them to sign up with Repak to use its services. For the RecycleMore website, the apparent intention is promotion of awareness amongst kids, parents, and other members of the populace. Even households and schools, however, need to be educated about the importance of recycling (RecycleMore, n.d.).

Marketing Mix Analysis

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

Product

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

Price

Repak is a paid membership organisation. The cost ranges from €980 to €1,300. However, 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 and Repak websites. This can be done through three major strategies. First is to engage bloggers and webmasters who are concerned with the environment to link to the Recyclemore website. Second is to use Facebook more effectively by actively promoting and recruiting Facebook users to join the Facebook Page of Repak. This will help generate buzz and higher levels of awareness. Lastly, 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 websites more popular.

Conclusion

Repak, through its website www.Recyclenore.ie, is doing a great job of promoting awareness through articles in its blog, 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 and www.recyclenore.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.

Reference List

Repak, n.d. *About Repak*. [online] Available at:

<http://www.repak.ie/about_repak.html> [Accessed 1 September 2010].

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<http://www.recyclemore.ie/about_repak> [Accessed 1 September 2010].