



## **A Cooperative Marketing Vehicle with Global Impact Now thru 2020 Earth Day and Beyond**

### *Visualize the impact of a historic and sustainably higher green market profile due to*

- Your organization and thousands of others **cooperatively advertising and reaching every media outlet**, maximizing media and public profile to compel green market demand, action and investment.
- The engagement of millions of people to maximize social media and make choices to support the best products, organizations, companies, and projects on **BluREV EdayVote Online "Election Day."**
- Everyone simply acting together in ONE big, long media campaign blitz on one site, one channel, once a year, keeping us on home pages as a lead story, as a top google search, and with a gazillion twitter hits.

### **Where the green market is now**

The green market, including environmental organizations, blue-green jobs, and green economy products sales, is relatively flat right now.

### **Where we will be on 2020 Earth Day without orchestration**

When 2020 Earth Day, the 50<sup>th</sup> anniversary, comes around in just four short years, it absolutely will be a media spectacle because the media loves big anniversaries. Green market profile, public attention and impact will go up for a short time **without** an orchestrated media campaign.

### **Where we can max it up to if we orchestrate**

Only a dramatically higher green market profile can lead to a sustainable engagement of ecological and green economic progress on a historic, planet-wide level. BluREV, a global cooperative media blitz with compelling public participation tools, is the most effective way to finally maximize Earth Day as the marketing tool it can be for months instead of for a day.

**IF we start maxing it up now,  
we can orchestrate the profile and impact we need  
by the biggest one green day in 50 years, 2020 Earth Day, and beyond...**

## The history of Earth Day as a marketing tool

Many Earth Days come and go without much consequence, other than providing much needed litter collecting, tree planting....and proliferating an earth conscious, green market friendly sentiment. The exceptions, however, succeeded in affecting measureable political and economic results:

1970 Earth Day coalesced a generation of activists within the environmental movement and launched it into front-page news for weeks. The movement flourished politically for a time giving us the Clean Air Act.

1990 Earth Day, the 20<sup>th</sup> anniversary, jump started the environmental movement again and literally launched the green economy. This impact was accomplished by organizations cooperatively joining together and marketing Earth Day and ecological challenges into a lead story everywhere for months.

**Now, 30 years later, we need to turn it UP again.** We need to max up every inventive cooperative tool possible, and really use the marketing time surrounding Earth Day for maximum impact, as its founders intended.

### For details on how to max your return on this once-in-50-year opportunity:

**Cooperative Ad/Media Campaign** — go to 3

**EdayVote Online “Election Day”** — go to page 5

**Give Green Day** — go to page 7

**2020 Earth Day Global Event** — go to page 8

**VISUALIZE what can happen by 2020 Earth Day—  
a second green market boon  
because thousands of organizations and  
up to a billion people acted in concert**



## 1. Cooperative Media • Ad Campaign

**The BluREV cooperative media, ad and sponsorship campaign blitz** is the first-ever national marketing enterprise intending to sign up every green company, product, project, organization, AND public donor into one driving media and ad force. It will maximize Earth Day as an annual media marketing tool with the goal of enhancing the “sales” (product, membership, project) of every participant. AND it will max up the entire green market, growing opportunities and progress for everyone.

**Put your product on the home page, top page, front page,  
and grab your customers’ attention. Keep it up top and  
they repeatedly see and hear your pitch.**

### HOW THE CAMPAIGN WILL WORK FOR YOU

Thousands of small, midsize and some large organizations will share a cooperative electronic ad format.

All spots will drive traffic to ONE Cooperative Media • Ad Campaign website and YouTube broadcast channel. Without paying extra, you get 24/7 rotational website exposure while we build profile year round, every year.

The site will solely be about organizations, products and projects. It will not NOT be a typical radio or TV station website format where customers search for you through all the media stories, programs, promotions or a nonprofit advocacy site format.

When your ad is up in the media rotation, your organization or product will be featured on the home page along with an easy-click directory.

We will produce a cost effective standardized ad for you that runs on various electronic outlets, with a generic intro and outro to drive the audience to the Cooperative Media • Ad Campaign website. The main section of your ad will feature your organization or product, much like a National Public Radio or public television ad.

So if you are a small to midsize organization you will get a much better deal. For example, as a rotating and occasionally featured part of a \$250,000 regional ad buy, you will get more traffic hits to your site and through your door than does your \$10,000, \$5,000 or \$2,500 spent alone. You need a larger number of organizations to cooperatively market with you to maximize your investment.

**Make this campaign your annual media and ad vehicle  
for your green, progressive company or organization.  
It will be the most cost effective driver of profile  
and traffic to your website and front door.**

## Investment Levels to Maximize ROI

### Advertising Investment

As a participant in the BluREV Cooperative Media • Ad Campaign, your electronic ad gets you

- Overall campaign exposure and hits due to your ad from multiple electronic outlets in correlation to the overall campaign size.
- Direct ad exposure and hits in response to your electronic ad copy.
- Site exposure from your ad copy on the Cooperative Media Campaign site. Ads are rotated to the home page when your spot time is on electronic media.
- Your ad copy is also continuously rotated to the home page.
- Your organization name and website link listed in the site directory/search engine and in the BluREV.com directory/search engine.
- Included in all media, print and event materials as well.

### Sponsorship Investment above exposure plus

- A top or side bar on the Campaign home page in correlation to the size of your investment. A sponsorship pricing guide will be out later 2015.
- For a slightly higher investment, top or side bar exposure on the www.BluREV.com online EdayVote home page, which is linked to the Campaign site.
- Inclusion in all media, print and event materials commensurate with your investment as either a title or presenting sponsor.

### Partnership Investment

A small number of partners will have top billing on all ads, materials, events and media outreach, along with top of ad copy placement in every Cooperative Media Campaign ad. ■



## 2. EdayVote Online “Election Day”

If you orchestrate an issue to the top of the page, people pay attention. If you keep it there, progress happens. The Best of Green is the green market, media and ecopreneurial vehicle that *will* drive the green economy and environmental progress to be a front page story every year. Our goal is a billion votes on one day—Earth Day 2020.

### Visualize the impact

of millions of people  
jumping on board one big, fast green media vehicle and

- Donating** millions on Give Green Day,
- Spending** millions on green products,
- Joining** the first global green cooperative,
- Choosing** the coolest, smartest, green products and projects,
- Choosing** favorite celebrity environmentalists,
- Voting** on top environmental issues and solutions,
- Voting** in a first national online green Presidential “election,”
- Picking** a global leader (CEO) of the green economy,
- Participating** in the first online green election day.

**With your support,**  
BluREV will set this in motion.

*“It woke us up that silent spring, that first Earth Day, when the green awakening began.”*  
— Thomas Harens, in recognition of Rachel Carson, the author of *Silent Spring* and founder of the contemporary environmental movement

## What will drive people to participate?

Cooperative media advertising • BluREV YouTube Channel • Social media outreach • Stories, articles of media partners • Compelling content • Funding • Compelling feature of voting in the first online election day for the green economy • Compelling feature of voting online for president even though nonbinding

**EdayVote Online Election Day** is the perfect media vehicle to drive up the profile of the green economy and the environment, which will drive traffic to our websites and green commerce partners, which will drive sales and profiles of green partners, which will drive cooperative ad buys by green businesses, and in turn further drives up the profile and agenda of the environment, which then drives green investment, which then drives solutions.

## The value of BluREV to...

### Green commerce companies and organizations

- Awareness and higher sales of their green products;
- Profile;
- An opportunity to be a vanguard in a visible, growing national internet campaign.

### Donors

- An opportunity to make a difference that has global value;
- An opportunity to connect people nationally and globally in an environmental endeavor;
- An opportunity to help build the green economy and create jobs indirectly and directly through our Donor Direct program.

### Media partners

- Added traffic to their outlets and websites;
- Enhanced goodwill.

### Sponsors

- Added traffic to their products and websites;
- Increased sales of their products and services.

### Environmental movement and progressive leaders

- A source of solutions to environmental issues;
- A way to turn out more environmental voters during the 2016 Presidential election.

### The public

- A chance to contribute solutions to environmental issues;
- A chance to vote on solutions to environmental issues, not just on candidates. ■



### 3. Give Green Day Funding

A new crowd funding platform so the public can financially support their top environmental choices. If you'd like to submit a category suggestion, email us at [info.BluREV@gmail.com](mailto:info.BluREV@gmail.com).

#### **SOME SAMPLE CATEGORIES:**

- Best environmental project
- Best environmental organization
- Best green Presidential candidate
- A Cooperative Media • Ad Campaign for green commerce and environmental progress
- 2020 Earth Day Global Event

Starting 2016, go to [BluREV.com](http://BluREV.com) to cast your vote on where the good green should go! ■



## 4. 2020 EARTH DAY GLOBAL EVENT

**A historic opportunity in your state, city or town to maximize green market profile, organizational activity, tourism, commerce and jobs.**

Earth Day 2020 will be the 50th anniversary of Earth Day. Without ANY orchestration, planning, or an advance cooperative media campaign, it will be a big media event and watershed because the media loves big anniversaries. *With BluREV orchestration*, it will be a **Super Bowl of events for 2020**, and it **should** be one of the biggest staged events in history. Your state and city can be an epicenter.

### What we can cooperatively do now:

- Begin to design an event concept for your region, quite possibly as a template and lead player for thousands of other regions throughout the globe.
- Most importantly, design a global television/cable/internet production. This is NOT envisioned as an all-day concert in multiple cities.
- Start signing up early partners.

### What an orchestrated event can do for you and the green market:

- Increase city profile nationally and globally.
- Create a strategic opportunity that leverages more green market and other economic sector outcomes.
- Maximize media profile and corporate/public participation in the historic 2020 event.
- Drive a consensus and more funding for solutions to top green market and environmental challenges.
- Enhance the image and livability of your region to a growing target market of higher income, highly educated, civic-minded and green-conscious consumers.

### 2020 Earth Day Global Event design options:

- Televised massive crowd events in multiple large regions and thousands of small ones.
- Live YouTube broadcast channel feed for your crowd event to go global.
- A global EdayVote Online “Election Day” to drive media attention and be a compelling audience tune-in element of the televised production. This element turns every Earth Day into the “Oscars” of what’s coolest and smartest, and what our green future should be.
- A national/global telethon-type production. Audience will tune in to see how many votes come in, how much money is raised, which celebrities show up, who wins the Presidential election straw poll on the environment... *Think Jerry Lewis Labor Day telethon without the schlock and with bigger celebrities flying in each year to build toward the global televised special in 2020.*
- A Give Green Day for local funding and as a project funding mechanism — a Kickstarter-type format for environmental projects. ■