



Action Project Reference: 68-03

Organisation: Comfy Prints

### Action Project Proposal:

“Develop a marketing social marketing strategy for our reusable cloth sanitary pads; including menstrual hygiene and environmental benefits”

### Who Are Comfy Prints?

Comfy Prints offers custom design and printing of banners and bed sets (and now reusable cloth sanitary pads). My husband is the creative designer for our business and is already in the printing business and therefore, during the Covid outbreak I decided to make use of the equipment and skills we already had and to do something different. I therefore started creating reusable cloth menstrual pads and so this section of our business is quite new!

### Mission:

Once I was told that women don't long last in the business industry and I wanted to prove that wrong so I decided to start my own business. I also wanted to be able to offer something different in the market. I am also trying to ensure that women have access to more economical and environmentally friendly period products.

## **Long Term Aims & Vision:**

My family inspires me in everything that I do and therefore I continue to try to do my best, especially for the little eyes that look up at me!

## **Current Challenges:**

Many of the barriers I face is due to the public's attitude toward female entrepreneurs. We are still treated as inferior. Women are still seen to only be in the kitchen and not excelling whatever they do. I have to tackle this stereotype on a daily basis.

## **Further Information:**

We would like you to develop a marketing strategy for us to use to market our reusable cloth sanitary pads. We would like to combine this with a social marketing strategy that raises increased awareness about menstrual hygiene and the environmental benefits of reusable products.

## **Key Research & Discussion Areas:**

### **Plan and deliver ...**

Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)

- Consider Comfy Prints' marketing strategy. What platforms does it use (e.g. website, social media etc.)? How could these be utilised to market the reusable pads and increase menstrual hygiene awareness?
- What social media platforms are currently being utilised? Are there any other platforms Comfy Prints should use?
- Other than social media, are there any other platforms (e.g. physical advertising) that could be useful?
- How have similar organisations marketed products/ raised awareness?
  - What was successful?
  - How could they be improved?
  - How can you use this as inspiration to create a really great marketing strategy for Comfy Prints?

- What are the most pressing/ important tasks to get done? - create a timeline for these.
- How will you ensure that the strategy is sustainable in the long-term? - will it be easy to use this as a template for subsequent years?
- What brand image does Comfy Prints currently have? How can you ensure that this image is maintained?
- Who is the target audience for these products?
  - What sort of design will appeal to them?
- What are the USPs of these pads? How will you ensure that the marketing strategy reflects these?
- How can a business like comfy prints also raise awareness of important social issues?
  - How have other organisations done this?
- What parts of the Think Pacific Skills Series will you use?

### **Create content ...**

- What format should this strategy take?
  - Consider other marketing strategies that you can find - how do they lay the plan out? Does it seem to work?
  - How will you ensure that your strategy is clear and easy to follow?
- How can you ensure that the marketing will be accessible and reach your desired demographic?
- What have other organisations done?
  - How might your approach vary in appealing to different demographics?
  - What makes a successful marketing campaign in Fiji?
  - What platforms are utilised effectively for advertising in Fiji?

### **Barriers ...**

- What barriers are there to the planning and delivery of this project?
  - E.g. practical - how much time will your marketing strategy take to implement? Does the organisation have time for this?
  - E.g. social - what are the current attitudes toward menstruation in Fiji? How will you ensure your marketing is culturally sensitive while also working to break down some of these taboos?
  - E.g. Knowledge - how much social media experience do comfy prints have? Could you provide an instruction manual for any new platforms?
- How can you overcome these barriers?

- Where will you find the resources and information that you need to complete this project?
- Can you find any examples of how other organisations have delivered great results?

## Evaluate ...

- Come back to your original aim - has your strategy achieved the original purpose? Are there any improvements you could make so that the strategy is the best it can be?
- How can comfy prints evaluate the success of your strategy in the future?
  - How can they use this information to guide future marketing plans?
- What key points from your action project will you choose to highlight in your recorded presentation at the end of your internship?

## Useful Links:

- Organisation page: <https://thinkpacific.com/action-project-comfy-prints/>
- Facebook: <https://www.facebook.com/ComfyPrints/>
- A Fijian Government statement released on menstrual hygiene day: <https://www.fiji.gov.fj/Media-Centre/News/STATEMENT-ON-MENSTRUAL-HYGIENE-DAY>

## Further Questions:

Are there any questions you would like to ask Comfy Prints to assist in completing this project?

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