

GREYHOPE  
BAY



CBM716 DIGITAL PUBLIC RELATIONS

**Adebowale Ogungbemi**

**Cameron Milne**

**Dianne Youngson**

**Ebuka Okeke**

**Gaia Russano**

**Ijeoma Nwanne**



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# Meet The Team



## Dianne Youngson

Dianne is an experienced entrepreneur with a 2:1 Bachelor Honours Degree in Management and has returned to RGU to study MSc Digital Marketing to further develop her digital skills. She has successfully grown her online Print and Design Business over the last six and a half years and is enthusiastic to help other companies achieve their maximum potential with key digital strategies.

## Ebuka Okeke

Ebuka is a detail-oriented Digital Analyst and content creator who focuses his work on emerging gaming and blockchain technology. I graduated in Business Management and found a love for Digital marketing through the different funnel products I saw online that promised millions of leads. While studying for my MBA at Robert Gordon University, I learnt how technology monitors and influences buying decisions; I aim to win a two comma Russell Brunson Entrepreneurship award.



## Ijeoma Nwanne

Lived and obtained his undergraduate degree in Bsc. Mass Communication in Nigeria. Ijeoma discovered his passion for digital marketing and graphics designing two years ago and he's keen to use digital marketing strategies, PR, graphics and digital contents skills obtained while studying Msc. Digital Marketing at RGU to expand his real estate company while helping other companies grow their businesses as well



## Cameron Milne

Born and raised in Aberdeen, Cameron is a 24 Year old who has studied towards his Bachelor Honours Degree in Digital Media earning a 2:1 and he has now returned to RGU to earn a masters in Digital Marketing in order to learn how to best use the skills learned in his bachelor's degree.



# Meet The Team



## Gaia Russano

Gaia is an organized and determined girl who graduated in Psychosocial Sciences of Communication in Milan, Italy. During her studies in Italy, she discovered a strong passion for digital marketing while developing several projects. In fact, last September she moved to Aberdeen to attend the postgraduate course in Digital Marketing at Robert Gordon University.

Gaia's main passions are travel, event organization, and training. Her dream is to reconcile one of her passions with the digital world and that is why she wants to learn as many skills as possible to develop a great package of competences to have different job opportunities since she does not yet know which "digital direction" she wants to follow after graduation.

## Ogungbemi Adebowale Trust

Having completed an undergraduate degree in Economics Education, Trust is presently studying an MSc degree in Digital Marketing at Robert Gordon University. Throughout this time, Trust has been widening his skills in areas such as Social Media Marketing, Google Analytics, and Content Marketing. Trust intends to use the skills acquired during his studies to impact his family business positively.



## Overview

'Digital Dynamics' is a fictional Digital Agency founded for the purpose of creating a successful PR Campaign for Greyhope Bay, namely the 'Fly' with the Dolphins campaign.

The intention of the campaign is to raise awareness of Greyhope and its operations with families in the Aberdeen city area by targeting schools. An interactive video lesson will be sent out to primary schools to educate children about marine life and the history of Greyhope. A Leaflet will be sent out to the children to take home (either printed or electronically). This leaflet will provide more information to the parents and provide a free coffee voucher code which can be redeemed in the cafe.



# Audit of Current Content



## Business Objective

Greyhope Bay is a charitable organization founded with the purpose to build a dolphin viewing center and a cafe, education, and community space at Torry Battery in Aberdeen.

The goal of the client is to make Torry Battery, considered the best location to view the dolphins from the land in all the UK, an animated and lively destination in Aberdeen.

The place where Greyhope Bay is located is on the south side of the Aberdeen harbor. This part is not very well known because it is disconnected from the city. Indeed, as said above, Greyhope Bay's main goal is to transform the area around Torry Battery into a place where the people from Aberdeen can go to enjoy the view and to honor the history of that zone as it was used during World War II as emergency houses.

Therefore, to reach the objective mentioned before we decided to create a campaign based on building a connection between the client and several families in Aberdeen since the relationship with the customer is one of the main aspects of PR.

## Current Website Performance:

**Page Authority:** 25

**Domain Authority:** 20

**Inbound Links:** 139

**Linking Domains:** 61

**Page Load Time:** 1.354 seconds

**Meta Description:** Greyhope Bay is the UK's top dolphin watching spot. We're creating community at Torry Battery by connecting to the natural marine and historical environment on Aberdeen's coastline in NE Scotland.



# Audit of Current Content



## Social Media

### Facebook

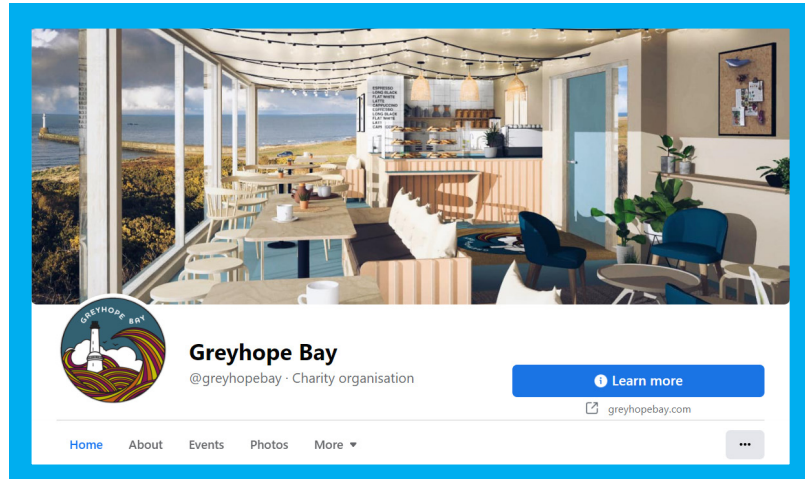
- 5352 likes
- 719 check ins
- 3 x 5 star reviews
- Good engagement

### Twitter

1465 followers

### Instagram

- 3086 followers
- Posting reels, stories, and highlights for engagement. Also has a linktree for most of its site page and connections.



# SWOT Analysis



## Strengths

- Range of Services
- Unique Experience
- Location
- Commitment to Sustainability
- Lower Running Costs
- Educational Offering
- Informative Website
- Engaged Followers

## Weaknesses

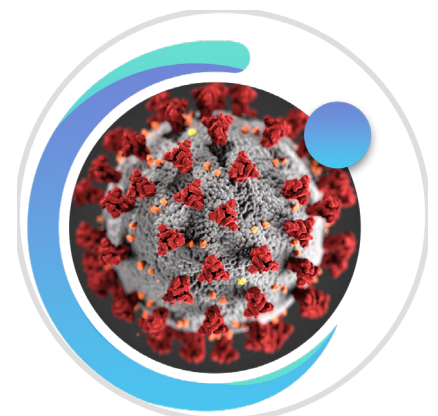
- Rely on donations
- High Upfront Costs (Green Energy)
- Poor infrastructure

## Opportunities

- Future Events
- Development of Educational Programmes
- Build Relationships with Businesses

## Threats

- Covid19
- Economic Downturn
- Competitors



# PESTEL Analysis



## Political

- Government advice
- Health and Safety Laws
- Operational Laws
- Food Safety Standard Laws

## Economical

- Tax Laws
- Economic Downturn

## Social

- Covid Restrictions
- Remain inclusive

## Technological

- Digital Shift
- New technology

## Environmental

- Commitment to Sustainability
- Climate Change
- Water Pollution
- Weather Concerns

## Legal

- Health and Safety Laws
- Advertising Laws
- Data Protection
- Employment Laws



# Competitor Analysis



Greyhope Bay prides itself on their location at Torry Battery. Such has consistently been recorded as the best location to spot Bottlenose dolphin from land in the UK. (Greyhope, 2022). Our analysis shows that the two closest competitors for Greyhope would be the Aberdeen Beach cafe 'Inversnecky Cafe' and 'Aberdeen Harbour Tours'.

Our analysis shows that, whilst we recognise the potential areas of business similarity between each of the three companies, Greyhope Bay would be the likely market leader with such a versatile offering.

The findings from our analysis are documented in our Competitor Analysis Table below:

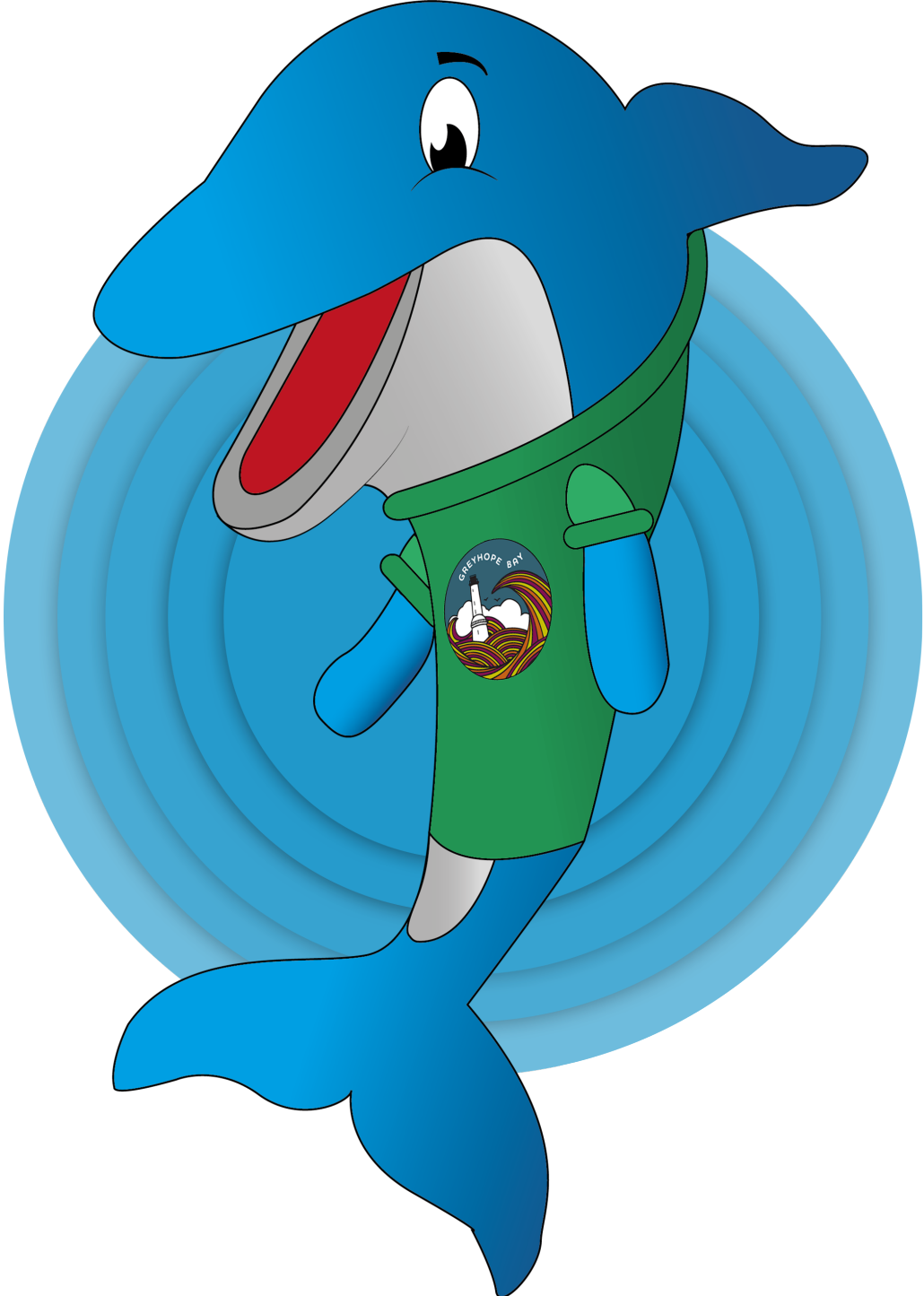
	Greyhope Bay	Inversnecky Cafe	Aberdeen Harbor Tours
Strengths	<ul style="list-style-type: none"> <li>• Best UK spot to view dolphins</li> <li>• Eco-friendly and sustainable</li> <li>• Variety of offerings</li> </ul>	<ul style="list-style-type: none"> <li>• High levels of traffic in area</li> <li>• Well established</li> </ul>	<ul style="list-style-type: none"> <li>• Closest visibility of dolphins</li> <li>• Educational</li> </ul>
Weaknesses	<ul style="list-style-type: none"> <li>• Poor roads and no public transport to site.</li> </ul>	<ul style="list-style-type: none"> <li>• Essentially just a 'cafe' in an area where you 'may' spot dolphins in the distance</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive, time restrictive tours</li> </ul>
PR Coverage	High	Reasonable	Low

## Persona

Charlie (8) and Cody (6) are animal loving brothers who live with their parents in Westhill, Aberdeenshire. Both boys are full of energy and love to get outdoors and explore in the school holidays. They attend Skene Primary School where they often return home full of excitement to tell their parents about the topics they have been learning. Their parents, Dianne and John, who are both in their thirties are always looking for local events and activities to keep Charlie and Cody busy. Both Dianne and John are very comfortable using the internet and committed to supporting local businesses.



# Prototype materials



Mascot

# Prototype materials



GREYHOPE BAY

A large circular illustration of a lighthouse on a wave, surrounded by a blue and green border. To its right is a circular icon of a steaming cup of coffee. To its left is a circular icon of a butterfly. Below the lighthouse is a circular icon of a map. To the left of the lighthouse is a circular illustration of a blue dolphin wearing a green shirt, with the text "DOT THE DOLPHIN" next to it. To the right of the dolphin is a circular photograph of two dolphins in the water, with a circular icon of a stack of books below it.

GREYHOPE BAY

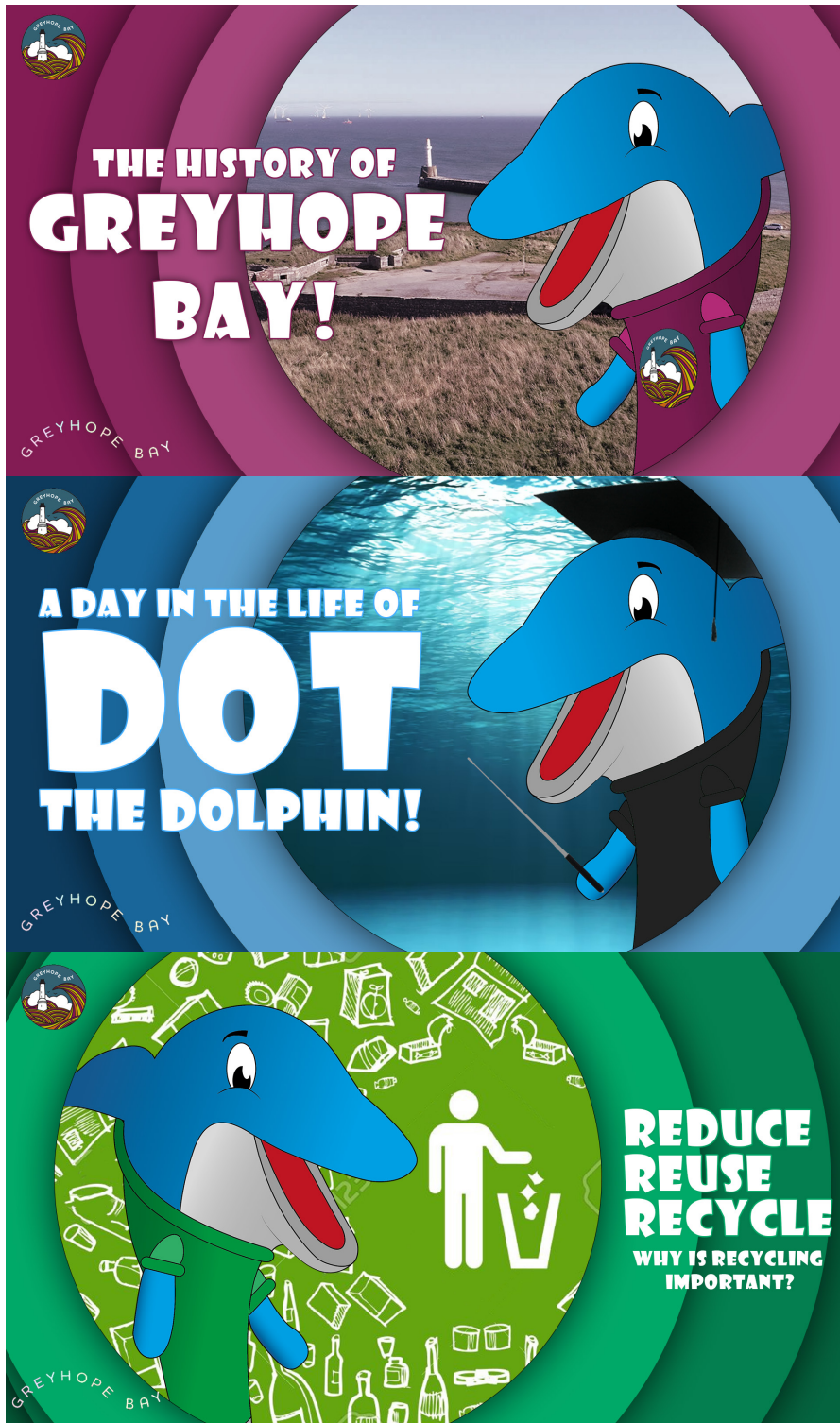
GREYHOPE BAY

06372 9273744  
<https://www.greyhopebay.com/>

Leaflet

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# Prototype materials



Video Thumbnails

# Prototype materials



FOR IMMEDIATE RELEASE: 31/03/2022

Jennifer Crow  
Torry Battery, Greyhope Road,  
Aberdeen  
AB11 8QX  
tel:+44 (0)1224 061100  
[info@opportunitynortheast.com](mailto:info@opportunitynortheast.com)



## The Big opening

## Spring Opening

Grey Hope Bay today announced the grand opening of its café. It is a significant move for the Torry Battery on its mission of connecting Families to marine life in Torry, anticipating this launch. "We are committed to educating the community on marine life and an Eco-friendly environment, showing our Green Bio-structure solar-powered Cafe. For the learning Enthusiasts, we show the beauty and depth of marine life," says **Dr Fiona McIntyre**, managing director at Greyhope bay. This news comes in the wake of many recent initiatives and accomplishments of the company, such as:

- + Cleaning the beach
- + Green energy setup
- + Donations

The campaign will be an educational video format in school locations for the best audiences. That will in turn carry the news to paying customers through the printed media. To learn more about our company, click here <https://www.greyhopebay.com>

## About:

Greyhope Bay exists to connect and engage communities with our marine world - imagining more for Aberdeen, our community and our coast. We are situated in Torry, Aberdeen, a community built around an old fishing village with a deep heritage and natural beauty and wildlife.

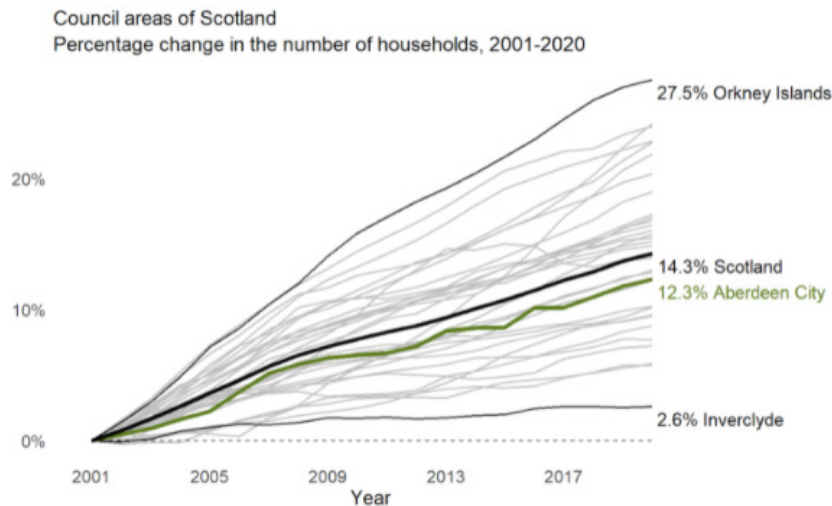
Press Release

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# Target Audience

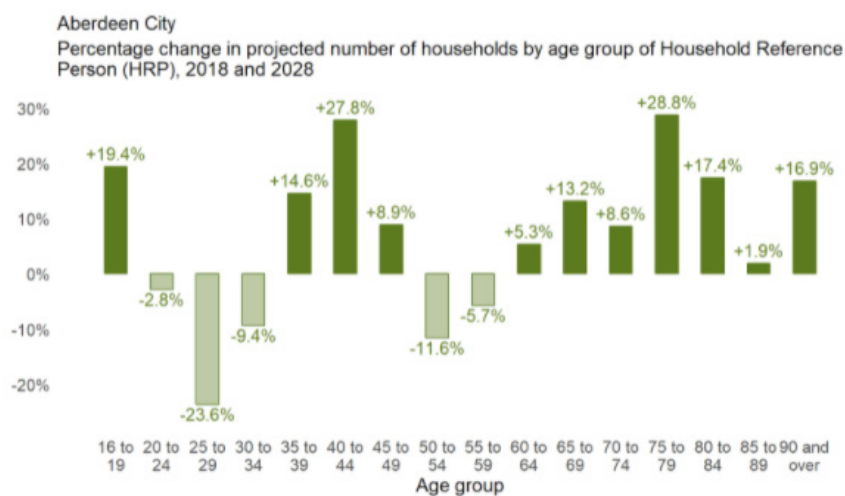


The Aberdeen City Council, on the last update in June 2021, has affirmed that compared to 2001 the number of households in Aberdeen City has increased by 12.3% and it has the 8th highest number of households in 2020 in Scotland. (Aberdeen City Council, 2021)



Between 2018 and 2028, the number of households in Aberdeen City is projected to increase from 107,586 to 110,884. This is an increase of 3.1%, which compares to an expected increase of 4.9% for Scotland as a whole.

In terms of size, groups between 35-39 and 40-44 are projected to see some of the largest percentage increases (14.6% and 27.8%) in terms of the age group of a Household Reference Person (HRP). (Aberdeen City Council, 2018)



Nowadays, the development of childcare is particularly important to consider because during the COVID-19 lockdown schools and most of the recreational activities for children were closed. In fact, the average time spent on developmental childcare as the main activity among the population with children took place on 48% of diary days for men and 39% for women. (Scottish Government, 2020).

# Target Audience



During 2021, the defined age group (35-44) has as second most common leisure activities out of home gone to visitor attractions (29%) that are outdoors (35%), close to where they live (33%), and which represent an escape from technology (38%). Also, after the coronavirus outbreak, 28% of this age group has the goal to spend more time with their family. (Mintel, 2021)

Furthermore, looking at the “Mintel Global Consumer Trend 2022”, consumers have a strong desire to return to pre-pandemic activities and to live new experiences that have been limited to them for a long time.

Therefore, it is important to offer activities that anticipate consumers’ desire for fun and novelty by providing entertaining experiences. Shorter working days or weeks will be adopted in different countries, this can help people to have more time to connect themselves with their passions. (Mintel, 2021)

In conclusion, the last important information to keep in mind is that Mintel in the report “Families – UK – January 2020” describes that 53% of families (between 35-54) chose as an activity to do during a typical week with their children “spending time outdoors”. (Mintel, 2020)

Based on this key data, we decided to select as target audience for Greyhope Bay’s campaign of parents between 35-44 years old with their children based in Aberdeen, Scotland.

# Project Timeline

25/02/2022	PITCH
MARCH 31	PRESS RELEASE..THE BIG OPENING
APRIL-MAY	EVENT PREPARATIONS
JUNE 6-13	BLOG POST 1
JUNE 20-27	BLOG POST 2
JULY 4-11	BLOG POST 3
JULY 18-25	POST 4
AUGUST 1	EVALUATION



# References



<https://clients.mintel.com/trend/enjoyment-everywhere?fromSearch=%3Ffreetext%3Dfamilies%2520free%2520time%26sortBy%3Drecent>

[https://reports.mintel.com/display/1000486/?fromSearch=%3Ffilters.consumer-segment%3D6%252C5%26filters.region%3D10%26last\\_filter%3Dcategory%26sortBy%3Drecent](https://reports.mintel.com/display/1000486/?fromSearch=%3Ffilters.consumer-segment%3D6%252C5%26filters.region%3D10%26last_filter%3Dcategory%26sortBy%3Drecent)  
<https://reports.mintel.com/display/1049087/#>

<https://www.gov.scot/publications/time-use-scotland-2020-gender-analysis-ons-online-time-use-survey/pages/3/>

[https://www.nrscotland.gov.uk/files/statistics/council-area-data-sheets/aberdeen-city-council-profile.html#household\\_estimates](https://www.nrscotland.gov.uk/files/statistics/council-area-data-sheets/aberdeen-city-council-profile.html#household_estimates)



# Appendix: A

# PESTEL Analysis



## Political

- Must adhere to any government advice as seen during the pandemic
- Must operate to health and safety, operational and food safety standards set by the government
- Access to favorable government policy, political stability, regional tax policy

## Economic

- Target middle and high income populations.
- Charitable organisation
- A form of Education that generates income and bring people to the community thus wealth creation.
- The Introduction of Technology to study and protect the marine environment
- An innovative, modern way to bring income to Aberdeen utilising its heritage and providing an education.
- Provide a service (cafe and viewing) that will be affordable to customers in line with economic factors such as unemployment and inflation whilst also covering operational costs and maintaining good practices

## Social

- Target health conscious population
- Families and local focus
- Creates a community feel to the project and offers various events for the public to interact
- Kids programmes and events alongside educational school visits.
- Must take precautions to ensure the safety of customers and children, especially when it comes to COVID safety
- Must ensure that they cater for all potential customers across gender, age, disabilities, ethnicities and religions.

## Technolgical

- Modern technology improves research and development
- Create visual storytelling with web-based platforms (Greyhope bay Stories)
- Technically literate and using telecommunications well to build the company.
- Active on social media and a willingness to adapt to the digital shift and communicate with the potential markets
- Provide up to date means of providing education and entertainment to a wide range of potential customers
- Provide age-appropriate accessible services and content

# Appendix: A

## PESTEL Analysis



### Environmental

- Pollution especially as they are near the water and the dolphins
- Sustainable practice in both the building and running of the cafe
- Create a sustainable environment with Recyling and raw materials
- Weather concerns (especially with the recent storms and the placement right beside the open water)
- Organising and conducting environment awareness campaign (Encouraging clean up campaigns for the sea)
- 

### Legal

- 
- Strict Compliance with safety rules and regulations.
- Supported by Aberdeen City Council and the Scottish Government
- In partnership with green energy companies
- Changes to legislation
- Follow advertising standards
- Equal opportunities for employment across all factors
- Ensure all food provided is labelled properly, all allergens provided
- Ensure data protection laws are followed for any data gathered from customers

# Appendix: B

## SWOT Analysis



### Strength

- Different services (cafe, dolphins view)
- Unique experience in Aberdeen (first of its kind in Aberdeen)
- Educational aim about history of Aberdeen
- Sustainability-based (corporate social responsibility)
- Adoption of green energy will bring about sustainability and low maintenance requirements
- Best location to see the dolphins highlighting an Aberdeen Beauty spot
- Useful information on the website that is aesthetically pleasing
- Varied, interesting content on social media
- Good community engagement

### Weakness

- Relies on donation which could dry up
- Very “busy” website can lead to confusion
- Outdated posts across the platform
- No “buy now” on products
- Only one type of payment in the checkout area
- Green energy has high upfront cost
- Network infrastructure is not accessible

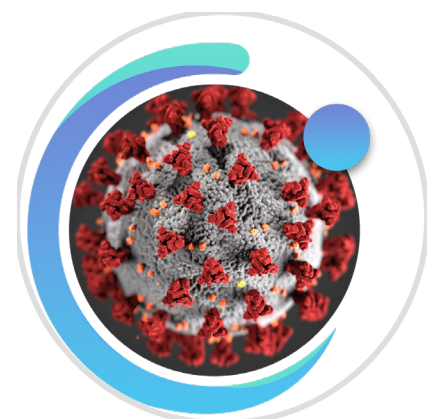


### Opportunities

- Increase the number of social media followers in the future
- Educational programs can be developed over time, seeing what works seeing what doesn't
- Create relationship with travel agency
- Use the current number of followers to reach a wider audience
- Host different type of events through the year

### Threats

- Covid restriction
- Economic downturn
- Changing in climating condition
- Water pollution
- Beach front main competitors



# Appendix: C

## Press Release



**FOR IMMEDIATE RELEASE: 31/03/2022**

Jennifer Crow  
Torry Battery, Greyhope Road,  
Aberdeen  
AB11 8QX  
tel:+44 (0)1224 061100  
info@opportunitynortheast.com



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