



2021- 2026 **Business Plan**

DESIGN AND VIDEO





YES VOTERS

ENHANCE. DELIVER. REPRESENT.

MESSAGE: FOR Cardiff is an organisation of action.

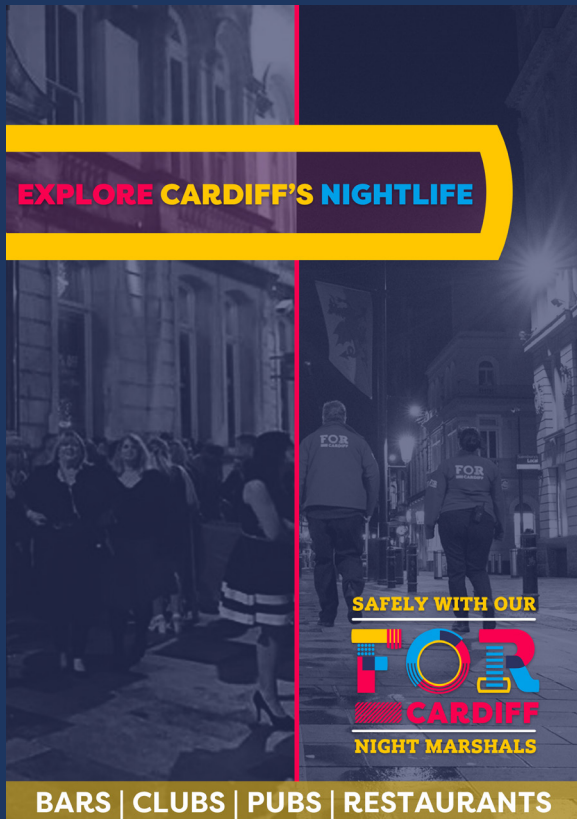
**DESIGN &
VIDEO:**

- Video testimonials: people positively affected by the changes FOR Cardiff made.
- Newsletter using the theme “You made a ‘DIFFerence” or “Your vote made a ‘DIFFerence”.
- Signage outside of the city pointing people towards all of the new and improved parts of Cardiff including valued members’ companies.



YES VOTERS

LEAFLETS FOR VARIOUS DEMOGRAPHICS



GREEN UTOPIA STREET ART



Paint the future we want to see with the potential 'living' walls and rooftops projects to advertise its imminent arrival.



ENGAGE. CHANGE. IMPROVE.

POTENTIAL REASONS:

- Didn't feel they benefitted enough.
- Didn't realise FOR Cardiff was behind all of the improvements.
- General apathy.

DESIGN & VIDEO:

- Video testimonials: companies that voted YES and why. How have they benefitted?
- Short surveys: let the companies have their say and act on those changes.
- Use the data from the surveys to create infographics and pose the question on social media "Do you agree?"
- Use the infographics in email campaigns.
- Campaign leaflets.



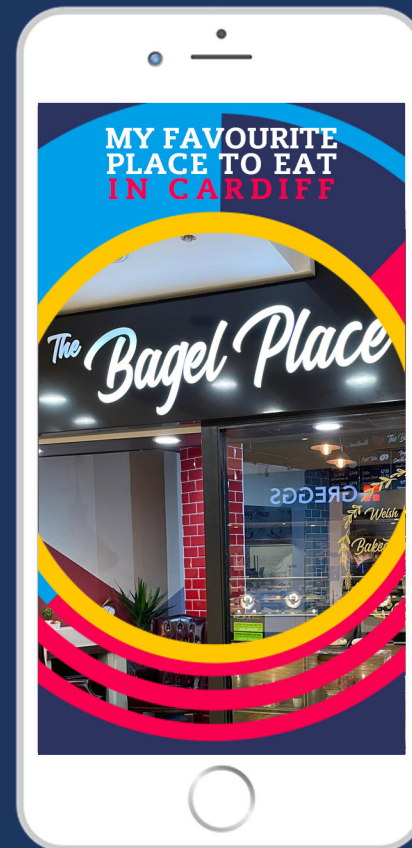
INCENTIVES

VINYL WINDOW STICKERS



SNAPCHAT FILTERS

- FOR Cardiff social media.
- For the public.
- For the members.
- The photos taken can be used in Instagram stories.





THE CARD APP

AN APP TO BENEFIT ALL MEMBERS

THE APP IS AN EXTENSION OF THE CARD.

- Track where the user visits most and offer **extra discounts** at those locations.
- Store your gift card credit.
- Notify the user of **upcoming events**.
- Using location services, if the user is currently in the city centre they could be notified of **nearby events**.
- Users could contact the night marshalls.
- **Interactive map** of all FOR Cardiff members with businesses that can be visited by the public. Colour code businesses for ease of use. Tap on a business to view menus, gym membership prices etc.



Naz John
Talent Acquisition & Employee
Engagement Manager

“

“The Card is a fantastic staff incentive for all at CPS Group & FaulknerScott, one of the reasons why we will be voting yes. It allows us to reward our staff by offering them discounts across retail, hospitality, leisure and more. I am excited by FOR Cardiff's plans to build on the success of The Card in their second term.”





ANY QUESTIONS?

