



The AMAze GroupTM

ColorTech
Marketing Strategy
Fall 2023

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Introduction

The overall objective of this project was for the AMAze Group to develop a brand identity and marketing strategy for Colortech's Environmental, Social, and Governance (ESG) Program. To achieve this goal, the AMAze Group focused on primary and secondary research to guide data-oriented decisions. The AMAze Group started by gathering survey data to determine general perceptions and knowledge about ESG and how it impacts consumer purchasing decisions.

Secondary research was also conducted to make research-based decisions. After analyzing the data, The AMAze Group developed a marketing strategy for the ESG program, including general branding, social media designs, and internal marketing collateral. The AMAze Group is confident that these marketing suggestions will promote a strong brand identity for Colortech ESG.

Research

The first step of the AMAze Group's research efforts was to analyze Colortech's biggest competitors and their ESG programs. Techmer PM develops products that use customer reclaim material and other products that can be used to hide variations that result from the use of recycled material. They also provide customers with an eco-rating, which allows them to choose between raw materials, recyclable materials, and nonhazardous materials.

Techmer PM has a modified work schedule, which allows them to cut back on power use. Their facilities use energy-efficient fluorescent and electronic ballast lighting, skylights, and occupancy sensors. Techmer has many environmental wants as well, including zero pellet loss through good housekeeping practices and pellet containment. They want to reduce the number of disposable items they use, including styrofoam cups, plastic utensils, and paper products. Lastly, they use electric trucks in their California location to lower gas emission rates and improve fuel economy.

The next biggest competitor the AMAze Group researched was Avient. Avient states that their ESG program is lightweighting, meaning it enables lighter-weight parts to reduce the amount of materials needed for a part or packaging. They use reduced energy to re-heat energy requirements, which allows for faster cycle times. Avient also implemented a reduction in VOP by replacing components, processes, and systems that emit VOCs.

Additionally, Avient uses biopolymers to replace the use of regular polymers. They use eco-conscious alternatives to lead, phthalates, and wind/solar energy to power

their operations when possible. The final part of their sustainability program involves recycling solutions to reduce unnecessary waste.

The last competitor that was focused on was the Chromacolor Company. They launched an ESG sustainability program that received a Bronze EcoVadis Sustainability rating in 2022 and later received a Silver EcoVadis Sustainability rating in 2023. They have documented their KPIs to prove their sustainability goals are real, measurable, and show accountability. Chromacolor also partners with vendors that have high EcoVadis ratings.

Chromacolor Company has greatly improved recycled resin coloring as well as reduced KWH, solid waste, and water. They have focused on leaving an impact by reducing their carbon footprint through G3 production. Their G-Series allows for the utilization of pellets instead of liquid color to reduce the liquid waste from their operations.

The AMAze Group conducted this competitor analysis to compare the ESG programs and give Colortech future ideas for their ESG efforts. This allows Colortech to see what areas of ESG they can improve on or add to their program. Each competitor has their own version of an ESG and sustainability program, but some of their practices can be implemented into Colortech's operations to allow for a stronger, more sustainable ESG program.

Survey Results:

In addition to the research conducted on competitor organizations, the AMAze Group conducted a survey that received 131 responses with an age range of 15-66

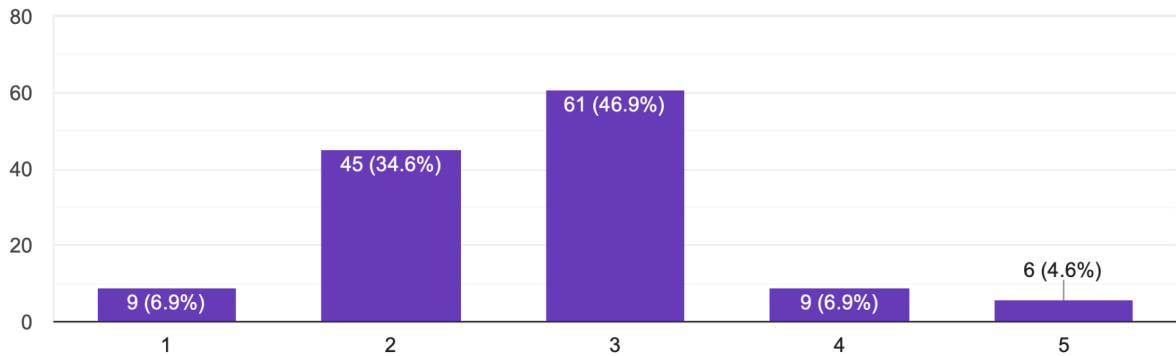
years old. 66.2% of the respondents are female, and the remaining 33.1% are male. 85.5% of the respondents are University of Tennessee students, and 14.5% are not. Most of the respondents have not heard of ESG; however, they place a high value on sustainability.

In addition to sustainability, the AMAze Group wanted to know how the company's relationship with the community plays a role in their purchasing decisions. 66.9% of the respondents said the company's relationship with the community does play a significant role in their purchasing decisions. Additionally, 84.7% of the respondents said they are more likely to purchase from a charitable company as opposed to a company that does not support a charity or give back to the community.

Along with basic demographic information, The AMAze Group wanted to get down to the basics and ask respondents how they view plastics. Nearly half of all participants said they have neutral feelings about plastic. 34.6% of respondents rated their perception of plastics a 2 on a scale of 1-5, with 1 being very negative and 5 being very positive.

What is your perception of plastic?

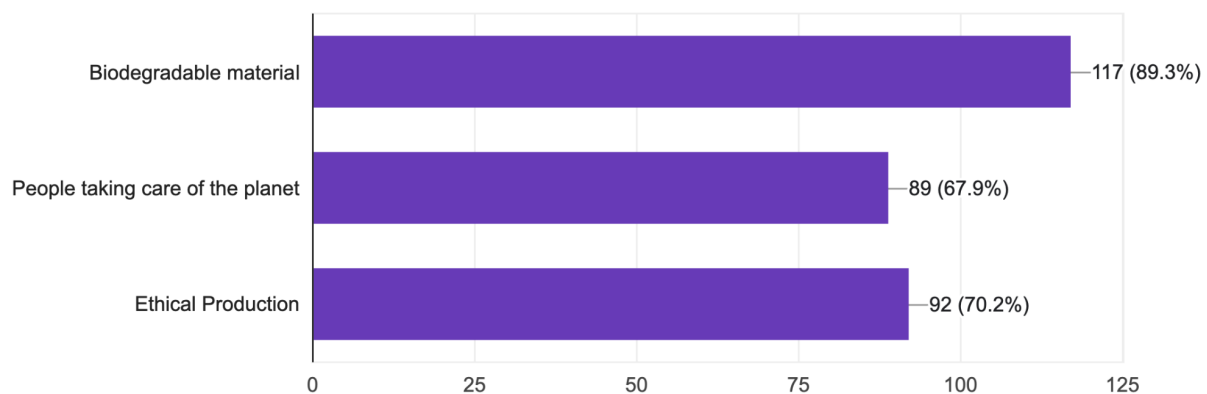
130 responses



The AMAze Group wanted to better understand what people know about sustainability as a whole. To do so, The AMAze Group asked, “What do you think makes something sustainable?”, allowing multiple answers to be submitted. The graph below reflects the responses.

What do you think makes something sustainable?

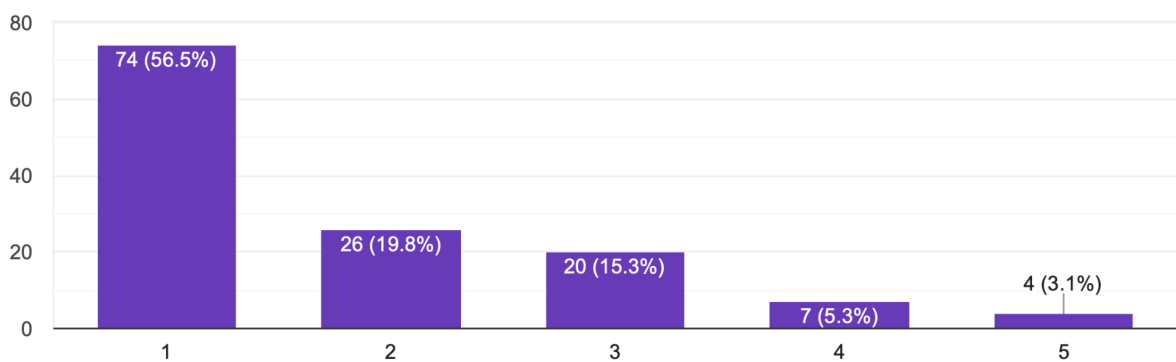
131 responses



The AMAze Group aimed to highlight the understanding of ESG in the community. The AMAze Group asked respondents if they had any previous knowledge of ESG. The graph below shows that 76.3% of respondents have little to no knowledge of ESG. Only 3.1% of respondents said that they were very aware of ESG.

How knowledgeable are you about ESG?

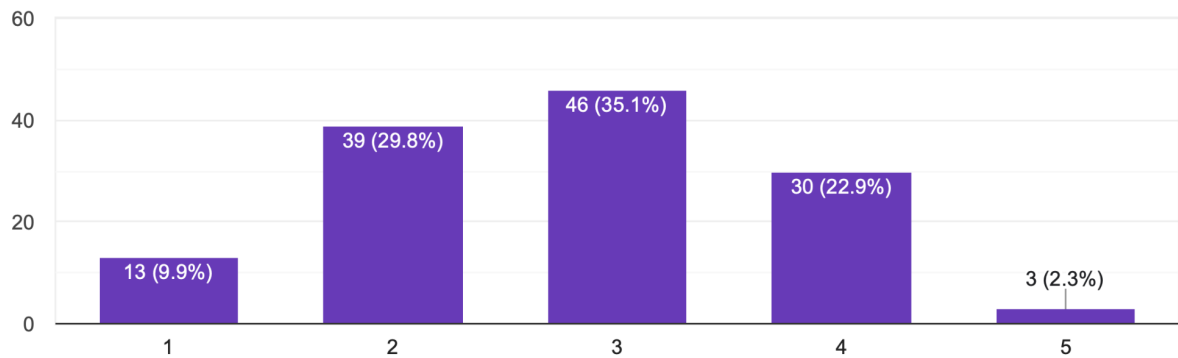
131 responses



Finally, the AMAze Group wanted to know the impact sustainability has on consumers when making a purchase. Responses were fairly balanced, with the majority of respondents reporting that it does not play a role in their purchasing decision if a product is sustainable or not. However, over $\frac{1}{4}$ of respondents said sustainability plays a significant role in their purchasing decisions. The question was asked on a scale of 1-5, 1 being not important at all, 5 being very important. Responses are reflected below.

Does sustainability of a product impact your purchasing decisions?

131 responses



Nearly all of the respondents placed some level of importance on sustainability. Most respondents said that they think of “renewable” when they hear the word “sustainable.” The AMAze Group hopes this information will help Colortech thrive in their ESG program. Additionally, it confirms there is a demand for sustainability and ESG.

Branding

The AMAze Group wants to ensure that branding for the ESG program aligns with the rest of the company's existing brand. The AMAze Group did so by aligning decisions with already established color schemes, fonts, and branding of products. Branding is the initial impression potential customers encounter, making it crucial to get it right and align with the overall flow of the company.

Program Name:

Colortech Tomorrow

The AMAze Group chose to market the program as "Colortech Tomorrow". The AMAze Group feels the name is easy to understand, aligns with the company name, "Colortech", and showcases the advancements the company is making toward ESG impact. The keyword "tomorrow" implies the journey Colortech is on towards reducing their footprint, improving sustainability, and engaging with the community. The AMAze group thinks the simplicity of the name is professional for business clients, yet still creative and intriguing.

Taglines:

- 1. Create responsibly, Color sustainably**
- 2. Changing the narrative one color at a time**

When coming up with taglines, the AMAze Group wanted to make them catchy while adhering to Colortech's current branding style. From a long list of ideas, the AMAze group narrowed them down to the two favorites above. Shorter tagline ideas seemed more effective in delivering a clear, concise message. The AMAze Group believes both of these taglines are easy for business customers to understand while also telling a story about Colortech's ESG journey and goals. Additionally,

each idea flows well with the other guidelines created, including the program name, logo, product name, and brand positioning statement.

Logos:



Colortech Tomorrow



colortech
tomorrow



ColorTech
Tomorrow

The AMAze Group created three different logos for Colortech Tomorrow. The AMAze Group used research on color theory as well as images and symbols that are associated with sustainability to embody this element of ESG in the new logo. The AMAze Group used this research, paired with Colortech's current logo and color scheme, to design the options shown above. Each logo stays true to Colortech's current font and style while adding visual elements that represent sustainability (the universal recycling symbol and the world in our hands image). Additionally, the AMAze Group decided to incorporate more green into the logo since over 80% of survey participants associated green (over any other color) with sustainability. The AMAze Group wants to share these logos and state that ideas can be combined, adjusted, or changed based on Colortech's preferences for the marketing plan.

Product Name:

“EcoColors”

The AMAze Group chose “EcoColors” as the sustainable product line name. The simplicity of the name “EcoColors” ties in well with B2B professionalism. Other companies will not have to interpret the product. It is simply put, and businesses will be able to understand the concept at first glance. The name also goes along with the other products already named: Whites, Colors, Additives, and Blacks. The AMAze Group believes the addition of “EcoColors” blends well with this mix because it is easy to understand and straight to the point. The idea came from wanting to make Colortech's current name idea, “EcoColortech,” flow better while still maintaining the original idea.

Alternative Name:**GreenTech**

The AMAze Group created the name “GreenTech” as an alternative option for either the program name or the product name. “GreenTech” is a simple and professional way to emphasize Colortech’s commitment to sustainability and ESG while staying true to the current branding. GreenTech is also a play on words to reference a key element of Colortech’s business, color additives.

Brand Positioning Statements:

1. For businesses in need of color and additive concentrates, Colortech is a sustainably aware company looking to be the change in the plastic world so customers can consume your products confidently for generations to come.
2. For businesses in need of color and additive concentrates in the plastics industry, join Colortech on our journey to be the change in the plastics world.
3. Colortech is on a journey to become the change in the plastics industry by being environmentally and socially aware. We are committed to serving the needs of our customers while making the world a better place so customers can enjoy our products for generations to come.
4. For businesses in the plastics industry looking to reduce their carbon footprint, Colortech has curated a line of additives made from recycled polymers to aid in their journey to be the environmentally conscious change in the plastic world.

Digital Media

LinkedIn / Facebook

The following mock posts have been designed and considered for both LinkedIn and Facebook. The AMAze Group focused on these two social media platforms because they attract the most professional business-to-business engagement.

Facebook and LinkedIn have similar audiences, so the only factor that will differ is the recommended time to post for the most successful audience interactions.

According to the American Marketing Association, the best time to post on LinkedIn to receive the greatest number of shares, views, and likes would be on a Tuesday or Wednesday around 9 in the morning.

Approach to Sustainability Post

The AMAze Group created a mock post for the Colortech approach to sustainability report featured on the website. This post shows the eight categories that make up Colortech's sustainability report. These approaches should be showcased on Colortech's social media platforms to feature a more sustainable future for the company and our planet. Social media posts explain how Colortech is focusing on ESG to potential customers, and they should relay key points efficiently and effectively.

Colortech Inc.
3,860 followers
Promoted

Colortech's sustainability report! Click on the link below to see our approach to sustainability.

Our Approach to Sustainability

- Our History
- Health and Safety
- Carbon Footprint
- Our People
- Guiding Principals
- Operations
- Continuous Improvement
- Communities

Learn more about our sustainability report!

chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://colortech.com/wp-content/uploads/2023/06/MM-Colortech-Sustainability-Report-2022.pdf [Learn More](#)

👍 25 💬 8 comments

👍 Like 💬 Comment ➔ Share ↗ Send

General Sustainability Post

In the survey research conducted by The AMAze Group, it was found that out of 131 people, 84.7% said they would be more likely to purchase from a company that supports charity and gives back to the community. 66.9% of people said that a company's relationship with the community influences their decision when purchasing. Given these statistics, it is recommended that Colortech incorporate posts on social media that are informative about general community relationships to show the company's support for philanthropic efforts and the community.



The image shows a screenshot of a Facebook post from Colortech Inc. The post header includes the company name, 3,860 followers, and a 'Promoted' status. The main content features a large graphic with the word 'SUSTAINABILITY' in bold, blue letters, set against a background of a landscape. Below the graphic is a photograph of several plastic bottles repurposed as planters, each containing different types of green and pink flowers. The post includes a 'Learn more!' button and a link to a blog post regarding sustainability. At the bottom, there are engagement metrics: 25 likes and 8 comments, along with icons for 'Like', 'Comment', 'Share', and 'Send'.

Colortech Inc.
3,860 followers
Promoted

Input: General information about sustainability to educate the public and show company's general investment in being eco-friendly.

colortech
A PPM COMPANY

SUSTAINABILITY

Learn more!
Possible blog link regarding sustainability [Learn More](#)

👍 25 8 comments

👍 Like 💬 Comment ➦ Share ↗ Send

The 5 C's Post

According to research conducted by the AMAze Group, out of 131 people, 84.7% said they would be more likely to purchase from a company that supports charity and gives back to the community. 66.9% of people said that a company's relationship with the community influences their decision when purchasing. Given these statistics, it is beneficial to post about the "5 C's" of Colortech's culture. This will help customers get to know Colortech while showing care for customers and the community.



Colortech Inc.
3,860 followers
Promoted

We're more than just a business—we're a group of industry professionals striving to deliver the best possible experience for our customers every day, driven by our "5 C's"! These are communities, collaboration, creativity, confidentiality, and continuous improvement!

COMMUNITIES
COLLABORATION
CREATIVITY
CONFIDENTIALITY
CONTINUOUS IMPROVEMENT

Learn more about our company culture!
<https://colortech.com/about/#section-culture> [Learn More](#)

25 8 comments

Like Comment Share Send

Earth Day Posts

Both mockups can be posted on LinkedIn and/or Facebook for Earth Day. The posts contain mostly blues and greens because, according to the AMAze Group’s primary research, 95.4% of people think of the color green when they hear the word “sustainability” and 36.6% think of the color blue. As a result, the AMAze Group felt it was important to incorporate blues to convey a sustainable message.

 **Colortech Inc.**
3,860 followers
Promoted


General post for Earth Day / what steps Colortech is taking for their ESG program

Happy Earth Day From


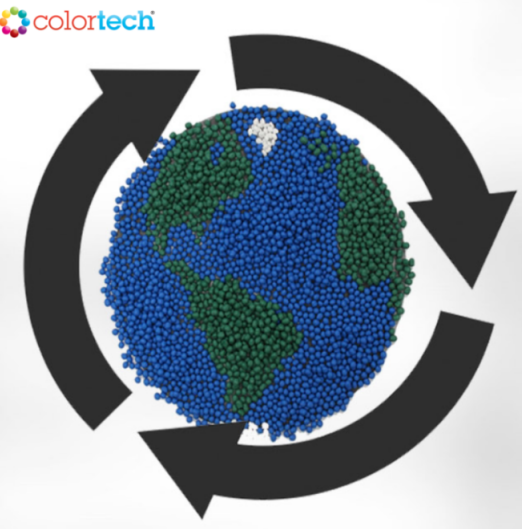


Our sustainability report
<https://colortech.com/colortech-sustainability-report-2022/> [Learn More](#)

👍 25 8 comments

 **Colortech Inc.**
3,860 followers
Promoted

General post for Earth Day/ what steps Colortech is taking for their ESG program



Navigating the 3 R's
<https://colortech.com/navigating-the-3-rs-reduce/> [Learn More](#)

👍 25 8 comments

👍 Like 💬 Comment ➔ Share ↗ Send

👍 Like 💬 Comment ➔ Share ↗ Send

ESG Launch Post

This is a potential post for LinkedIn and/or Facebook to announce the launch of Colortech’s new marketing for the ESG program. The AMAze Group is presenting several logos and name ideas, so the picture in the post can be changed based on Colortech’s selection. According to Socialnomics, “there’s ample evidence to suggest that major contrasts between colors draw eyes to the specific element that stands out.” The AMAze Group designed a logo full of color on a simple white background so that it stands out among the other posts on people’s feeds. In the caption for this post, the AMAze Group recommends starting a hashtag for the launch, such as #GoGreenWithGreentech. A catchy hashtag encourages reposting or sharing the launch post to spread the new branding.



Colortech Inc.
3,860 followers
Promoted

Information on Colortech's ESG program. Include information on the name, the tagline and could include hashtag like #GoGreenwithGreentech

GREEN TECH

Learn more about Greentech
<https://colortech.com/about/> [Learn More](#)

25 likes 8 comments

Like Comment Share Send

Product Post

This post introduces Colortech’s sustainable products to potential customers or customers who have not yet been introduced to the sustainable product line. Including a link to the website is helpful so people can learn more about Colortech’s products. The AMAze Group discovered that hashtags are an effective way to grow social media following and engagement. Using relevant hashtags such as “Colortech Tomorrow” and “Sustainability” allows more people to find Colortech’s pages, resulting in boosted likes, views, and followers.



Colortech Inc.
3,860 followers
Promoted

Introducing our products! Colortech believes in delivering the highest-quality product at the best possible value. #Sustainability #Colortech

Colors

Whites

colortech

Additives

Blacks

Click here to learn more about our products!
<https://colortech.com/products/>

[Learn More](#)

25 8 comments

Like Comment Share Send

Product Life Cycle Post

Based on the AMAze Group’s survey results, it was found that when people think of sustainability, they tend to associate it with green and blue. Therefore, the AMAze group decided the main colors incorporated throughout this post should be green and blue.

Colortech Inc.
3,860 followers
Promoted

At Colortech we understand the importance of sustainability, and that's why our employees keep the product life cycle in mind! Through this cycle, we collaborate with our partners to strive for zero net waste!

PRODUCT LIFE CYCLE

ENERGY RECOVERY
RAW MATERIALS
MANUFACTURING
PACKAGING
DISTRIBUTION
FINAL PRODUCT
RE-USE
RECYCLE
REDUCE WASTE
LANDFILL

[Click here to learn more about sustainability](https://colortech.com/sustainability/)
<https://colortech.com/sustainability/> [Learn More](#)

👍 25 💬 8 comments

👍 Like 💬 Comment ➦ Share ↗ Send

EcoVadis Sustainability Rating Post

This high honor shows Colortech's dedication to truly being sustainable, and the AMAze Group feels this information is valuable for customers. A ranking from this year is shown, so it reflects the work and effort currently being put into creating sustainable products. Showcasing the EcoVadis Sustainability Rating helps build credibility because it verifies that Colortech is working towards all sustainable products and processes. It also demonstrated the company's growth from the start of its sustainability journey to winning a sustainability award this year.



The image is a screenshot of a Facebook post from Colortech Inc. The post features a large graphic celebrating the company's 2023 EcoVadis Silver Sustainability Rating. The graphic includes the EcoVadis logo, the word 'SILVER' in a banner, and the year '2023'. Below the main graphic is the Colortech logo, which includes the text 'colortech' and 'A PPM COMPANY', alongside the slogan 'TRUST BUILT ON PERFORMANCE'. The post text reads: 'Colortech secures the EcoVadis Silver Sustainability Rating'. At the bottom of the post, there is a call to action: 'Learn more about this accomplishment!' with a 'Learn More' button and a link to 'https://colortech.com/colortech-ecovadis-silver-2023/'. The post also shows 25 likes and 8 comments, with icons for Like, Comment, Share, and Send.

Colortech Inc.
3,860 followers
Promoted

Colortech secures the EcoVadis Silver Sustainability Rating

SILVER
2023
ecovadis
Sustainability
Rating

colortech
A PPM COMPANY

TRUST
BUILT ON
PERFORMANCE

Learn more about this accomplishment!
<https://colortech.com/colortech-ecovadis-silver-2023/> [Learn More](#)

25 8 comments

Like Comment Share Send

History Timeline Post

Posting the timeline from the website is beneficial for followers as it helps them gain a better understanding of Colortech's history. This allows customers to see how the company has evolved, and it gives an idea of growth potential in the future. Using easy-to-read diagrams that don't give away too much information will grab the attention of followers and encourage them to continue reading through the link to the website. Utilizing a balance between informative captions and informative content within the post will help communicate a clear message and avoid repeating information. For example, in this post, there is more information regarding the history in the diagram and less in the caption.

 Colortech Inc.
3,860 followers
Promoted

Colortech has plenty of experience! Learn about our history below!



1981
Colortech was founded in Brampton, Ontario, Canada. PPM was founded in Germany.

1986
The first Colortech facility in the U.S. was opened in Morristown, Tennessee.

1996
Colortech was acquired by Polyplast Müller.

2003
Colortech acquired Eastman Chemical's masterbatch business.

2014
Colortech opened its 2nd facility in Morristown.

2016
Colortech celebrates 35 years in business.

2019
Colortech opened its Innovation Center in

Get to know Colortech

Learn about Colortech!
www.colortech.com/history/2023 [Learn More](#)

25  8 comments

 Like  Comment  Share  Send

Internal Marketing

Visual communication in the workplace is a crucial tool that employers can use to engage their employees. Visual communication allows companies to relay information to their employees in a clear and eye-catching way that will stick with them longer than if it had simply been verbally communicated or seen in a non-engaging visual. Specific use of certain imagery, colors, and fonts all helps to emphasize which parts of the message are most important. For example, the AMAze Group chose to include photos taken at a Colortech facility in the slide deck to showcase real employees at Colortech. This displays the importance of their involvement in the company as well as making employees feel valued. The AMAze Group chose green as the main thematic color for all internal documents because the research survey sent into the community by the AMAze Group revealed that 95% of individuals associate sustainability with the color green. Overall, visuals greatly improve communication effectiveness and information retention.

Newsletter:

In the corporate world, 83% of employees reported that they prefer to read about company events and updates in a newsletter because it is cohesive, reliable, and centralized throughout the company. Internal newsletters are a prominent way to enhance company communication and have been proven to increase employee engagement by 29% and productivity by 25%. Newsletters can boost employee morale and promote company unity, which is necessary to accomplish group goals. To create the most effective internal newsletter, research suggests that newsletters should be “edutaining,” where the content is 80% educational/informational and

20% entertaining. The entertaining content could include fun facts about the company, inspirational quotes, highlights, features, or images.

The AMAze Group worked to develop a newsletter template that can be used to cultivate weekly internal newsletters for Colortech employees. Green was chosen as the main thematic color for the newsletter because color theory suggests that green is associated with nature and the environment and therefore supports the premise of the ESG program. The newsletter begins with an employee feature because achievement recognition is one of the top 10 ways to make employees feel valued and seen in the company. This section should be used to feature employees who have received any relevant nominations or awards or to honor an employee who has gone above and beyond. Following the employee feature section, there is a section to list any job promotion/hiring opportunities. This enhances communication and alerts employees to potential new hires or changes within the company. On the second page of the newsletter, information about the current state of the ESG program is featured. This provides the majority of the educational information and stimulates a learning opportunity for employees. Including a quote from the president or an executive leader promotes top-to-bottom unity throughout the company and builds the trust that employees have in executives. Additionally, this can boost overall morale and show that the president is connected to the ESG missions of the employees. Lastly, the company opportunities section is a great way to promote engagement by announcing group service events or community functions.

Edition #1

December 2023

>>> WEEKLY NEWSLETTER <<<

COLORTECH NEWS

Create Responsibility - Color Sustainably



CURRENT NEWS

EMPLOYEE FEATURES

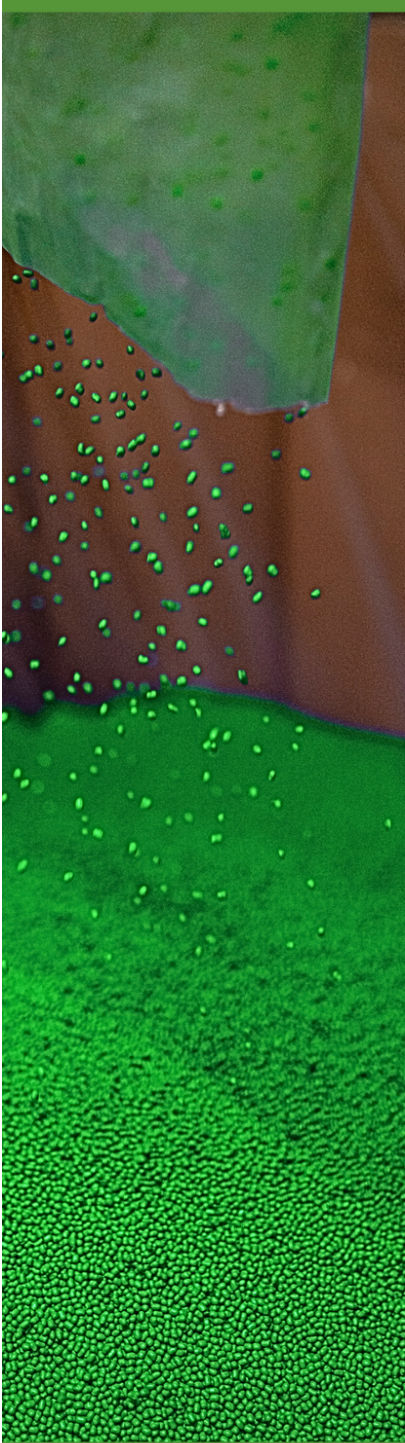
>>> READ MORE

This week, we are recognizing Kayla Bailey, our process management engineer, and Rachel Mathews, our sales representative. These two hard-working, driven women were featured in the 2023 Plastic News as "Women Breaking the Mold" for their accomplishments at Colortech. Congrats, we are so proud of you!

READ MORE <<<

We are currently searching for a Senior Technical Service Representative to improve product development and provide exceptional customer service support. Additional details will be announced soon.

COLORTECH JOB OPPORTUNITIES



greentech

2

CURRENT FOCUSES

ENVIRONMENTAL

Colortech hopes to support reforestation efforts and maintain sustainability by planting 1,000 trees in local communities by 2025

SOCIAL

We are working to develop a formal grievance mechanism to address employee concerns and ensure all reported grievances are resolved within a maximum of 30 days.

GOVERNANCE

As a company, we are promoting a corporate ethics training program. We will be ensuring that 95% of employees complete this training within the next 6 months.

A WORD FROM OUR PRESIDENT

“ CAN INCLUDE A STATEMENT TO BOOST EMPLOYEE MORALE AND INCREASE MOTIVATION ”

COMPANY OPPORTUNITIES



DATE



DATE



DATE

Fill with service opportunities, employee engagement events, any sign-up links or RSVP information

Bulletin Boards

The AMAze Group created three fliers for internal use, each with its own focus and purpose. Fliers are an easy and cost-effective way to get employees' attention and provide them with vital information. Employing aesthetically pleasing designs is an effective way to better engage employees. According to visual psychology research, colored visuals can increase people's interest in reading content by up to 80%, while content with images can boost view rates by as much as 94%.

colortech
tomorrow

Create Responsibly Color Sustainably

ESG

Environmental, Social, and Governance

Colortech is dedicated to growing a sustainable and responsible business.

We are committed to the Health, Safety, and well-being of our Employees, customers, and Communities, and we strive to protect the Environment through sustainable practices.

We believe that Collaboration and Creativity are essential for driving positive change and innovation, and we foster a culture of continuous improvement to deliver the best possible solutions for our partners.

We are committed to upholding the highest standards of Confidentiality and ethical governance and to respecting the needs and aspirations of the Communities in which we operate.

By prioritizing sustainability and ethical business practices, including a company culture that is committed to diversity and inclusion, we aim to create long-term value for our stakeholders while making a positive impact on the world.

Colortech has recycled over 1.8M lbs of baled cardboard and plastic!

Colortech's biopolymer usage increased over 325% in 2022

Colortech Brampton is a 100% waste to energy facility as of late 2022

Colortech has participated in the EcoVadis survey, a globally-recognized provider of business sustainability ratings and assessments.

Colortech reviewed a silver rating and maintained this status in 2023.

This rating demonstrates the manufacturer of color and additive concentrates commitment to sustainability and responsible business practices.

We believe that transparency and accountability are essential to driving sustainability. Through operational enhancements and product development, we continue to make progress in our ESG journey.

SILVER 2022
ecovadis
Sustainability
Rating

The first flier highlights Colortech's ESG program for its employees, ensuring that they are well informed about the company's latest ESG initiatives. The content in the flier highlights the program's initiatives, achievements, and aspirations. Given that ESG is a relatively new and emerging journey, awareness may be limited among many individuals. According to the survey conducted by the AMAze group, 76.3% of respondents indicated having little to no knowledge of ESG. This flier is designed to be a communication tool to present information in an easily accessible

format to ensure that every team member feels connected to the company's journey toward a more sustainable and responsible future.



The second flier provides a list of actions that employees can take to support ESG efforts outside of the workplace. By providing practical steps, it aims to inspire employees to integrate ESG into their personal lives. This initiative is designed not only to create a more sustainable and responsible lifestyle for individuals but also to foster a sense of pride and shared purpose within the company.

Upcoming Events Month Year

O1 Activity Name
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 TIME.

O2 Activity Name
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 TIME

O3 Activity Name
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 TIME

O4 Activity Name
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 TIME



The third flier is dedicated to providing a comprehensive list of upcoming events within the company. By offering a detailed overview of the scheduled events, this flier will serve as a valuable resource to help team members stay engaged and aware of the various activities taking place within the company. This will foster a sense of connection and participation among employees, encouraging them to actively contribute to the dynamic events shaping the company's future.

Monitor Graphics

The AMAze Group chose to create a set of slides that could potentially be played within the office or on any available monitors. The AMAze Group believes that this will aid open communication about the ESG initiative across all facets of the company, including both office and factory. Open communication of company goals and initiatives is directly correlated to engagement and productivity within the workplace. In fact, highly engaged workers are 17% more likely to be productive than their coworkers. The AMAze Group also found that corporate transparency amongst employees significantly improves overall corporate culture.

Not only do digital displays tend to be more eye-catching than print, but they can also conveniently display the same uniform message in multiple different locations. Moreover, digital displays can be frequently and easily updated to include new and relevant information that pertains to employees. The AMAze Group chose to include information such as Colortech sustainability achievements as stated on the Colortech sustainability report, general definitions of sustainability, the definition and importance of ESG, an employee of the month template, and current community service events available to employees. These slides will provide relevant and important information to employees while also reminding them of their impact on sustainability.

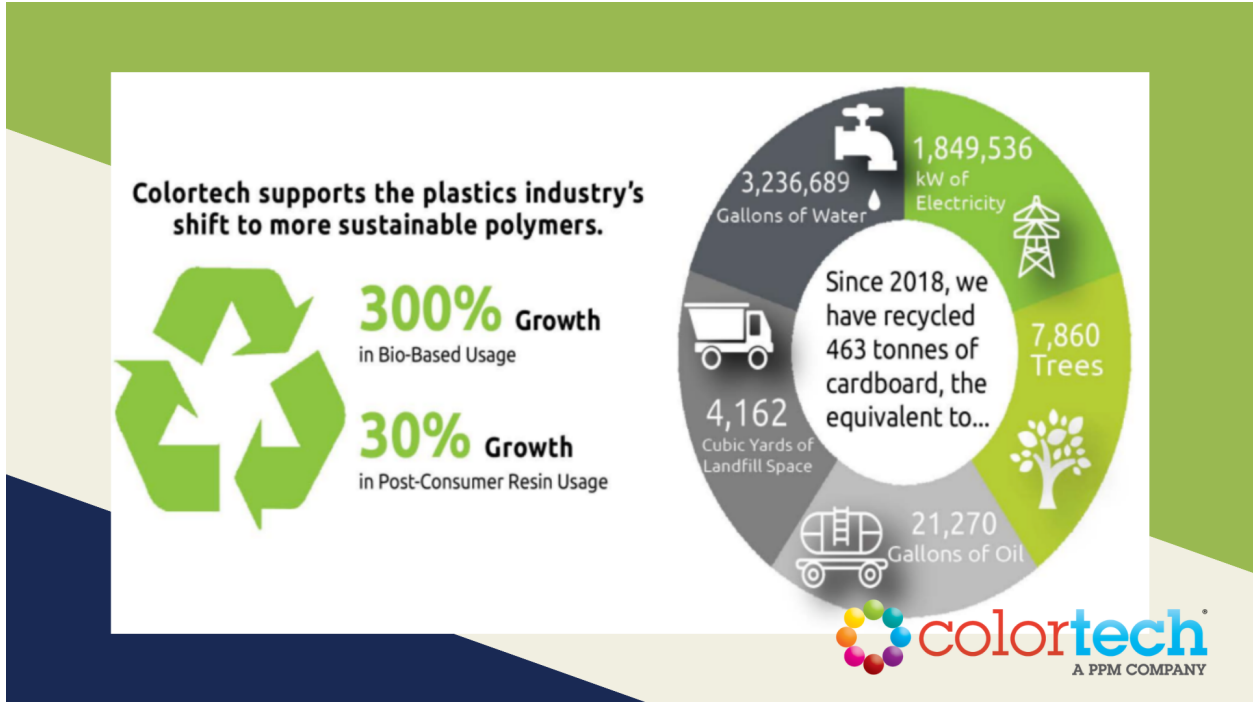


**Since 2018
ColorTech has
increased its energy
efficiency by 5%.**

Through initiatives such as formulating products to higher melting index resins, and converting lighting fixtures to motion-detected LED lighting.



**Let's keep up the
good work!**



"The greatest threat to our planet is the belief that someone else will save it."
- Robert Swan

What is Sustainability?

Sustainability consists of fulfilling the needs of current generations without compromising the needs of future generations, while ensuring a balance between economic growth, environmental care and social well-being.



Upcoming volunteer opportunities

- Volunteer opportunity, date
- Volunteer opportunity, date
- Volunteer opportunity, date

A background image showing several white bowls filled with colorful beads or pellets. The colors include red, orange, yellow, blue, and pink. The bowls are arranged in a row, and the focus is on the vibrant colors of the beads.

ESG

**ENVIRONMENTAL
SUSTAINABLE
GOVERNANCE**

The logo for ColorTech, featuring a colorful circular icon composed of small dots in various colors (red, orange, yellow, green, blue, purple) to the left of the text "color**tech**" in a sans-serif font. Below the text, it says "A PPM COMPANY" in a smaller font.

Conclusion

The AMAze Group would like to thank Colortech for allowing them to present their marketing and branding strategy suggestions for the ESG program. The AMAze Group hopes the research and marketing suggestions can be utilized on future projects and branding initiatives. The suggestions in this deliverable can be modified to combine ideas or make changes based on the overall branding goals. The AMAze Group looks forward to seeing how recommendations can be implemented and thanks you for allowing us to collaborate on this project.

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