



Construction Junction 25th Anniversary Strategic Communications Plan

2023-2024



Prepared By: PRSA Pittsburgh Public Service Committee



What is Construction Junction?

Construction Junction (CJ) is a **nonprofit warehouse supplying surplus construction materials and appliances at reduced prices**. It focuses its efforts on creating awareness of the importance of transitioning from a world focused on demolishing and disposing to a world where **disassembling, adapting, and repurposing** are the norms. CJ's mission is to promote conservation through the reuse of building materials.

CJ has 35 active full and part-time staff members - 39% of which had a barrier to employment, including a criminal record, substance use disorder, homelessness, or disability.

CJ actively pursues partnerships to create employment opportunities and works with schools to create internship programs.





Situation Analysis

CJ first opened to the public in 1999 to address the issue of building material waste and promote material reuse locally. Since 1999, CJ has repurposed 5.75 million doors, equaling 1,800 tons diverted from landfills. This is just a small portion of Construction Junction’s impact.

On November 12, 2024, Construction Junction will celebrate 25 years of conservation through the reuse of building materials. It wants to utilize this opportunity to **reinforce its established trust in the community and bring more people to invest in its mission to make reuse a priority for generations to come.**



Project Research

The PRSA Pittsburgh Public Service Committee was tasked with researching Construction Junction during its initial meetings. Their insights are valuable, as this is the first time many on the committee heard about Construction Junction, so what stood out to them is most likely what stands out to the average consumer. During a review of Construction Junction's website, the committee noted that the **impact of reuse** in the impact report resonated with them, and the information in it could be used in different areas and platforms.

During an analysis of Construction Junction's social media accounts, it was discovered that content including product listings (especially vintage ones) got the most interaction followed by posts celebrating historic events and figures, and posts about its events.



*When asked to reflect on their relationship with brands, **two thirds of consumers equate feeling connected with trust.** Furthermore, 53% of people say they feel connected when that brand's values align with their own. And more than half (51%) say their relationship with a brand starts when they feel the brand understands them and their desires.*

The "Creating Connections: What Consumers Want From Brands in an Increasingly Divided Society" study is based on a survey of 1,013 U.S. consumers. The survey was conducted online between Nov. 20–26, 2018.

Graphics are rounded to the nearest whole percentage and may not add up to exactly 100%.

Target Audience



Lost Market:

Those who come to CJ one time for a specific item, then never return because their need has been filled.

Re-engage and make them repeat customers.



New Group:

A new, younger audience, artists and DIYers.



Secondary Audience:

Construction sites that donate materials, architects, contractors, developers, landlords.



Key Messages

01

Construction Junction's anniversary is built upon highlighting its past, celebrating its present, and looking forward to its future.

02

For the past 25 years, Construction Junction has been the foundation of deconstruction, recycling and refurbishing in Pittsburgh.

03

It is integral for everyone to make reuse a priority, not an afterthought.

Perennial Tagline and Driving Mission: Salvaging the past to build a *better* future.

Goal



To launch a 25th Anniversary campaign to celebrate the impact Construction Junction has made so far and build excitement in its consumers - **past, present and new** - for the future.



Objectives

- To **highlight** Construction Junction's past, celebrate the present, and build anticipation for CJ's future for the people of Pittsburgh by November 12, 2024.
- To **engage** Construction Junction's audience in at least three different ways to reinforce the established trust among its customers by November 12, 2024.
- To **remind** people in Pittsburgh to make reuse a priority through at least one community project or partnership by November 12, 2024.

Strategy

Provide opportunities for people and organizations to publicly align their passion for the environment, material re-use or DIY projects with the trusted brand of Construction Junction.

*The key is to communicate the brand's commitment to social causes authentically, consistently and in a way that resonates with customers. Also, purpose-driven marketing helps to build customer **loyalty** and **trust**. So, when customers see that a brand is committed to social causes that are important to them, they're more likely to feel a sense of loyalty and trust in that brand.*

From Forbes: How Brands Align Can Align With Social Causes To Build Stronger Customer Connections

Objective One

Tactics



→ To **highlight** Construction Junction’s past, celebrate the present, and build anticipation for CJ’s future for the people of Pittsburgh by November 12, 2024.

Social Media:

- Make a “25th Anniversary” post on the 25th of each month leading up to the anniversary. These could include rare/unique finds over the years, partner posts, stories from customers, etc.
- Create a digital partner badge that anyone who uses Construction Junction’s materials (including contractors, developers, landlords, etc.) or organizational donors can add to their social media platforms/website. This allows the person or organization to identify that they use reused materials, while building brand awareness and trust for CJ.
- Reach out to followers for stories on the items that they have bought from CJ - share these stories on social media and other platforms to tell where the items came from while demonstrating how they are used in different spaces.

Spread the Impact Report: Use the content in Construction Junction’s impact report on other platforms including social media, press releases, infographics on the website, and more. *The committee can provide a list of items in the impact report that stood out to us.

Use Partnerships for Incentives: “Bring your receipt from [BLANK] and receive [BLANK].”

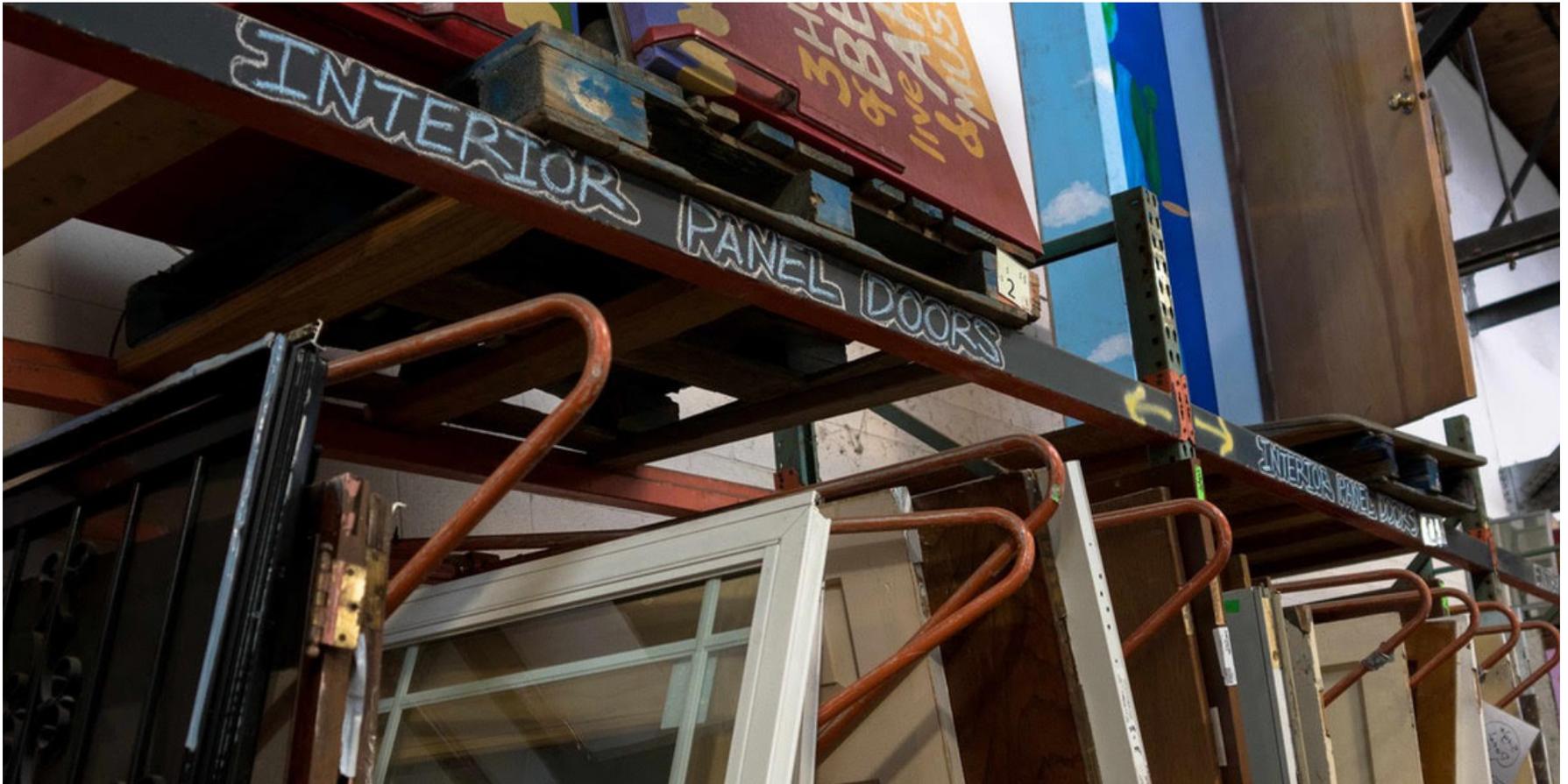
This could be especially fruitful with the Pittsburgh Center for Creative Reuse since it is in the same building.

Sip and Shop Event: A social media-worthy shopping event where people can walk around CJ and shop while sipping on beverages from local breweries/wineries or BYOB. Bring in some breweries from Steel City Big Pour or others to have a tasting. An idea could be to build a one-of-a-kind temporary speakeasy-type bar from items in CJ with 25th-anniversary signage/branding.



Objective Two

Tactics





→ To **engage** Construction Junction's audience in at least three different ways to reinforce the established trust among its customers by November 12, 2024.

In-Store:

- Use Pin/Stickers on items showing that it is a reused item bought from CJ.
- Launch limited-edition CJ branded swag - think of materials like tote bags that encourage reuse and multi-purpose use.
- Set up displays in the store as backdrops and invite influencers in the reuse/sustainability sector (bonus points if they're local) to create content and build a conversation around CJ's impact.

Leverage Partner Opportunities: While the PRSA Public Service Committee was doing secondary research on similar events to Construction Junction's 25th Anniversary, they learned that Sustainable Pittsburgh is also celebrating its 25th Anniversary on May 11, 2024. This would be a great partnership if interested. The event is called - "CEOs for Sustainability."



"A survey by DemandGen showed 96% of businesses expected an annual revenue increase directly linked to marketing initiatives within their partner networks. Partnerships are effective because they create access to new customers, are cost-effective, reduce risks, and develop greater customer trust."

Adobe



Objective Three

Tactics





→ To **remind** people in Pittsburgh to make reuse a priority through at least one community project or partnership by November 12, 2024.

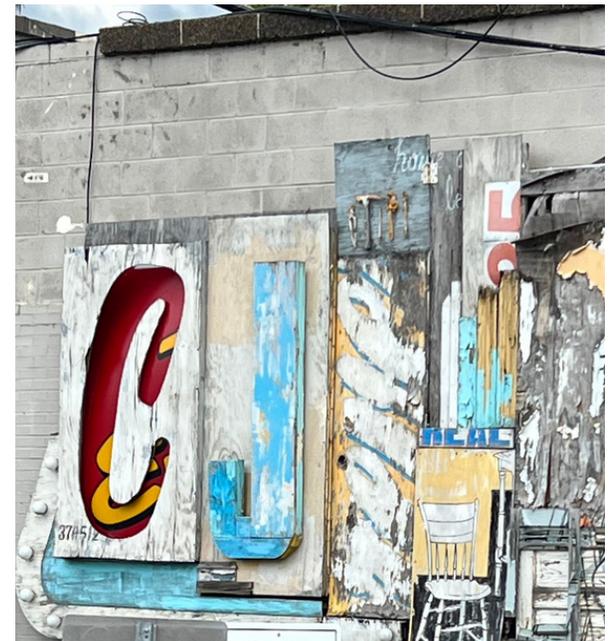
Community Art Project: Encourage people to use materials discarded from Construction Junction to create artwork. It could be for sale, but the main idea is to inspire others to do the same. These works could be displayed at events like the Three Rivers Arts Festival, or be developed into pop-up public demonstrations with partners like Pittsburgh Center for Creative Reuse, Rivers of Steel, Glass Center, and TollGate Revival.

Local Partnerships:

- Partner with Pittsburgh Magazine for its Pittsburgh Ultimate House initiative. Pitch them using materials from CJ for the new house, or have CJ deconstruct the old house.
- Affordable Housing Project with other Local Nonprofits: Create partnerships with Action Housing/YMCA. This could look like hosting classes on DIY home projects or a renovation initiative. Workshop PGH would also be a good partner on this.
- Become a partner with Pittsburgh's Earth Day.

Education Through Impact:

- Use the impact report to educate different audiences about the importance of reuse.





Paid, Earned, & Owned Media Tactics

Paid: Media that Construction Junction would pay to have shared such as promoted social media posts, partnerships, etc.

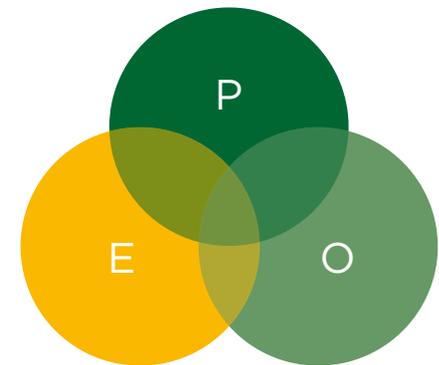
- Sip and Shop Event
- In-Store Awareness
 - Pins/stickers on items bought from CJ
 - CJ branded merchandise

Earned: Attention organically received about your brand from the media or third party that you didn't create or pay for.

- Leverage Partner Opportunities.
 - Pittsburgh Magazine
 - Affordable Housing Project
 - Pittsburgh's Earth Day

Owned: Any media created in parallel to the brand Construction Junction has complete control over.

- Community Art Project
- Spread the Impact Report - Use the content in Construction Junction's impact report to amplify it in the media.
- Social Media
 - 25th anniversary social media posts
 - Digital partner badges
 - Stories/testimonials





Timeline

**This is a suggested timeline given the objectives and tactics provided.*

January 2024

- Press release to announce the 25th anniversary campaign
- January 25: First 25th anniversary social media post - continue on the 25th of each month leading up to the anniversary
- Launch partner badges
- Pitch Pittsburgh Ultimate House Project to Pittsburgh Magazine - this project's tickets go on sale in the spring

February 2024

- Reach out to followers and customers for stories of their items found at Construction Junction
- Special activity and/or social media post on the 25th of the month

April 2024

- Pittsburgh's Earth Day event
- Special activity and/or social media post on the 25th of the month

May 2024

- CEO's for Sustainability event
- Launch community art project
- Special activity and/or social media post on the 25th of the month

June 2024

- Display community art at Three Rivers Arts Festival and other public events
- Special activity and/or social media post on the 25th of the month

August 2024

- In-store influencer event
- Special activity and/or social media post on the 25th of the month

September 2024

- Affordable Housing Project
- Special activity and/or social media post on the 25th of the month

November 2024

- November 12: Sip and Shop Event
- Special activity and/or social media post on the 25th of the month



Evaluation

Based on the three objectives of the campaign, there are multiple ways that **success** can be measured.

These include:

- Monitoring social media analytics and website traffic
- Monitoring news coverage, including media hits and what is being said in the news surrounding Construction Junction and its 25th anniversary
- Monitoring donations and sales to see if they have increased, decreased or stayed the same
- Monitoring in-store traffic
- Monitoring event attendance at pop-ups or in-store event/class attendance
- Noting if CJ develops/strengthens community partnerships through these initiatives



PRSA Pittsburgh



Social Media Tips: The Committee could provide a document that lists best practices for social media and content ideas to support the social media tactics outlined earlier in the plan.



Influencers and Ambassadors: The Committee could research local ambassadors and/or influencers that could reach the different audiences this plan targets to aid in campaign engagement.



Press Release and Media Advisory Templates The Committee could create a document of best practices for pitching media stories and writing press materials, along with providing a template to use to announce the 25th Anniversary campaign.

“Promoting conservation through the reuse of building materials **since 1999.**”

