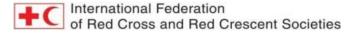
# BPI Marketing Campaign Uganda Jul 2018









#### Insights

- GDPC seeks to promote the Atlas: Ready for Business App and aware about disaster readiness in Uganda.
- Uganda Red Cross, GDPC and the funder UPS work together to implement a strategy for business preparedness.



#### **Materials**

- Digital banner: forms, website
- Billboard
- Newspaper article
- One pager
- Postcards
- Stickers



#### Verbatim

# When disaster strike, business decrease.



#### Call to action

- Join the conversation #BePrepared
- Download the App
- Participation in workshops



**Preparedness Center** 

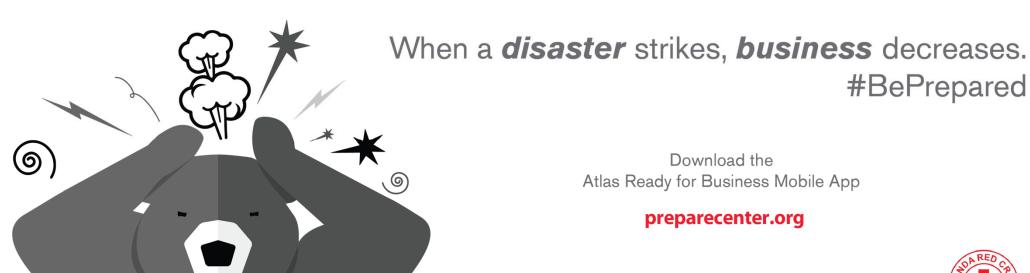
#### Digital banner



of Red Cross and Red Crescent Societies



#### Billboard



International Federation

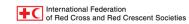
of Red Cross and Red Crescent Societies







#### Newspaper add







### When a **disaster** strikes, **business** decreases.





Atlas: Ready for Business Mobile App

An innovative approach to small business preparedness









#### Poster







## When a *disaster* strikes, *business* decreases.





Atlas: Ready for Business Mobile App

An innovative approach to small business preparedness











#### Sticker

