

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



Global Disaster Preparedness Center

Digital banner



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

preparecenter.org

 International Federation
of Red Cross and Red Crescent Societies

 Global Disaster
Preparedness Center





Global Disaster
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Billboard



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

Download the
Atlas Ready for Business Mobile App

preparecenter.org

 International Federation
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Newspaper add

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Atlas: Ready for Business Mobile App

An innovative approach to small business preparedness

Available in ENG and SPA at: 3cu.be/sharerfb



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Poster

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Sticker

