



Green Union

### **Our way, Our aim**

Green Union, launched in July 2016 - as the Hungarian online media market's one and only environmental consciousness themed sales platform - assures a supplementary system for the green content provider and its advertising partners.

As the facts of environmental protection and climate change are altering economic and social expectations, greater emphasis is being focused on maintainable organization operations and social responsibility. The Paris agreement clarified it for sceptics that next to the representation, the concrete contents and current activities now are of strategical importance.

That is why it is important that responsibly thinking companies and local governments take aimed steps concerning green subjects and communicate them using the most effective tools and methods.

For this, Green Union gives a supplementary solution: It provides a general tool system based on its exceptional and continuously growing media-portfolio to eco-conscious companies and local companies, so that they can effectively transmit their green messages to the ecologically-sound target groups.

Green Union, in line with satisfying advertising demands also strengthens the content provider's side: i.e., portfolio members specific expectations are taken into account, and created into - being tested for nearly 9 months - the sustainable model, which eventually develops the portfolio members' operational and advertising potential.

## Concerning our model

Hungary's one and only green themed sales platform was continuously tested and optimized in the last 9 months before its debut.

### Main attributes of Green Union's model:

#### The Target Group Specific Reach

Green Union's exceptional media portfolio is followed by such eco-conscious readers, who are, as committed consumers, would prefer a more maintainable life and green future, to support nature conservation, maintain an interest in social issues and be open to eco-conscious themes, products and services.

The brands of portfolio members are well known and have a strong brand valued status, so they can successfully and authentically communicate their green messages to their readers.

#### Client-centered activity

After discussion with its clients, Green Union creates customized, advantageous price/value offers, and also presents suggestions for the schedule of the campaign. If required, Green Union can undertake complete tasks, like planning creative material or sponsoring consultation.

Green Union – besides the comprehensive knowledge of the "green" media market - has many years of experience as a full service agency and as a content provider, so it can see through the whole spectrum of the advertising process and is capable of seeing advertiser needs from numerous perspectives. This uncommon ability contributes to assuring "customized" services for the customers.

#### Focus On Texts

Next to the utilization of valuable, banner based advertisement zones - focusing on the result-oriented advertiser expectations and the characteristics of content consumer needs – Green Union places emphasis on written contents (communications, unique articles and interviews).

Green Union takes the shape of the online advertising market, changes and adapts to it. These changes can be described by the alteration in user habits, the search engine optimization (SEO), the content marketing intensification, and social media sites (Facebook - SMO) and their unceasingly growing directive effect and dominance.

#### High Reach On Facebook

Green Union's centralized operation and network development is already increasing the effectiveness of portfolio members and the successful organic reach of written contents. The organic posts first interaction appearance in time and number (shares, suggestions, likes and comments) produce a higher chance of further effective spread than the wide themed "mainstream" media, in spite of the larger number of followers. Green Union uses Facebook's advertisement options on demand.

A significant number of media-portfolio members provide a continuously updated Facebook page, which is - in contrast to other brands which are ruled by their "bought likes" - followed by people who are open to green themes either organically or in a sponsorship related way.

Green Union is capable of scheduling its posts in a planned manner, and in this way the portfolio members can increase their own conversion as well, without using "cross-shares" (reposts).

### **Banner Campaigns Fix Settling**

Green Union utilizes advertisement zones exclusively and on a long term. These advertisements can be found on the treated web-pages main page and article pages uniformly, maximizing the conversion of advertisements.

Green Union sells standard-sized, image (jpg) and html5 type advertisement spaces on preferential rates, on a fixed basis.

### **Efficiency With Quality Assurance**

Green Union's portfolio is made up exclusively of genuine websites. The required standards, professional knowledge and experience of its members is an enormous help in passing on green messages to readers in such form that they can understand and process them.

Green Union's exclusive long-term member contracts have incentive elements that are combined with expertise and the commitment to excellence of environmental protection. These exceptional aptitudes greatly contribute to the efficiency of the Green Union's portfolio, as well as to the advertisers' satisfaction.

### **Supporting Civil- And Umbrella Organizations**

The continuously expanding Sponsorship Program provides the option to Green Union's advertisers to support well-known civil - and umbrella organizations - in the process of their eco-consciousness themed online media expenditure.



### **Expanding Environmental Consciousness:**

Green Union's clients greatly contribute to both the population and the company sector's eco-attitude.

- Green messages sent through the portfolio are increasing the numbers of theme -specific articles on the Hungarian web. This fact, in a direct and indirect way, results in the increase of advertiser reputation and recognition.
- Paid advertisements are raising an intensity of shaping green attitude, as the Green Union-portfolio members - as committed eco-pages - are reinvesting a significant amount of their advertisement income into their own operation, thus greatly increasing their editorship's improvement and daily activity.
- These two effects are strengthening each other, and furthermore, the subsequent outcome is the increasing spread of environmental consciousness, and an improving sensibility for social and economic themes among the population, which increases the number of people being receptive to green messages.

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