

Proposal for a New and Circular Marketing Plan

Business: Exposure Photo Agency Ltd

Student: Natasha Sani

Course: 2nd Year Law and Business BSc

Date: 6th June – 1st July 2022

Exposure Photo Agency, based in Redruth, Cornwall, provide video and photography services across the Southwest.

Project



- Exposure asked Natasha to develop a marketing strategy for the business, including an environmental policy.
- Natasha carried out background research into sustainability issues and misconceptions in the photographic industry and digital businesses.
- She developed environmental policy and marketing strategy, which focussed on implementing and communicating circular practices, for example, recommending the use of an energy-efficient web provider and to keep the photographers within 30 miles of each commission whenever possible.



Photo by Dollar Gill on Unsplash

The Impact



Natasha's work will enable Exposure to potentially raise awareness within their customers about the application of circular practices within digital businesses.

“Natasha was incredibly conscientious and pro-active during our time on this project. She appeared to thrive on the research work involved and was enthusiastic in her presentation of findings as well as for our business and the efforts we are making with regard to circular economy principles. Arca has been an incredibly positive experience for us.”

Anna Burt, Co-Founder, Exposure Photo Agency Ltd.