PR Campaign

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Introduction: Kami Cabs is a well-established taxi company in Kamloops, boasting a solid track. According to the manager of Kami Cabs, they recorded over 450,000 trips by November 2024 (G. S. Kang & S. V. Singh, personal communication, November 1, 2024). However, with the upcoming arrival of Uber, Kami Cabs needs to proactively strengthen its brand reputation and customer loyalty to maintain its market share. This PR plan outlines a comprehensive strategy to achieve these goals by highlighting Kami Cabs' strengths, improving its service, and engaging the Kamloops community.

Research and Analysis:

Industry: The taxi industry in Kamloops is regulated by the Provincial Transportation Board (PTB), which sets fares and standards. Competition is currently limited to traditional taxi providers, according to an article by CFJC written by James Peters titled "Uber plans B.C.-wide rollout – Kamloops included – in early 2025," it discusses how Uber has been approved to operate in Kamloops and how it enters will disrupt the market with its app-based platform and dynamic pricing model, as it has in other cities. A current ride-sharing service in Kamloops is URide, which has less stringent regulations, which adds another layer of complexity.

Target Audience: Kami Cabs serves a diverse clientele, including students (30%), residents, tourists, and airport travellers (G. S. Kang & S. V. Singh, personal communication, November 1, 2024). Understanding their needs and preferences is crucial. For example, students are likely budget-conscious and tech-savvy, while airport travellers may prioritize convenience and fixed fares.

Competitor Analysis: Competitor analysis focuses on other local taxi companies and ride-sharing.

Yellow Cabs: They operate under the same regulations, meaning their fares, vehicle standards, and driver qualifications are identical. However, there are some crucial distinctions. Yellow Cabs has more plates; however, fewer cars are available due to operational challenges. Another difference lies in customer service. Yellow Cabs outsources its dispatch to India to reduce costs. Regarding technology, Yellow Cabs recently updated its app to compete with Kami Cabs and Uride.

Uber and Uride: These ride-sharing companies operate under a different regulatory framework. Crucially, they are subject to varying limitations on fleet size or pricing. This allows them to operate as many cars as possible and employ surge pricing during peak demand, potentially undercutting traditional taxi fares. Additionally, driver qualifications and vehicle standards may differ.

SWOT Analysis:

Strengths: Strong local presence (since 1973), high trip completion rate (90% under 15 minutes), established customer base, diverse service offerings (including deliveries, jump starts, and long-distance trips), strong safety record with PTB-regulated fleet and inspections.

Weaknesses: Negative reviews about dispatch, reliance on traditional booking methods (phone calls), limited app usage (10-15%).

Opportunities: Enhance app features, expand online presence, partner with local businesses, offer targeted promotions, leverage corporate partnerships, and create a loyalty program to drive app adoption.

Threats: Uber's entry, potential price wars, changing customer preferences towards app-based services.

Client Needs and Goals:

Needs: To improve brand perception, enhance customer service, increase app adoption, showcase diverse service offerings, and launch a loyalty program.

Goals: To maintain market share, attract new customers, strengthen community relationships in the face of new competition and position Kami Cabs as the preferred transportation provider in Kamloops.

PR Plan Development:

Research: As outlined above.

Objectives:
- Increase app downloads by 20% **by March 31, 2025**.
- Improve customer satisfaction rating by 10% based on online reviews and feedback surveys **by June 30, 2025**.
- Generate ten positive media mentions about Kami Cabs' service and community engagement initiatives **by December 31, 2025**.

Strategy: Position Kami Cabs as a reliable, local choice with a solid commitment to customer service and community engagement. Emphasize the company's fast response times, convenient app, community involvement, and diverse services.

Tactics:

Paid: Targeted social media advertising campaigns, local newspaper ads, and partnerships with local businesses (e.g., hotels and restaurants) for promotional offers.

Earned: Press releases announcing new app features and community initiatives; pitch stories to local media about Kami Cabs' commitment to Kamloops and diverse services; actively responding to online reviews.

Shared: Engage with followers on social media, run contests and giveaways, collaborate with local influencers, and encourage user-generated content.
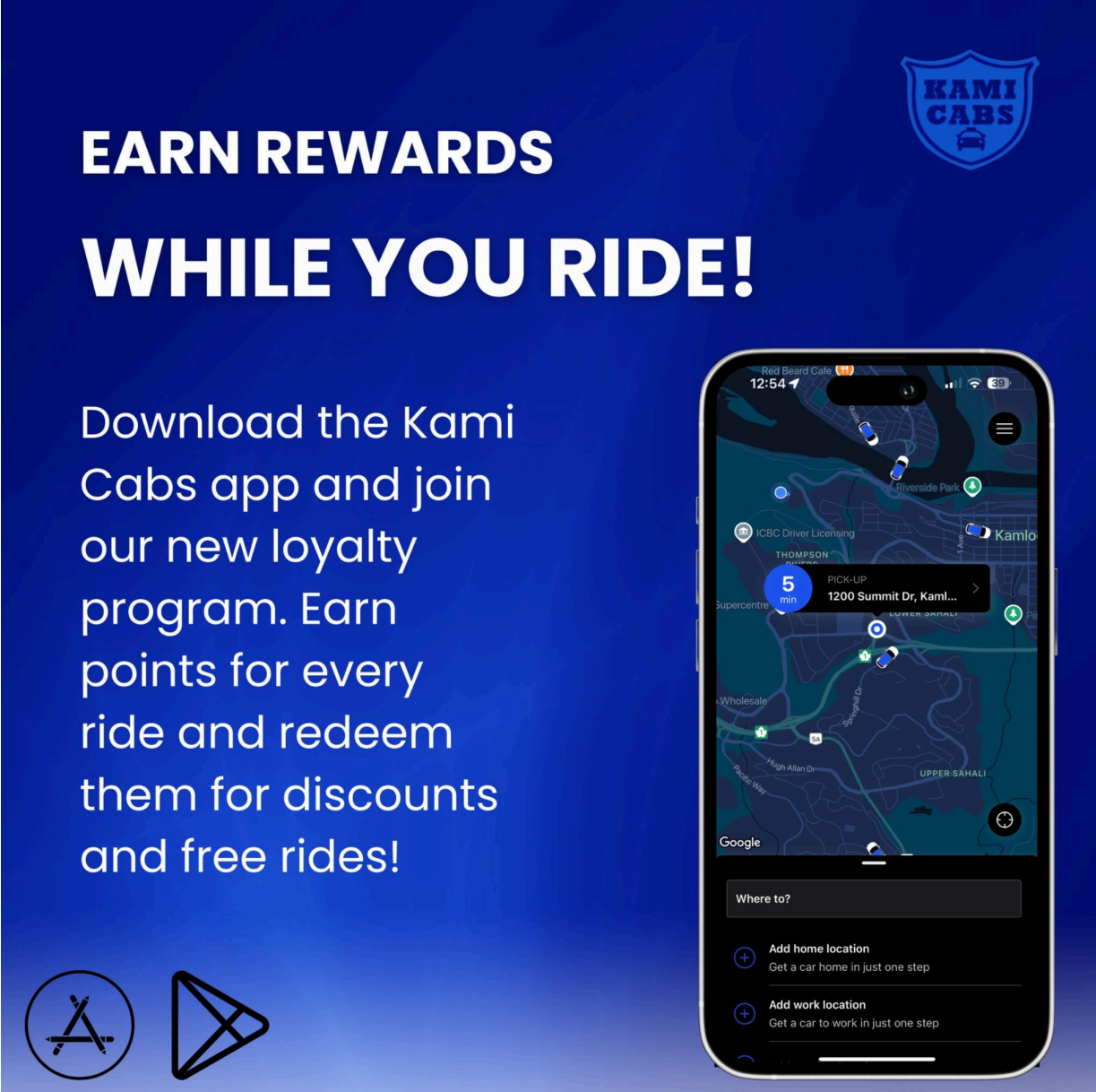
Owned: Revamp company website with updated information and engaging content, create blog posts about local events and attractions, share customer testimonials, and feature the app's loyalty program.

Implementation: Develop a detailed timeline with specific tasks, assign responsibilities, and allocate resources.

Reporting: Track app downloads, website traffic, social media engagement, media mentions, and customer satisfaction ratings. Regularly analyze data to measure progress and adjust the PR plan as needed.
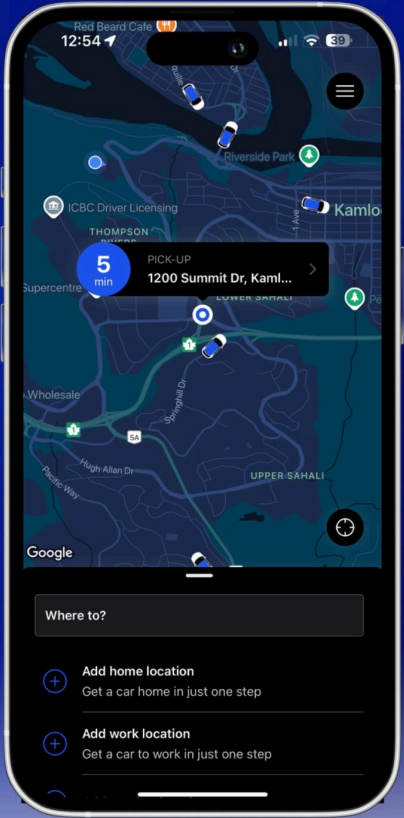
Campaign Development:

Social Media Post (1): "Earn rewards while you ride! Download the Kami Cabs app and join our new loyalty program. Earn points for every ride and redeem them for discounts and free rides!"

Description of the Social Media Post: This post is a concise and engaging announcement of Kami Cabs' new loyalty program. It uses clear and enticing language ("Earn rewards," "discounts," and "free rides") to capture attention and highlight the benefits of joining.

Platforms:

Facebook: Given that Kami Cabs has a diverse target audience, including older demographics who may be less active on other platforms, Facebook is an excellent primary platform for this post. Facebook also allows for targeted advertising to specific demographics within Kamloops.

Instagram: Instagram is ideal for visually driven content. The graphic above would be well-suited for this platform.

Time and Date:

Day: Weekday (Tuesday, Wednesday, or Thursday) - These days tend to have higher social media engagement than Mondays and Fridays.

Time: Mid-morning (around 10:00 AM) or early afternoon (around 2:00 PM) - These are times when people often take breaks and check their social media feeds.

Frequency: This post could be part of a series of posts about the loyalty program, released over a few weeks following the launch.

Why it will be Successful:

Clear Value Proposition: The post communicates the benefits of joining the loyalty program (discounts, free rides) and how to participate (download the app).
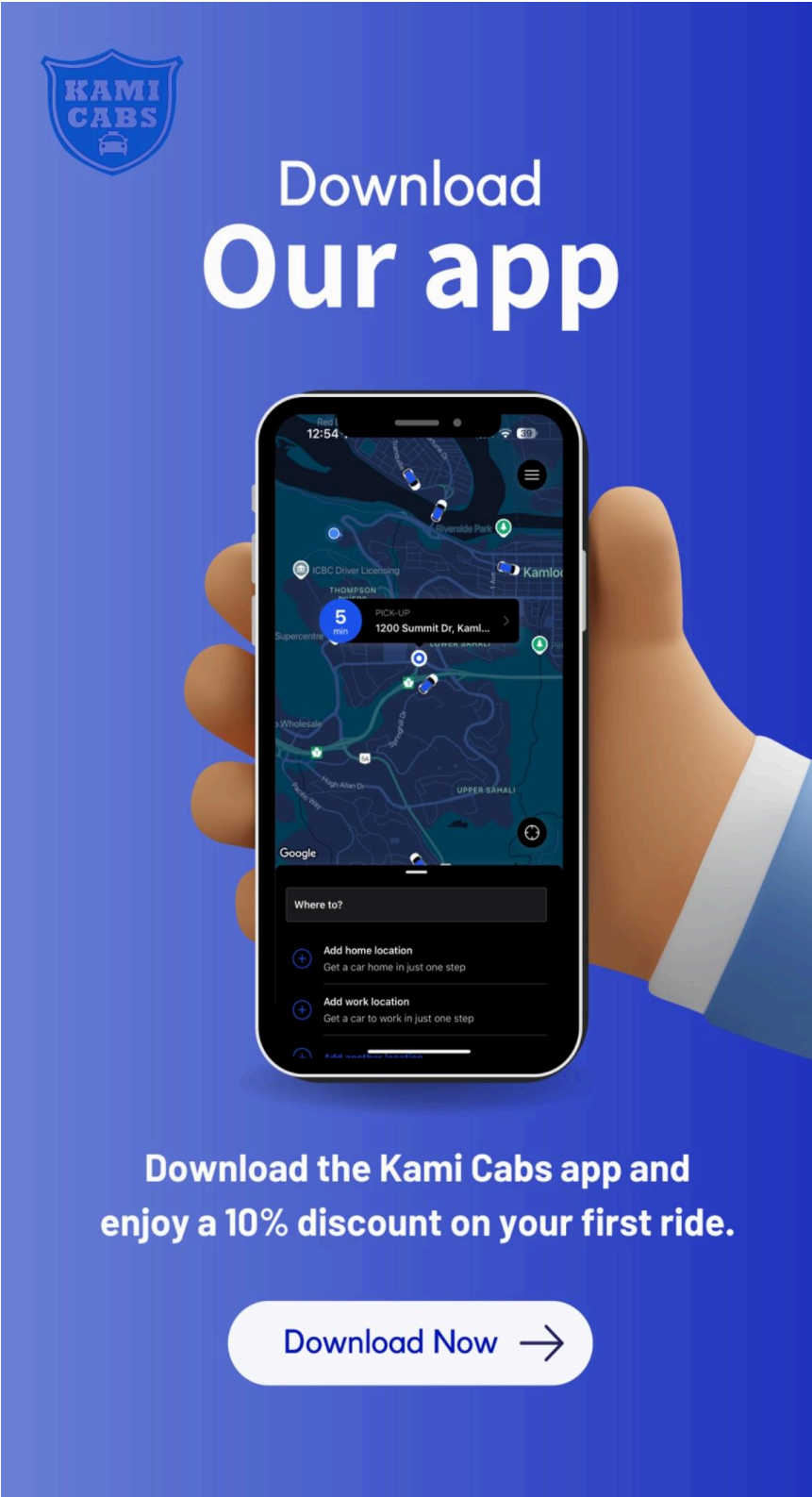
Strong Call to Action: It encourages immediate action by prompting users to download the app.

Visually Appealing: The graphic adds visual interest and helps convey the message effectively.

Relevance to Target Audience: The loyalty program offers tangible benefits that appeal to many customers.

Fits the PR Campaign: This post directly supports the PR campaign's objectives of increasing app adoption and building customer loyalty.

Social Media Post (2): "Download the Kami Cabs app and enjoy a 10% discount on your first ride."

Description of the Social Media Story Post: This is a quick and compelling call to action, encouraging viewers to download the Kami Cabs app and take advantage of a 10% discount on their first ride. The image of the app interface provides a visual cue and makes it easy for viewers to recognize and download the app. The temporary nature of story posts creates a sense of urgency, prompting viewers to act quickly.

Platforms:

Instagram Stories: Instagram is a highly visual platform, making it ideal for showcasing the app interface. Stories are a popular format for promotions and quick announcements, and they disappear after 24 hours, creating a sense of urgency.

Facebook Stories: While not as popular as Instagram Stories, Facebook Stories can still reach a wider audience, particularly older demographics who may not be as active on Instagram.

Time and Date:

Day: Friday or Saturday - These days often see increased activity on social media as people prepare for the weekend.

Time: Late afternoon or early evening (4:00 PM - 7:00 PM) - This is when people are often commuting or making plans for the evening, making them more likely to consider transportation options.

Why it will be Successful:
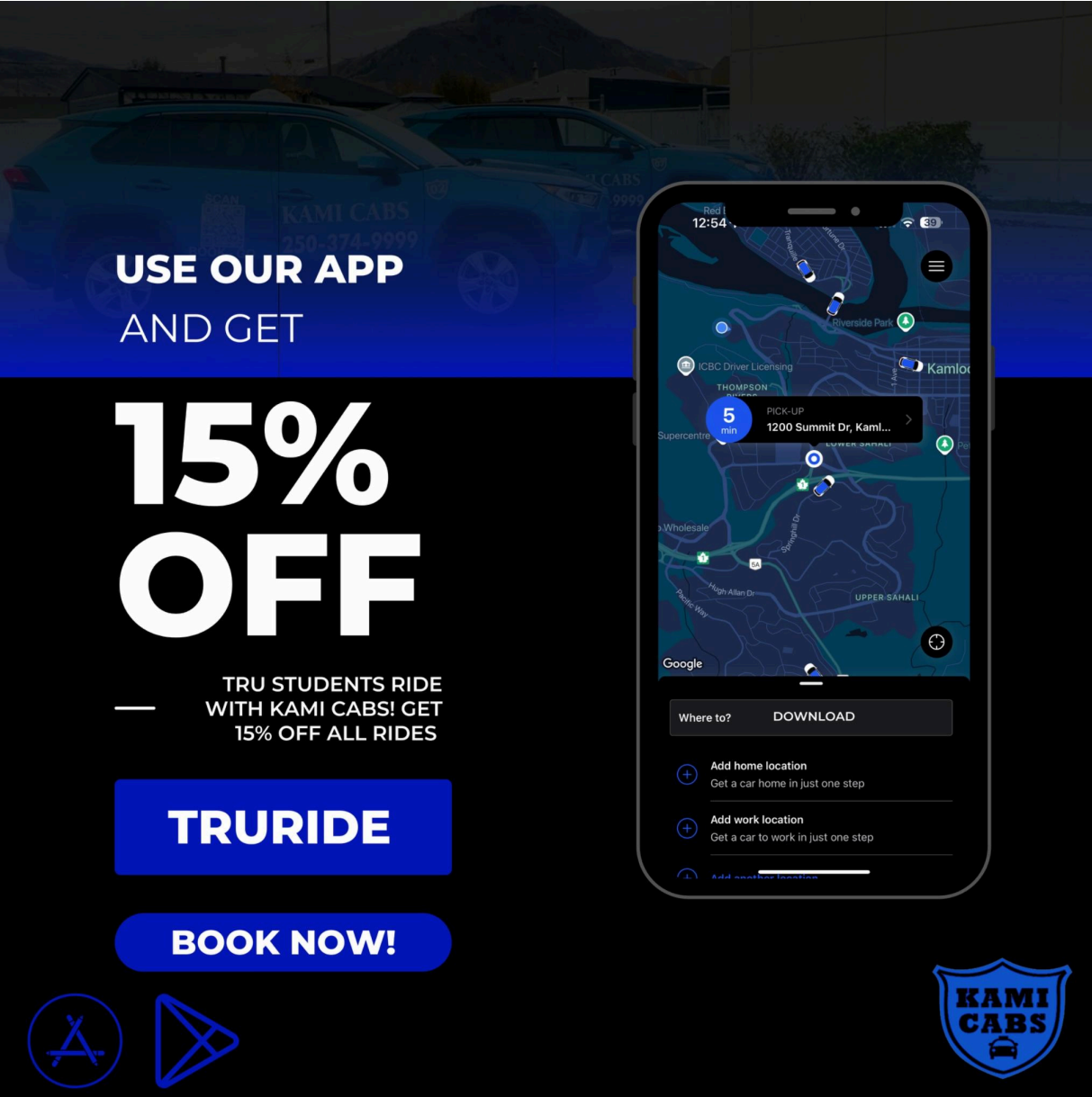
Clear Incentive: The 10% discount provides a tangible benefit for downloading the app, incentivizing immediate action.

Visual Appeal: The image of the app interface is visually appealing and makes it easy for viewers to recognize and download the app.

Sense of Urgency: The temporary nature of stories creates a sense of urgency, encouraging viewers to act quickly.

Fits the PR Campaign: This post directly supports the PR campaign's objective of increasing app adoption and attracting new customers.

Social Media Post (3): "TRU Students ride with Kami Cabs! Get 15% off all rides with code TRURIDE. #StudentDeals #Kamloops"

Description of the Social Media Post: This is a targeted promotion for Thompson Rivers University (TRU) students. It offers a 15% discount on all Kami Cabs rides with the code "TRURIDE," making it a compelling offer for budget-conscious students. Kami Cabs and TRU have a partnership as well. The post uses clear and concise language, directly addressing the student demographic and highlighting the discount. Including relevant hashtags like #StudentDeals and #Kamloops increases visibility and makes it easier for students to find the offer.

Platforms:

Instagram: Instagram is a popular platform among students, making it an ideal choice for this post. The platform's visual nature allows Kami Cabs to showcase its brand.

Facebook: While perhaps not as trendy as Instagram, Facebook still has a significant student user base and allows explicitly targeted advertising to TRU students.

TRU-Specific Platforms: Posting on platforms or groups specifically used by TRU students, such as the university's official social media pages, student forums, or online communities.

Time and Date:

Day: Sunday or Monday - These days are often when students are planning their week and transportation needs.

Time: Late afternoon or early evening (4:00 PM - 7:00 PM) - Students are likely finishing classes or studying and may be thinking about their commute or social plans.

Why it will be Successful:
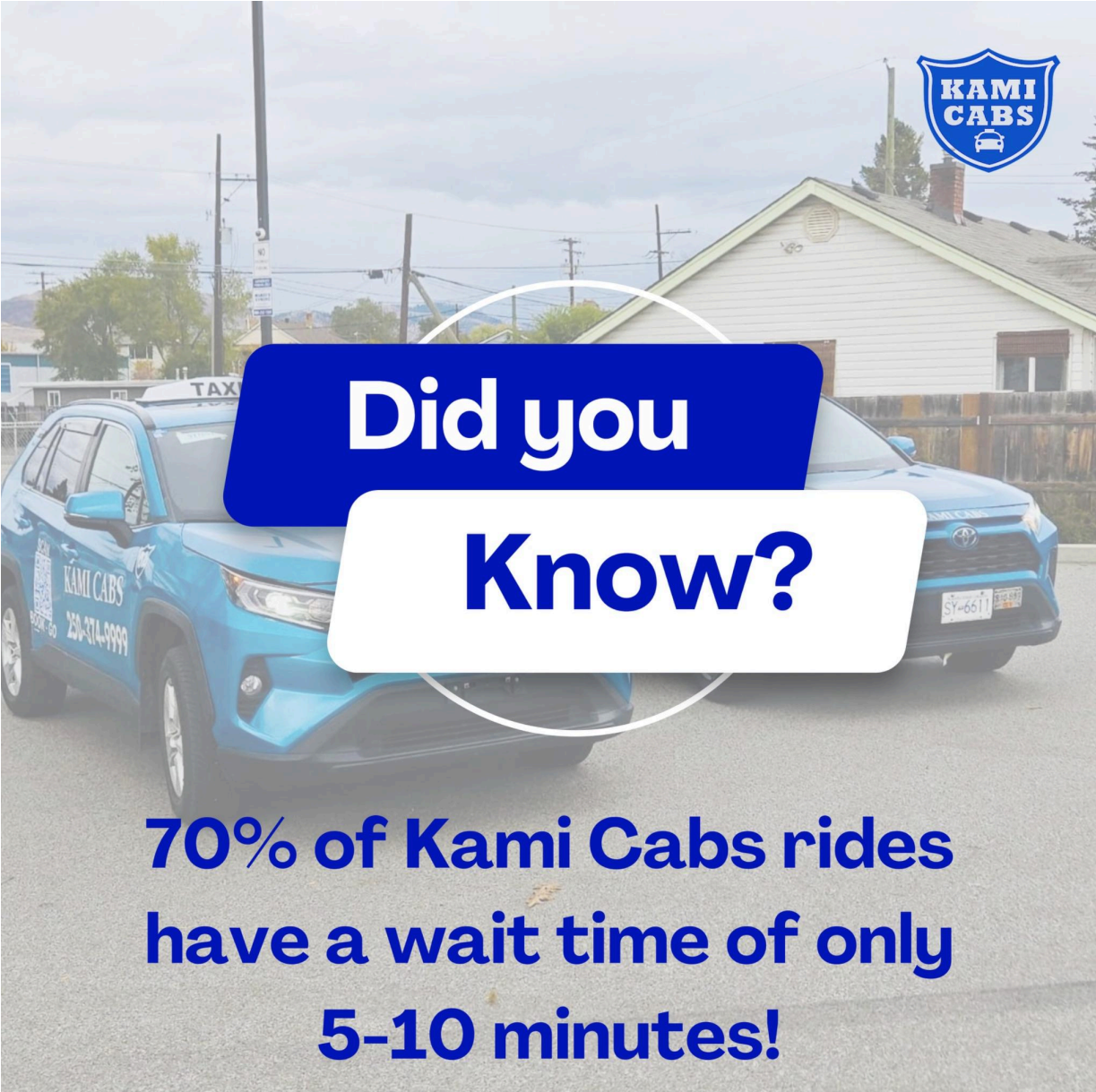
Targeted Offer: The discount specifically caters to the needs and interests of TRU students, making it more likely to resonate with them.

Clear Value Proposition: The post communicates the discount and how to redeem it (using the code "TRURIDE").

Increased Visibility: Using relevant hashtags expands the post's reach and helps students discover the offer.

Fits the PR Campaign: This post directly supports the PR campaign's objectives of increasing app adoption, attracting new customers, and targeting the student demographic.

Social Media Post (4): "Did you know? 70% of Kami Cabs rides have a wait time of only 5-10 minutes! #Kamloops #FastRides #LocalBusiness"

Description of the Social Media Post: This post highlights one of Kami Cabs' key strengths: fast response times. By stating that "70% of Kami Cabs rides have a wait time of only 5-10 minutes," the post emphasizes the convenience and efficiency of their service. This message is compelling for potential customers who value quick and reliable transportation. Including relevant hashtags like #Kamloops, #FastRides, and #LocalBusiness increases visibility and helps the post reach a wider audience within the local community.

Platforms:

Facebook: Facebook is suitable for this post due to its broad reach and diverse user base in Kamloops. It allows Kami Cabs to target the post to specific demographics and interests, ensuring it reaches people most likely interested in their services.

Twitter: Twitter is a good option for sharing quick updates and emphasizing the "fast" aspect of the service. Users can retweet the post, further expanding its reach.

Time and Date:

Day: Weekday (Monday-Friday) - This aligns with when people are most likely to need transportation for work, appointments, or errands.

Time: Morning or early afternoon (7:00 AM - 2:00 PM) - These are peak hours for commuting and running errands, making people more receptive to quick and efficient transportation messages.

Why it will be Successful:

Highlights a Key Strength: The post focuses on a critical differentiator for Kami Cabs – their fast response times – directly addressing a common concern for taxi users.

Local Relevance: The image of a Kami Cab on a Kamloops street and local hashtags create a sense of connection with the community.

Appeals to a Wide Audience: The message of fast and reliable service is relevant to a broad range of potential customers, including commuters, students, and visitors.

Fits the PR Campaign: This post directly supports the PR campaign's objectives of building brand reputation and positioning Kami Cabs as the preferred transportation provider in Kamloops.

Social Media Post (5): "Heading to Sun Peaks? Book your ride with Kami Cabs and get a 20% discount on your airport transfer with code SUNPEAKS."

Description of the Social Media Post: This post targets a specific audience: people travelling to Sun Peaks Resort. It offers a 20% discount on airport transfers with the code "SUNPEAKS," making it a compelling offer for convenient and affordable transportation to the resort. The image of a 6-passenger Kami Cabs van further emphasizes the convenience for groups and families travelling together. This post is highly relevant given the upcoming winter holiday when Sun Peaks experiences a surge in visitors.

Platforms:

Facebook: Facebook's targeting options allow Kami Cabs to reach people who have expressed interest in Sun Peaks, skiing, or winter travel. This ensures that the post is seen by those most likely to utilize the offer.

Instagram: Instagram's visual nature makes it ideal for showcasing the 6-passenger van and the scenic beauty of Sun Peaks. Using relevant hashtags like #SunPeaks, #SkiTrip, and #WinterTravel can further expand the post's reach.

Time and Date:

Day: Throughout the week, with increased frequency on weekends and closer to holidays.

Time: Varying times throughout the day to reach different audiences. Posting during the morning when people are planning their trips and again in the evening when they might browse social media after work.

Why it will be Successful:

Targeted Offer: The discount caters explicitly to people travelling to Sun Peaks, making it highly relevant to their needs.

Seasonal Relevance: The post aligns with the peak season for Sun Peaks, increasing its appeal and timeliness.

Visual Appeal: The image of the 6-passenger van showcases the convenience of group travel and features the scenic backdrop of Sun Peaks.

Fits the PR Campaign: This post directly supports the PR campaign's objectives of attracting new customers, promoting specific services (airport transfers), and capitalizing on seasonal opportunities.

Press Release (1):

FOR IMMEDIATE RELEASE

Kami Cabs Launches Updated App with Enhanced Features, Exclusive Discounts, and a Rewarding Loyalty Program

Kamloops, BC – December 2, 2024

Kami Cabs, a leading transportation provider in Kamloops since 1973, today announced the launch of its redesigned mobile app, featuring a host of new features, exclusive discounts, and a rewarding loyalty program designed to enhance the customer experience.

The updated app offers a streamlined booking process, improved location tracking, and estimated fare calculations. Users can now easily book rides, track their driver's location in real time, and receive accurate fare estimates before confirming their trip.

"We are thrilled to introduce our new and improved app, designed to make booking and managing rides easier and more rewarding than ever before," says Simar Vijay Singh, Kami Cabs Manager. "With this update, we reaffirm our commitment to providing Kamloops residents and visitors with a convenient, reliable, and customer-centric transportation experience."

Key features of the updated Kami Cabs app include:
- **Real-time Tracking:** Track your driver's location and estimated arrival time.
- **Fare Estimation:** Get accurate fare estimates upfront.
- **Loyalty Program:** Earn points for every ride and redeem them for discounts and free rides.
- **Student Discounts:** TRU students get 15% off all rides with the code "TRURIDE."

Loyalty Program Details:
- Earn points for every dollar spent on rides.
- Bonus points for referrals, booking through the app, and during special promotions.
- Redeem points for discounts on future rides or free rides.

Kami Cabs encourages all residents and visitors of Kamloops to download the updated app and experience the enhanced features and benefits.

Founded in 1973, Kami Cabs is a trusted transportation provider in Kamloops, offering a wide range of services, including taxi rides, airport transfers, deliveries, and long-distance trips. With a 34-car fleet and a commitment to safety and customer satisfaction, Kami Cabs is dedicated to serving the Kamloops community.

Contact:
Simar Vijay Singh (Manager)
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Press Release (2):

FOR IMMEDIATE RELEASE

Kami Cabs Celebrates 450,000 Trips in 2024 and Reaffirms Commitment to Kamloops

Kamloops, BC – December 5, 2024

Kami Cabs, a cornerstone of the Kamloops transportation landscape since 1973, is proud to announce a significant milestone: completing over 450,000 trips within the city in 2024. This achievement underscores the company's enduring dedication to providing the Kamloops community safe, reliable, and customer-focused transportation services.

"Reaching 450,000 trips is a testament to the trust that the people of Kamloops have placed in Kami Cabs," says Simar Vijay Singh, Kami Cabs Manager. "We are deeply grateful for our loyal customers and dedicated drivers who have contributed to this achievement. We remain committed to serving Kamloops with the same care and commitment that has defined our company since its inception."

Kami Cabs has been an integral part of the Kamloops community. The company's 34-car fleet, regularly inspected to meet Provincial Transportation Board standards, provides a wide range of services, including:
- **Taxi services:** Prompt and reliable transportation within Kamloops.
- **Airport transfers:** Convenient transportation to and from Kamloops Airport.
- **Long-distance trips:** Comfortable and safe travel to destinations like Sun Peaks.
- **Deliveries:** Transport of food, beverages, parcels, and other goods.
- **Jump starts:** Assistance with vehicle breakdowns.

Beyond its core transportation services, Kami Cabs actively engages with the Kamloops community through partnerships with local businesses and organizations that offer corporate accounts and support community initiatives.

Kami Cabs is committed to remaining a trusted transportation partner for the residents and visitors of Kamloops. The company's dedication to customer service, safety, and community engagement has been the cornerstone of its success for over five decades.

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Event: Kami Cabs App Launch Party & Tech Showcase

Alignment with PR Goals:

This event directly addresses the PR goal of increasing app downloads, promoting the loyalty program, and generating positive reviews by:

- **Creating excitement around the app:** Hosting a dedicated event to showcase the app's features and benefits.
- **Incentivizing downloads and usage:** Offering exclusive discounts, contests, and interactive experiences.
- **Encouraging reviews and feedback:** Providing opportunities for attendees to try the app and share their experiences.

Event Details:
- **Location:** Coast Hotel and Conference Centre, Kamloops (leverages existing partnership, provides professional setting)
- **Venue:** Conference Room (flexible space accommodates presentations and interactive activities)
- **Date:** Thursday, January 16, 2025 (weekday evening, targets working professionals and students)
- **Time:** 6:00 PM - 8:00 PM

Activities:
- **App Presentation:** Kami Cabs representatives showcase the app's features, benefits, and user-friendliness.
- **Loyalty Program Explained:** Detailed presentation on the loyalty program, its benefits, and how to earn and redeem points.
- **"Download & Win" Contest:** Attendees who download the app during the event are entered into a draw to win prizes like free rides, gift certificates, or Kami Cabs merchandise.
- **Review Incentive:** Offer a bonus reward (e.g., extra loyalty points) for attendees who download the app and leave a positive review on the app store during the event.

Budget:

Item - Estimated Cost

Venue rental (conference room) - Waived or discounted due to partnership

Staff (for presentations, demos) - $500 - $1,000

Marketing and promotion (social media, email invites) - $250 - $500

Refreshments: $500 - $1,000

Prizes and giveaways: $500 - $1,000

A/V equipment (projector, screen, sound system) - $250 - $500

Total $2,000 - $4,000 (potentially lower due to partnership)

Attendance:
- Target: 100 - 200 attendees

Promotion:
- Email invitations to existing customers and loyalty program members
- Flyers and posters at the TRU campus and other relevant locations

Evaluation:
- Track app downloads and new loyalty program sign-ups during and after the event.
- Monitor app store reviews and social media mentions.
- **Gather feedback through surveys or feedback forms at the event.**

This event provides a focused and engaging platform to promote the Kami Cabs app, encourage loyalty program adoption, and generate positive reviews. By leveraging the partnership with Coast Hotel and creating an interactive experience, Kami Cabs can effectively reach its target audience and achieve its PR goals.

Video Link https://youtu.be/jnHFl-9fM4I

Other PR Activities:

"Kami Cares" Initiative: Launch a program where a portion of fares from specific rides or during a set period is donated to a local charity. This demonstrates social responsibility and builds positive brand associations.

Sponsorships: Sponsor local events, sports teams, or community initiatives to increase brand visibility and demonstrate support for Kamloops.

Local Media Partnerships: Develop relationships with local media outlets (newspapers, radio stations, blogs) to secure positive coverage of Kami Cabs' initiatives, services, and community involvement.

Referral Program: Implement a referral program where existing customers receive rewards for referring new users to the app.

Contests and Giveaways: Host contests and giveaways on social media or through the app to increase engagement and reward loyal customers.

Blog: Create a blog on the Kami Cabs website with informative and engaging content about Kamloops, local events, travel tips, and transportation updates.

Online Reviews: Monitor and respond to online reviews on Google My Business and Yelp. Address any negative feedback promptly and professionally.

Customer Service: Ensure positive customer interactions by providing excellent customer service training for drivers and dispatchers.
By implementing these additional PR activities, Kami Cabs can further strengthen its brand reputation, build customer loyalty, and achieve its PR goals comprehensively and effectively.

Kami Cabs PR Campaign Implementation Plan:

Timeline: December 2024 - June 2025 (Phase 1)

Resources:
- **Personnel:** Marketing team, social media manager, graphic designer, videographer, PR agency, customer service team, driver and dispatcher training resources.
- **Financial:** Marketing budget for advertising, event expenses, promotional materials, prizes, and potential agency fees.
- **Technological:** App development and maintenance, website updates, social media management and monitoring tools.

Phase 1: Launch and Initial Momentum (December 2024 - February 2025)

Activity	Timeline	Responsible Party	Resources Required	Metrics
App Launch & Loyalty Program	December 2024	App Development Team, Marketing Team	App development, testing, marketing materials (graphics, website updates)	App downloads, loyalty program sign-ups
Social Media Campaign Launch	December 2024 - Ongoing	Social Media Manager	Content calendar, graphic design, social media budget	Reach, engagement, website traffic, app downloads
Press Release: App Launch	Early December 2024	PR Agency/Marketing Team	Press release distribution, media contacts	Media mentions, website traffic, app downloads
Website Revamp	December 2024 - January 2025	Web Developer, Marketing Team	Website design, content creation	Website traffic, user engagement

Phase 2: Community Engagement and Building Momentum (March 2025 - May 2025)

Activity	Timeline	Responsible Party	Resources Required	Metrics
"Kami Cares" Initiative Launch	Late March 2025	Marketing Team, PR Agency	Charity selection, partnership agreement, promotional materials	Donations generated, media mentions, brand sentiment
Press Release: 450,000 Trips Milestone	Early April 2025	PR Agency/Marketing Team	Press release distribution, media contacts	Media mentions, website traffic
Video Content Production & Distribution	April 2025	Videographer, Marketing Team	Video production, editing, distribution (YouTube, social media)	Video views, engagement, website traffic, app downloads

Phase 3: Review and Refinement (June 2025)

- **Campaign Performance Analysis:** Review all metrics collected throughout the campaign (app downloads, website traffic, social media engagement, media mentions, customer feedback, event attendance, etc.).

- **Strategy Adjustment:** Based on the analysis, the PR strategy and tactics are adjusted for the next phase.

Ongoing Activities: Continue social media engagement, content creation, community partnerships, and reputation management.

Reporting and Evaluation:

A comprehensive reporting and evaluation approach is essential to measure the Kami Cabs PR campaign's success effectively. This involves tracking key metrics, utilizing appropriate evaluation tools, and analyzing data to gain insights and inform future strategies.

Key Metrics:
- **App Downloads and Usage:**
  - Number of app downloads (overall and by platform)
  - Active app users (daily, weekly, monthly)
  - Number of rides booked through the app
  - In-app features usage (loyalty program participation, payment options, etc.)
- **Website Traffic and Engagement:**
  - Website visits (overall and by source)
  - Page views and bounce rate
  - Time spent on site
  - Conversion rates (e.g., app downloads, contact form submissions)
- **Social Media Engagement:**
  - Reach and impressions
  - Likes, comments, shares
  - Follower growth
  - Click-through rates on social media ads
- **Media Mentions:**
  - Number of media mentions (online, print, broadcast)
  - Reach an audience of media outlets
- **Customer Satisfaction:**
  - Customer reviews and ratings on app stores and online platforms
  - Customer satisfaction surveys
- **Loyalty Program Performance:**
  - Number of loyalty program members
  - Points earned and redeemed
- **Event Attendance and Engagement:**
  - Number of attendees at events
  - Social media engagement during and after events
  - Feedback from attendees

Evaluation Tools:
- **App Analytics:** App Store analytics dashboards, Google Analytics for Firebase
- **Website Analytics:** Google Analytics, other website analytics platforms
- **Social Media Analytics:** Platform-specific analytics dashboards (Facebook Insights, Instagram Insights, etc.)
- **Media Monitoring Tools:** Google Alerts
- **Survey Platforms:** SurveyMonkey
- **Customer Relationship Management (CRM) System:** Track customer interactions and feedback

Reporting and Analysis:
- **Regular Reporting:** Establish a schedule for regular reporting (e.g., weekly, monthly, quarterly) to track progress against key metrics.
- **Data Visualization:** Use charts and graphs to visualize data and identify trends.
- **Comparative Analysis:** Compare campaign performance to previous periods or industry benchmarks.
- **Qualitative Feedback:** Analyze customer reviews, social media comments, and survey responses to understand customer perceptions and identify areas for improvement.
- **ROI Calculation:** Calculate the PR campaign's return on investment (ROI) by comparing the campaign's cost to the value generated (e.g., increased revenue customer acquisition).

This approach ensures that the PR campaign is executed effectively and continuously refined to maximize its impact and achieve Kami Cabs' business objectives.

References

Kang, G. S., & Singh, S. V. (2024, Nov 1). Kami Cabs Stats. Personal.

Kaisar, V. (2024, November 15). *Uber plans b.c.-wide rollout – Kamloops included – in early 2025*. CFJC Today Kamloops. https://cfjctoday.com/2024/11/15/uber-plans-b-c-wide-rollout-kamloops-included-in-early-2025/