

Multi-Channel Awareness Campaign

Campaign Strategies & Techniques | A. Feeney

Plastic Pollution: microbeads in household products

COMPONENTS

Part 1	Part 2	Part 3	Part 4	Part 5
Research	Message & Brand	Goals	Inverted Pyramid	Landing Page
Questionnaire	Brand platform Key terms and phrases	Campaign objectives and desired outcomes	5W's	Promotional copy Related links Image, graphic or video
Part 6	Part 7	Part 8	Part 9	Part 10
Social Media	Opinion Piece	Online ad	Html Email	Summary & Conclusions
Facebook post Twitter post	Short piece in your voice geared for placement on site or blog	Facebook ad with goal of increasing visits to campaign site	Goal-based email to friends, family and colleagues	Final thoughts

PART 1: RESEARCH

What is your awareness campaign? What is the definition, history and general ideas and theories surrounding your public awareness issue?	This awareness campaign is intended to bring attention to the issue of plastic pollution in the ocean. Information in this campaign will encourage individuals to grasp the impact of plastic pollution. While seeking to inform the public of this global health crisis.
What do you want to make your audience aware of about this issue? Do you want to inform or persuade?	I want the public to not only comprehend the scope of ocean pollution but to see opportunities to make personal changes to their daily routines for the benefit of the marine environment. I not only want to inform the public of the continuing rise of plastics in the ocean but to persuade them to take small steps toward creating change in the daily lives which will be beneficial for the ocean environment. Make a difference today, choose your products wisely.
What are some of the statistics related to your public awareness?	According to recent report produced by the Ellen MacArthur Foundation and published by the World Economic Forum, the world's oceans will have more plastic debris in it than fish by 2050. This is an alarming global crisis that will take place in our lifetimes and it is the first such event ever recorded in human history.

	Additionally, over 8 trillion pieces of plastics in the form of micro beads enter into our nation's water systems daily.
What solution would you implement to change the problems surrounding your public awareness campaign?	Through this campaign, I will provide examples of daily household products with micro plastics embedded in them and show why this is hazardous to humans and the environment. The concept is that your buying decisions can affect change right now. Creating change through choice. According to Stephanie Green, a David H. Smith Conservation Research Fellow at the College of Science at Oregon State University, "Part of this problem can now start with brushing your teeth in the morning," she explained, pointing out that many toothpaste varieties now include tiny supposedly-harmless polyethylene micro-beads designed for scrubbing those pearly whites clean".
What organizations, business or individuals are working to change the problem and improve the issue? How do they approach their strategies? Two examples.	<p>The 5gyres Institute supports educational and legislation endeavors that inspire community and a sense of collaboration. Their use of multimedia, social networks and reviewed publications has created a powerful advocacy force for a plastic-free ocean.</p> <p>Plastic Pollution Coalition is a global alliance of individuals, organizations, businesses and policymakers working toward a world free of plastic pollution and its toxic impact on humans, animals, the ocean and the environment.</p>
How will knowledge about this campaign help your audience make a difference? What can they do to get more involved in the issue?	The cause of eliminating plastic pollution in the ocean is something every human should care about since, we are the cause and the solution for its change. If the oceans die, the planet and all life on it will die. It is literally that simple and that dire.
What are some valid resources with interesting and accurate information about this cause? List three.	To understand the impact of plastic pollution The 5 Gyres Institute studies the 5 subtropical gyres by sailing through them. They organize research expeditions, inviting scientists, journalists and other sailors to join the crew, work with them side by side to conduct the science, and return to their communities engaged to promote solutions.

Select an organization (or multiple organizations) that will benefit most from your messaging and efforts. This would be a group (or groups) you will direct audience members to for engagement, fundraising or volunteering.

Name of Organization	Purpose or Relationship to the Cause, Organization or Movement	Website URL
The 5 Gyres Institute	Our mission is to empower citizens to become leaders in combating the global health crisis of plastic pollution.	http://www.5gyres.org

Plastic Pollution Coalition	The Plastic Pollution Coalition mission is to stop plastic pollution and its toxic impact on humans, animals, the ocean and the environment.	http://www.plasticpollutioncoalition.org/the-movement/
The Ocean Conservancy	Ocean Conservancy has been working for more than four decades to ensure the health of the ocean's valuable natural resources.	http://www.oceanconservancy.org/

PART 2: MESSAGE & BRANDING


This is my logo and I will combine the design with non-profit organizations working to bring awareness to the issue of micro-plastics. The concept is to not only provide direction to these non-profits but to also establish my website as a resource for this type of awareness and movement.





Brand Platform

Campaign Elements		Movement: Creating awareness of micro-plastics in everyday items.	
Font	Header	Subheader	Body Copy
	ABCDEFGHIJKLMNOP OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789!@# %&\$@*{ } \ Ö ö Ü ü ? ! , ' ' ' ' Ç ç	Jjsakjksajflkajclkjca;afjakfjksa	klshfhfhsahfsahla hf
	Primary	Secondary	Accent

Color Scheme		Black accents with green and a touch of crimson as needed for effect
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Key Words & Phrases

Key Words 1-2 word “bullet points” that best illustrate the strengths of the cause, nonprofit or movement.	Key Phrases 3-8 word short statements or tags that summarize the unique aspects of the cause, nonprofit or movement.
1) Science Education	1) Turn the tide on plastic pollution
2) Activism	2) Science education is vital
3) Micro-beads	3) Global impact of plastic micro-beads
4) Change	4) You can make a change-today!
5) Ocean pollution	5) Go Bead Free!

Message Profile

High level profile of nonprofit organization, cause or movement	Name:	The 5 Gyres Institute
	Purpose:	5 Gyres has led the effort to research aquatic plastic pollution and to find solutions for regaining a plastic-free ocean. Their mission is to empower people to become leaders in combating the global health crisis of plastic pollution.
	Affiliated events, initiatives, fundraisers	Take Our Pledge to Only Buy Facial Scrubs That Are Micro-Bead-Free and Stay Tuned For More Details On How Else You Can Help. #BantheBead
Digital assets of “main” organization, cause or movement (if applicable) [web and social media presence]	Web url:	http://www.5gyres.org/
	Facebook url:	https://www.facebook.com/5gyres
	Twitter url:	https://twitter.com/5gyres
	Instagram Vimeo	https://www.instagram.com/5gyres/ https://vimeo.com/5gyres
Promotional assets [current visibility – advertising, PR, awareness]	How is the cause, nonprofit organization or movement currently promoted? What marketing tools and outreach is currently used?	The 5 Gyres Institute has done a good job of utilizing technology to promote awareness of micro-plastics. Through social media accounts, an interactive website, video content and

		presentations, as an organization, their message is creating discussions about plastic pollution and solutions to this issue.
Core audience	Who are the people who will help meet the organization's objectives or aid in raising awareness?	The organization relies on volunteers, scientists, legislators, public donors and partner non-profit organizations to create awareness and garner support for their cause. The organization empowers their volunteers to become 'ambassadors' for change and inspires them to promote its conservation ideal.
Core target market(s)	What is the organization or cause geographic reach? What areas do they focus on for promotion and outreach?	The organization is based in Santa Monica, California and most of their research has been done in the Pacific Ocean. Recent research expeditions have launched in the Atlantic Ocean as well. Their geographic reach thus far has been national but their message is global in scope.
Main messages [tag lines, popular affiliated phrases]	What is the primary mission and vision of the organization?	The 5 Gyres Institute vision and mission are to bring awareness to the issue of plastic pollution in the ocean. The organization works to empower individuals to understand the impact of plastic pollution and develop ways in which to combat this global health crisis.
Core Strengths	What unique attributes does this cause, organization or movement have that most appeals to supporters?	Scientific research to support their claims. To understand the impact of plastic pollution The 5 Gyres Institute studies the 5 subtropical gyres by sailing through them. They organize research expeditions, inviting scientists, journalists and other sailors to join the crew, work with them side by side to conduct the science, and return to their communities engaged to promote solutions.

PART 3: CAMPAIGN GOALS & OBJECTIVES

<p>What type of awareness campaign are you designing? (Choose 1-3)</p> <ul style="list-style-type: none"> • Raising money (fundraising) • Increase public knowledge of cause or specific related organization • Increase online engagement • Increase general engagement (volunteers, participation in programs, attendance at events) • Recruit members • Get donations (clothing, food, air miles, printing, pro bono services, etc.) • Event volunteers and attendance <p>Other?</p>	1. This awareness campaign is designed to identify household products that have micro-bead plastics in them.
	2. Increase public knowledge of micro-bead pollution and its destructive capacity.
	3. Increase engagement in marine science and ocean pollution issues.
<p>What are your main campaign goals? What do you most hope to achieve with your awareness efforts? Provide at least three.</p>	1 Promoting engagement with the cause by getting the public to take small actionable steps to decrease the use of micro-bead laden products.
	2. Decreasing public consumption of products

<i>Examples</i> <ul style="list-style-type: none"> • Increase fiscal donations • Get more of my family and friends get involved, support, donate • Promote X organization via my social media channels • Increase engagement on organization X social media • Promote [specific event] for X organization 	containing microbeads. Consumer choice/advocacy through purchase power.
	3. Drive public to demand representatives #BantheBead on national level. New policies that eliminate plastic in household products.



PART 4: INVERTED PYRAMID

Campaign Title		#Ban the Bead! Micro-plastics in your household products are harmful to you and the environment
Who	Overview of the cause	The cause of eliminating plastic pollution in the ocean is something every human should care about since we are the cause and the solution for its change. If the oceans die, the planet and all life on it will die. It is literally that simple and that dire. Elimination of household products that contain micro-beads is a primary driver for this campaign and it is one small step toward a healthier ocean ecosystem.
What	What makes the cause unique and important	According to recent report produced by the Ellen MacArthur Foundation and published by the World Economic Forum, the world's oceans will have more plastic debris in it than fish by 2050. This is an alarming global crisis that will take place in our lifetimes and it is the first such event ever recorded in human history.
Where	What region do you want to focus on for your cause?	Begin advocacy and local outreach in Washington state but spread regionally as awareness ignites. Use digital media to spread the campaign concept globally as materials are generated.
When	Use compelling argument or statistic to help establish a sense of urgency	There are more than eight trillion micro-beads entering aquatic habitats every day in the United States alone, according to a new study published in Environmental Science & Technology . It's enough micro-beads to cover 300 tennis courts daily.

Why	Why is this cause important? Why should people care?	<p>"We're facing a plastic crisis and don't even know it," Stephanie Green explains.</p> <p>Some species of marine life mistake the small plastic particles for food, and scientists are currently examining how micro-plastics are affecting marine life once ingested and whether those chemicals can be transferred to humans if people consume these marine species later on, according to the National Oceanic and Atmospheric Administration (NOAA).</p> <p>A micro-bead is any plastic that is smaller than 5 mm, about the size of a pinhead. They are designed to wash down drains, but have added to the increased micro-plastic debris littering the Earth's oceans and many freshwater lakes, the study states. Due to their size, plastic micro-beads are difficult to clean up on a large scale.</p>
How	How will [donations, engagement, volunteering] make a difference for this cause?	<p>Everyday Action: people can check the labels of the personal care products they use in their home and stop purchasing products containing polyethylene or polypropylene micro-beads.</p> <p>It is a good place to begin.</p>
Additional Info	More about the cause, its history, value, impact	<p>Micro-beads have emerged as a pervasive form of pollution in our waterways and marine environment, contributing approximately 38 tons of plastic annually. The tiny particles are prevalent in ocean debris, the Great Lakes, and were found in the Los Angeles River last year. Most micro-beads are not biodegradable and absorb various toxins such as DDT, PCBs (flame retardants), and other industrial chemicals and are ingested or absorbed by a variety of marine life and other mammals. Because fish ingest these particles and absorb the toxins in their flesh, they constitute a direct threat to our seafood.</p>
Closing Info	How people can learn more, help or get involved, attend, donate and engage? Promote link(s) to the organization or campaign.	<p>To learn more about micro-beads and plastic pollution, visit 5 Gyres.org or Plastic Pollution Coalition.org.</p>

PART 5: WEBSITE: LANDING PAGE

CAMPAIGN ELEMENTS	BRAND CONSISTENCY

<p>Twitter post 1 [140 characters]</p>	 <p>Act now!</p> <p>Tell companies that you want your products to be #BeadFree.</p>
<p>Twitter post 2 [140 characters]</p>	 <p>#BantheBead</p>

PART 7: Blog Entry/Op-Ed



The Ocean- the heartbeat of our planet

Its vastness covers over 70 % of the earth and its five major regions include The Pacific, the Atlantic, Indian, Arctic and Southern oceans. These bodies of water are responsible for our atmosphere, climate, life enriching oxygen and a habitat for hundreds of thousands of marine life forms.

It moves industry... with over 90% of global trade being carried by ships. Its immense life giving energy is utilized in medicine, oil, food, textiles, fertilizer and for human consumption

and pleasure.

These gifts come with a steep price though. Our ocean system is now more polluted than ever before. With oil spills, sewage, coral reef degradation, sonar testing, over fishing, illegal dumping and marine debris, we are altering this natural ecosystem.

As humans, we are responsible for this destruction and we must act to protect this immeasurably valuable resource. It is up to each one of us to take part and make a difference. Take the first step and purchase personal products that are bead free. This choice not only creates momentum towards change but it is helping stem the tide of plastic pollution.


We are Water! We cannot live without it. It is up to us to make changes today, so our children can have a better tomorrow. To learn more about which products are *micro-bead free*, [click here](#):

PART 8: ONLINE AD

TARGET AUDIENCE IDENTIFICATION


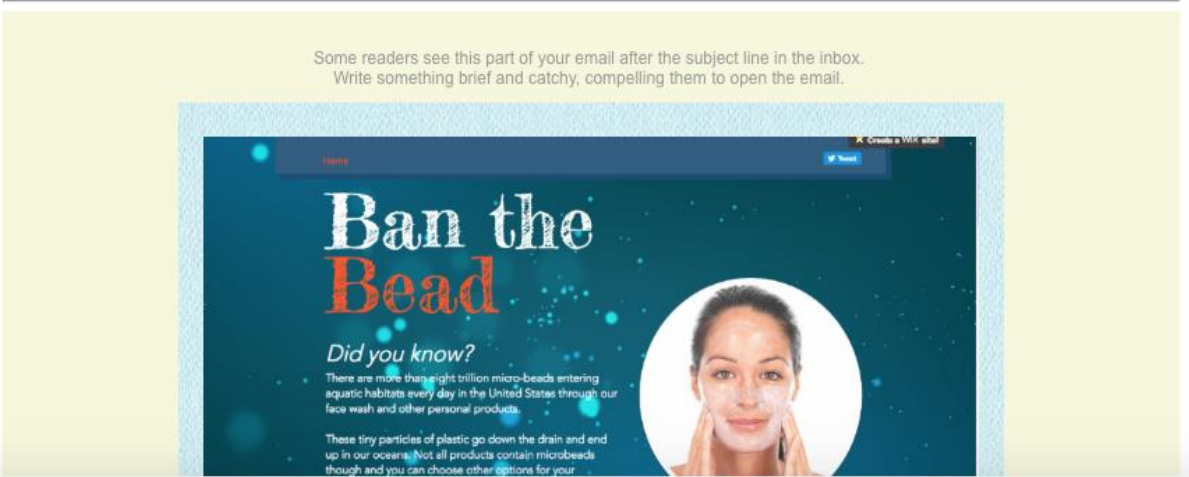
Locations	List of locations you would want the ad to appear on select audience profiles and searches	Facebook ad, Pinterest & Instagram ads, Mommy blogs and forums, Beauty forums, direct email marketing
Age	[i.e. 18-21, 25-30, 35-40 or you can list multiple]	25-45 (sweet spot)
Gender	[i.e. male, female, all]	Female
Interests	List 3 common hobbies or interests your audience would possess [i.e. 5k runs, philanthropy, volunteering, triathlons, fundraising, yoga, Zumba, working out]	<ul style="list-style-type: none">• Participating in children's extra curricular activities• Setting budget and making shopping choices for herself and family• Volunteers in community beach clean-up• Environmentally aware and philanthropic• Leads active lifestyle and prefers nature and clean air
Marital Status	[i.e. married, single, dating, engaged, in a relationship, divorced, etc.]	She is in a relationship and/or is happily single 😊
Job Status	[student, employed full time, employed part time, volunteer, etc.]	She is employed full time and volunteers in her spare time
Education Level	[high school, some college, college graduate, post-secondary, doctorate]	She is a college graduate and may be working towards a master's degree as time allows. She is also technologically savvy and actively engages in social forums. She likes to stay current on global issues and is receptive to hearing new perspectives and research.

Facebook Ad Components

Image	[artwork that you want to include with the promotion]	
Headline	[attention-grabbing title which would be featured prominently on the image]	These products are destroying the environment!!
Promo Text	[including Call to Action – 90 characters max]	Tell these companies that you will not buy their products until they stop putting plastic in them!

PART 9: HTML EMAIL

Constant Contact

Elements	Notes
<p>#BantheBead 2016</p> <p>  Marine Conservation <fabpromobabe@yahoo.com@ccsend.net> 7:21 PM You </p> <p>Alena, you rock! :)</p> <div> <p>Some readers see this part of your email after the subject line in the inbox. Write something brief and catchy, compelling them to open the email.</p>  </div>	

Ban the Bead Campaign Created 2016/05/04, 6:54:11 F 

 **DRAFT** Last saved on May 4, 2016 at 10:20 PM



[Edit](#)

Email Lists:

During your Trial, you can send unlimited campaigns to up to 100 email addresses.

[Add Email Addresses](#)

Subject:

#BantheBead 2016

From Name:

Marine Conservation

From Email Address:

fabpromobabe@yahoo.com 

Ban the Bead

Our big idea?

#Ban the Bead

Micro-plastics in your household products are harmful to you and the environment

Most micro-beads are not biodegradable and absorb various toxins such as DDT, PCBs (flame retardants), and other industrial chemicals and are ingested or absorbed by a variety of marine life and other mammals.

Learn more about how your buying choices can affect immediate change. Visit our website for more information.

Visit our website

One tube of Johnson & Johnson Clean and Clear contains over 330,000 plastic microbeads.

330,000 microbeads

There are more than eight trillion micro-beads entering aquatic habitats every day in the United States

Wasn't able to capture the whole HTML email as a screenshot but this is very close. There are just the social features, non-profit website and contact information at the bottom the of the page that are not shown here.

PART 10: SUMMARY & CONCLUSIONS

- **What I thought I knew – why this cause, organization, movement mattered to me:** When I first began this campaign, I had some knowledge of marine plastic pollution. Most of my graduate research had some element of ocean pollution associated with it. Organizations like the 5 Gyres Institute, The Ocean Conservancy and the Plastic Pollution Coalition all work tirelessly to bring ocean pollution awareness and educational resources to the masses. Through their work, I have learned so much about micro plastics and their destructive capabilities. That personal awareness inspired this communication campaign, along with supplemental content showcased through social platforms. Further, I brought this knowledge to my local community through presentations and educational outreach.
- **What I sought to find out:** When I began first researching this issue I was wondering how dire the micro-bead situation really was, turns out it was worse than I thought.
- **What I found out** Learning that 8 trillion of these tiny particles are washing down our drains

daily, just in America alone, is frightening. The ocean is becoming a toxic dumping ground, so much so that there is a new name developed to describe this phenomenon, toxic ocean smog. Just like the small particles that float in our air and limit our breathing ability; it is now happening in our ocean and waters today, every day.

- **What I learned that I didn't know before:** I didn't realize the scope of the micro-plastic problem. Ocean pollution has many aspects; marine debris, ocean acidification, ghost nets, micro-plastics, huge garbage patches, coral bleaching, overfishing and others. Focusing in on one area of pollution to research gave me the ability to get into the details of the issue and source solutions. I was looking for solutions that would be relatively easy for a mass audience to practice. By choosing to promote awareness, and ultimately behavior change, it made sense to talk about how our personal products are adding to the ocean's deterioration. Most people don't realize that their bathroom products, they use everyday, contain particles of plastic. Once they do, they usually want to know why and those questions are the beginning of change. Also as consumers we have the power to make choices that support our ethical ideals. Once consumers stop buying products with microbeads in them, companies will stop producing them, its supply and demand.
- **What I want to know more about after creating this awareness campaign:** The movement to [#BantheBead](#) gained some traction with the public and in 2016 President Obama signed legislation to ban all micro-plastics from America's products. This is a huge victory for the movement and it shows the power people collectively have to affect change. Unfortunately, the bill does not go into effect until 2018, as it is meant to give companies time to make adjustments to their formulas and products. It will be interesting to observe how this legislation transfers through a new administration. My thought is that I/we need to keep this issue in the minds of the public to make sure it remains relevant. I will also continue to learn more about ocean pollution, search for solutions and use my skills to raise awareness of issues like this that matter to me.