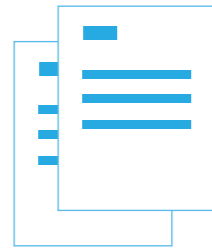


SOCIAL MEDIA CAMPAIGN

Use social media campaign to raise people's awareness.

Questionnaire

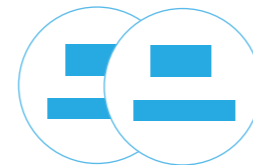
Questionnaire about the usage of plastic.



15 questions, target on millennial mom.

Give-aways

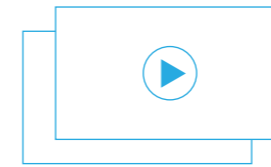
Give-aways for people who join the campaign.



Pins with facts of ocean pollution from plastics.

Short Videos

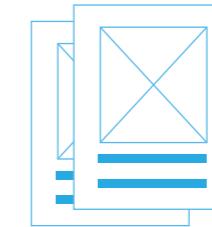
5 seconds per video, post every week.



Short videos about how plastics do harm to the ocean and us.

Posters

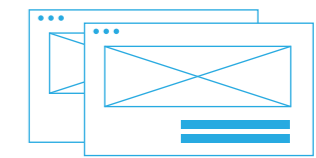
Series of posters, at least 5.



Posters to raise people's awareness of ocean pollution from plastics.

Website

Website about ocean pollution from plastics.



Interactive and playful.

VR VIDEO

Use innovative technology to share information with people.

VR video

3 minutes video in VR form.



Use the perspective of a plastic bottle to show how plastic pollute the ocean and go all the way up to us from food chain.

Posters

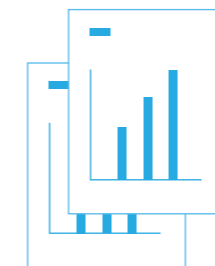
Series of posters, at least 5.



Posters about the VR event.

Information Design

Information design about plastic pollution.



Information design to visually show facts of plastic pollution.

Questionnaire

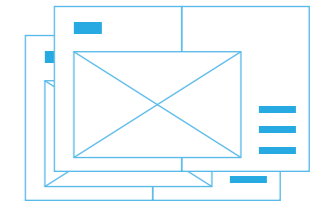
Questionnaire about how do they feel after watching VR.



15 questions, target on people who join the event.

Brochure

Brochure for people who watch the VR video.



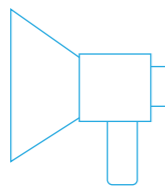
16 pages.

ENVIRONMENT FRIENDLY COMMODITY KIT

A kit with household items that are made with environmentally friendly alternatives to plastic.

Public Lecture

Invite expert to do the public lecture every month.



Find expert from non-profit organization.

Cloth Bags

Series of cloth bags, at least 5.



Collaboration with supermarkets, give these bags to customers who don't take their own bag.

Water Bottle

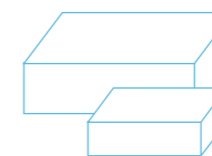
Water bottle that can reuse.



Try new material.

Lunch Box

Lunch Box that can reuse.



Replace plastic to go box with these environmentally box.