

DELIVERABLES STRATEGY CHART

Topic Area: Ocean Pollution from Plastics

Outcome: Reduce Plastic from Ocean

Audience: Millennial Mothers

INSIGHTS

Most people don't know that their personal decision contribute to the problem that plastics pose to ocean life.

People don't know how, on a personal level, they can prevent plastics from polluting the ocean.

Plastic in the ocean which is absorbed by seafood, making its way up to the food chain until it ends up on people's plate.

STRATEGIES

Raise awareness to the need to protect the ocean from consumer plastics.

Train people in ways to reduce their own overconsumption of plastic.

Provide information about how ocean pollution does harm to people.

DELIVERABLES

SOCIAL MEDIA CAMPAIGN

Use social media campaign to raise people's awareness.

- _Social Media Campaign
- _Beach Clean-up Event
- _Posters
- _Instagram
- _Schedules
- _Questionnaire
- _Flyer
- _Clean-up Kits
- _Give-aways
- _Postcard

ENVIRONMENT FRIENDLY COMMODITY KIT

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

- _Public Lecture
- _Cloth Bags
- _Water Bottle
- _Lunch Box

VR VIDEO INTERACTIVE ART INSTALLATION

Use innovative technology to share information with people.

- _VR video
- _Posters
- _Information Design
- _Questionnaire
- _Flyer
- _Give-aways