THE OCEAN CLEANUP

SOCIAL MEDIA CAUSE MARKETING CAMPAIGN

MEDI(A)BROAD

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OUR VISION OF THIS PROJECT

Look around you. Right know. How much plastic do you see? Plastic bottles, phone cover, pens, food containers and lots of other things. At the first, it doesn't look dangerous, but imagine that over 5 trillion pieces of plastic currently litter the ocean. The ocean, that plays an essential role for life on earth.

Our social media campaign aims to raise awareness about The Ocean CleanUp - a non-profit organization, developing advanced technologies to rid the world's oceans of plastic. Moreover, we want to make a collaborative effort between a for-profit brand and a non-profit organization for mutual benefit. Collaboration with Flandria, the company which arranges boat tours through Antwerp and gives an opportunity to discover the city and its world-class port from a different angle. The values and image of this company perfectly fits our ideas and efforts to broaden the knowledge about the largest ocean cleanup in history.

WE'VE CHOSEN WHAT WE BELIEVE IN

Environmental protection is one of the loudest topics nowadays and we just ignore it. Plastic pollution in the world's oceans is one of the biggest environmental issues of our time. The plastic can't go away from ocean by itself and left to circulate it will impact our ecosystems, health, and economies. The Ocean Cleanup is designing and developing the first feasible method to rid the world's oceans of plastic.

WE WANT TO TELL A STORY AND RAISE AWARENESS

We want to address a message, which will create an emotional response. Something that people will remember easily and fast, that will make them inspired. Storytelling gives an ideal opportunity to develop content that anyone in the world can access if they have a data connection. The simple "share" button in social media can bring our message all over the world and this is what we need.

WE WANT TO MAKE FOR-PROFIT AND NON-PROFIT COLLABORATE

"The belief that everyone has something to give is at the core of what we do; people just need a little inspiration, and to know that whoever they are, there is something meaningful they can do.", says Joe Green from Causes.com, the world's largest online campaigning platform. Cause marketing is a significant win for both brands involved. It creates a positive brand perception among consumers, gives access to a wider audience and brings new experience.

SECTOR. COMPANY. IDEA

WHY THE ENVIRONMENT

The reason why we have chosen to focus on the environment is because it is a trending topic nowadays, a lot of issues are happening and not always in a positive manner. We want to give the world more knowledge and awareness about the environmental problems, who are responsible for it, what organization solve those problems and how all people can help to make our world a cleaner place to live in.The category "the environment" is very diverse if we talk about the ecosystem, from deserts to forests and from grasslands to oceans. We put our focus on ocean pollution because we find it fascinating what kinds of animals live in the ocean and that they deserve more than a life they forced to live now.

THE FOUNDATION

The organization that we chose to collaborate with is called The Ocean CleanUp. It is a non-profit organization which helps to clean or get the oceans cleaner than they are. They developed advanced technologies to rid the world's oceans of plastic.By utilizing the ocean currents to their advantage, their passive drifting systems are estimated to clean up half the Great Pacific Garbage Patch in 5 years' time. The Great Pacific Garbage Patch is the biggest garbage place in the ocean, it is twice the size of Texas.
The reason why we chose the Ocean CleanUp instead of others is because we see their passive drifting systems very progressive and interesting. Having the necessities to develop their technology, they are capable to clean 90% of the Great Pacific Garbage Patch.

THE COMPANY

The company we approached is Flandria. Flandria is company that arrange boat tours through Antwerp. With the tour people discover Antwerp and their world-class port from a different angle. Flandria offers different arrangements on their fleet combined with a tour. They can accommodate up to 200 people.One of their cruises brings Antwerp's top products together in one boat trip. You can not only see the Port of Antwerp from another side, but treat yourself with famous Belgian chocolate and beer.
We want to use this arrangement to attract more young people/students in Antwerp.
The reason why we chose Flandria is because they haven't corporated with a non-profit organization yet, the Flandria goes around Antwerp and the connection between the fleet so their image perfectly fits our idea to make ocean clean.
We believe the company will collaborate with Medi(a)broad because it is free publicity, they can attract more younger people (instead of only tourist) and they will sell 15% more in 2 months when we promote the arrangement combined with the ocean clean up.

THE IDEA

Medi(a)broad wants to create more awareness of the ocean problem within students in Antwerp. To our mind they are the best target audience because today's students are tomorrow's future. Our idea is to combine the arrangement with beer, because it is well-known that students enjoy drinking and partying and Antwerp is famous for its different sorts of beer. In order to make students excited and follow our idea, we decided to create a promotion about collaboration between Flandria and the Ocean CleanUp. Our idea is that if the students by a ticket for the beer arrangement they support the Ocean CleanUp and their first beer is for free. The tickets are €17, - and with every ticket the students buy, €2, - goes to the Ocean Clean up and the first beer is for free. It will be also profitable for Flandria because they'll get more customers and with the original price of€15 they will not make a lose in the end of it.

TARGET AUDIENCE

For the realization of our marketing campaign, it is necessary to create a target to which we can address all our efforts and our capabilities.

There are many aspects which we have to take into account when determining our target, including:

DEMOGRAPHIC PROFILE OF OUR CLIENT

Sex: In the case of our campaign, sex is indifferent, it is aimed at both women and men.

Age: We address all types of students, from childhood studies to university studies, in order to capture as many students as possible to achieve a greater volume of participation.

P**lace:** Our purpose is to address the local level. In general we want to cover every student population in Antwerp.

CLIENT'S SOCIOCULTURAL PROFILE

Economic level: The economic level of our target is not an important aspect for our campaign.

Education level: As our campaign is aimed only at students, our target collects very different educational levels depending on the age range, but if the university people, who have a degree of maturity to act more prudently based on our ideals.

Idioms: Our campaign will be taught in English, so knowledge of English is required to understand all our skills.

DIGITAL PROFILE OF OUR CLIENT

Our target has a broad knowledge of the different social networks, it is a young audience which has a complete domain of social networks for its general.

SWOT ANALYSIS

STRENGTHS

- Antwerp is the second commercial harbour of Europe : to evoke the oceans cause is a strength for the company
- Young and students people : reach a target that we understand.
- The use of storytelling : to have a real presence on the social networks, for example on instagram with the story of Bubble. The goal is to attract people and create an emotion, engagement by visuals.
- There is a true message behind this action : we can catch the attention of people who doesn't like partying. - Social networks are media to have our target.
- The fact that Antwerp is a cosmopolitan city with international students such as our team
- Flandria doesn't have an Instagram account, an other good point for a marketing campaign on social media

WEAKNESSES

- To reach the audience that we want.
- To distinguish ourselves from the other marketings campaigns because they are numerous on the environment field.
- To not seems serious and credible by the collaboration between the organisation of a party and environmental causes.
- Tickets prices can be a weakness.
- The fact that students are our target can be an obstacle to pay.

OPPORTUNITIES

- News topic, today, more and more organization talk about environment, as on social media.
- This cause gathers a community, people are active for it, not unresponsive.
- Students groups
- The changement of state of mind : people know about environmentals issues now, it's not a surprise anymore.
- The oceans pollution concern everybody, it's an international problem.
- Social networks are an opportunity to themselves, our target is more present on these networks.
- The Oceans Clean up is known, they already have a reputation.
- Flandria doesn't have an Instagram account, an other good point for a marketing campaign on social medi

THREATS

- Competitor : it's a city where there is a lot of move, so there are many parties, pubs, night clubs as competitors.
- The fact that there are other organisations who fight against environmental issues as 'competitors'

4 Ps IN OUR STRATEGY

We have divided our 4 Ps into 3 groups in order to analyze them individually: students, organization and company.

| **STUDENTS**	**PRODUCT** we sell to students is a ticket for a boat trip; **PRICE** of mentioned ticket is 17 euros, **PLACE** where they can adquire them is on the website of flandria and we promote tickets through our website and in our different social networks.
THE OCEAN CLEANUP	We are offering a service to the organization which we do not have any remuneration, we promote said company through our website.
FLANDRIA	We are offering them a service which aims to raise their earnings by raising the number of clients. We promote the company through our website and through our social networks.
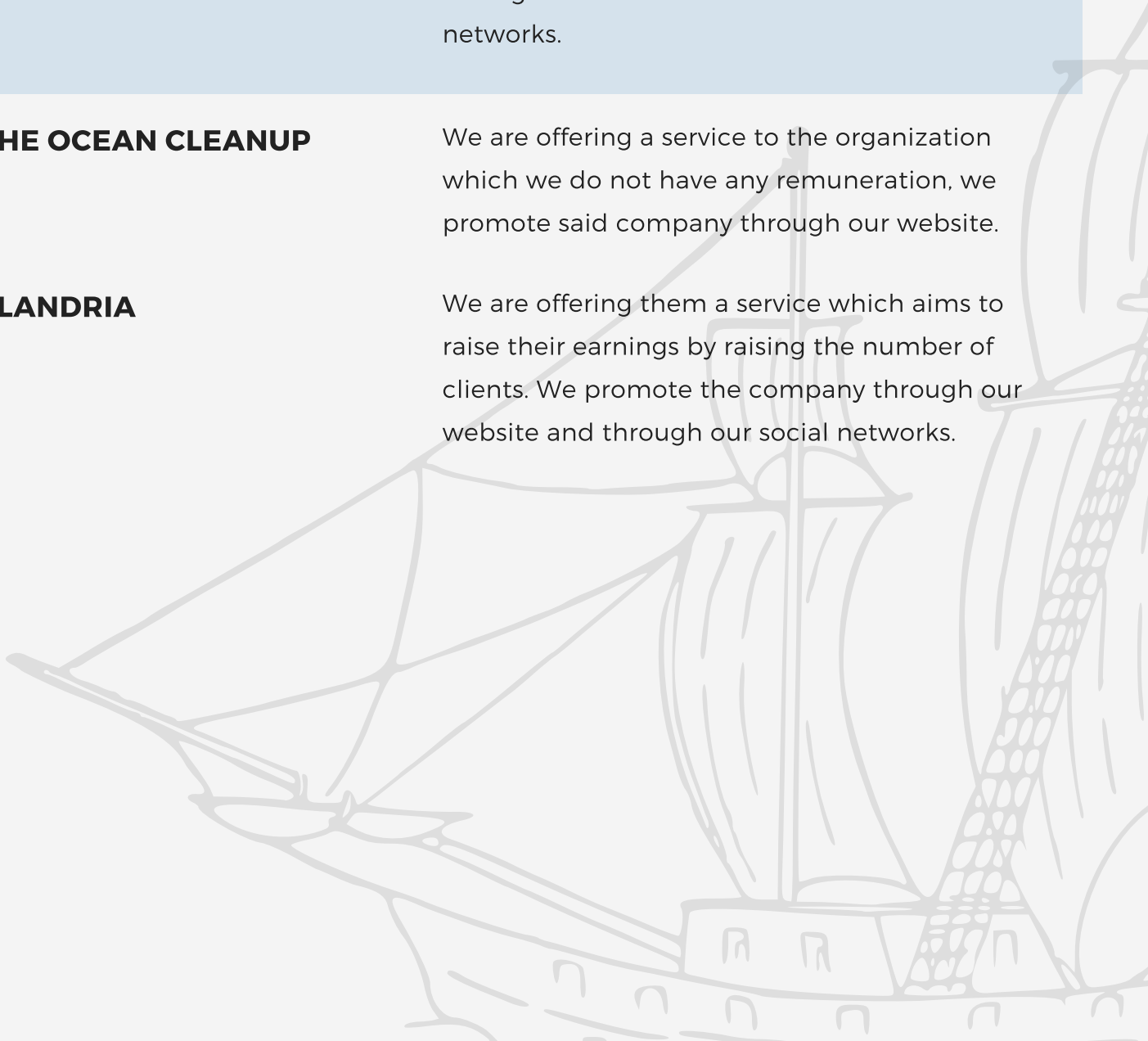
PROMOTION

The fourth fundamental element of marketing aims to serve two objectives . First, it informs the potential customers about the product, and second, it persuades them to buy the product.

We made an effort to create the promotion mix, which will perfectly fit our target audience and values of brands and companies we collaborate with.

To achieve our goal, we chose to create a storytelling campaign on Instagram. The idea was to publish a story of one fish, which suffers from ocean pollution. Its name is Bubble and it tries to address a very important message to people all around the world.

The story starts with happy moments from his childhood, stories of his grandparents about how clean ocean was at times before, how colourful and bright plants were and that it wasn't so hard to breathe. It continues with saying about how fast things changed, when was the first time Bubble saw plastic and how he lost his father and friends. Bubble was sure, all humans are bad and they only want to damage the ocean. One day it changed. It saw a lot of people who were cleaning the ocean and saving the lives of thousand fish around. It was a huge initiative and work of the non-profit organization called The Ocean CleanUp. Bubble ends its story with a message to all people that his home and their home is only in their hands and asks to support The Ocean CleanUp.

The second part of our campaign is a collaboration between The Ocean CleanUp and Flandria. In order to address and get more interest of our target audience - students and young people, we designed a promotion, which says the following : when you buy the 17€ ticket on a cruise, that will not only show the Port of Antwerp from another side, but create a great opportunity to try famous Belgian chocolate and beer, 2 € from each ticket go to the Ocean Clean up and the first beer is for free.
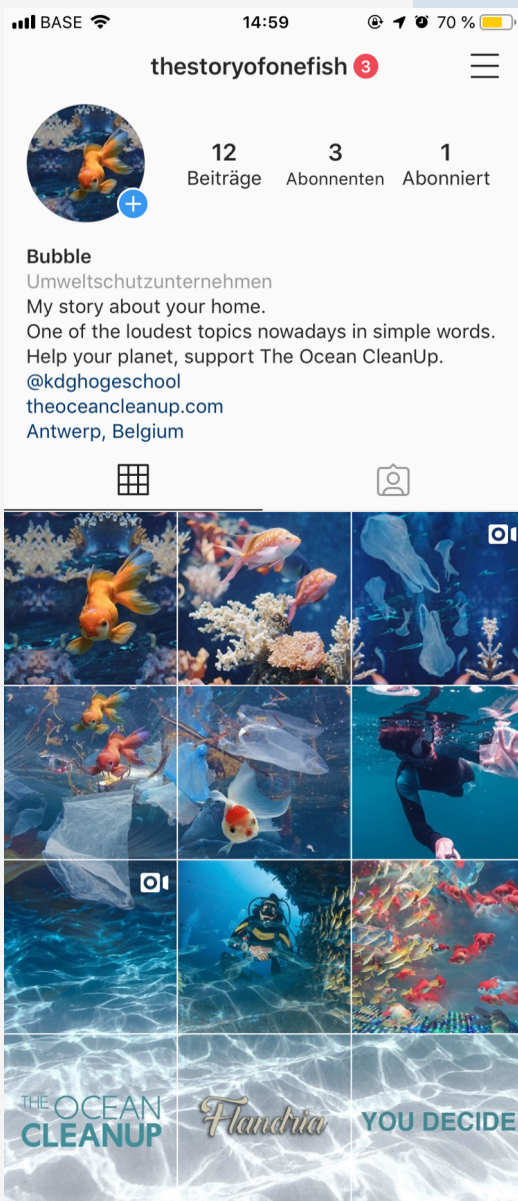
INSTAGRAM AS A BEST PLATFORM TO USE

FOR STUDENTS – GENERATION Z

As our target audience are students in Antwerp, first of all we have to pay attention to their age. And the fact, that most of them were born in 1996 and later, means that we have to deal with generation Z.
Let's take a look at them.

HOW TO WORK WITH OUR TARGET AUDIENCE?

Traditional marketing doesn't work for generation Z. We need to use new technology and different ways of storytelling. They prefer cool products and cool services, the most popular social network among them is Instagram. That's why we decided to concentrate on making a good campaign there.

Our idea was to tell about such an important topic as protection of the ocean in a very simple way of storytelling. Generation Z has an attention span of 8 seconds, that means that our campaign has to be brief and clear. After some analyses our decision was to make an Instagram page, but not the typical one with boring details of our company and slogans about the importance of environmental protection nowadays. Our idea was to tell a sad story of one fish, which was a victim of pollution of its home. Our main rule was "less is more",in order to prevent clickbait, that's why we didn't make too many posts and each of them is supposed to be short and clear.

WHY INSTAGRAM

We decided to use Instagram, because it's very easy to communicate with modern generation through the pictures and videos. Images can be posted with captions and hashtags to provide additional information, that is especially good for our main topic about environmental protection. This platform is mobile-friendly, easy to navigate and allows to communicate with other users without any barriers. Its multifunctionality, e.g. Instastories are perfect for storytelling and communication between people who share same interests.