

## CREATIVE BRIEF - FILM COMPETITION

<b>Client:</b> Conservation International	<b>Project Name:</b> Sustainable Seafood	<b>Date:</b> 08-Sep-2020
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### Challenge:

*What is the business challenge? Include details of the product / service we are selling plus our job.*

Three billion people rely on fish for their primary source of animal protein, but we are overfishing about half of all fisheries in the world. Climate change is causing oceans to heat up and acidify, shifting fish populations. This directly impacts the livelihoods of fishing communities when the source of their income shifts to another region.

We love our seafood – but how can we ensure that it continues to be featured in our dishes for many years to come?

Knowing how seafood is sourced – whether supply chains are sustainable, and fisheries are using sustainable fishing methods – can help ensure that the food we love will still be served on our tables.

Conservation International (CI) envisions healthy oceans benefiting all life on Earth in perpetuity. Building on more than a decade of experience working with businesses, governments, and communities, the Center for Oceans connects local action and global impact through sound strategies, alliances, learning outcomes and proven tools. Our fisheries and aquaculture experts are protecting biodiversity and improving community well-being by implementing solutions built on partnerships and ocean-to-plate investments.

The CI brand and the work we do is not immediately evident to the man-in-the-street. We want to create a film to raise awareness of the work CI does to support sustainable fishing and seafood and communicate our global work to a local audience. We need to establish the link between seafood security, ocean protection and sustainable fisheries. This brand awareness film should highlight CI's work in ocean conservation and how we work in seascapes. It aims to educate the audience on CI's work and draw the link between ocean conservation and the seafood on their plate.

**Target Audience:**

*Who are we talking to? Describe them succinctly in terms of demographics, job role, responsibilities etc.*

Individuals PMETs (25 to 35 years) – Passive People in Singapore and Hong Kong, male and female, with little or no knowledge on environmental issues.

This audience isn't actively contributing to make the change that will help our environment. They are unaware of the real issue around sustainability and food security and think it's just environmentalists making noise about non-existent issues.

**Insight:**

*What is the key thing / nugget that will act as the catalyst for the strategy and creative work?*

Seafood is the most globally traded commodity. The ocean is our core food system, and fish is the primary source of protein for three out of every seven people globally. Fishing is also an essential source of employment for millions of people. So when we buy fish from the supermarket, or order it at a restaurant, we need to be thinking about the people, as well as the places and the species, to ensure that we are making sustainable decisions and are supporting supply chains that protect the workers and support sustainable oceans.

**Strategy:**

*What is our plan of attack?*

This awareness campaign needs to use compelling, urgent and fact driven imagery to highlight CI's work in the region and how this supports seafood security for the individual. Make your passive target audience stop and take notice. They need to see the connection between ocean conservation and the seafood on their plate.

**Key Message:**

*What is the single most important thing we want to say? This is our promise to the customer.*

**CI works to protect oceans at scale to ensure sustainable practices for long-term seafood security.**

**SUPPORT TO THE BRIEF****Supporting Points and Messaging:**

*What do we have to back up the promise? These are our 'reasons to believe'.*

Conservation works best when it is at scale and engages various stakeholders from government, private and community to ensure impact of conservation success. To be successful, managing marine protected areas is a long-term commitment and CI has been successfully implementing programs for more than 12 years in ocean conservation.

CI's science, policy and partnership approach secures the balance of fisheries, consumers and the environment through innovative methods and community engagement.

By 2030, the oceans will need to supply approximately 230 million metric tons of seafood to meet the demands of a growing global population – nearly 100 million metric tons more than we consumed less than a decade ago – with a potential global shortfall of 62 million metric tons if fisheries and aquaculture are not managed more sustainably.

**Personality:**

*What would the brand be like as a person? Our characteristics, attitudes and tone of voice.*

- CI is optimistic and positive.
- CI believes in being innovative and collaborative with a global vision.
- CI has expertise and confidence to engage at every level from local communities to CEOs and governments. CI protects the nature that people around the world rely on for food, fresh water and livelihoods
- CI is a leader in developing cutting-edge research and tools that enable us to identify, value and protect natural capital.

**Specific Creative Deliverables:**

1. **A storyboard** saved in PDF  
*with an audio/video column (up to 150 words)*

*Please include one page in your storyboard PDF file for treatment notes to explain the execution of the film e.g. location, cast and costume with up to 2 images/illustrations as examples.*

2. **Written explanation** which includes:

- A short film title
- Explain the concept of the film (up to 300 words)
- Explain cultural/context information (up to 150 words)
- Additional notes of what happens in the storyboard (up to 150 words)

*The entire written explanation is to be typed into the online form when submitting your entry. DO NOT submit the written explanation as a separate file.*