

CREATIVE BRIEF - INTEGRATED COMPETITION

Client: Conservation International	Project Name: Sustainable Seafood	Date: 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.

Business is the engine that drives global economic growth. But what if companies – from small-scale farming co-ops to the world's largest corporations – were also conservation champions? We want to create an integrated awareness and partnerships campaign, directed at corporate decision makers, which makes the idea of partnering with CI on their sustainable seafood initiatives attractive. We want to get the message across that partnering with CI will help the world's companies take bold steps toward sustainability that benefit people, the planet and their bottom lines.

Target Audience:

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

C-Level decision makers based in Singapore & Hong Kong.

They are leaders of organizations that believe in sustainable business practices. They want to align their brand with conservation organizations that have proven success in this area. They seek to support partnerships that benefit the environment and the community as well as showcase their brand's sustainable goals.

Insight:

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

Our corporate engagements are historically long term, multi-year, bespoke partnerships.

Our corporate engagements enable businesses to undertake three critical steps:

Transform production

We work with companies to transform supply and sourcing practices to be more sustainable so that production creates benefits for people and nature.

Inspire and activate

We work with companies to broaden society's understanding of the value of protecting nature and to encourage support and engagement of conservation efforts.

Invest in nature

We work to inspire companies to invest in efforts to protect nature for the benefit of business and humanity.

How do we persuade these C-level decision makers to use their company's marketing/sponsorship budget with CI? What makes us stand out from the competition?

Strategy:

What is our plan of attack?

This integrated campaign needs to be compelling and distinguish CI as the leading organisation for corporations who really want to make change happen.

We want to highlight the scale of CI's work shining a spotlight on the role CI plays in creating a fair, safe and sustainable environment for all.

We need corporations to understand that CI works within and across sectors, in collaboration with companies and industry associations, to achieve large-scale impact with longevity.

Key Message:

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

CI partners with visionary businesses that value investing in conservation efforts to protect oceans at scale, ensuring 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.

Agriculture and fisheries are big business. An estimated one in three of all global workers are employed in agricultural jobs, many of them small-scale farmers and fishermen who are vital to feeding the world. In Asia and sub-Saharan Africa, small farms produce up to 80% of the total food supply.

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

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
- Driven by science

Specific Creative Deliverables:**1. PDF presentation** (up to 5 slides) which shows:

- Clear strategy on the brand campaign for CI in relation to ocean conservation and seafood security.
- Examples/visuals of your campaign activations both digital and offline.

2. Written explanation which includes:

- Title of Entry - A short campaign title (up to 10 words)
- Campaign summary (up to 150 words)
- Creative insight (up to 150 words)
- Solution - The platforms, technology and tools used and why? (up to 150 words)
- How does it work? - How will the integrated solution help answer the brief and solve the problem faced by the client (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.