

# MAKE OUR KIDS' LIVING ENVIRONMENT BETTER OFF

## **PROBLEM:**

The consequences of plastic pollution are being neglected as people think dumping plastic waste into the sea does not affect themselves. This fallacious view leads to the life-long habit of littering because it is “convenient” to do so, and overshadows the notion that the environment is in danger because of those behaviors.

## **CHALLENGE:**

How to create a social movement that could alter target audiences' perceptions and behaviors towards plastic pollution, especially when they have been deeply sunk in the aforementioned “convenience” mindset?

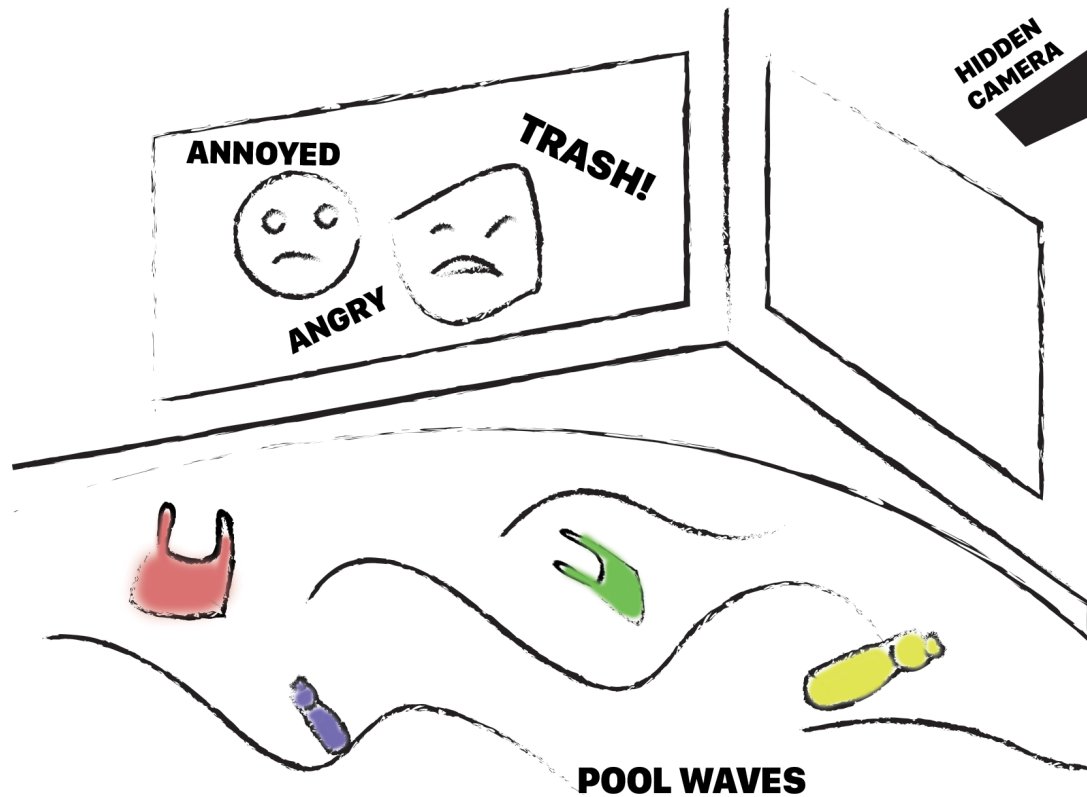
## **CREATIVE INSIGHTS:**

- These two types of target audience have one largest thing in common: the association with kids. Most family tourists who visit the beach have kids tag along. Coastal locals, especially women who sell souvenirs or seafood, often form a close connection with their children as they help each other in both in-house activities and work-related ones.
- Parents act rationally when it comes to matters that shape the development of their children.
- In the long run, kids are those who really bear the consequences from the actions of the adults.

# OUR IDEA

- Our goal is to get the adults **aware of the severe effect** that plastic pollution can have **ON CHILDREN**. Thus, we encourage them to take part in the movement to protect not only their beloved child but also the future generation.
- Key message: *“By eliminating plastic pollution, you can make your children’s playing, eating, learning, and growing environment better off.”*
- We use five different but interdependent channels across the life span of this campaign, starting from a publicity stunt to raise awareness and ending with a permanent website that could pass on the message to our descendants.

# 1. PUBLICITY STUNT



The idea is to partner with Dam Sen Waterpark to turn its wave pool into a model of plastic-polluted beach by putting in it an amount of plastic like bottles and nylon bags. Hidden cameras will record the reactions of people who feel annoyed, then show them on the big screen at the center of the waterpark, along side with pictures & videos of animals living around the sea or people from the coastal zone who suffered from the same situation. The similarity portrayed will prompt people to become aware of the current polluted state the sea is facing. The stunt ends with the message ***“make our kids’ playing environment better off”***, as beaches is one of the most popular destinations that breaths the vibe to children.

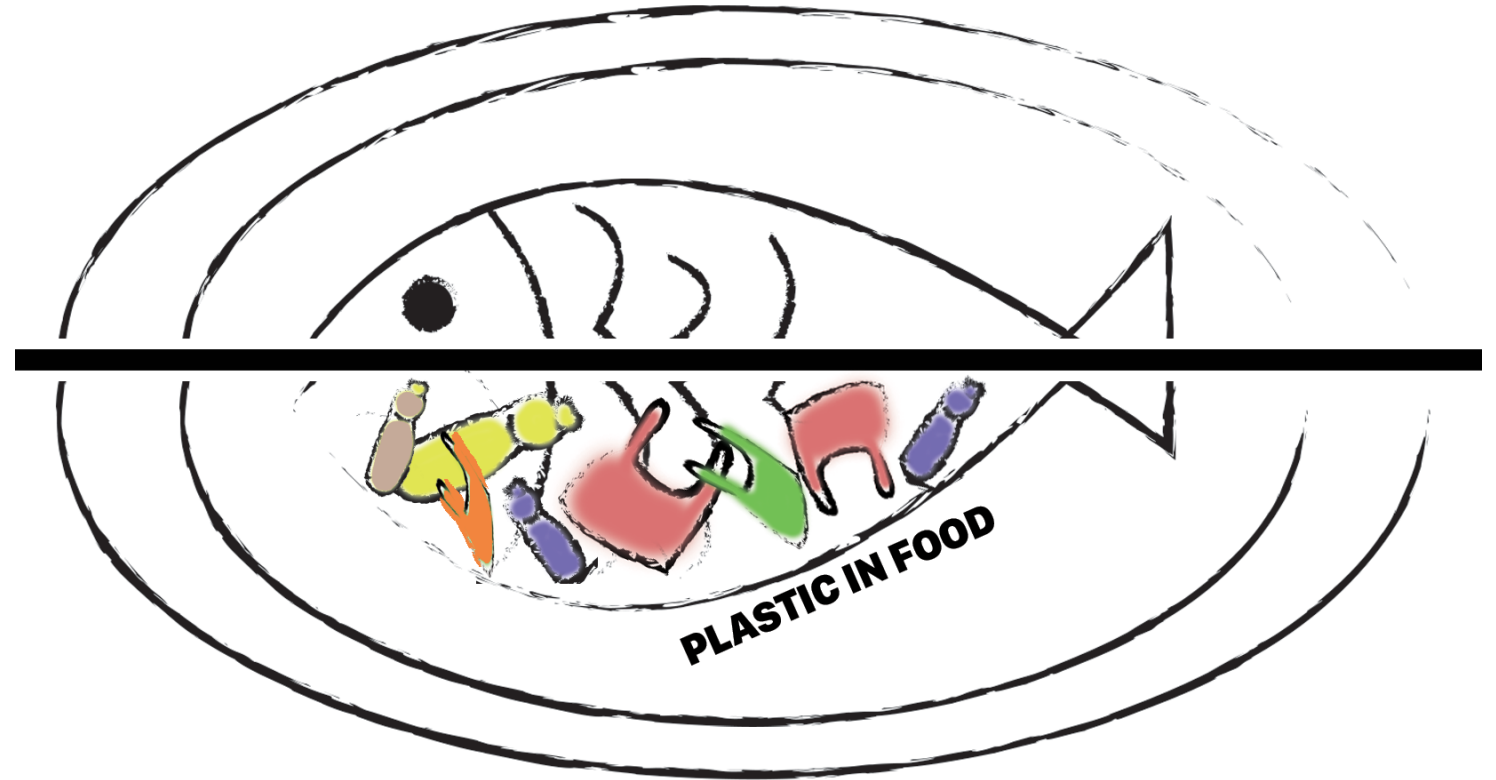
We choose Dam Sen Waterpark as it is known for its wide and effective exposure to various types of guests, including those from coastal areas who are on a trip to Ho Chi Minh City, and Ho Chi Minh - residents who plan to visit the beach.

## 2. SOCIAL MEDIA

The video recording the publicity stunt will be posted on social media to attract online users to the movement.

We will focus the content of other posts on plastic problems related to food to illustrate the second part *“make our kids’ eating environment better off.”*

**WHAT WE SEE**

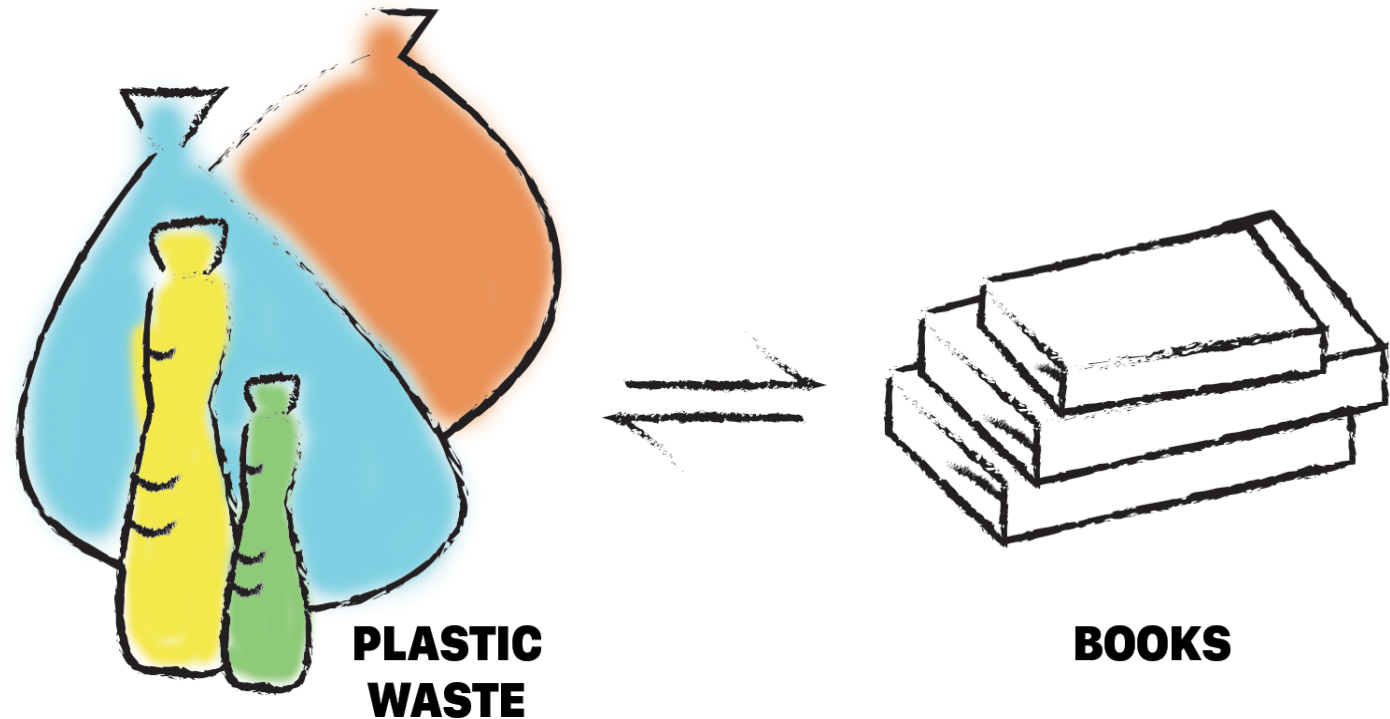


**WHAT WE CAN'T SEE**

# 3. EVENT - TRADE PLASTIC FOR BOOKS

Serves as the main channel of our campaign, *Trade plastic for books* act as the mean to convey our third part of the message, ***“make our kids’ learning environment better off”***.

- Through social media, we will encourage people to donate books/ textbooks for the good cause of this event.
- Through radio and local governments, communities living along Viet Nam's coastline will be notified about the opportunity to store, keep and trade their plastic waste for books.

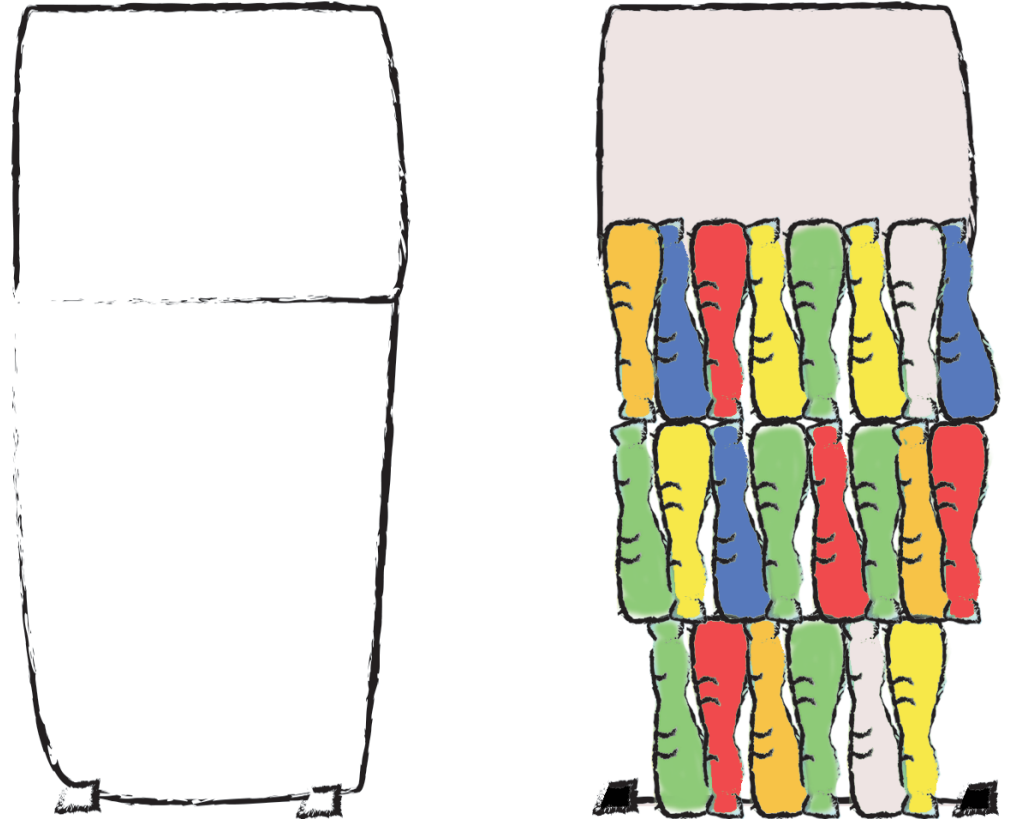


# 4. OUTDOOR - PLASTIC TRASH CANS

Delivers the final part of the message: *“To make our kids’ growing environment better off”*.

The plastic collected from the event will be modified into well-crafted plastic trash cans put along the seashores of Vietnam to catch the eyes of tourists at those destination and prompt them to take action by putting plastic waste in those bins for recycling purposes.

By using the image of plastic trash cans, we also want to demonstrate an alternative of dumping plastic waste into the sea, which is developing the habit of collecting and turning it into DIY products.



# 5. MICROSITE

- Acts as the channel that summarizes all aspects of the campaign.
- Conveys the message of preserving the ocean from plastic pollution in the long-run.
- Displays key information:
  - ❑ The country's current situation of plastic pollution → To make people aware of the danger.
  - ❑ The updating success of the campaign → To let people who participated view their influence.
    - Heat map that pins cities which have its citizen participate in the campaign.
    - Numbers of bottles/ plastic pieces put into trash cans.
    - Numbers of plastic trash cans made.
    - Shares of viral video on social media.
    - Successful individuals (who actively participate in the campaign)
- Link for donation → To attract funding from individual donors, companies and partnerships which can be used as monetary resources to serve the finding of a permanent scientific solution for the problem.

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## PROBLEM

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## CREATIVE INSIGHTS

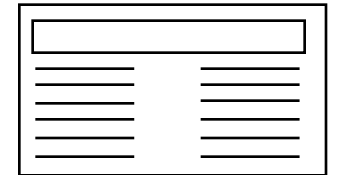
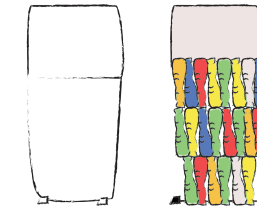
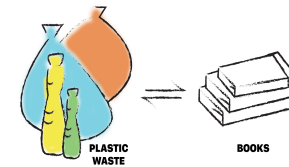
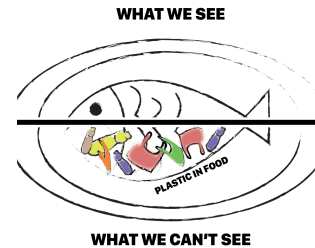
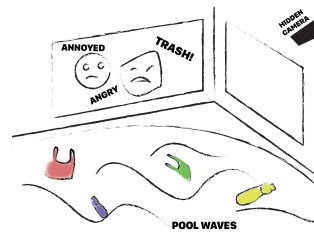
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## EXECUTION



### 1. PUBLICITY STUNT “Make our kids’ playing environment better off”

Turn Dam Sen waterpark into a model of polluted sea. Record the annoyed reactions of people and show them on the big screen alongside with pictures of animals/ locals who suffer from the same situation.

### 2. SOCIAL MEDIA “Make our kids’ eating environment better off”

Post the video of publicity stunt on social media along with other posts regarding the problem of plastic in food.

### 3. EVENT - TRADE PLASTIC FOR BOOKS: “Make our kids’ learning environment better off”

Execute the event through which local communities living along Viet Nam's coastline can exchange their plastic waste for books.

### 4. OUTDOOR - PLASTIC TRASH CANS: “Make our kids’ growing environment better off”.

Put trash can created from the plastic collected along the shores to stir awareness of tourists and suggest recycling tips.

### 5. MICROSITE

Summarize all aspects of the campaign, conveying the message and foster donation.