

CAMPAIGN PLAN

From Ocean to Plate
(Working title)

Objectives

Primary Objective:

To raise awareness of overfishing and marine ecosystem health, and to encourage positive behavioural and action in consumer habits and voting/lobbying behaviour.

Secondary Objective:

To engage business leaders and decision-makers in recognising their role in protecting marine ecosystems and supporting systemic change.

Outcomes

1. X number of downloads of the *Ocean-Friendly Choices Guide*, driving sign ups to our email list.
2. X number of views on long form blog content.
3. X% increase in engagement across Instagram and LinkedIn.

Key Insights

- Many people care about ocean health but feel overwhelmed by conflicting information.
- Guilt-based messaging leads to disengagement rather than behaviour change.
- People are more likely to act when they feel informed, supported, and part of a collective effort.
- Business leaders respond to evidence framed around risk, opportunity, and long-term stability.

Audience

Primary Audience

- General public
- Environmentally concerned but time-poor and often financially restricted
- Interested in sustainability but unsure how to act effectively

Secondary Audience (LinkedIn Focus)

Business leaders

- Policy influencers
- Senior decision-makers in food, retail, finance, and related industries

Tone of Voice

Healthy oceans are possible and everyone has a role to play in protecting them.

- Positive and constructive
- Calm and informative
- Empowering, not judgemental
- Credible without being academic

CAMPAIGN STRATEGY

Overview

This 4 week campaign is centred around a central asset- the **Ocean-Friendly Choices Guide**. This is a downloadable PDF infographic, acting as a lead magnet for our email list and providing a highly accessible guide to making individual impact. This will be primarily promoted during weeks 2-4.

- This will be supported by:
 - **SEO-optimised blog posts** as long form educational content.
 - **Instagram** carousels, reels and stories to drive public engagement.
 - **LinkedIn** posts to reach business leaders with decision making powers.
 - **Email marketing** which focuses on the role of individuals in affecting change.

Channel Objectives

- *Website/Blog*- Educate and inform; direct readers to the *Ocean-Friendly Choices Guide*.
- *Email*- Focus on quick wins for individual impact.
- *Instagram*- Build emotional connection and accessible understanding; drive traffic to *Ocean-Friendly Choices Guide*, encourage engagement to further reach.
- *LinkedIn*- Reframe content for business leaders with decision making powers and means for financial investment.

Weekly Campaign Themes

Week 1- Why the Ocean Matters

Objective: Build awareness and emotional connection.

Theme: The ocean as a living system that supports life, livelihoods, and climate stability.

Week 2- Our Relationship with the Sea

Objective: Make the issue personal without blame

Theme: Overfishing is a systemic issue concerning many stakeholders with profound consequences for future global food security and health of marine ecosystems.

Week 3- Better Choices, Better Seas

Objective: Encourage behaviour change and individual action.

Theme: Informed choices and individual voices can make a difference.

Week 4- Making Change Happen

Objective: Inspire hope and educate on how to make positive choices.

Theme: Recovery is possible when people, business, and policy align

Please see content plan for specific posting schedule.