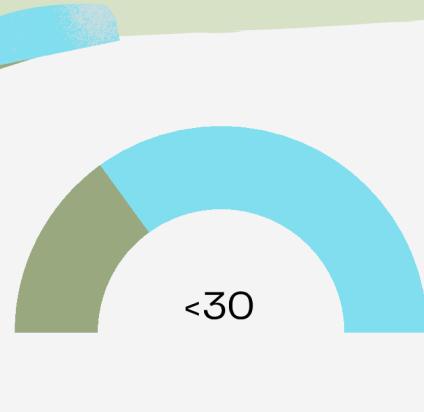
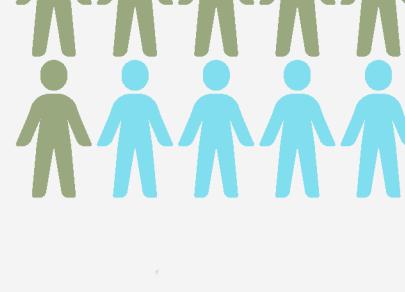


Save the Ocean Foundation

A breakdown of our client's information and what we observed.

CURRENT DONORS

Save the Ocean Foundation (SOF) is a successful and established organization with a timeline of proven results. Their finances are stable, but rely on a small collection of older donors.



TARGET AUDIENCE

SOF seeks an audience of younger donors, specifically those under the age of 30. They have determined a solution to this is an awareness campaign to "re-energize" the brand.

Explicit Client Needs

- Avoid "too radical" views
- Target younger audiences
 - "attract a new wave of supporters"
- Retain preferred brand message/credibility
- Generate "real results" to appease board members



Hidden Needs

- Don't neglect current projects
- Turn younger potential audience into recurring donors like the existing audience
- Find a balance of factors that benefit board members while attracting younger audiences



The Real Challenge

The client needs more than just a new campaign. Rather, they need something both attractive to their target audience and supported by concrete data for their higher ups, all while not overwhelming staff.

NEXT STEPS

- Determine what might be found as "too radical"
- Review existing research for use in a new campaign.
- Prepare materials for review by board members to ensure it meets their vision.

