MARINE ANIMAL EXTINCTION IN GREECE: A CAMPAIGN FROM MY PLANET.

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CN 4500 A1
Fall Semester 2018
10/12/2018

Table of Contents:

- Brand Overview……..3
- Competitors……...6
- Brand Positioning……7
- Strategy……8
- Objectives…….....10
- Target Audience……11
- Main Communication Message……..14
- Tone of Voice, Style & Language……15
- Touch Points - Social Media - Web Strategy……16
- Executions……22
- TV Advertisements……...23
- Print Advertisements……..…28
- Radio Advertisements……..32
- Synergy & Consistency……37
- Appendices……..……39
- References……42

Brand Overview

- My Planet is a detergent company created in 2009 that produces only environmental friendly detergents. My planet detergents belong to the Rolco company that focuses mainly to the production of detergents ("Rolco", 2018).

- The company was created in 1948 in Mosxato and it considered the biggest Greek detergent company ("Rolco", 2018).

- Rolco produces products for My Planet, Essex, Roli, Rol, Baby Planet, Bionol Professional, White Glo, Acti-Fresh and Clean, and TACT Beauty Care ("Rolco", 2018).


50
NO NITRO MUSKS
0 %
phosphates
colorants
EDTA acid
My planet
Refill
+50%
NO ALLER GENS
0 %
Baby planet

Brand Overview

- Philosophy: provide consumers detergents that are safe for both the environment and house ("myPlanet", 2018).
- The brand has built its name for around the fact that My Planet detergents do not have any harmful chemicals and substances like EDTA and nitro-musks, and that is an environmental friendly brand ("myPlanet", 2018).
- The brand also educates consumers to save energy through electrical devices, such as washing machine or dishwasher (devices that have an impact on the environment) ("Creating Attitudes – myPlanet", 2018).



Competitors

- Social responsibility: was embedded in the philosophy of the brand and this why makes the brand different from all competitors ("Company Commitment – myPlanet", 2018).

- Competitors : In Greece there are no direct competitors for My Planet, but only indirect competitors like regular detergents such as Ariel, Skip, Dixan, OMO, and Neo Mat. . The fact that in the Greek market there are no competitors that provide environmental friendly detergents, this gave the opportunity to the brand to highlight this fact and be easily remembered.

- When the product My Planet was introduced in the Greek market had to fight its way in on the market because of detergents where more expensive compering to the regular detergents.

- The brand tried to build attitudes and educate consumers on the benefits of the product for both the environment and health ("Company Commitment – myPlanet", 2018).

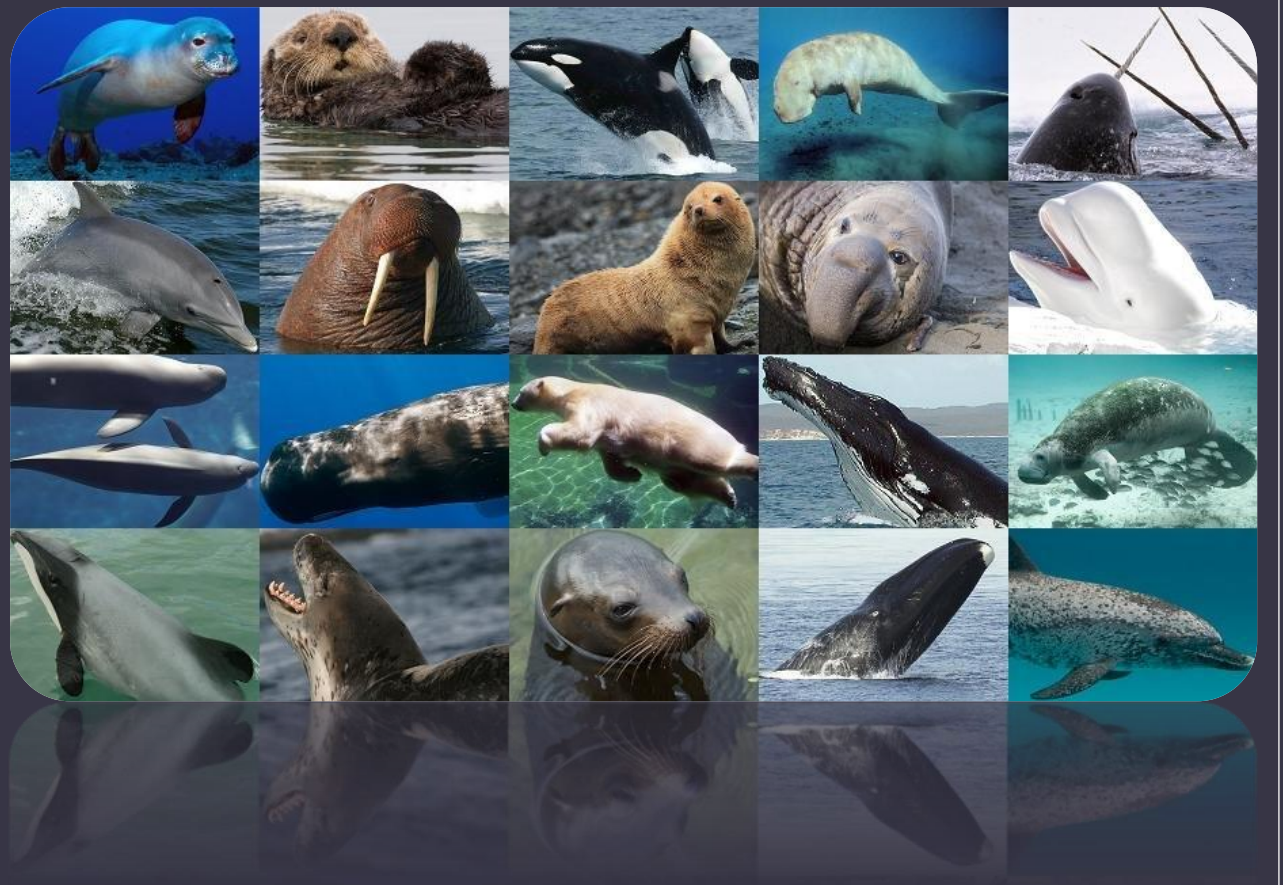
Brand Positioning

The My Planet deetergents is the only brand in the Greek market that is devoted for the protection of the environment and aims to build environmental friendly behaviours and attitudes. All of their detergents are very effective, like regular detergents, but without using any chemicals that are harmful for the house or environment.



Strategy

Since My Planet is an environmentally friendly brand, this campaign will be devoted to the protection of marine species who are facing extinction in Greece. The planet is facing a crisis (WWF & Zoological Society of London, 2018). Human actions are destroying, polluting, affecting animals, ecosystems, biodiversity, and natural resources (WWF & Zoological Society of London, 2018). It is estimated that 60% of the animal species are declining globally (WWF & Zoological Society of London, 2018).



Strategy

- Because My Planet is brand who uses the elements of water strongly in their campaigns, this campaign focuses only to the endangered ocean animals. The Marine Mammal Protection Act was created in 1972 (US Commission Ocean Policy, 2004). This act is devoted to the protections of all marine lives for animals that are facing extinction (US Commission Ocean Policy, 2004).
- In Greece the marine species that are facing extinction are the monk seals, carreta carreta turtle, and dolphins (Marine Mammals, 2018). Marine species are mostly threatened by captivity, chemical pollution, garbage pollution, entanglement in fishing gear, and degradation of their natural habitat (US Commission Ocean Policy, 2004).

Objectives

- Create a strong association between the negative effects for the environment and children.

- Differentiate My Planet from competitors by highlighting the fact that My Planet is the only detergent is the Greek market that is devoted to the protection of the environment.
- Sensitize mothers about animal extinction on marine species and make them change their negative attitudes towards the environment by using the My Planet detergents..
- Create an emotional connection with mothers through children, that will trigger emotions of love, care, and hope.

Target Audience:

- This campaign in targeting mothers who live in Attiki, Athens and want what is best for their kids and to raise them in a better future. More specifically this campaign is targeting mothers who work and have small kids from the age of 3 until 9. The reason why this campaign is targeting mothers with small children is because mothers are more emotional and sensitive towards their kids at this period (Taylor, Atkins, Kumar, Adams & Glover, 2005). Moreover, this campaign is referring to educated mothers in the middle class who have the means to afford the detergents and are educated about the environmental problems that the planet is facing. If the desired target audience is not aware of the environmental issues it would be very difficult to catch their attentions and create an emotional connection with the brand.







Target Audience:

- As Bowlby stated the love of a mother during childhood is so important for the mental and physical health of the mother and the child (Taylor, Atkins, Kumar, Adams & Glover, 2005), All mothers want to raise their children in a better future and offer them the means to grow up healthy and strong (The World Health Report, 2005).
- Motherhood is a strong term that can be described as love, care, and affection (Salmon & Shackelford, 2011). Since mothers are devoted to the upbringing of the children they are always willing to do whatever it takes to raise them in healthy and loving environment (Taylor, Atkins, Kumar, Adams & Glover, 2005).

Target Audience:

- One of the first priorities of a mother is to make the best and respective choices that will set good examples that their children can imitate and become better (Salmon & Shackelford, 2011). Another factor is that mother are always willing to invest in everything that might contribute to the "perfect" upbringing of her child. Moreover, mother want to protect their kids from horror and fear that might fail or do not do enough for their child ("A mother's love: 'Fearful of failing to keep her alive'", 2018). For all these reasons, My Planet is targeting mothers who want to do whatever it takes and set a good example for the kids and protect their environment.







Main Communication Message

It can be more than just the dream of your kid… My Planet the only detergent that protects the environment.



Tone of Voice, Style & Language

- The tone of voice and style of this campaign will be friendly, innocent, emotional, and calm. Since the target audience of this campaign is mothers who are willing to do whatever it takes to raise their kids in a better future, the ads must appear as a guide and a helper right next to side of the mothers. Finally, the language of the campaign will be simple, cute, and friendly.

Touch Points - Social Media - Web Strategy

- Create 2 print ads and a posters that each ad will focus on a different marine animal that is facing extinction in Greece, like the carreta carreta turtle, dolphins, and seals. The two print ads will be placed in magazines (print and online) that refer to mothers, like Mommy and the mamagers. The posters will be placed in different parts of Attiki like bus stations, parks, and billboards close to primary and kindergarten schools. Moreover, the poster and print ads will be uploaded on the Facebook and Instagram accounts of the brand.

- 3 different TV spots that will aired after school finishes (2:00-4:00) and from 8:00 until 10:00 so that the target audience (mothers) are exposed to the campaign.

- 3 radio advertisements that will be aired before mothers drop off their kids to school (7:00 – 8:30) and after they pick up their kids from school (2:00-4:00). This will ensure that the campaign will reach its desired target audience.

Touch Points - Social Media - Web Strategy

- ***Guerilla event 1:*** Bushes on the shape of seals, turtles, and dolphins will be placed on famous parks in Athens like Attiko Alsos, National Garden, and Goudi Park. These parks where chosen because it is a popular destination for mothers. Moreover, right next to the bushes there will be a small sign that states the current population of the animal or how human actions affect the animal, together with the logo of the brand and the main message.
- ***Guerilla event 2:*** Posters above the chairs inside the metro stations of Syntagma, Monastiraki, and Evangelismo. The posters will say "It can be more than just the dream of your kid… My Planet the only detergent that protects the environment, " and below the poster they will have stickers of the marine animals that face extinction in Greece (dolphins, turtles, and seals) on the chairs.

Touch Points - Social Media - Web Strategy

- The Facebook and Instagram team will keep posting article and videos for the protection of the marine species together with small facts on what people can do to protect the environment.
- Create blog posts that will describe mothers need to take care of the environment and offer them a solution, which is the detergents My Planet.
- The people responsible for the social media accounts will upload short videos of how the detergents work and the reasons why they do not have any negative impact on the environment.

Touch Points - Social Media - Web Strategy

- The social media team will keep posting talks from TEDx on that discuss several environmental issues and the impact of human actions. With this way mothers the brand can educate and increase awareness on how human actions affect the environment of their kids.
- Upload on social media poems and songs that talk about love and care, so that the brand can underline and emphasize the aspect of taking care your kid and environment. The campaign aims to create emotional association between the fact that by taking care of the environment and animals, mothers can offer to their kids a better future.

Touch Points - Social Media - Web Strategy

Application: Fill Syntagma, Monastiraki, the Mall of Athens, and Katraki square in Glyfada with stickers that will have quotes and facts about marine animal extinction and environmental problems. Moreover, the sign will also inform people how the application works and that if the participate they will win prices. Then the users of the app will have to take pictures of the all the quotes that they have found. Moreover, every time that a picture is uploaded a short video or article will appear that will further explain the issue together with tips on how to minimize the effects. Finally, users that upload more than 10 pictures on the application will win a discount for the products My Planet.



Touch Points - Social Media - Web Strategy

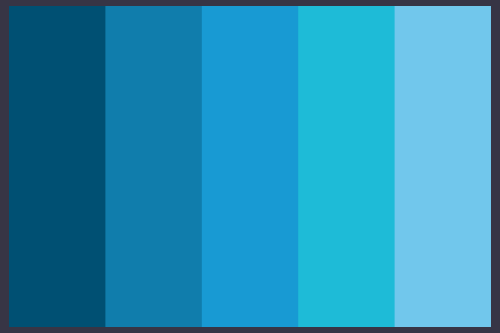
- Create a social media ad that will explain how the application works and what is the winning price. The ad will state at the end "Share love. Save the planet… it can be more than just a dream of your kid. My Planet the only detergent that protects the environment." With this way the brand will encourage the desired target audience to share the video and spread word of mouth about the application. Since mothers are willing to do whatever it takes to raise the kids in a better world, the company will heavily rely on their cooperation to share content.

Executions

- 3 TV spots
- 3 posters
- 3 radio commercials

All executions will use elements of water, the blue color, and children. This is because the target audience of this campaign are mothers with children (3 to 9 years old).







TV Advertisements

- All ads use the element of water, blue colour, marine animals, logo of the brand, main message, and kids.

- All 3 ads try to aim on same emotions such as love, caring, cuteness, and playing.



Duration of first ad is 30-40 seconds.

Visual Elements	Audio Elements
15 children on a theater stage dressed as animals (5 children dressed as dolphins, 5 as turtles, and 5 as seals), while trashes like bottles, straws, cans, and boxes, are hanging from the celling of the stage.	Sound effects of waves during the whole duration of the ad accompanied with a calm music. Sound effects of a crowed inside the theater.
Long shots and close-ups on the crowed, where we see proud parents looking at their kids with affection.	Music and waves on the background. Sound effect of people saying shhh… (that it indicates that the performance is about to start).
Close-ups on kids acting and dancing while they look on the trashes confused, frightened, and intimidated.	Music and waves on the background.
The trashes are coming down closer to the kids and they start touching the trashes with big wide eyes while looking amazed. They start talking but the audience can hear what they say.	Music changes to a more dramatic one.
Then kids align all together on the front of the stage and they look directly into the parents and camera, and they simultaneously talk.	The level of music and waves on the background drops, so that the question is highlighted. The kids simultaneously say: "We wish that our environment was clean and that animals were happy…"
Then we have a close-up of the parents looking sad.	Sound effects of waves on the background. Music changes into a more intense pace.
Close ups of the kids looking sad and confused. Long shots of the kids on stage. The logo of the brand "My Planet" appears on the bottom right of the screen.	Intense music on the background and loud sound effects of waves. Voice over of a calm female voice that says: "It is on your hands to protect your kid and environment from all kinds of harm." Take action. Change habits. It can be more than just the dream of your kid. My Planet the only detergent that protects the environment."

Duration of second ad 20 to 25 seconds

Visual Elements	Audio Elements
Long shot of cartoon toy animals in the sea.	Peaceful music on the background accompanied with sound effects of waves.
Close-up to animals.	Music and waves on the background.
Close-ups on toy animals that start talking to each other.	Music and waves on the background. Dolphin: Our planet is so beautiful, and clean... Seal: the clean water and air that touch my skin make me feel so happy.
Animals keep talking to each other.	Music and waves on the background. Turtle: we are so lucky that we get to swim and travel everywhere… Seal: …with nothing to be afraid of…
Then we transition to the scene of 2 kids (boy 5, girl 6) playing with their toy animals and the audience realize that everything that followed before was in the kids' imagination. The kids continue to play with their animals while they start talking.	Music on the background. Kids keep playing and say: Dolphin: … we can play, love, and enjoy every little moment. Turtle: I love my planet!
Kids continue to play on the background while laughing and enjoying their game. While the female voice is talking the logo of My Planet appears on the bottom right on the screen.	Music on the background. Female voice over: "It can be more than just the dream of your kid… My Planet the only detergent that protects the environment"

Duration of third ad is 15 to 20 seconds.

Visual Elements	Audio Elements
4 kids (2 girls / 2 boys) running and playing in the beach while wearing blue jeans and white t-shirts that say, "Love and Respect our Environment." The age of the kids are from 7 to 9.	Happy music on the background and sound effects of waves and sea birds. Sound effects of children laughing.
Close-ups on kids that pick up small branches of trees from the sand.	Music and waves on the background. Sound effects of footsteps on sand and of kids laughing and picking up branches.
Long shot from above where all 4 kids start drawing in the sand (without seeing what).	Music, sea birds, and waves on the background.
Close-up on the drawing of each kid. We see that the girl 1 draw a fish, girl 2 a dolphin, boy 1 a turtle, and boy 2 a seal.	Music, sea birds, and waves on the background.
Extreme long shot from above where all the kids look directly into the camera and talk all together.	Only music on the background. All kids state the following phrase simultaneously: Please protect our environment and animals.
Finally, the logo of the brand appears on the right bottom of the screen.	Music continuous. Female voice saying: "It can be more than just the dream of your kid… My Planet the only detergent that protects the environment."

Storyboard:



Happy music on the background and sound effects of waves and sea birds.
Sound effects of children laughing.



Music, sound effects of sea birds, and waves on the background.
Sound effects of footsteps on sand and of kids laughing while picking up branches.



Music, sea birds, kids lauginh and talking, and waves on the background.



Music, sea birds, and waves on the background.



Only music on the background.
Kids saying simultaneously:
Please protect our environment and animals.

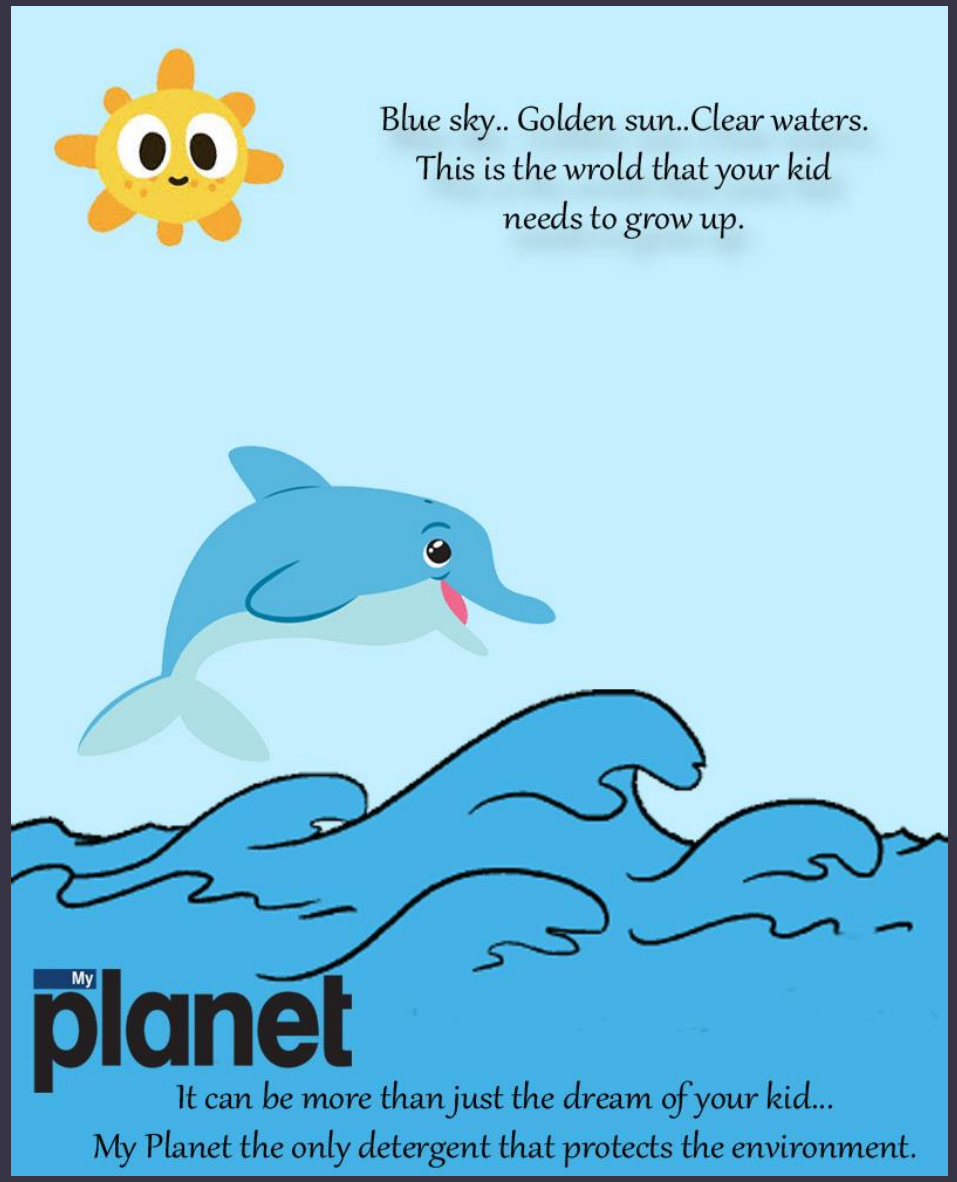


Music continuous.
Female voice saying:
"It can be more than just the dream of your kid… My Planet the only detergent that protects the environment."

Print Advertisements

- All the print ads use the elements of the water and blue colour.
- All of the posters are cartoon animated so that it catches the attention of the mothers and the kids.
- Cartoons draw the attention of kids and mothers because from the age of 3 until 9 kids watch a lot of cartoons together with their parents. So, the animated print and poster advertisements will catch the attention of the mothers.
- All three posters use the phrase "It can be more than just the dream of your kid… My Planet the only detergent that protects the environment."
- Consistency: all three posters use the same logo of the brand, the sun, and the fond for the message.
- There is also consistency and synergy with the storytelling element that aims to target emotions of love, cuteness, and caring.

This is the poster that will be placed on several bus stations near primary and kindergartens schools. This is because it will help the message of the campaign to reach the desired audience



This is the first print ad that will be placed on print and online magazines that addressing mothers. On the print magazines the ads will be places as a double pages ad. This is because the two pages ad will draw the attention of the mothers more easily.

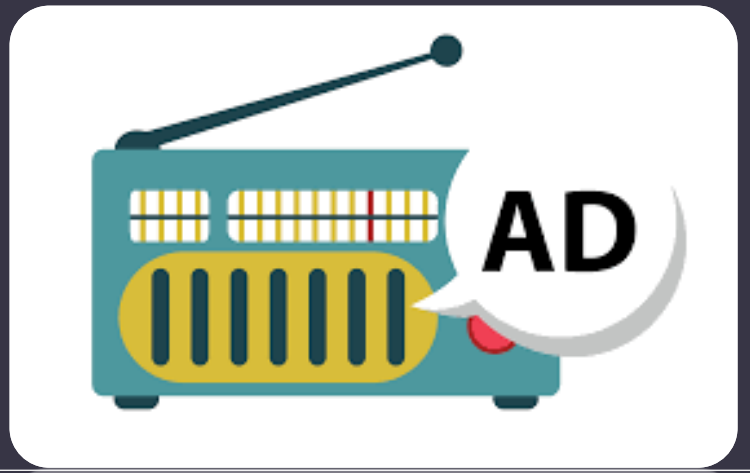


This is the second print ad that again will be placed on magazines that refer to mother as two pages ad and online.



Radio Advertisements

- The duration of all three radio ads will be from 20 to 30 seconds.
- All three ads will use the voice of children both male and female with the same narrative music. The ad will use the voices of kids to better and easily catch the attention of mothers who get exposed to the ads. The tone of voice and style of the ads will be a kid that reads a fairytale.
- The announcement of the main message at the end of each radio ad will use the calm and friendly voice of the same female.



Duration of second radio ad is 20 to 30 seconds.

Instructions	Script
Female voice of a little boy reading the script as a fairytale. Calm narrative music with the	Once upon a time there was a happy dolphin living in the Mediterranean Sea.
Waves and music continuous. Sound effect of a dolphin "speaking"	She was so friendly, so sweet And she loved to sing.
Shift to a melodramatic music.	But one day she became so sad.
Music continuous.	Colorful trashes everywhere, and the water tasted so bitter.
Music continuous. Sound effects of dolphins and bubble underwater.	She was so alone she didn't know what to do. She was suffocating in world unknown to her.
Music continuous.	She only had one wish for someone to help her and protect her.
Music continuous. The main message of the campaign is announced by a female friendly voice of an adult.	It is in your hands to protect your environment and kids. "It can be more than just the dream of your kid… My Planet the only detergent that protects the environment."

Duration of second radio ad is 20 to 30 seconds.

Instructions	Script
Voice of a female children. Tone of voice is narrative, like reading a fairytale. Narrative music on the background. Sound effects of waves.	Once upon a time there was sea so clear that you could count every small little fish on the bottom.
Music continuous.	The corals where so bright and colorful and the sand was so shiny, it looked like gold.
Music contentious. Sound effect of a rock being thrown in water.	The rocks so big and clean that you could not stop staring at them.
Music continuous.	But now the sea is brown, and the fish are gone. The corals are grey, and the sand is drowned.
Music continuous.	But there is hope, I know there is. It starts with us… Please help the sea, help the planet.
Music continuous. The voice changes to a female calm and friendly voice of an adult woman.	"It can be more than just the dream of your kid… My Planet the only detergent that protects the environment."

For the recording of the radio advertisement click on the following link: https://soundcloud.com/user-348832586/my-planet-radio-ad-artemisia-gioti/s-EjF4H

Duration of third radio ad is 20 to 30 seconds.

Instructions	Script
Female voice of a little girl with narrative tone of voice. Narrative music on the background with wave sound effects.	Once upon a time all sea animals became so sad. No smiley faces, no laugh
Music continuous. The voice of the girl is sad.	Everything looked so grey and sad. I wish there was something that can be done.
Music continuous.	I know there is, I hope there is. It hides within us. It's called caring and loving.
Music continuous. The voice the little girl changes to a more positive tone. Sound effect of a child laughing.	Animals need our protection and love. Only then animals will smile again.
Music continuous. The voice changes to a female calm and friendly voice of an adult woman.	Help animals. Help the planet. "It can be more than just the dream of your kid… My Planet the only detergent that protects the environment."

Synergy & Consistency

- All the executions incorporate the element of marine animals, water, and kids. All the creative executions had consistency through the "concept" of the kids. The radio ads used the voices of the kids through storytelling. The print ads used animated cartoons. And the protagonists of the TV commercials were kids.

- Moreover, the concept of the water was incorporated or implied in all the executions. The radio ads had waves as sound effects on the background. The print ads used the water element. And the tv commercials were consisted through different water elements like the marine animal costumes that the kids wore, the sound effects of waves, animated sea, and the beach.

- Also, there was consistency in the main message "It can be more than just the dream of your kid… My Planet the only detergent that protects the environment."

Synergy & Consistency

- All executions tried to trigger emotions like the unconditional love of the mother for her kid, caring, worry for the future, love, hope that there is a solution, and that the change starts from the mothers.
- Both the text and image of the executions tried encourage mothers that there is hope for a better future but it starts with in themselves.
- Finally, since my planet has a strong brand identity that focuses in the protections of the environment and more specifically the sea, all executions made the association that by using the My Planet detergents consumers can contribute to the protection of the marine life.

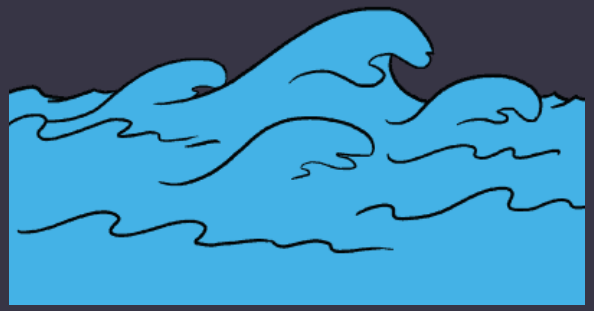
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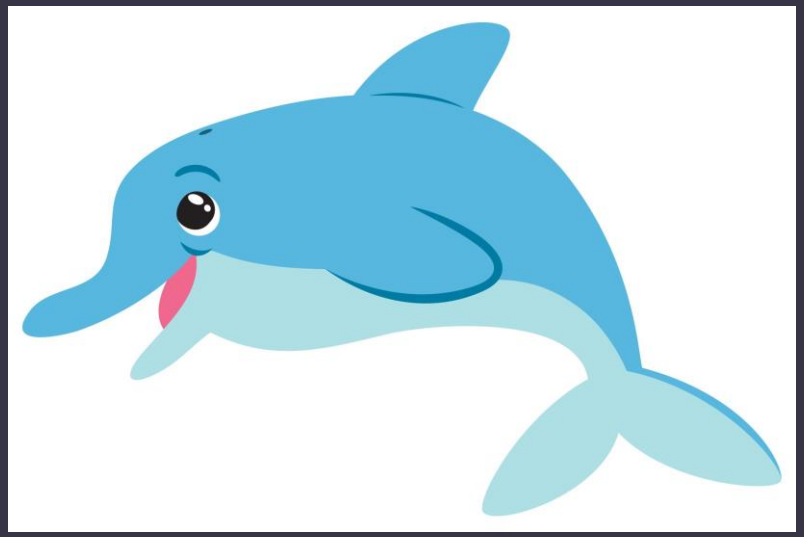
Appendices

Images used for the design of the poster:



My planet



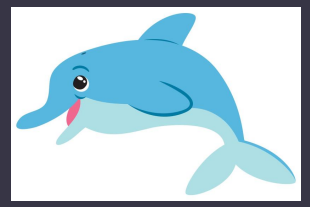


Appendices

Design of print ad two:

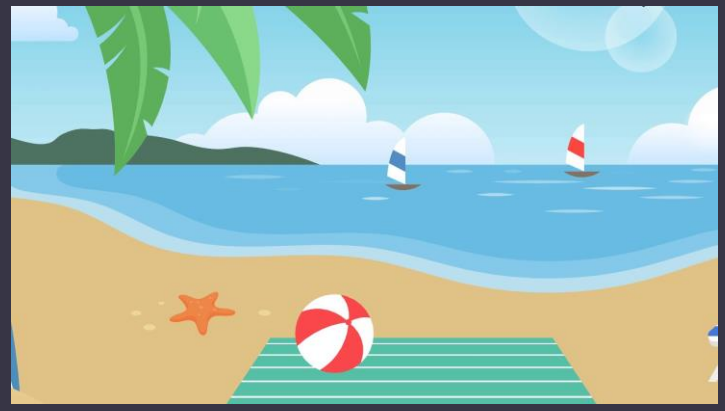












Appendices



Design of print ad 3:



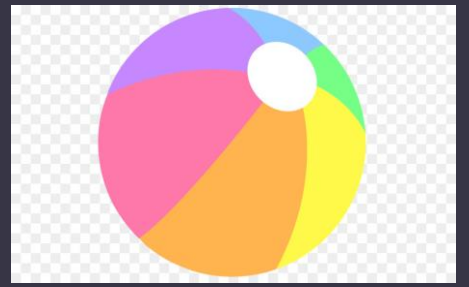
My planet













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