



One fish,

Two fish,

Red fish,

Dead fish.

Why overfishing is wiping out
marine life everywhere.

By:Norah Rucker

What is Overfishing and Why Does it Matter?

- The straightforward definition of overfishing is depleting the stock of fish. When a certain population of fish gets so depleted it does not only mean extinction of that species, but now a complete disruption of an entire food web.



- This proposes a problem due to the depletion of marine life, but also due to its wasteful nature.
- Fishermen discard fish or other species with every catch they make; killing and injuring our marine life.
- This is called bycatch and it is one of the main reasons why overfishing is so harmful.

Target Audience

- Since the idea of overfishing is lesser known compared to other issues facing our ocean, my main audience is the youth of today for the goal of education and stopping this issue for future generations.
- However as part of my multifaceted campaign I will contact the bigger fishing companies in the United States such as Trident Seafood and Red Chamber with the intention of addressing the problem now.



Marketing Channels

Social Media:

By creating a multitude of posts on Instagram that acts as an infographic, the message will be able to spread very quickly of how overfishing has impacted specific food sources. It will also be beneficial because it will reach a younger audience and the people who are going to be able to change the future of our oceans is going to be the younger generations. Posting a plethora of TikToks about the negative impacts of overfishing will create an emotional connection to the issue, which has been found to be a very effective approach.

Educational:

By creating a lesson plan of sorts that informs fishers of ways and places to ethically fish that will accompany the social media campaign well by providing the solution and not just the recognition that there is a problem. In order to directly call out major companies and ensure that they are reached, an email marketing plan will be in place as well as intentionally following these companies on the social medias like TikTok and Instagram to connect it all together.

Website:

Creating a website that compiles the reasons why there is a problem, who can help, and how to solve the problem is going to be very effective. It compiles everything that the other campaigns specifically targeted and what is so great about a website is that it is going to be always referenceable and can be shown in classrooms, workspaces, etc. A story map setup will be a great way to make this something younger generations interact with as well as connect it more globally.

Campaign Objectives

- Educate people on what overfishing is and why it is a problem that needs to be solved.
- Start inspiring people to use social media for educational purposes, not just superficial reasons.
- Call out massive fishing companies both directly and publicly to remind them of the regulations in place .



Timeline

Research and planning period on companies, which schools to reach out to, finding employees, and gathering all the information on overfishing.

January 2024-
February 2024

February 2024-
March/April 2024

Creation period in which the lesson plans are developed, emails are drafted, website is designed, and social media posts are ready to be posted.

Proofreading and submission period in which all facets of the campaign are projected to be finished and proofread to be sent out or taught.

May 2024 and on !

Budgeting

Supplies	Price
Web Designer	\$75 per hour
Poster supplies	\$100

Team

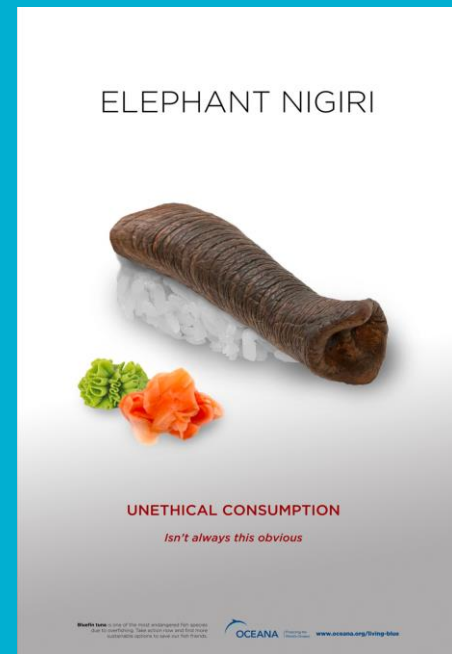
This campaign is being presented to you by Norah Rucker, an undergraduate student at ASU, Barrett the Honors College. My major is in Biomedical Sciences, therefore marine biology and ecology is an interest of mine and relates to my field of study.



Comparable Media

BlueFin Tuna Overfishing Campaign-

- Simplistic approach
- Does Not overwhelm the reader/viewer with information
- Encourages further research of the topic
- Emotional appeal



Overfishing Awareness Campaign-

- Unique
- Simple
- How overfishing affects humans on a daily basis
- Directly affects a large amount of viewers

Methods, Strategies, and Key Performance Indicators

Method/Strategy	KPI
Lesson Plans	1,000 schools reached
TikToks	1 million likes and 1,000 shares
Instagram Posts	10,000 likes and 100 shares
Emails to Companies	A reply per email
Website	100 active viewers daily