

# **FINAL ASSIGNMENT**

Digital Storytelling in Theory and Practice  
**Block A | Fall 2018 | HU**

Course Coordinator: Ivonne Louw- Dekker

Jara Majerus | 1741914

Tang Ching Yee | 1742683

Signe Bram | 1744126

Juul van Essen | 1663790

# 1. The brand

For the final assignment in the course *Digital Storytelling in Theory and Practice* we have chosen to work with the brand *4Ocean*. In the following, the brand will be analyzed and its storytelling will be described. Moreover, a new corporate storytelling for the brand will be presented.

## 2. Analysis of the brand

4Ocean is an organization striving to better the situation of plastic pollution in the ocean and along coastlines. A couple of years ago the two friends Alex and Andrew went on a surf trip to Bali, Indonesia. It made a deep impression on the two young men seeing the ocean flooded with plastic and the two friends saw how fishermen struggled with the plastic too. They decided to try to solve the problem so they founded 4Ocean.

4Ocean sells bracelets made of recycled materials and uses the profit from the sale to pay fishermen around the world to clean up plastic. For each sold bracelet the organization promises to remove one pound of plastic from the ocean or along the coastline. So far the young organization managed to remove more than 1,4 million pounds of plastic and employ more than 150 people worldwide. (4Ocean: "Our story")

The organization is built on four pillars:	The four pillars explain how the organization uses the newest technologies to prevent and remove trash from the ocean while the crew is working 24 hours seven days a week. 4Ocean strives to educate and raise awareness hoping to change behavior according to the use of plastic. Last but not least the organization gave plastic a value, meaning they created a new economy of the removal of trash. (4Ocean: "Our story")
<b>Optimizing Technology</b>	
<b>Creating Jobs</b>	
<b>Education &amp; Awareness</b>	
<b>New Global Economies</b>	

The storytelling of 4Ocean is aimed at people who want to purchase the bracelet as selling this product is crucial to the business and its work for a cleaner ocean. We estimate the target audience to be young adults at the age between 25 and 40, as the majority of this group has a regular income and can afford the bracelet. This is also based on the fact that the company mainly communicates through social media platforms and thereby attracts a young audience (Statista: "Age distribution of active social media users worldwide by platform").

4Ocean has activities around the world, but their global headquarters is to be found in Florida, USA. Bracelets are shipped from the US, making it easier for US customers to get their purchased items (4Ocean: "Shipping"). Along with the use of the slogan 'one pound at the time' 4Ocean thereby (maybe unconsciously) mainly targets the US market.

In comments around the internet e.g. comments on *an article from Engineering for Change* (Engineering for change: "Can a bracelet craze clean our oceans?") the company has been criticized for hiding their financial details and has been accused to not meet the expectations of a non-profit organization. However, 4Ocean has never claimed to be a non-profit company – actually, the idea was to create a business. It should, therefore, be considered when analyzing the storytelling of the company that its purpose is to generate money, even if they work within an environmental field.

## 3. Description of the corporate stories

### 3.1 History of the brand

This corporate story in video format tells the story of how and why Alex and Andrew founded 4Ocean. When they took a surf trip to Bali their look on the oceans was forever changed when they found out how much plastic would wash ashore each day. They saw that the fisherman had to push their boats through tons of plastic and came back with almost empty nets. They decided to pay the fisherman for collecting plastic instead of catching fish. The plastic would be recycled and some of it would be made into bracelets and then sold. This is their business model. Now they pay the locals per pound of plastic they've collected and have captains and crews cleaning the ocean seven days a week. Over half a million pounds of plastic has been removed from the ocean. The last part of the video refers to bracelet and promotes you to get one as well.

It shows the target audience that they already accomplishes a lot, and that they can help by a very simple action; buying a bracelet. They've already proven themselves in this video and for most people that want to do something but don't know what it's a good example. However, this video doesn't shine light on why it's so important to rid the ocean of plastic. Which could have persuaded potential customers.

### 3.2 Monthly causes

4ocean does not only focus on cleaning the ocean from plastic but also supports other organisations to create a better environment for animals. The projects featuring other organisations are called "Monthly Causes". In October they are focussing on creating a safer environment for a species called Manatee. To promote these "*Monthly Causes*", 4ocean primarily works with videography.

The videos are filmed professionally. You can hear music that leads to dramaturgy – when the representatives talk about donations, it gets more emotional, which leads to the viewer feeling responsible.

The video-campaign is efficient, since it can be shared on all of the company's social media channels without effort. The video was published on Instagram, Facebook and YouTube. The campaign is most successful on Instagram (116.020 views) followed by their reach on Facebook (23.000 Views) and YouTube (368 views). Comparing the overall reactions to the video is almost impossible, since Instagram doesn't provide information on likes or shares. However, on Facebook the clip got 655 reactions, 28 comments and 148 shares. On Instagram 392 people commented and on YouTube it got 46 likes, one dislike and six comments. This again outlines Instagram and Facebook being the most important platforms for 4ocean.

In conclusion, the "Monthly Causes" campaign is well designed and leads to reaching most of the company's target audience without a lot of work. This makes it an ideal way of promoting their aim.

### 3.3 Clean ups

Aligned with their mission statement, 4ocean recently established a new Cleanup Division Headquarters in Port-au-Prince, Haiti. The severe plastic pollution in Haiti has persisted for years

and has been acknowledged at a global scale. 4ocean set a goal to clear 3,000 pounds of plastic from the ocean and coastlines of Haiti of pollution. Their initiative gained support from the Haitian government, the U.S. Department of Commerce, and the U.S. Chamber of Commerce. Their activities have gained much media value, having coverage at both local and international media.

4ocean produced three short videos to convey the story of their project in Haiti that can be found on their website and on YouTube. Their video entitled [4Ocean is cleaning our Ocean](#) has gained over 52,000 views on YouTube. Another video entitled [Alex Scheulze and Andrew Cooper found 4Ocean Haiti](#) tells the story behind the establishment of the division in Haiti, where they featured the founders and local coordinators, as well as explained the plastic waste management in Haiti. This video gained 2,000 views on YouTube. On the other hand, [INSIDER's coverage](#) on the organisation's cleanup project has gained over 890,000 views on YouTube. This shows that 4Ocean has to rely on external media to promote their cause.

On the other hand, their Facebook events posts have a better response rate than on YouTube. 4ocean creates an "event post" on Facebook for every cleanup in various locations. By clicking "find tickets", users are linked to their website where they have to sign a volunteer waiver form to participate. Their biggest turnout was at [Revere Beach](#), with 494 people "going" and 2,400 people "interested". They reported to have a total of 627 volunteers during the event, breaking the record of their own clean up turnouts and became the largest single cleanup in the state of Massachusetts. 4ocean also documents their cleanup stories and event posters on Twitter and Instagram with #4ocean, #BeachCleanups and #jointhemovement.

## 4. Plan for the new corporate story

### 4.1 Proposed target group

In terms of the target audience, we don't change anything. This means that the target group will remain young adults between the age 25 and 40, with a regular income, who are based in the U.S. We believe that the audience 4ocean reaches is very fitting for the company. Furthermore, we would like to first get more attention of the mentioned target audience. Expanding the target audience would make sense in a later state.

### 4.2 Proposed social media platforms

To spread our campaign, we want to keep the focus of the company on Instagram and Facebook. On one hand, because these two platforms work very well for 4ocean and on the other hand because they are the most popular social media platforms amongst users. Moreover, our campaign will require the participation of the audience, which Instagram and Facebook will make possible like no other platform.

### 4.3 Purpose of the story

Since the current stories of 4Ocean does not create awareness on the consequences of plastic pollution on marine animals, our campaign will set that as our main purpose. We will use the guilt frame to spread awareness, at the same time shine light onto how people can do small things to contribute to our cause.

## 4.4 Synopsis of the story

The name of our campaign is Who Wore it Better. This is inspired by how fashion tabloids compare celebrity outfits. We will run a series of photos showing our bracelet vs a marine animal entangled in plastic, and ask viewers to vote who “wore” the plastic better. These photos will be published as both Instagram post and Instagram stories with the polling sticker, as well as Facebook posts. When our followers vote on the poll, the results will be shown instantaneously. This photo campaign will be followed by a #iwearitbetter contest, where audience who bought our bracelet can post a picture wearing them on Instagram with the hashtag, and stand a chance to win a diving trip. At the end of the campaign, the lucky winners will be announced on Instagram.

## 4.5 Storytelling model

When planning the storytelling we had in mind the thoughts of Robert McKee. He listed three elements of plot; the hook, the hold, and the payoff.

We want to hook the audience by visuals that attract attention. The visuals 4Ocean uses today are showing the positive effects of the work the organization is doing, but within this story, we want to hook the audience by showing the negative consequences of plastic pollution.

We want to hold the audience by online participation, where the audience gets the chance to participate in the storytelling and share their opinion by using the voting system on Instagram. Also, the audience is held by the *call to action*, as the solution of the problem presented in the visual is to buy a bracelet and participate in the competition.

The pay off for the audience is the chance to win an amazing diving trip if they buy a bracelet and post a picture of it on Instagram.

## 4.6 The framing of the story

The story is visual. The image of the turtle is supposed to shock you and the image of the bracelet is to make you wonder. What is the connection? ‘Who wore it better?’ is a famous concept in magazines and tabloids where they compare celebrities wearing the same outfit. We’ve applied this to our visual, but with a cynical undertone. Plastic pollution is often waved away. People don’t think about the consequences. The visual is supposed to shock people and make them think about the consequences and at the same provide a way that they can help. Namely buying a 4Ocean bracelet.

The text is supposed to represent an old magazine font, the type of magazines that would use the format ‘Who wore it better?’ to further ridicule the situation. Such a serious and such a urgent issue used in a entertainment format to catch people’s attention and make them see how ignored the issue is. That’s also why we chose to use black and white for the text. The harsh contrast and the link to old print/tabloids.

The rest of the visual consist of mainly blue to stick to the 4Ocean’s recognized style. Because this story is already different in aspects framing and

### **Social Responsibility frame**

The first frame used that you can see in our visual is the responsibility frame. It shows a problem

that has been caused by audience. Namely polluting in ocean with plastic. It confronts the audience with the **Environmental Issue** 'plastic pollution' and by presenting them an action they can take show them that they carry responsibility for this issue.

#### 4.6.1 Visual material

*Visual:*



Help cleaning plastic from the ocean with our 4Ocean bracelet. Share a picture of you wearing our 4Ocean bracelet with the #IWoreItBetter on Instagram and have a chance of winning the ultimate diving trip!

4Ocean™

## Visual on Social Media (Instagram) :

The image displays two screenshots of an Instagram sponsored post for 4Ocean. The left screenshot shows the full post with the headline "Who wore plastic better? Sea turtle vs. You?" and a "Shop Now" button. The right screenshot shows a close-up of the interactive poll options: a sea turtle icon and "ME!".

**Instagram Post Content:**

- Profile: 4Ocean (Sponsored)
- Image: A sea turtle swimming in the ocean next to a person's hand wearing a 4Ocean bracelet. Text overlay: "Who wore plastic better? Sea turtle vs. You?"
- Caption: "Help cleaning plastic from the ocean with our 4Ocean bracelet. Share a picture of you wearing our 4Ocean bracelet with the #BlueBetter on Instagram and have a chance of winning the ultimate diving trip!"
- Buttons: "Shop Now" (with arrow), heart icon, comment icon
- Engagement: "2.1K likes"
- Text: "4Ocean The 4Ocean bracelet is made from recycled materials and for each sold bracelet we promise to remove one pound of plastic from ... more"

**Interactive Poll Content:**

- Option 1: Sea turtle icon
- Option 2: "ME!"

## 4.7 Ethical considerations

When designing this story some ethical considerations should be kept in mind. At the moment 4Ocean is not using pictures of suffering animals. To create this story the company must consider whether they are ready to change their codes of design and include shocking pictures of the consequences of plastic pollution in their ads. Furthermore, the audience reaction towards the shocking images should be kept in mind.

## 5. Evaluation of the success of the story

To evaluate the success of our story, we will analyse the reactions on the pictures and peoples' participation in. To do so, we will work with counting metrics. This means that we will take a closer look at the visitors, the likes, shares, comments and the clicks. However, when it comes to working with counting metrics, it is important to put them into context. In conclusion, we will compare the counting metrics of our campaign to the ones from other campaigns that 4ocean initiated. The counting metrics will be used to reveal the tactical details about our campaign. To go more into detail in terms of analysing the success of our campaign, we will be using outcome metrics. Outcome metrics are suitable in our case because they can be used to take a closer look at our aspired focus of the campaign, which would be creating a dialogue and generating awareness. With

this method, we will analyse the interaction with our target audience. (Love, John: "Social Media Metrics Secrets")

Moreover, we will analyse the selling of our bracelets, since increasing the sale to finance our work is one of the main focuses behind the campaign.

In case that our campaign is successful, it would not make sense to extend the duration of the campaign, as it is attached to the prize draw. Furthermore, the relatively short period of time is in our case used to create tension and keep the audience engaged. However, we would use the same kind of campaign to generate awareness for different topics.



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# Individual contribution

The discussions of content in this assignment have been discussed as a group. Afterwards the different parts were divided between us so that the responsibility of the typing of the paragraphs was divided as described below:

1. The brand
2. Analysis of the brand – **Signe Bram**
3. Description of the corporate stories
  - 3.1 History of the brand – **Juul van Essen**
  - 3.2 Monthly causes – **Jara Majerus**
  - 3.3 Clean ups – **Tang Ching Yee**
4. Plan for the new corporate story
  - 4.1 Proposed target group – **Jara Majerus**
  - 4.2 Proposed social media platforms - **Jara Majerus**
  - 4.3 Purpose of the story – **Tang Ching Yee**
  - 4.4 Synopsis of the story – **Tang Ching Yee**
  - 4.5 Storytelling model – **Signe Bram**
  - 4.6 The framing of the story – **Juul van Essen**
    - 4.6.1 Visual material – **Juul van Essen**
  - 4.7 Ethical considerations - **Signe Bram**
5. Evaluation of the success of the story – **Jara Majerus**

Divided by names it looks like this:

## **Signe Bram**

- 2. Analysis of the brand
- 4.5 Storytelling model
- 4.7 Ethical considerations
- Layout

## **Juul van Essen**

- 3.1 History of the brand
- 4.6 The framing of the story
- 4.6.1 Visual material

## **Jara Majerus**

- 3.2. Monthly causes
- 4.2 Proposed target group
- 4.3 Proposed social media platform
- 5. Evaluation of the success of the story

## **Tang Ching Yee**

- 3.3 Clean ups
- 4.3 Purpose of the story
- 4.4. Synopsis of the story