TURTLE LOVE

CONSERVATION ADVENTURES IN COSTA RICA

Campaign Proposal

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EXECUTIVE *Summary*

Turtle Love's global strategic communication campaign proposal aligns with the United Nations Sustainable Development Goal 14 (Life Below Water) by focusing on sea turtle conservation efforts in Costa Rica. This campaign targets university students, researchers and travelers from the United States, France and Germany, aiming to raise awareness and drive action to protect sea turtles and their habitats. Sustainable Development Goal 14 aims to conserve and sustainably use the oceans, seas and marine resources for sustainable development. By focusing on sea turtle conservation, Turtle Love's campaign contributes to this goal by addressing threats to marine biodiversity and ecosystems.

In the United States, the campaign targets university students and professors interested in study abroad courses focused on wildlife conservation and marine biology. By highlighting the opportunity to contribute to sea turtle conservation efforts in Costa Rica, the campaign aims to attract participants who are passionate about marine conservation and environmental sustainability. In France, the campaign targets travelers and volunteers interested in wildlife experiences. The campaign emphasizes the unique opportunity to witness sea turtles in their natural habitat and participate in conservation activities, appealing to travelers seeking meaningful and impactful experiences. In Germany, the campaign targets are similar, with group travelers and couple travelers being the main focus. The campaign aims to highlight the adventure and excitement of participating in sea turtle conservation efforts, appealing to travelers looking for memorable and immersive experiences with wildlife.

The communication campaign utilizes a variety of strategies to engage the target audience and drive action. These include social media utilization, targeted email marketing and partnerships with universities and travel agencies to promote study abroad programs and volunteer opportunities in Costa Rica. Overall, the campaign proposed aims to raise awareness about the importance of sea turtle conservation and inspire action to protect these endangered species. By targeting university students, researchers and travelers from the United States, France and Germany, the campaign aims to mobilize a global community of conservationists dedicated to preserving marine biodiversity and ecosystems for future generations.



SITUATION *Analysis*

To develop a comprehensive and effective communication campaign, a thorough situation analysis must be conducted to serve as its rational. Gaining a comprehensive understanding of the relevant competitive, regulatory, political and social environments will serve as a guiding influence during the creation of proposed solutions that will make up the contents of the campaign. Thus, the following situation analysis explores communication practices within three different countries – United States of America, France and Germany – as it relates to the United Nations Sustainable Development Goal No. 14 and, more specifically, efforts surrounding sea turtle research and conservation in line with the mission of Turtle Love.

United States of America

The first of three countries the campaign will focus on is the United States (U.S.), which is one of the largest and wealthiest countries of all those that are developed (The World Bank, n.d.). While the U.S. is known for its split parties and mixed ideologies, primarily democratic versus republican, the country has been a permeant and guiding member of the United Nations since its inception in 1945 (U.S. Department of State, 2005) and has maintained a commitment to the Sustainable Development Goals (SDGs) since its adoption in 2015 (USAID, n.d.). However, it is important to note that, while many actions have taken place in support of the SDGs after their inception, there were also movements in support of those initiatives created prior to 2015.

Capabilities

One such example is the Endangered Species Act of 1973, which was created to "conserve endangered and threatened species and their ecosystems" (NOAA, n.d.). While this law outlines protection for many at-risk species, it is most notable within the context of this campaign because all sea turtles (among other life below water) are protected under it. This is important because it shows the level of care and action the U.S. is willing to take in order to conserve and protect species and their habitats on a national and international scale, meaning the country is already aware of the issue at hand and is actively working toward its mitigation. This observation is further compounded by the existence of the National Fish and Wildlife Foundation's (NFWF) Sea Turtles Program, which is focused on "a 10-year strategy to guide conservation investments that will measurably improve the current recovery trajectory of seven sea turtle populations in the Western Hemisphere" and focuses on reducing accidental capture and exploitation of turtles and their eggs (NFWF, n.d.). Furthermore, the U.S. is also a member of the Inter-American Convention for the Protection and Conservation of Sea Turtles, which is an intergovernmental treaty that "promotes the protection, conservation, and recovery of the populations of sea turtles and those habitats on which they depend" (IAC, n.d.).

The fact that the U.S. is so internally and externally committed to ensuring the safeguard of life under water emphasizes the notion that it is capable of positively absorbing a new communication campaign. Additionally, the U.S. is surrounded by bodies of water, and almost 40% of the nation's population lives in coastal counties, meaning the issue both Goal 14 and Turtle Love addresses should be of prominent concern (NOAA, n.d.). Conversely, the main hinderance that may stand in the way of a campaign would likely be the political tensions the U.S. is currently experiencing. Most notably, the country is tied up with conflicts pertaining to issues with Russia, Israel and China thanks to a number of shaky foreign policy and relations (Bremmer, 2024). While these matters

should not necessarily have a large impact on the target audience of the proposed campaign, it is nevertheless important to be cognizant of what driving factors may influence the actions of both individuals and the country as a whole moving forward.

Issue

Within the U.S., UNSD Goal No. 14 is relevant due to concerns about marine ecosystem health, overfishing, pollution and the impacts of climate change on coastal areas (The World Bank, n.d.). As previously mentioned, a large number of Americans live in coastal regions of the country, meaning the issues this goal brings up is likely prevalent in the lives of many. In fact, sea turtles directly relate to the UNSD goal because they "play an important role in ocean ecosystems by maintaining healthy seagrass beds and coral reefs, providing key habitat for other marine life, helping to balance marine food webs and facilitating nutrient cycling from water to land" (Wilson et al., 2010). Furthermore, the issue as it relates to Turtle Love and the need for sea turtle preservation and research is prominent because six of the world's seven sea turtle species inhabit U.S. waters (Allison et al., 2010). Because of these reasons, it is no wonder that many governmental organizations, research institutions and nonprofits based in the U.S. focus on life below water and identify sea turtle protection as a prominent issue needing to be addressed.

Communication Mediums

As the birthplace of the internet, the U.S. utilizes a number of mass communication methods to communicate both domestically and abroad (Onion et al., 2010). While many mediums are present in the country, two in particular are social media and email. When it comes to social media as a communication medium, over 60% of U.S. adults say they use Facebook and YouTube (Pew Research Center, 2024). There are other platforms such as Instagram and TikTok, but not even those are as widely used as the main two. Additionally, a second popular communication medium is email thanks in large part to the corporate culture of the country. In fact, around 90% of Americans use email with the most frequent users being working-class individuals between 25 and 44 years old (Market.Us, 2024). This leans into the idea that Americans function around time, and utilizing quick and succinct communication methods saves both time and money while getting the point across.

Prior Campaign

Due to the large number of efforts focused on sea turtle research and preservation, there are several past communication campaigns that were conducted in the U.S. addressing the topic. One such example is a project conducted by Katie Abrams, PhD, titled "Testing a Social Marketing Approach to Encourage Respectful Sea Turtle Viewing in Hawaii" (Abrams, 2020). Essentially, a problem existed where nesting sea turtles along the coast of Hawaii were being disturbed by locals and tourists attempting to observe the natural occurrence, and this was causing turtle nests to be tampered with, as well as light pollution causing confusion for the creatures attempting to get onto or off the beach (Abrams, 2020). The goal of the campaign was to "develop an adaptable, evidence-based social marketing framework to encourage respectful sea turtle watching on beaches in Hawaii" while achieving a behavior change of keeping a 10-foot distance between humans and turtles (Abrams, 2020).

Although the campaign did not directly address the UNSD Goal No. 14, the topic fit in line with life below water in that it aimed to preserve sea turtles and their habitats. By utilizing a mix of print and digital collateral, as well as developing a robust website and social media presence touting the identified key messages, the campaign proved successful by recording field observations to determine a significantly larger portion of beachgoers adhered to the desired actions promoted within the campaign (Abrams, 2020). Yet, the problem with this campaign lies in the fact that it occurred on a relatively small scale and with a short timeline, meaning it likely did not reach its full potential, which can be observed in the lack of robust success measures at the end

of its timeline. Nevertheless, it does showcase the impact a communication campaign can have on a designated audience.

Audience

	Profile A The Environmental Enthusiast	**Profile B** The Adventure Seeker	**Profile C** The Animal Lover	**Profile D** The Global Citizen
Demographics	-Female -18 to 25 years old -America -Single -Middle-class family -Studying environmental science or related field at a university	-Male or female -18 to 28 years old -American -Single or dating -Studying a variety of subjects at a university	-Male or female -18 to 30 years old -American -Single or dating -Studying biology, zoology or related field at a university	-Male or female -25 to 45 years old -American -Dating or married -Working as a teacher/professor or pursing advanced studies at a university
Psychographics	-Passionate about conservation -Active in environmental or sustainability clubs/groups on campus -Seeks hands-on experiences to make a difference	-Craves new experiences and challenges -Interested in travel and exploration -Values unique and meaningful experiences over traditional tourism	-Deeply cares about animals, particularly marine life -Wants to contribute directly to animal conservation efforts -Seeks opportunities for hands-on involvement	-Values global perspectives and experiences -Seeks to broaden understanding of different cultures and ecosystems -Interested in fostering international collaborations and partnerships

The U.S. audience for Turtle Love's campaign consists of university students and professors who are passionate about wildlife conservation and interested in experiential learning opportunities. This should prove successful because there are many programs of study and study aboard programs available throughout the U.S., such as the Archie Carr Center for Sea Turtle Research at the University of Florida (UF, n.d.). In fact, over 325K U.S. students studies aboard, and Costa Rica was one of the top 10 destinations for those students (USA Study Abroad, n.d.). For people like Sarah, who is a student studying marine biology, Turtle Love can appeal to their desire for hands-on experiences and offer opportunities to contribute to conservation efforts while gaining valuable skills and knowledge. These students are likely to be active in environmental clubs and seek out meaningful experiences that align with their academic and personal interests. On the other hand, professors like Alex, who have a background in marine biology and a long-standing interest in conservation, can be engaged through opportunities for research collaborations and professional development. They may be interested in leading study abroad courses or conducting fieldwork at Turtle Love's research site, providing them with a unique and immersive experience that enhances their teaching and research.

To effectively reach and engage this audience, Turtle Love might leverage social media platforms to

showcase the impact of their programs, highlight success stories from past participants and provide information about upcoming opportunities. Additionally, partnering with universities and environmental organizations can help increase visibility and credibility among this audience. Overall, the US audience for Turtle Love is diverse but united by a shared passion for wildlife conservation and a desire to make a difference. By tailoring their messaging and offerings to the specific interests and needs of students and professors, Turtle Love can inspire action and create lasting change.

Persona	Description	Photo
Sarah the Student	**Background:** Sarah is a 21-year-old university student majoring in marine biology at a coastal university in California. She has always been fascinated by marine life and is passionate about conservation efforts, especially for sea turtles. **Interests:** Sarah enjoys scuba diving, volunteering at local animal shelters and participating in beach clean-up events. **Motivations:** She is motivated by the opportunity to make a tangible impact on marine conservation and to gain hands-on experience in the field. **Goal:** Sarah's goal is to pursue a career in marine conservation and research, focusing on sea turtles and other endangered marine species. **Challenges:** She may face financial constraints and scheduling conflicts with her coursework and part-time job.	
Professor Alex	**Background:** Professor Alex is a 34-year-old marine biology professor at a university in New York. He has been teaching for over 6 years and has a strong interest in marine conservation and research. **Interests:** Alex enjoys traveling, conducting field research and collaborating with other scientists on conservation projects. **Motivations:** He is motivated by the opportunity to contribute to meaningful research and to inspire his students to pursue careers in marine biology. **Goals:** Alex's goal is to expand his research portfolio and to establish long-term partnerships with organizations involved in marine conservation. **Challenges:** He may face time constraints due to teaching and administrative responsibilities, as well as funding limitations for research projects.	

France

The second of three countries the campaign will focus on is France. In addition to its land in Europe, France is unique in that is has 13 French-administered territories outside the continent. This means that it has ties with waters all over the world, and six out of the seven sea turtle species are present within those waters (de Mazières et al., n.d.) Additionally, like the U.S., the country has been a permeant and guiding member of the United Nations since 1945 and has maintained a high level of commitment to the UNSD Goals (France Diplomacy, 2021).

Capabilities

Because France has footprints around the world, it "bears a high level of global responsibility for the conservation of sea turtles and their habitats, and the country takes this responsibility seriously" (SWOT, 2018). This is evident through a number of groups and action plans that have been created over the years such as the Groupe Tortues Marines France (French Marine Turtle Group or GTMF), which was established in 2007 by the French Ministry in charge of the Natural Environment (GTMF, n.d.). Its focus is to obtain representation from over 200 stakeholders among multiple institutions in order to exchange information and provide updates about the issues surrounding sea turtles and their management throughout all French waters while focusing on conservation actions at an international scale (Claro et al., 2012). They are led by the Natural Heritage Department of the National Museum of Natural History in Paris and focused specifically on by-catch reduction, public sensitization, and legislation and training (GTMF, n.d.).

Along similar lines, the Aquarium La Rochelle in France has been focused on the development of a research and observation program for sea turtles along the Channel-Atlantic coast and "has been implementing the scientific [program] of the Observatory of Marine Turtles of Metropolitan France and Saint Pierre and Miquelon" (Aquarium La Rochelle, n.d.). These exciting efforts have been supported by the French Office of Biodiversity, as well as the Ministry in charge of the environment, and it showcases the level of care and action France is willing to take in order to focus on the issue of life under water. The fact that France's territories encompass many sea turtle regional management locations allows the country "to play a disproportionately important role" in their conservation (SWOT, 2018). Furthermore, while France is experiencing its own levels of political tension domestically and abroad, it appears relatively stable at the moment thanks in part to the most recent presidential election occurring in 2022 and the next one not scheduled until 2027 (BBC, 2024). This hints at the idea that a communication campaign, especially at the smaller scale of the one being proposed, should be relatively unaffected by the current climate.

Issue

Because a significant area of France's border is along water, a large portion of the country's inhabitants live on or near the extensive coastline – meaning maritime interests and sea-level rise are of top concern (Collet and Engelbert, 2013). This relates directly with the UNSD Goal No. 14 because threats around sea-level rise, overfishing and pollution are right at the doorstep of many French citizens. Plus, the territories France controls around the world emphasize this issue and make it one of prominence for the government. Moreover, the issue as it relates to Turtle Love is prominent because of France's wide footprint in global sea turtle efforts. While Turtle Love might be based far away from mainland France, it is necessary to remember that France has territories in Central/South America, thus potentially increasing the knowledge citizens have about sea turtle efforts abroad.

Communication Mediums

Interestingly, although France is a developed country with wide-spread access to internet, television is the most popular communication medium for its citizens (BBC, 2024). In fact, a 2017 study showed that the French spend more time watching TV than they do browsing the internet, thus solidifying the importance of this medium within the country's culture (Lardeau, n.d.). Additionally, a second communication medium that is popular among the French is radio with consumption and trust levels running high (Lardeau, n.d.). These two mediums lean into the idea that the French are more laid back and focus on relaxation and entertainment. However, it is important to remember that the country is home to the fourth largest number of internet users, meaning that social media will always be a communication medium that should not be forgotten (Wordbank, n.d.).

Prior Campaign

Likely because of a language barrier, there are few past communication campaigns for France that address this topic or one similar. However, one campaign was discovered that occurred not only in France, but in Italy, Spain, Greece, Portugal, Turkey and Tunisia, and focused on "[improving] citizen awareness about the impact of debris on marine wildlife and about the monitoring performed in Europe…about plastic use and marine litter" (INDICIT, 2019). The campaign focused on a variety of internal and external stakeholders of INDICIT (Indicator, Impact, Turtle), which is a collaborative multi-year project supported by the European Commission (INDICIT, n.d.). In addition to identifying key words and messages, this campaign developed a unique set of materials for digital and print to disseminate to its key audiences. One specific example was the "INDICIT Challenge" that occurred on World Ocean Day where people were encouraged to use ocean debris to create a turtle and share their creation online (INDICIT, 2019).

Overall, the components of this campaign were unique and creative, and the success of the campaign was primarily measured by the number of followers its social accounts received, as well as the media and press coverage created – which turned out to be a large number of occasions (INDICIT, 2019). However, a problem with it is that the success of the campaign in France specifically is questionable considering the large audience the campaign targeted. The unique activities and messaging of this campaign make it one worth studying, but the scope of it seems to have diminished its value. All in all, this is likely a lesson in understanding why it is important to establish a campaign with more manageable parameters that can grow after being successful in one location first.

Audience

	Profile A The Explorer Squad	**Profile B** The Nature-Loving Duo	**Profile C** The Wildlife Adventurer	**Profile D** The Ecotourism Enthusiast Couple
Demographics	-20 to 30 years old -French -Travels in groups of friends -Single or dating -Urban dwellers -University educated -Working professional or student	-40 to 50 years old -French -Middle to upper-middle class -Married or in long-term relationship -May have children	-28 to 35 years old -French -Urban professionals -Single or dating -Upper-middle class -Likely from Paris or other major city	-35 to 45 years old -French -Environmentally conscious -May have higher disposable income -Married or in long-term relationship
Psychographics	-Adventurous and socially conscious -Values experiences over material possessions -Seeks unique and immersive travel experiences to share with close friends -Active on social media	-Seeks tranquility and relaxation in their travels -Interested in nature and wildlife without seeking in-depth scientific knowledge -Values cultural experiences and quality time with significant other	-Interested in wildlife and conservation -Seeks authentic and educational experiences -Enjoys documenting travels through photography or writing -Values sustainable travel practices and cultural immersion	-Interested in ecotourism and responsible travel -Values cultural exchange and learning -Seeks meaningful and enriching experiences -Enjoys contributing to conservation efforts -Values luxury and comfort in their travels

Persona	Description	Photo
Camille	**Background:** Camille is a 28-year-old single woman living in Paris, France. She works as a fashion designer and enjoys exploring the city's vibrant arts and culture scene. **Interests:** Camille loves fashion, art exhibitions and trying new restaurants. She also has a passion for wildlife and nature, often visiting parks and botanical gardens in her free time. **Motivations:** Camille is motivated by the desire to experience new things and broaden her horizons. She values experiences that are enriching and meaningful. **Goals:** Her goal is to travel with friends to destinations that offer a mix of cultural experiences and opportunities to connect with nature. She also wants to learn more about wildlife conservation and how she can contribute. **Challenges:** Camille may face budget constraints and limited time off from work.	
Julien & Marie	**Background:** Julien, 42, and Marie, 45, are a married couple living in Bordeaux, France. Julien is a lawyer, and Marie is a teacher. They have two teenage children. **Interests:** They enjoy wine tasting, cultural activities and spending time outdoors. They are interested in wildlife and nature, although they do not have a scientific background. **Motivations:** Julien and Marie are motivated by the opportunity to travel and explore new destinations together. They value experiences that allow them to relax and unwind. **Goal:** Their goal is to travel to wildlife destinations that offer a mix of adventure and relaxation. They also want to instill a sense of environmental responsibility in their children.	

The French audience for Turtle Love's campaign comprises two distinct groups: 20- to 30-year-olds who travel in groups of friends and 35- to 50-year-olds who travel as couples. These individuals are not necessarily from a science background but are interested in wildlife experiences. For the younger demographic, such as Camille, who are adventurous and socially conscious, Turtle Love can appeal to their desire for unique experiences with friends. By highlighting the opportunity to make a positive impact on wildlife conservation while enjoying an immersive travel experience, Turtle Love can resonate with this group. On the other hand, for couples like Julien and Marie, who are seeking tranquility and relaxation in their travels, Turtle Love can offer a mix of adventure and cultural experiences. By emphasizing the romantic and educational aspects of the program, Turtle Love can appeal to couples looking for meaningful experiences that deepen their connection to each other and the world around them. Plus, it is important to note that French tourists are the third largest quantity of European visitors to Costa Rica, just behind Spain and Germany (France Diplomacy, n.d.).

To effectively reach and engage this audience, Turtle Love might leverage travel channels and radio

shows to share the beauty of their research site and the impact of their conservation efforts. Partnering with travel agencies and eco-tourism organizations can also help increase visibility and attract travelers who are interested in sustainable and immersive travel experiences. Overall, the French audience for Turtle Love is diverse but united by a shared interest in wildlife experiences and a desire for meaningful travel. By tailoring its messaging and offerings to the specific interests and needs of each group, Turtle Love can inspire French travelers to explore the world while making a positive impact on wildlife conservation.

Germany

The third of three countries the campaign will focus on is Germany, which stands apart from the U.S. and France in several ways. Most notably, although Germany is known for its progressiveness and efficiency, its "sustainable development strategy has a strong vision but could be more ambitious" (OECD, 2021). This is evident in the fact that there were no strong actions being taken toward preserving life below water until 2016 when the Federal Ministry for Economic Cooperation and Development implemented a 10-point action plan for marine conservation and sustainable fisheries (BMZ, n.d.). Thus, unlike the U.S. and France, Germany appears to be behind when it comes to addressing the UNSD Goal No. 14.

Capabilities

In relation to Turtle Love and life below water, it is not surprising that Germany is behind the other two countries. First, although Germany borders the North Sea and Baltic Sea, much of its boarder is actually shared with other countries, meaning many of its citizens do not necessarily worry with issues like sea rise or overfishing (Britannica, n.d.). Second, Germany only has one native turtle species, the European Pond Turtle, which does not inhabit sea water (Sea Life Oberhausen, n.d.). This lack of sea turtles being present in the lives of Germans is another good explanation for why Goal No. 14 and sea turtle preservation is not apparent in the current efforts of the country beyond one or two smaller organizations such as the Turtle Foundation (Turtle Foundation, n.d.). Even still, this organization is only present because a German biologist is a member of the group, studies sea turtles both aboard and at university, and has become part of a specialist group for the Memorandum of Understanding on the Conservation and Management of Marine Turtles and their Habitats of the Indian Ocean and South-East Asia intergovernmental agreement (IUCN-SSC, n.d.). That being said, Germany has much room to grow as far as sea turtle conservation goes.

Issue

Nevertheless, Germany, despite being a mostly landlocked country, has now begun to recognize the importance of the goal because it impacts global ecosystems and biodiversity. The country is committed to international cooperation and environmental protection, understanding that healthy oceans and marine life are essential for various reasons including economic importance, climate regulation, biodiversity conservation, scientific research and global responsibility. While Germany may not have lots of direct coastal territories, its recent commitment to life below water reflects its understanding of the interconnectedness of global ecosystems and the need for collective action to safeguard sea turtles and other life.

Communication Mediums

Similar to France, the most popular communication method is television, where its competitive market is the largest in Europe (BBC, 2023). There is a wide range of public and private channels catering to diverse interests, and there is a mix of news, entertainment and cultural programming which caters to Germans who prefer passive consumption and communal viewing. Furthermore, a second communication medium is the newspaper. While this medium is considered dated in many developed countries, "Germans are avid newspaper readers and the non-tabloid press is a trusted news source" (BBC, 2023). However, similar to France and the U.S., the internet is widespread, meaning social media will always be a present popular medium

as well.

Prior Campaign

Unfortunately, no prior communication campaign exists for Germany in relation to the UNSD Goal No. 14 or sea turtles specifically. This is likely because of the late start in the game Germany took for this effort, and actions are still being planned in order to help the country make an impact on a national and global scale. This will prove a challenge because there are no actions to observe and compare to when planning a new communications campaign. In other words, all efforts will be new, uncharted territory when dealing with a new campaign focused specifically in Germany.

Audience

	Profile A The Germany Wonderluster	**Profile B** The Bavarian Nature-Seekers	**Profile C** The Wildlife Explorer	**Profile D** The Green-Hearted German
Demographics	-25 to 30 years old -German -Urban dweller -Single or dating -University educated -Working professional or student	-40 to 50 years old -German -From Bavaria or similar regions -Middle to upper-middle class -Married or in long-term relationship	-28 to 35 years old -German -Single or dating -Urban professional from Hamburg or similar city	-35 to 45 years old -German -Environmentally conscious -May have higher disposable income
Psychographics	-Seeks unconventional travel experiences -Enjoys exploring nature and wildlife with friends -Values spontaneity and freedom in their adventures	-Appreciates nature's beauty and serenity -Prefers slow travel experiences -Interested in wildlife and environmental conservation	-Curious about wildlife and nature -Seeks educational and informative travel experiences -Enjoys sharing their experiences on social media	-Values sustainability and eco-friendly practices -Seeks authentic and immersive travel experiences -Interested in wildlife and nature conservation

The German audience for Turtle Love's campaign consists of two main groups, which are very similar to the audience in France: 20- to 30-year-olds who travel in groups of friends and 35- to 50-year-olds who travel as couples. These individuals are interested in wildlife experiences but do not necessarily have a science background. For the younger demographic, such as Lena, who seek unconventional travel experiences and value freedom in their adventures, Turtle Love can offer the opportunity to explore wildlife destinations in a unique and immersive way. By highlighting the educational and adventurous aspects of their programs, Turtle Love can appeal to this group's desire for meaningful experiences with friends. On the other hand, for couples like Hans and Ingrid, who are nature-loving and seek tranquility in their travels, Turtle Love can provide a wholistic and special experience. By emphasizing the distinctiveness of their research site and the opportunity to connect with nature, Turtle Love can appeal to couples looking for an impactful travel experience. Additionally, it is necessary to understand that Germany has close relations with Costa Rica, with many tourists visiting the country and the government supporting policies aimed toward climate action among other topics (Federal Foreign Office, 2023).

To effectively reach and engage this audience, Turtle Love might utilize travel forums and newspaper

columns to showcase the beauty of their research site and the impact of their conservation efforts. Overall, the German audience for Turtle Love is diverse, yet specific and is united by a shared interest in wildlife experiences and a desire for meaningful travel, just like the French. By tailoring its messaging and offerings to the specific interests and needs of each group, Turtle Love can inspire German travelers to make a meaningful journey that will provide exceptional benefits.

Persona	Description	Photo
Lena	**Background:** Lena is a 25-year-old freelance graphic designer living in Berlin, Germany. She is single and loves to travel solo to explore new cultures and landscapes. **Interests:** Lena is passionate about photography, hiking, and discovering local cuisine. She is also interested in wildlife and nature conservation and loves hanging out with her friends. **Motivations:** Lena is motivated by the opportunity to experience new adventures and connect with nature. She values the freedom and independence of solo and friend travel. **Goal:** Her goal is to visit wildlife destinations around the world and capture their beauty through her photography. She also wants to raise awareness about environmental conservation. **Challenges:** Lena may face language barriers and cultural differences while traveling, as well as financial constraints.	
Hans & Ingrid	**Background:** Hans, 43, and Ingrid, 48, are a married couple living in Munich, Germany. Hans works as an architect, and Ingrid is a high school teacher. They do not have kids. **Interests:** They enjoy spending time outdoors, cycling and gardening. They are also interested in wildlife and nature, often visiting national parks and nature reserves. **Motivations:** Hans and Ingrid are motivated by the desire to create lasting memories together. They value sustainable travel practices. **Goals:** Their goal is to explore wildlife destinations in Germany and abroad, focusing on experiencing nature's beauty and learning about wildlife conservation. **Challenges:** They may face constraints due to their work schedule.	

Overall, this comprehensive situation analysis will be useful when developing a comprehensive and effective communication campaign focused on the communication needs of Turtle Love and coupled with the UNSD Goal No. 14. The information presented here, along with additional information collected over the course of the remaining research needs, will allow for a robust and effective campaign to be developed.



CAMPAIGN *Outline*

United States of America
Goals, Objectives, Strategies & Tactics



Goal No. 1

Grow awareness of Turtle Love among professors of environmental science, biology or related departments within U.S. universities.

Objective

Increase the awareness of Turtle Love among professors of environmental science, biology or related departments within U.S. universities by 10% by the end of 2024.

Strategy No. 1

Educate current professors on what Turtle Love is and the important work it has accomplished in Costa Rica

Tactics

- Create a professional memo and engaging infographic outlining the incentives Turtle Love can provide to professors, such as the research, volunteer and study aboard opportunities.
- Host webinars or virtual workshops to educate professors about sea turtle conservation and Turtle Love's programs.
- Attend relevant conferences or events to network with professors and promote Turtle Love's initiatives.

Strategy No. 2

Utilize social media platforms to increase visibility among professors and academia.

Tactics

- Share engaging content, such as success stories and research updates, related to sea turtle conservation. Ensure there is a sufficient amount of English content.
- Collaborate with influencers or experts in the field to amplify messaging.

Goal No. 2

Create partnerships with U.S. universities to promote Turtle Love's study abroad opportunities.

Objective

Establish partnerships with three U.S. universities by the end of Q2 2025 to create and promote Costa Rica study abroad opportunities.

Strategy No. 1

Identify and approach universities with strong environmental science or biology programs for potential partnerhsips.

Tactics

- Develop a list of target universities based on program reputation and alignment with Turtle Love's mission.
- Reach out to academic departments or study abroad offices to pitch collaboration opportunities.



Strategy No. 2

Establish a formal partnership program to streamline the process of collaboration with universities.

Tactics

- Develop a partnership package outlining the benefits of collaboration, including access to research facilities and educational resources.
- Provide training and support to university staff to facilitate program promotion and student recruitment.
- Organize joint events or activities to foster relationships and promote opportunities.

Goal No. 3

Gain enrollment of U.S. university students and researchers in Costa Rica turtle conservation study abroad programs.

Objective

Enroll 25 U.S. university students in Turtle Love's conservation program by the end of Q3 2025.

Strategy No. 1

Develop compelling marketing materials to promote study aborad opportunities to students and researchers.

Tactics

- Create brochures, flyers and digital content highlighting the unique experiences and educational benefits of participating in Turtle Love's program.
- Use testimonials from past participants to showcase the impact of the programs on personal and professional development.
- Leverage social media and online platforms to reach a wider audience of potential participants.

Strategy No. 2

Offer scholarships or funding opportunities to make the programs more accessible to students and researchers.

Tactics

- Establish a scholarship fund to support students with financial need.
- Partner with organizations or sponsors to provide additional funding for program participants.
- Promote scholarship opportunities through university channels and student organizations to maximize visibility and reach.

United States of America
Theme & Example Messages

Theme

The Conservation Experience of Your Career

Example Messages

1.“Make a meaningful impact in marine conservation with Turtle Love.”

2.“Join us to study, protect and conserve sea turtles and their habitats.”

3.“Experience the thrill of witnessing the sea turtle circle of life first-hand.”

After considering Turtle Love’s target audience in the U.S. (which consists of professors, researchers and students), it became clear that the core theme should focus on the unique opportunity offered to actively participate in marine conservation efforts while gaining valuable hands-on experience in a natural setting. By emphasizing that visiting Turtle Love will not only provide an educational experience, but one that will stand out among others throughout a career, the theme and messages should resonate well with the career and conservation-oriented audience. Furthermore, the messages will engage the target audience by appealing to their desire for adventure, knowledge and impact making.



France
Goals, Objectives, Strategies & Tactics

Goal No. 1

Grow volunteer participation in Turtle Love's turtle conservation projects in Costa Rica.

Objective

IIncrease participation in Turtle Love's conservation projects from 0 to 20 French volunteers by the end of Q3 2025.

Strategy No. 1

Develop target campaigns to raise awareness and attract volunteers from France.

Tactics

- Create promotional materials in French highlighting the impact of volunteering and the unique experiences offered by Turtle Love.
- Collaborate with French environmental organizations or influencers to promote volunteer opportunities.

Goal No. 2

Gain coverage with French media channels to share the opportunity Turtle Love offers.

Objective

Secure earned media coverage from two major French travel publications, television or broadcast, by the beginning of Spring 2025.

Strategy No. 1

Seek out and build media relationships with several French media, such as the producers for "J'irai dormir chez vous," or "I'll come sleep at your place," where a man travels the globe learning about different cultures and places.

Tactics

- Develop a proposal and pitch for the media to review, outlining what Turtle Love does, where it is located and how it would garner interest in the media outlet's audience.
- Create press releases and media kits in French to distribute to media outlets.
- Offer exclusive interviews or behind-the-scenes access to Turtle Love's projects to generate interest.
- Monitor social media coverage and engage with journalists to ensure accurate and positive representation of Turtle Love's initiatives.

Strategy No. 2

Leverage social media to amplify media coverage.

Tactics

- Share any media coverage on Turtle Love's social channels to reach the widest audience.

- Encourage volunteers and supporters to share for increased visibility and credibility.
- Create a unique hashtag in French for supporters and media to utilize.

Goal No. 3

Work with French travel agencies to promote eco-tourism packages to Costa Rica.

Objective

Establish partnerships with three French travel agencies by the end of 2024 to promote eco-tourism packages to Costa Rica.

Strategy No. 1

Identify and approach French travel agencies specializing in eco-tourism or sustainable travel.

Tactics

- Develop a partnership package outlining the benefits of promoting Turtle Love's eco-tourism packages.
- Offer training and support to travel agency staff to educate them about the program.
- Provide marketing materials and resources to help travel agencies promote the packages in Costa Rica.



France
Theme & Example Messages

Theme

Explore Nature's Exotic Wonders

Example Messages

1."Embark on an expedition to safeguard sea turtles along the coast of Costa Rica."

2."Immerse yourself in the world's natural wonders with Turtle Love."

3."Experience the magical combination of starlight and sea turtles under the gorgeous Costa Rican sky."

After considering the target audience in France (which consists of young adults and couples), it became clear that the core theme should focus on highlighting the chance to witness the marvels of Costa Rica's biodiversity, thus seeking to foster a deep appreciation for nature and the desire to protect it. This theme and the messages feed into the audiences' interests of wanting to experience unique and impactful trips earlier in their lives with those in their inner circle, and it also ties into the idea of world exploration. Furthermore, the messages will engage the target audience by appealing to their appreciation for nature and educational experiences, while emphasizing the unique opportunity to travel together.



Germany
Goals, Objectives, Strategies & Tactics

Goal No. 1

Increase German group travel bookings to Costa Rica.

Objective

Obtain five group travel bookings from German citizens to Turtle Love in Costa Rica by the end of 2025.

Strategy No. 1

Advertise with several German travel platforms to promote Turtle Love as a group travel destination with an added benefit of volunteerism.

Tactics

- Create a digital travel brochure and accompanying social posts in German outlining the trip of a lifetime to be shared by the travel platforms. Include blurbs about cost savings and shared experiences.
- Partner with German travel bloggers or influencers to promote group travel packages and generate interest among their followers.
- Send information to travel expos or events in Germany to showcase Turtle Love's group travel offerings to engage with potential travelers.

Strategy No. 2

Offer incentives or discounts for group bookings to encourage participation.

Tactics

- Provide group discounts or exclusive offers for booking a visit to Turtle Love.
- Create customizable group travel packages to cater to different interests and budgets.
- Collaborate with German group travel organizers to create tailored itineraries and experiences for their groups.

Goal No. 2

Create partnerships with German conservation organizations focused on sea turtle and ocean life.

Objective

Establish a partnership with at least one German wildlife conservation organization by the end of Q2 2025 to begin promoting the importance of sea turtles.

Strategy No. 1

Identify and approach German conservation organizations with similar missions and goals.

Tactics

- Research out to the few German conservation organizations focused on sea turtle and ocean life conservation to pitch a potential partnership.
- Discuss potential collaboration opportunities, such as joint conservation projects or awareness campaigns.

- Offer to share resources and expertise to support their conservation efforts in exchange for collaboration on promoting sea turtle conservation in Costa Rica.

Goal No. 3

Work with German travel agencies to promote eco-tourism packages to Costa Rica.

Objective

Establish partnerships with three German travel agencies by the end of 2024 to promote eco-tourism packages to Costa Rica.

Strategy No. 1

Identify and approach German travel agencies specializing in eco-tourism or sustainable travel.

Tactics

- Develop a partnership package outlining the benefits of promoting Turtle Love's eco-tourism packages.
- Offer training and support to travel agency staff to educate them about the program.
- Provide marketing materials and resources to help travel agencies promote the packages in Costa Rica.



Germany
Theme & Example Messages

Theme

Connect with the Coast

Example Messages

1."Immerse yourself in the rich biodiversity of Costa Rica while witnessing coastal conservation efforts first-hand."

2."Join us in protecting and nurturing Costa Rica's marine ecosystems."

3."Enrich the connection with your companion during this once-in-a-lifetime trip to Costa Rica's Turtle Love."

After considering the target audience in Germany, which is similar to that of France, it became clear that the core theme should focus on promoting the idea of forging meaningful connections with Costa Rica's wildlife while fostering a sense of responsibility and stewardship toward the environment. This will resonate with wildlife lovers and those seeking to make a positive impact with their lives. Furthermore, the messages will engage the target audience by appealing to their interests in wildlife and environmental conservation, while highlighting the opportunity to experience a trip not typical for most.



CAMPAIGN *timeline*

Q3 2024
Campaign Launch & Awareness Building

- July 2024: Launch targeted outreach campaigns to professors in U.S. universities.
- Aug. 2024: Begin social media campaigns to increase awareness among U.S. students and researchers.
- Sept. 2024: Attend relevant conferences and events to network with potential partners and volunteers.

Q4 2024
Partnership Development & Media Outreach

- Oct. 2024: Identify and approach U.S. universities for partnership opportunities.
- Nov. 2024: Development relationships with U.S. media outlets for future coverage.
- Dec. 2024: Establish partnerships with at least one U.S. university and one media outlet.

Q1 2025
Program Promotion & Enrollment

- Jan. 2025: Launch promotional campaigns for study abroad opportunities to U.S. students.
- Feb. 2025: Host informational sessions or webinars for interested students.
- March 2025: Secure enrollments for the upcoming study abroad programs.

Q2 2025
Volunteer Recruitment & Program Implementation

- April 2025: Launch volunteer recruitment campaigns in France and Germany.
- May 2025: Obtain a presence at travel expos in France and Germany to promote eco-tourism packages.
- June 2025: Establish partnerships with French conservation organizations and Germany travel agencies.

Q3 2025
Program Expansion & Evaluation

- July 2025: Expand promotional efforts in France and Germany to increase participation.
- Aug. 2025: Evaluate the effectiveness of the campaign and make adjustments as needed,
- Sept. 2025: Finalize partnerships and enrollments for the remainder of the year.

Q4 2025
Program Continuation and Reflection

- Oct. 2025: Continue promotional activities and program implementation.
- Nov. 2025: Reflect on the campaign's impact and successes.
- Dec. 2025: Prepare a final report outlining the campaign's outcomes and recommendations for future initiatives.

CAMPAIGN *Budget*

Organization	Date
Turtle Love	Q3 2024 - Q4 2025

Category	Total Budget	Q3 - 2024	Q4 - 2024	Q1&2 - 2025	Q3&4 - 2025
Email Distribution	**$ 135.00**	**$ 33.75**	**$ 33.75**	**$ 67.50**	**$ -**
MailChimp Subscription	$ 135.00	$ 33.75	$ 33.75	$ 67.50	$ -
Social Media	**$ 2,250.00**	**$ -**	**$ 750.00**	**$ 1,500.00**	**$ -**
Targeted Facebook Ads	$ 1,500.00	$ -	$ 500.00	$ 1,000.00	$ -
Targeted Instagram Ads	$ 750.00	$ -	$ 250.00	$ 500.00	$ -
Website	**$ 450.00**	**$ 75.00**	**$ 75.00**	**$ 150.00**	**$ 150.00**
Content Creation	$ -	$ -	$ -	$ -	$ -
Hosting & Maintenance	$ 450.00	$ 75.00	$ 75.00	$ 150.00	$ 150.00
Broadcast	**$ 1,500.00**	**$ 250.00**	**$ 900.00**	**$ 350.00**	**$ -**
Media Pitching	$ 500.00	$ 50.00	$ 100.00	$ 350.00	$ -
Content Creation	$ 1,000.00	$ 200.00	$ 800.00	$ -	$ -
Publication	**$ 300.00**	**$ -**	**$ -**	**$ 250.00**	**$ 50.00**
Media Pitching	$ 300.00	$ -	$ -	$ 250.00	$ 50.00
Content Creation	$ -	$ -	$ -	$ -	$ -
Print	**$ 500.00**	**$ -**	**$ -**	**$ 400.00**	**$ 100.00**
Study Abroad Brochure	$ 400.00	$ -	$ -	$ 400.00	$ -
Shipping	$ 100.00	$ -	$ -	$ -	$ 100.00
Software	**$ 162.00**	**$ 27.00**	**$ 27.00**	**$ 54.00**	**$ 54.00**
Canva Pro	$ -	$ -	$ -	$ -	$ -
Microsoft Office Suite	$ 162.00	$ 27.00	$ 27.00	$ 54.00	$ 54.00
Staff & Services	**$ 3,600.00**	**$ 1,200.00**	**$ 600.00**	**$ 1,200.00**	**$ 600.00**
Communication Intern	$ 3,600.00	$ 1,200.00	$ 600.00	$ 1,200.00	$ 600.00
Program Staff	$ -	$ -	$ -	$ -	$ -
Grant Writer	$ -	$ -	$ -	$ -	$ -
Total	**$ 8,897.00**	**$ 1,585.75**	**$ 2,385.75**	**$ 3,971.50**	**$ 954.00**



Budget Notes

Category	Notes
Email Distribution	
MailChimp Subscription	Nonprofit discount (15%). Max 500 emails; must jump up to next tier if exceeds (not likely).
Social Media	
Targeted Facebook Ads	Costs split among France and Germany appropriately.
Targeted Instagram Ads	Costs split among France and Germany appropriately.
Website	
Content Creation	Utilize in-house content creation. Costs should be absorbed by other line items.
Hosting & Maintenance	Price may fluctuate based on platform currently beign utilized.
Broadcast	
Media Pitching	Focused specifically on France. Costs will increase if travel is required.
Content Creation	Videography and photography for pitching purposes.
Publication	
Media Pitching	Focused specifically on Germany. Costs will increase if travel is required.
Content Creation	Most content will either already be created or can be done so with resources and staff already budgeted.
Print	
Study Abroad Brochure	For U.S. purposes only.
Shipping	
Software	
Canva Pro	Canva Pro is FREE for nonprofits. Use to easily create engaging graphics, borchures, web pages, social posts, etc.
Microsoft Office Suite	Nonprofit pricing is $3/user/month (x3 users).
Staff & Services	
Communication Intern	$15/hr. Consider hiring volunteer-based intern(s) for cost savings?
Program Staff	All program staff are volunteer-based. No paid staff should be required.
Grant Writer	While a grant writer is not currently budgeted, it is strongly suggested that one be obtained during Q3 2024.
Total	**Plan for a $10,000 campaign with the goal to come in under. Obtaining grants will be vital to its success.**



EVALUATION *Metrics*

Metrics that will be used to help measure the success of this campaign will include the number of individuals who decide to visit Turtle Love, as well as the digital engagement (including social media and website) that it received. As mentioned above, one of the main ways this campaign will be successful is through the increase in number of visitors (whether it be students, researchers, volunteers or travelers). By comparing the number of visitors Turtle Love has historically received to how many it receives by the end of 2025, it will provide a good gauge for determining the success of the campaign.

As for the digital presence, website traffic and conversions are crucial for measuring the campaign's impact. Tracking website traffic from campaign sources and measuring conversions, such as sign-ups for study abroad programs or donations to Turtle Love, can indicate the campaign's effectiveness in driving desired actions. This metric aligns with the campaign's goal of attracting more participants and supporters to contribute to sea turtle conservation efforts in Costa Rica.

Along these lines, social media engagement is another key metric for measuring the success of the Turtle Love campaign. Monitoring social media metrics such as likes, shares, comments and follower growth can provide insights into the campaign's reach and engagement levels. This metric is important because social media is a key channel for reaching and engaging with the campaign's target audience, especially university students and travelers who are active on social media platforms on a global scale.

Overall, these metrics provide important data that can help evaluate the Turtle Love campaign's performance objectively. By measuring these metrics, we can glean insights into the campaign's effectiveness in raising awareness about sea turtle conservation and attracting participants and supporters from the identified countries. Thus, these insights can inform future campaign strategies and help optimize the campaign to achieve its goals after the initial timeline is completed.



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Turtle Love

COSTA RICA

CONSERVATION ADVENTURES IN COSTA RICA

Campaign Proposal

Alyssa Bishop

