

Free From Captivity

Animal Charity

@London



ABOUT

Free From Captivity is a very new and modern approach towards charity work but specifically towards animal cruelty.

They acknowledge the positive of zoos but also believe many should be held accountable for accomodating animals that do not belong outside of their habitats.

NEEDS

- Awareness of animal captivity outside of necessity
- Hold zoos accountable for unacceptable conduct
- Have the public acknowledge that zoos are not inherently evil

FRUSTRATIONS

- People boycotting zoos for the wrong reasons
- Unnecessary animal captivity
- Lack of awareness outside of aquatic life

PERSONALITY

Trait 1: Modern

Trait 2: Outspoken

Trait 3: Child-friendly

TECHNOLOGY

Apps ● ● ● ○ ○

Internet ● ● ● ● ○

Social media ● ● ● ● ●

INTERESTS

Politics

News

Future

Raising Awareness

Animals