

## Marketing Campaign:

### Campaign Hashtag

**#fixourbeaches**

The thinking behind this hashtag is that it encapsulates what we are trying to raise awareness for. The word 'fix' is better than 'clean' as cleaning is generally related with something that we as individuals can do, however 'fix' is generally something that we rely on outside entities such as plumbers or electricians or in this case the municipality need to do.

### Messaging

With our ads we are trying to invoke anger in the people that we reach. Anger is an action invoking emotion and so it will drive them to take action and share our content and follow us.

### Ads

