

Costa Del Mar + OCEARCH Campaign

Overview/Introduction.

Everyone loves the beach. From suntans to beautiful weather, the overall atmosphere of the ocean is calming and even romantic. The last thing beach-goers would expect is to be bitten by a shark. The word “shark” often provides a negative connotation because of their reputation and size in comparison to humans. However, Costa Del Mar and OCEARCH partnered to advocate how important a shark’s existence is to sea life. With help from volunteers, scientists, and shark attack survivors, OCEARCH continues to maintain its status as the “world leader in generating critical scientific data related to tracking (telemetry) and biological studies of keystone marine species such as great white and tiger sharks, in conjunction with conservation outreach and education at a measurable global scale” (“About OCEARCH”).

Background.

Laurie Driggs-Fontenot, owner of local public relations firm, 92-West, established a relationship with Costa Del Mar employees during her first years out of an undergraduate study. Fontenot worked with the company directly, during her employment at a Florida PR agency. She did a great job of keeping up with their social media accounts and maintaining external and internal relations between the company and other brands. Noticing this, Costa continued a relationship with Fontenot whenever she moved to Louisiana and became one of 92-West’s clients. Laurie gave me the opportunity to speak with her about personal experiences with Costa Del Mar, regarding some challenges/shortcomings, and the benefits she has reaped while working with them.

Costa Del Mar is a sunglasses and apparel company that was founded in 1983 in Daytona Beach, Florida by Ray Ferguson. According to their website, their mission is “to create the clearest sunglasses on the planet for life’s great adventures” (“Born on The Water”). Considering that the Gulf Coast surrounds Louisiana, these sunglasses are beneficial to the majority male population, because of outdoor activities—such as fishing, hunting, and doing other things revolving around being outdoors. Costa Del Mar is dedicated to not only selling apparel and outdoor accessories but also using these items to promote great causes, such as Kick Plastic, #OneCoast, Protect Guyana, and OCEARCH.

OCEARCH is a non-profit organization committed to researching and rescuing great white sharks, globally. Founding Chairman and Expedition Leader, Chris Fischer, maintains OCEARCH’s reputation by being ambassadors of the ocean through research and gathering data to save the great white and tiger shark species. “As of April 2017, OCEARCH has completed 28 expeditions, worldwide. The most recent took place in Georgia and South Carolina” (“OCEARCH Collection”).



According to a WKTR article, this is one of two sharks that OCEARCH tracks off the coast of Virginia Beach.

Research.

Did you know that 190 sharks get killed every minute? Well, as stated by OCEARCH, this is factual. Not only are sharks dying at an alarming rate, but they help keep the ocean floor maintained. Without them, the ocean and fish that dwell in the sea die too. Costa Del Mar and OCEARCH decided that a collaboration between the two brands would be beneficial, considering that they are both nature and water related. The Costa + OCEARCH collection features “new sunglasses and gear, inspired by the sharks that keep our oceans balanced” (“OCEARCH Collection”). Each purchase from this collection helps fund future OCEARCH expeditions and their mission to protect sharks.

Since the target audience(s) of this case would be nature-lovers, outdoorsmen/women, and animal rescuers, test marketing, and observation was used as primary research tactics to consider whether they would respond to the new collection by purchasing and sharing their items on their personal social media channels. Also, the observation will use the number of impressions and engagements received on social media posts and accounts. Secondary research included data used from previous promotions between Costa + OCEARCH, such as past social media impressions and methods used that grabbed the target audience’s attention. Two social media promotions, #ExpeditionCosta and OCEARCH Tagalong, played a part in OCEARCH research funding and expeditions. Besides, they were an expansion of the Costa + OCEARCH campaign after test marketing, and observation was a success with the apparel collection.



Goals/Objectives.

During the collaboration, the primary goals/objective that Costa + OCEARCH expected to achieve were to bring awareness to shark endangerment. However, some main points of this campaign were to:

1. Strengthen social media following on both OCEARCH and Costa Del Mar accounts
2. Use promotional items, such as clothing, to bring awareness to both brands and the cause
3. Use proceeds from campaign to increase the number of OCEARCH expeditions
4. Educate the public on the importance of sharks in the ocean
5. Prevent shark-related deaths from occurring on beaches

Strategy.

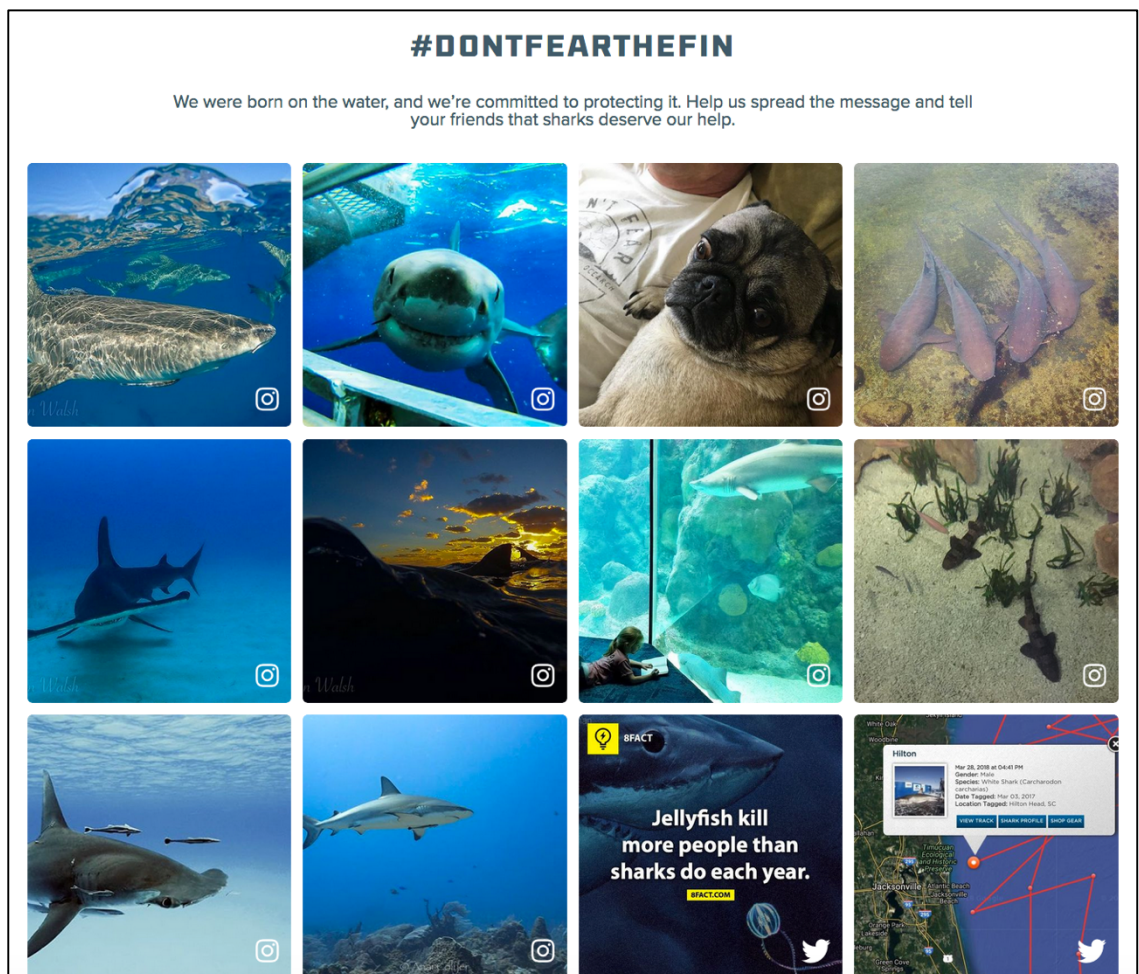
The strategy was to utilize Costa and OCEARCH personal social media accounts for Twitter, Instagram, Facebook, and YouTube. These were marketed to not only target audiences but promoted to reach customers out of the ordinary Costa demographics—such as women, non-nature lovers, etc. Besides social media, Costa + OCEARCH apparel collection served as a marketing tactic that targeted customers who already buy Costa apparel and doubled to generate another audience through donations and animal awareness.

The most important strategy was YouTube. Many brands fail to realize how much influence YouTube has on millennials. Also, it presents a great way to promote and commercialize a brand without spending hundreds of dollars for TV marketing. OCEARCH wanted to bring awareness to the shark-related deaths and their prevention on beaches. Doing this, they use expeditions to find sharks and implant a tracking device inside of their fin to alert coastguards of how close sharks are to the coast (Meite, 2016). Donations received from the Costa + OCEARCH apparel collection and promotions funds expeditions.

Execution.

Through hashtags, contests, apparel, and YouTube promotional videos, Costa + OCEARCH strategically planned to get to their target audience as efficiently as they can.

- **Hashtags** like #DontFearTheFin, #ExpeditionCosta, and #OCEARCHTagalong were used to gain social media attention on Instagram, Twitter, and Facebook. It also gave Costa + OCEARCH's audience a chance to interact with the account and participate in different promotional events throughout the campaign's timeline.



#DontFearTheFin Social Media Feed on Costa + OCEARCH campaign page

- **Contests** like #ExpeditionCosta offered a trip to Australia and a chance to win free Costa Apparel.
- **Apparel** collection's proceeds would be donated to fund OCEARCH expeditions and their mission to protect sharks.
- **Promotional Videos** were used to educate their target audiences on shark awareness and their importance in the ocean.



Don't Fear The Fin YouTube Ad

Evaluation.

For both campaigns, social media played a huge part in marketing strategies and customer impressions. However, most of the social media engagements between these two campaigns weren't far off, and Twitter saw lower numbers in comparison to the other social media outlets due to lack of OCEARCH/Costa Twitter account usage. Overall, 4/5 goals/objectives exceeded the set expectations throughout Costa + OCEARCH campaign. Using this campaign to prevent shark-related deaths is helpful, but one campaign wouldn't prevent that from happening again.

<u>Promotions</u>	<u>Total Impressions</u>	<u>Types of Social Media Used</u>
2014 #ExpeditionCosta	6.4M	Facebook Contests, Facebook Social Posts, Twitter Social Posts, Instagram Social Posts, Web Banner, Email Blasts
2016 OCEARCH Tagalong	3.4 (17% increase)	Facebook Social Posts, Facebook Video Ad, Instagram Social Posts, Instagram Video Ad, Twitter tweets (low engagement)

Discussion.

92-West and Costa + OCEARCH used social media outlets and email blasts to promote and target their audience in the beginning stages. The overall goal of this case was simple but effective. Costa + OSCEARCH acceded the goals/objectives through audience growth and the number of social media impressions they reached on Facebook, Instagram, and Twitter. In the end, OCEARCH made 6.4 million reactions within 25 days using just social media and email blasts with #ExpeditionCosta campaign and 58K audience growth throughout the OCEARCH Tagalong campaign timeline. Principles that made an impact on this case are know your audience, “warm and fuzzies,” liking, audience participation, group influence, have a call to action, know your purpose and desired result, know your client and their business, know your target audience and their interests, and do something you love.

Discussion Questions and Activities.

1. How beneficial do you think this collaboration was to help bring awareness to sharks?
2. Did social media play a massive part in this case? How?
3. What were OCEARCH and Costa’s most crucial decision in the case?

4. What could be improved?
5. How useful were the hashtags used to bring awareness to social media?

Research/Case Re-evaluation Project

Each student in the class is opportunity to read this case individually. From there, a section is to each person during the next class period—such as Lucy gets the “Evaluation” section. A week or so later, Dr. Madison will require each student to present their findings on each part, giving each student the opportunity to use their creativity and ideas to discuss things that others may not have thought about within that section. After, Dr. Madison will have the option to give everyone a grade on this assignment or use this information to rebuild the case.

The sections covered:

- Overview/Introduction
- Background
- Research
- Goals/Objectives
- SWOT Analysis (optional)
- Strategy
- Execution
- Evaluation

Appendix.

2014 #ExpeditionCosta

Example 1 (OCEARCH 7/25-8/18): The chart listed is based off the impressions made between Costa and OSCEARCH social media accounts. The 6.4M impressions were both accounts combined. Most impressions were made on Facebook.

2016 OCEARCH Tagalong Recap

Example 2a (Costa Impressions Rollup): Total number of impressions made on Facebook, Twitter, and Instagram Costa accounts. Presented a 17% increase in audience engagement.

Example 2b (Facebook Stats): Total of 11 posts reached 29,333,316 impressions

Example 2c (Instagram Stats): Total of 9 posts reached 275,554 impressions

Example 2d (Twitter Stats): Total of 16 posts reached 165,196 impressions

Example 2e (Takeaways): Audience growth increased by 58K throughout the campaign's timeline. There was a 17% increase on Facebook impressions throughout the promotions made during this campaign.

Example 1

Ocearch 7/25-8/18 2014



6.4M = TOTAL POSSIBLE IMPRESSIONS

CPM = \$5.17

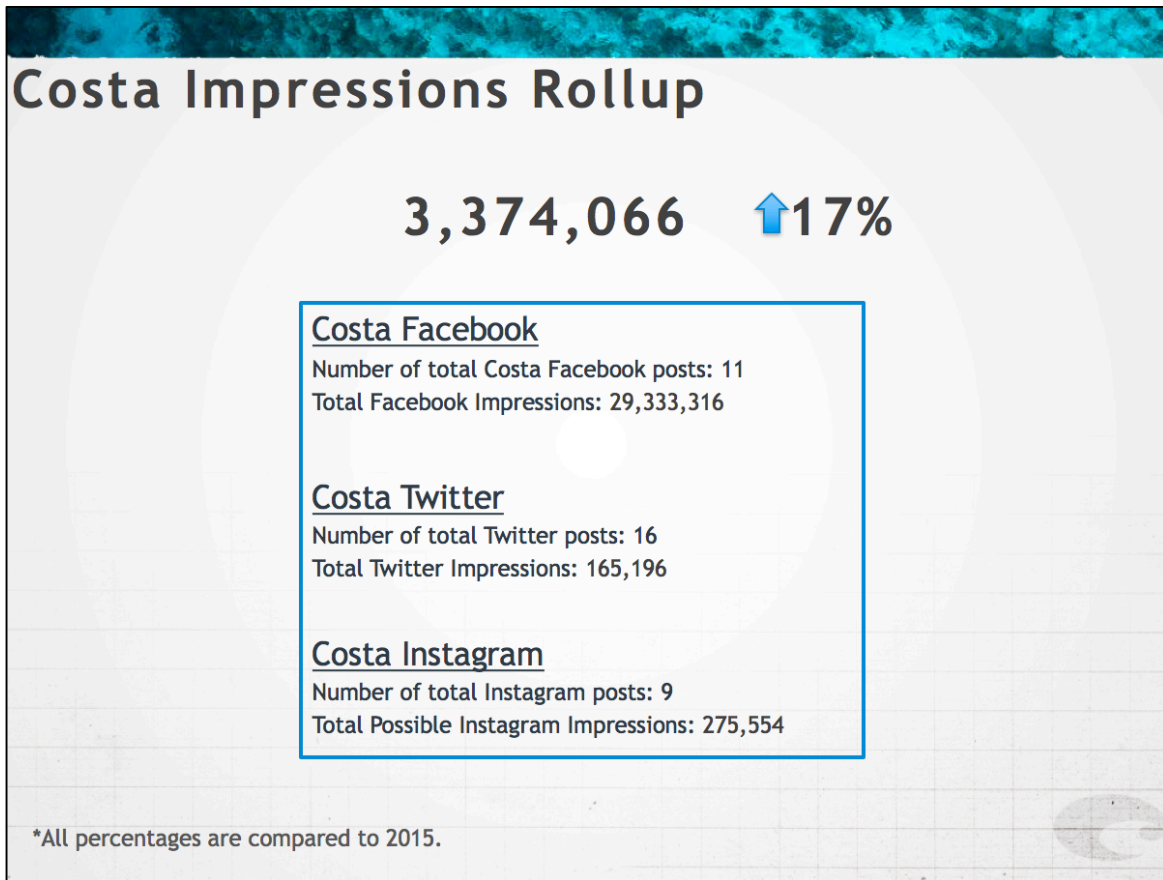
TOTAL POSSIBLE IMPRESSIONS	QUANTITY (25 days)	WHO	WHAT
109,251	1	Costa	FB Contest* Total Entries
4,894,602	159	Costa	Social Posts on FB, TW & INS**
572,302	1	Costa	HP Web Banner
487,129	1	Costa	Email Blast
347,934	11	Partner: Ocearch	Social Posts on FB, TW & INS

*FB Contest Stats = 36,225 Unique Entries, 9,887 New Costa Emails, 21,560 New FB Likes

** Website Referrals = Peak day for FB referrals to website on WIN GEAR post day.



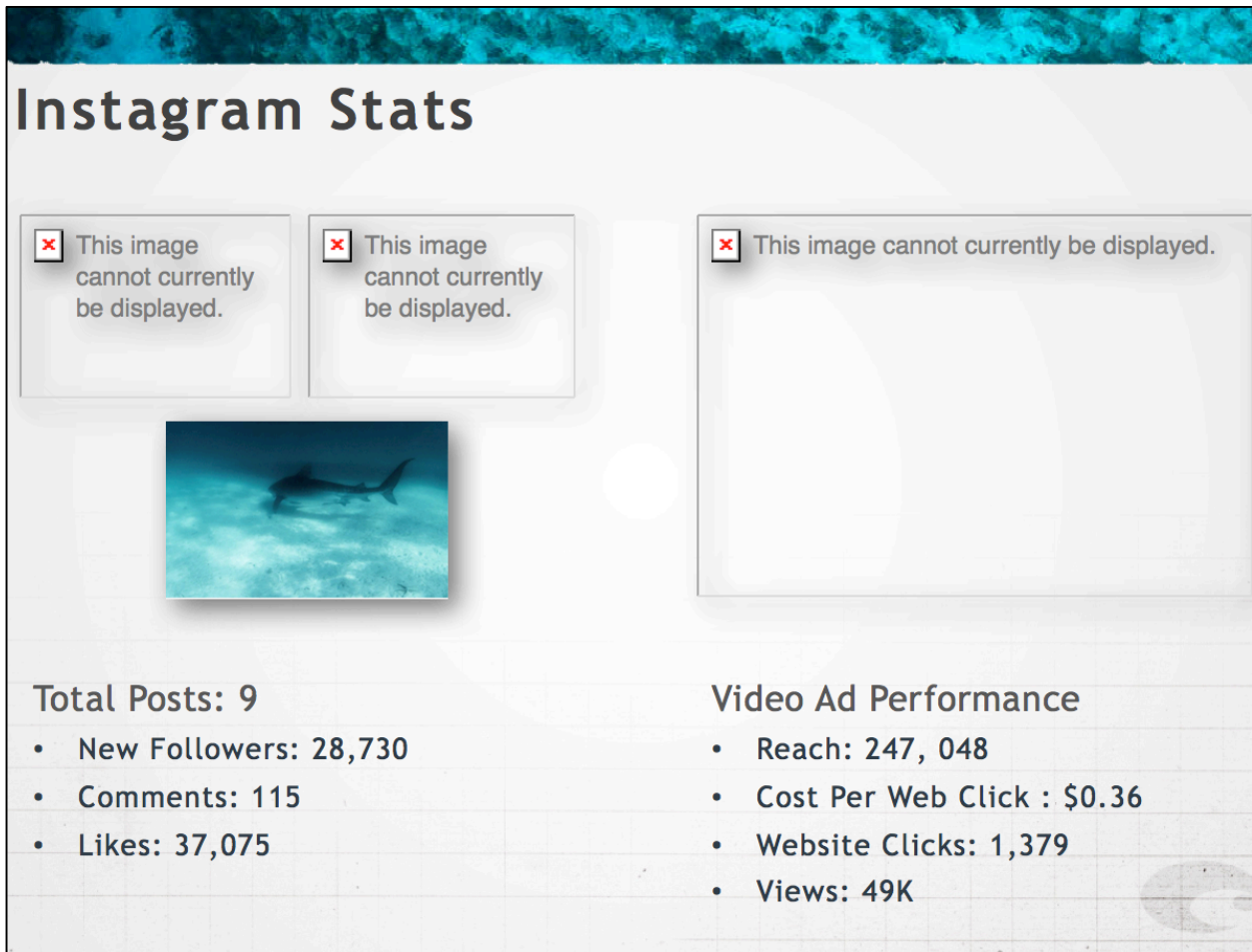
Example 2a



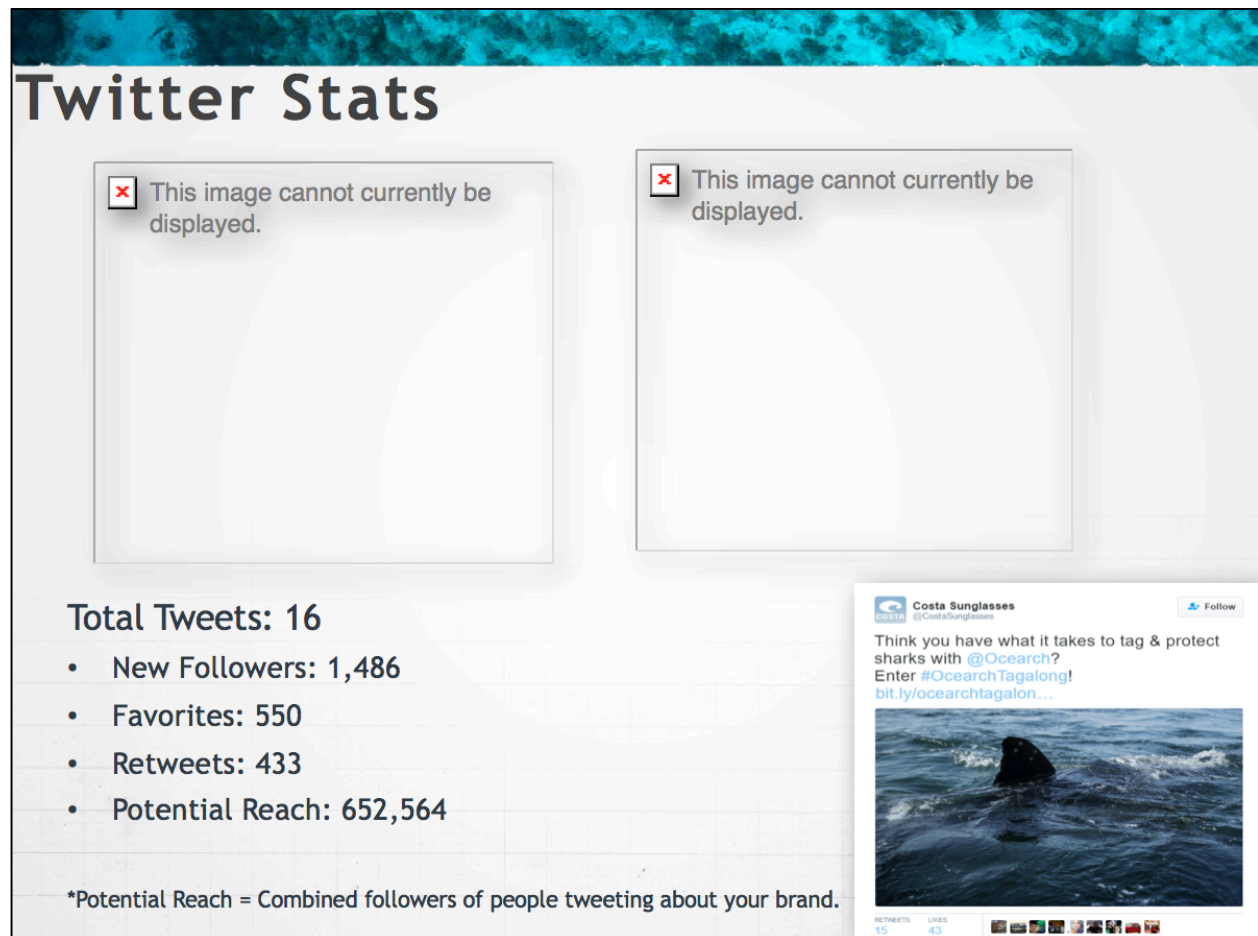
Example 2b



Example 2c



Example 2d



Example 2e

Takeaways

- All Facebook numbers are up from previous OCEARCH promotions. More organic posting in 2016 bumped numbers up.
- *Facebook impressions are up 17% from last year.*
- Facebook engagement increased by 981% and sharing was up 405%
- Instagram engagement was similar to last year's numbers.
- Twitter saw lower numbers this year due to lower numbers across the channel itself.
- Total audience growth was 58K during the campaign timeline.

Works Cited

- “7 Essential Principles to Succeed in PR.” *Sword and the Script*, 13 Mar. 2018,
www.swordandthescript.com/2012/07/7-essential-principles-to-succeed-in-pr/.
- “About OCEARCH.” *OCEARCH*, www.ocearch.org/#about-us.
- “Born On The Water.” *Costa Del Mar*, www.costadelmar.com/us/en/inside-costa/explore/born-on-the-water.
- Cincotta, Craig. “10 Principles for Creating an Effective Public Relations Plan.” *Entrepreneur*, 9 Aug. 2016, www.entrepreneur.com/article/280309.
- “Don't Fear the Fin. Fear a World Without Them.” *YouTube*, Costa Sunglasses, 8 June 2017,
www.youtube.com/watch?time_continue=112&v=i-wtwdg6EtI.
- Fontenot-Driggs, Laurie. Owner of 92-West—Interview. (April 10, 2018).
- “GCSE Bitesize: Collecting Market Research.” *BBC*, BBC,
www.bbc.co.uk/schools/gcsebitesize/business/marketing/marketresearchrev3.shtml.
- Meite, Ami. “Track Miss Costa, the Newly Tagged OCEARCH Great White Shark.”
Marketwire, OCEARCH, 25 Sept. 2016, www.marketwired.com/press-release/track-miss-costa-the-newly-tagged-ocearch-great-white-shark-2161145.htm.
- Mitchell, Becca. “Two Sharks Tracked by Oearch Ping off Virginia Beach, OBX.” *WTKR.com*,
31 May 2017, wtkr.com/2017/05/30/two-sharks-tracked-by-oearch-ping-off-virginia-beach-obx/.
- “OCEARCH Collection.” *The Costa OCEARCH Collection*, Costa Del Mar,
www.costadelmar.com/us/en/inside-costa/protect/oearch.

“OCEARCH.” *OCEARCH*, www.ocearch.org/#science.