



Integrated Campaign

| GABRIELLE WAGNER |



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are also not as likely to be
y roots from vegetation
to the forest edge.

gh tide line:
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ment are in danger of being
y by the tides. Because eggs
ble, water can penetrate the
own the developing embryo.

an artificial light:
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the hatchlings can become
d and not make it into the ocean.

ation:
n the vegetation are in danger of
ded by plant roots. They also may
it risk of being depredated by
such as raccoons or feral hogs.



What Lives On My Shell?



DISCOVERY STATION



SEA TURTLES OF GEORGIA

KEMP'S RIDLEY

Kemp's ridley are the smallest of all marine turtles with an average adult weight of 80-100 pounds (35-45 kg) and a carapace about 2 feet (60 cm) long. They reach reproductive maturity at a comparatively young age of 10-15 years. The carapace is a dull grayish brown and a nearly circular in shape. Though Kemp's ridleys are the second most abundant turtle in Georgia's coastal waters, nearly all females nest in large groups known as arribadas (Spanish for "the arrive") on a single beach in Rancho Nuevo, Mexico. In 1947 an estimated 40,000 females nested in a single day but by 1984 that number had dropped to fewer than 300 nesting females per year making these the most critically endangered sea turtles in the world. Thanks to global conservation efforts scientists now estimate that there are over 12,000 nests annually.



2

GREEN 4

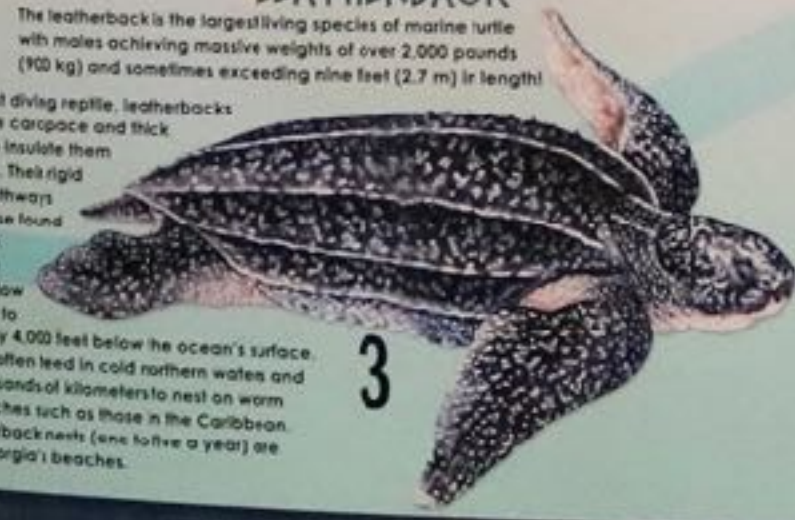
Look closely at this turtle with its small, slender head and serrated lower beak and you'll see that the shell is not green but brown. These turtles received their common name from the color of their body fat and muscle, which is tinted from a consistent diet of algae and sea grasses. With an average body weight around 300-350 pounds (130-160 kg) and a carapace often over 3 feet (90 cm) long, these are the largest of the hard shelled sea turtles.



The five different species of sea turtles found in Georgia waters are the loggerhead, the green, the leatherback, the Kemp's ridley, and the hawksbill. With only a few details, you can easily tell one species from another.

LEATHERBACK

The leatherback is the largest living species of marine turtle with males achieving massive weights of over 2,000 pounds (900 kg) and sometimes exceeding nine feet (2.7 m) in length!



3

HAWKBILL

Hawksbill sea turtles were named for the narrow skull and distinctively hard-to-break, which they use to dine on a specialized diet of sponges. Hawksbills are distributed worldwide in tropical seas where they play an important role in maintaining the health of coral reefs by controlling the abundance of sponges that inhibit competition between sponges and corals. One of the smaller sea turtles, hawksbills weigh only 100-150 pounds (45-70 kg) and reach maximum lengths of 30-34 inches (76-86 cm). These turtles have been hunted almost to extinction for their beautiful yellow and brown "hatchling" shells used to make jewelry and other products.



1

CATEGORIES OF PROTECTION

All five species of sea turtles found in Georgia waters are protected by the U.S. Government's Endangered Species Act of 1973. Four of the five species found in Georgia are listed as "endangered" - the rarest, most critical category, with only a very small pool of breeding females found worldwide. The loggerhead, the most common species found in Georgia, is classified as "threatened" - a slightly less severe category than "endangered."



5

LOGGERHEAD

Named for their large skull and crushing jaws, their reddish-orange carapace is often covered with living organisms such as barnacles, crabs and limpets.

Adult loggerheads reach reproductive maturity at approximately 30-35 years of age. They attain average weights of over 500 pounds (225 kg) with a carapace about 3 feet (90 cm) long. These turtles are the most frequent visitors on Georgia's beaches.

and the Glass Exploring the Treatment Room



Overview

Brand: Georgia Sea Turtle Center

Industry: Conservation Organization

Established in 2007

Pillars: Rehabilitation, Research, Education
Center offers the chance to learn about sea turtles and see rehabilitation in action with a host of interactive exhibits and experiences.



Mission

“Our hope is to not only help this charismatic species survive but to watch it thrive. And, you can make a direct impact. Your support will continue to help our mission for **rehabilitation, research and education** of sea turtles and wildlife on the Georgia coast.”

Competitors

Similarities:

- Wildlife refuge
- Aquatic animal focus
- Priority placed on education

Competitor Advantage:

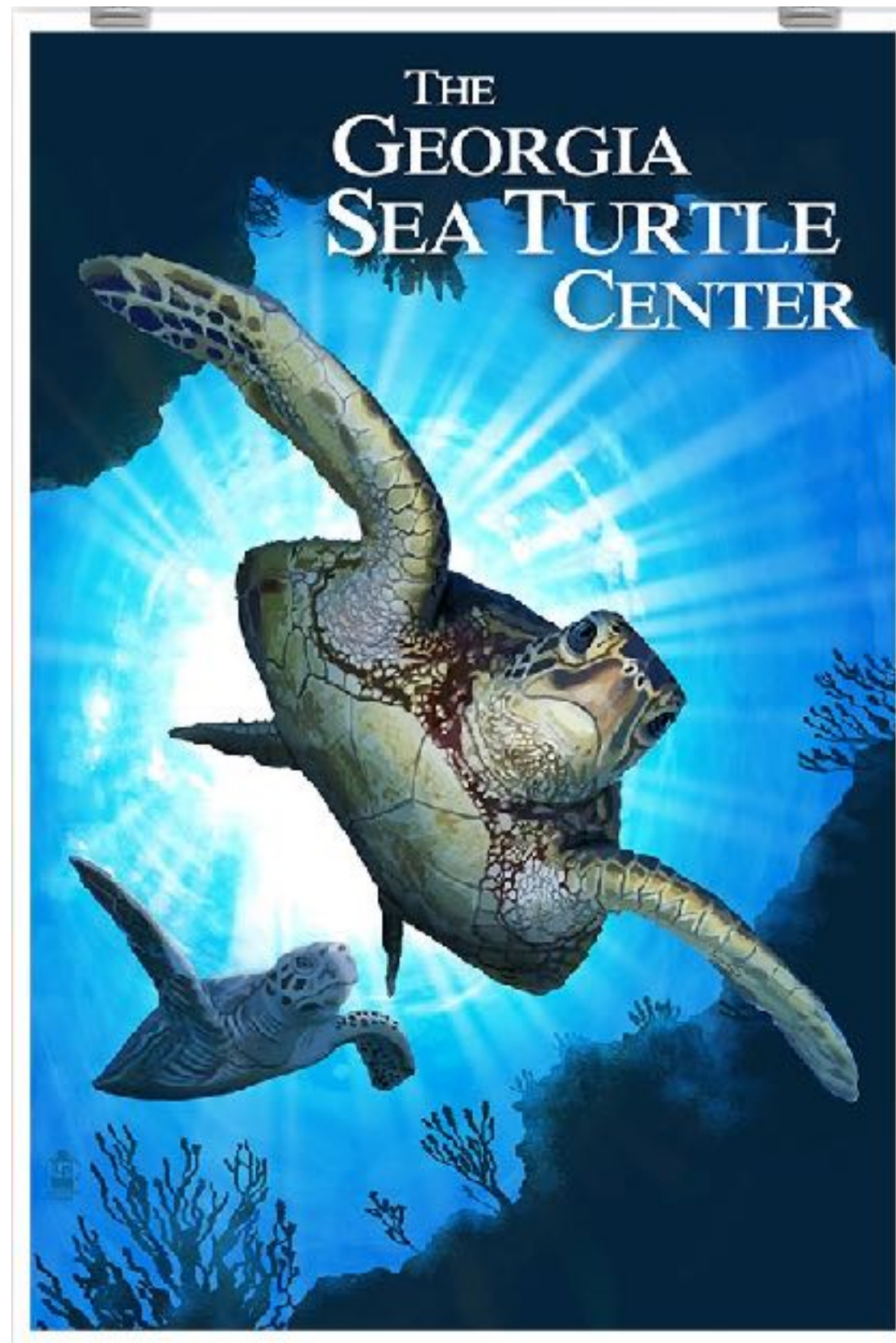
- More animals
- Large facilities
- More advertising

GSTC's edge:

- Georgia's only sea turtle education and rehabilitation facility
- Far reaching education foundation (virtual tours, virtual reality, online worksheets, activities, and videos)
- Convenient hours of operation



Pre-Existing Ads



Brief

WHY: The Problem

The Georgia Sea Turtle Center is hugely successful, rehabilitating nearly 1,000 sea turtles to date. Their personal branding is quite strong, however their advertising is non-existent. They only use the same photo over and over again on social media to advertise smaller functions.

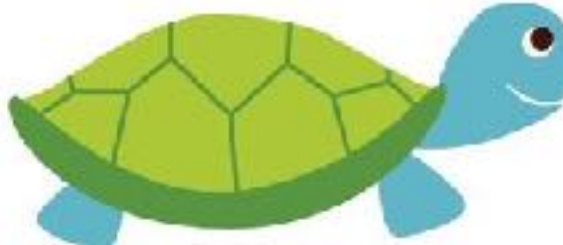
WHAT: The Objective

The Georgia Sea Turtle Center is for people of any age or education level. The worksheets and online learning sources in particular seem to be for ages 8-14 years old. Keeping in line with this target audience, create three extensions to the campaign that will inspire the education of youth.











HOW: The Strategy

Use original, fresh illustrations to convey the center as a place for fun- learning. Keep the copy short and sweet, simple enough for children to read. Three intended extensions are a playful magnetic set (to be stuck on the fridge or wall), a workbook (culmination of worksheets), and an app or online game that combines a fun interactive setting with sea turtle lessons.



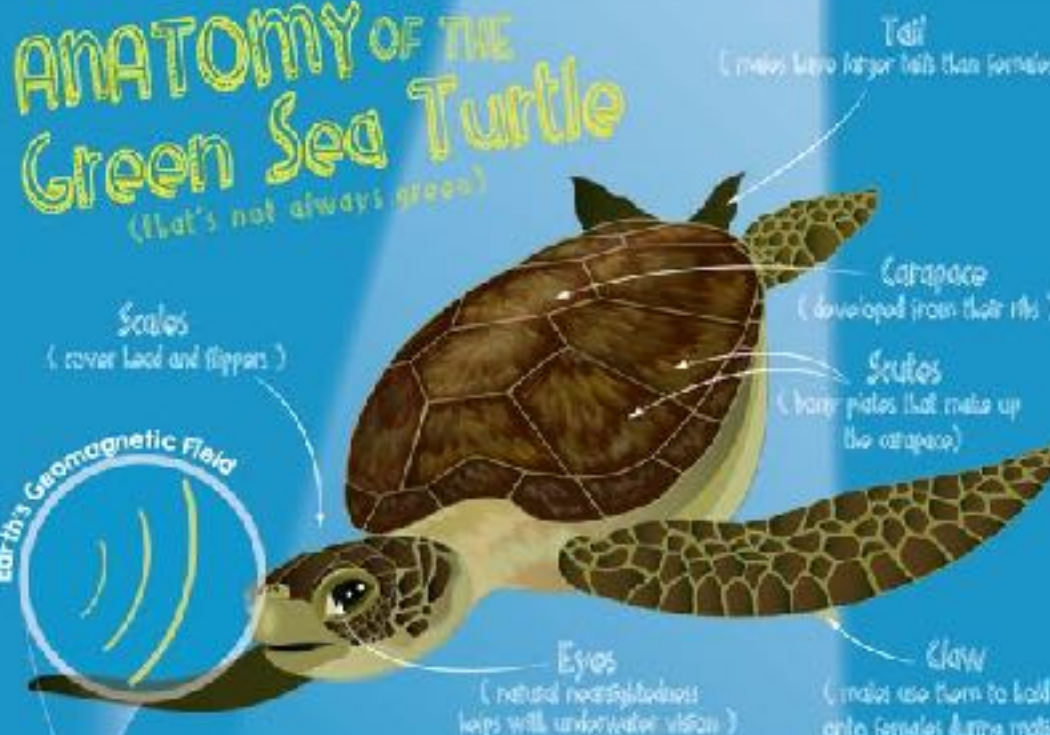


10 Turtle Facts

-  They are reptiles and are around since dinosaurs
-  Turtles live in salt or freshwater, tortoises on land
-  They can be found all over the world except Antarctica
-  The unique patterned shell is part of their skeleton
-  Turtles can stay underwater for 4-7 hours
-  Some species are meat eaters, others feed on plants
-  Biggest species weigh 500-1500 lbs and reach 5ft size
-  Turtles swim fast in water thanks to its streamlined body
-  They have a compass sense to navigate through oceans
-  Females always return to the same beach to lay their eggs

ANATOMY OF THE Green Sea Turtle

(That's not always green)



Geomagnetic Compass


Sea turtles sense the Earth's magnetic field, and females may use this ability to navigate back to their natal beach to mate and lay eggs.^{1,2} This internal magnetic compass functions as a guide for journeys that span thousands of miles to and from their egg-laying and feeding grounds.

A Changing Diet


Young green turtles eat crabs, snails, and other small animals. Most adult green turtles eat a strict diet of algae and seagrasses.³

Diet Turns Turtles Green

This diet of marine plants turns the fat under the carapace green, which gives this sea turtle its name.



Juvenile



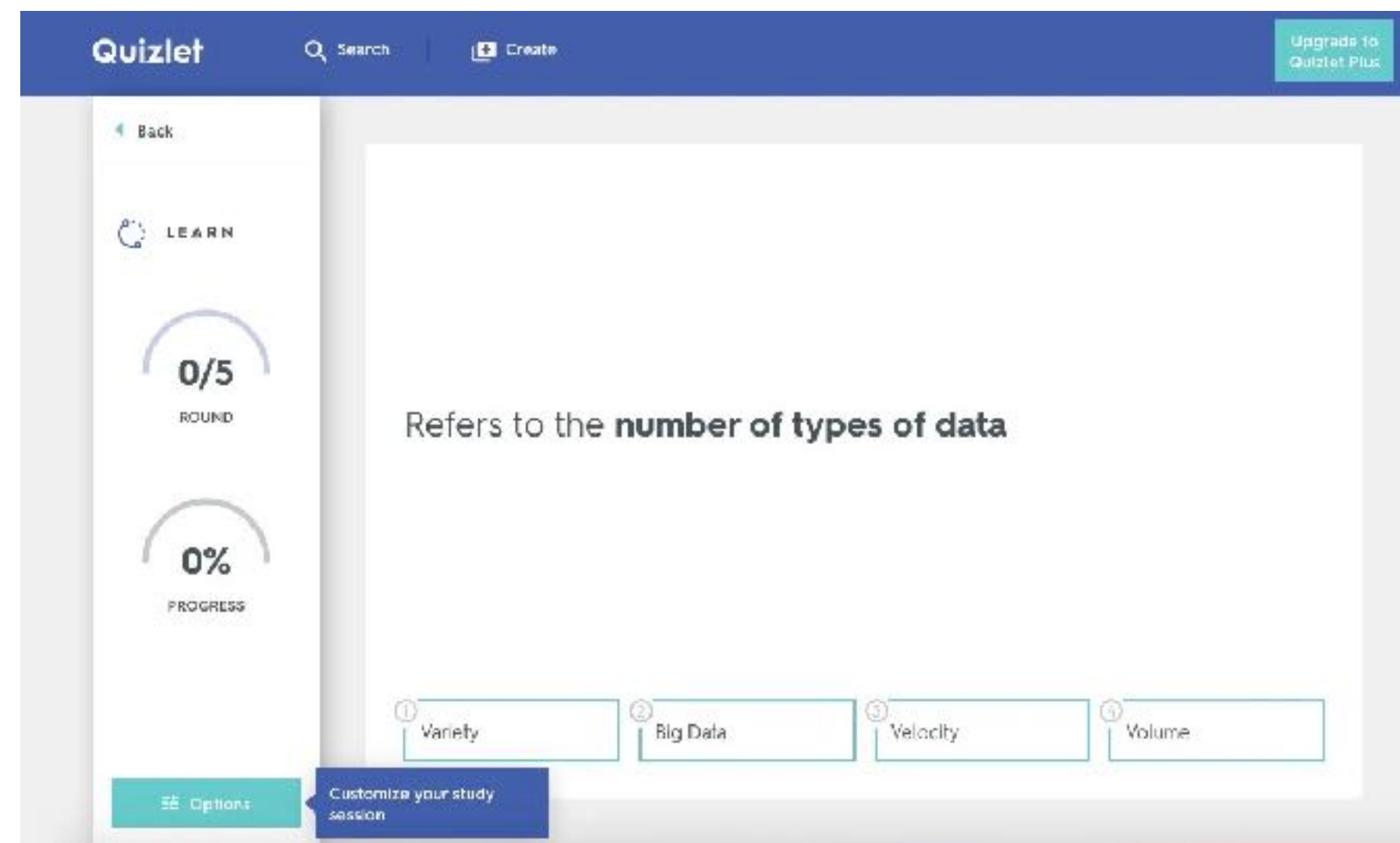
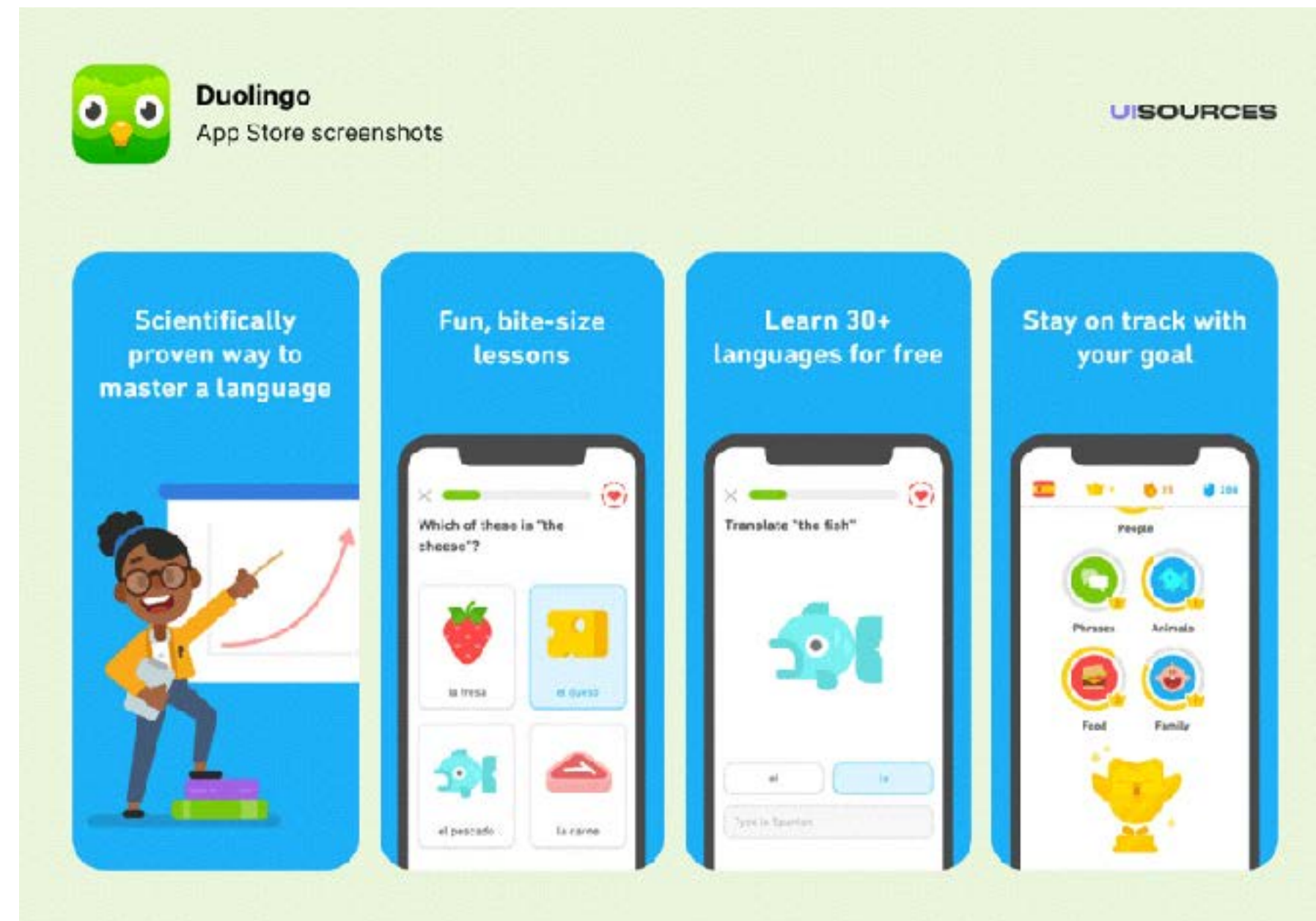
Adult

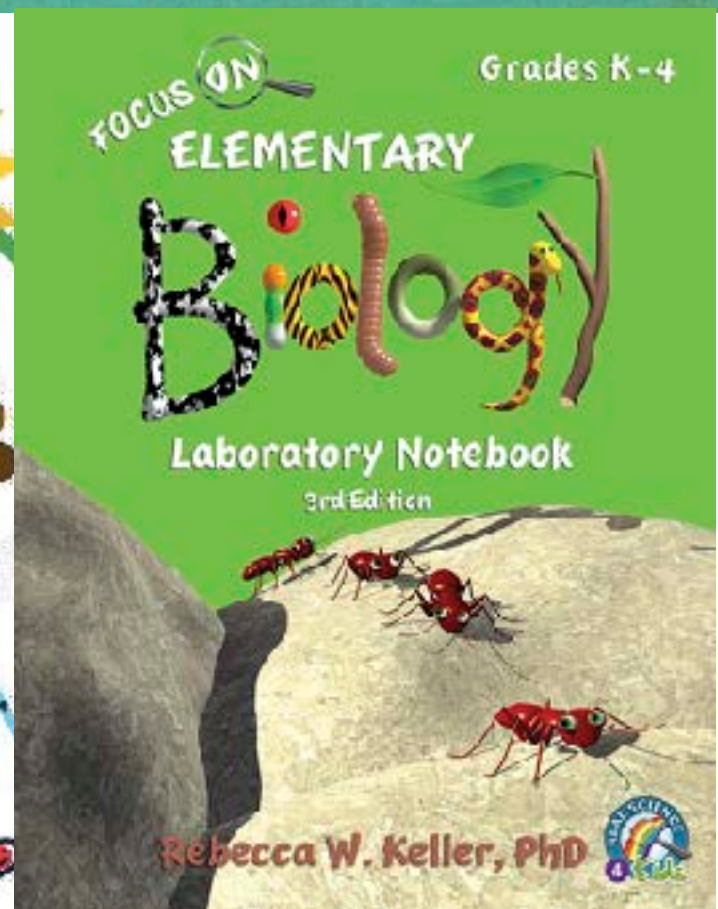
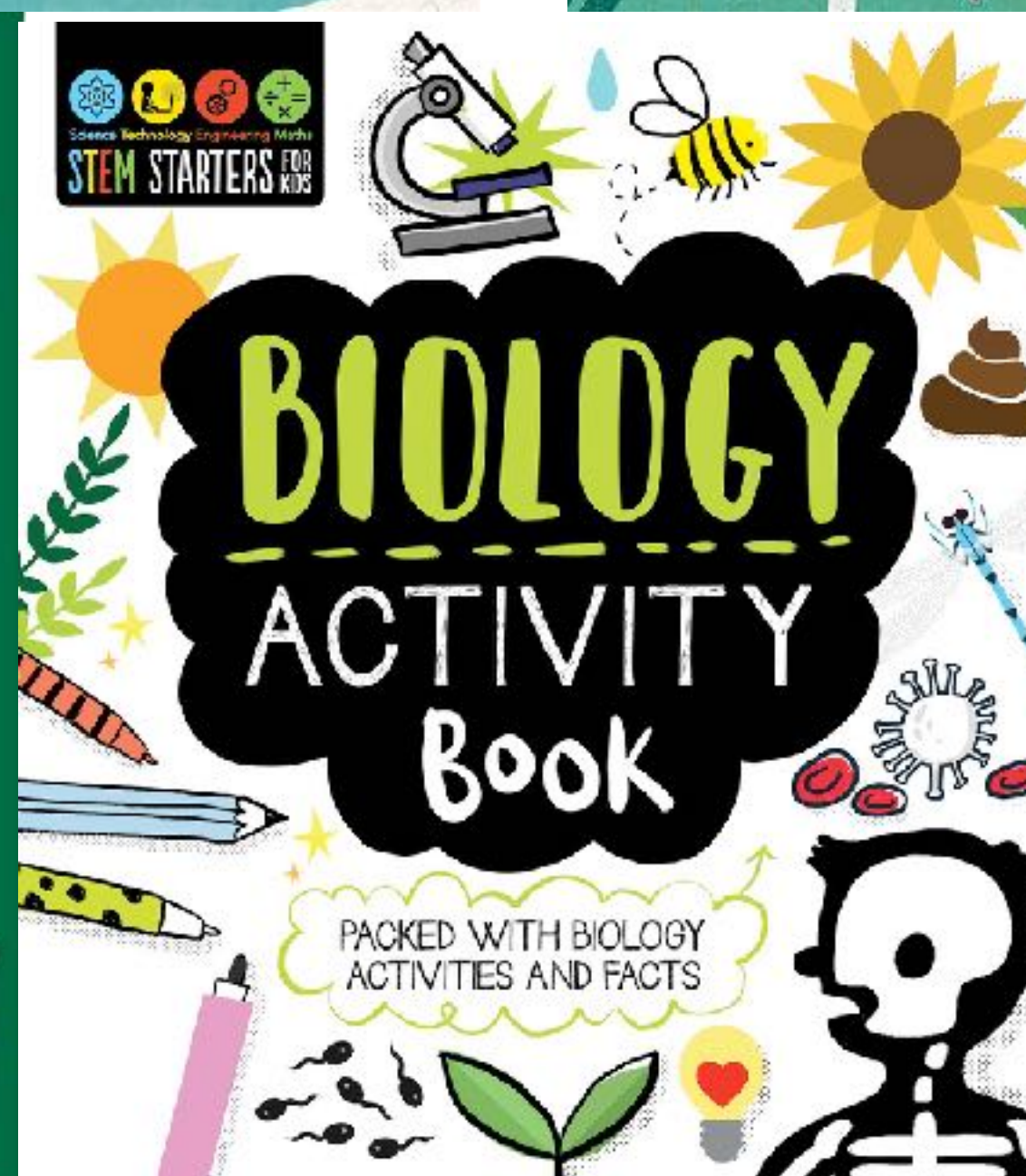
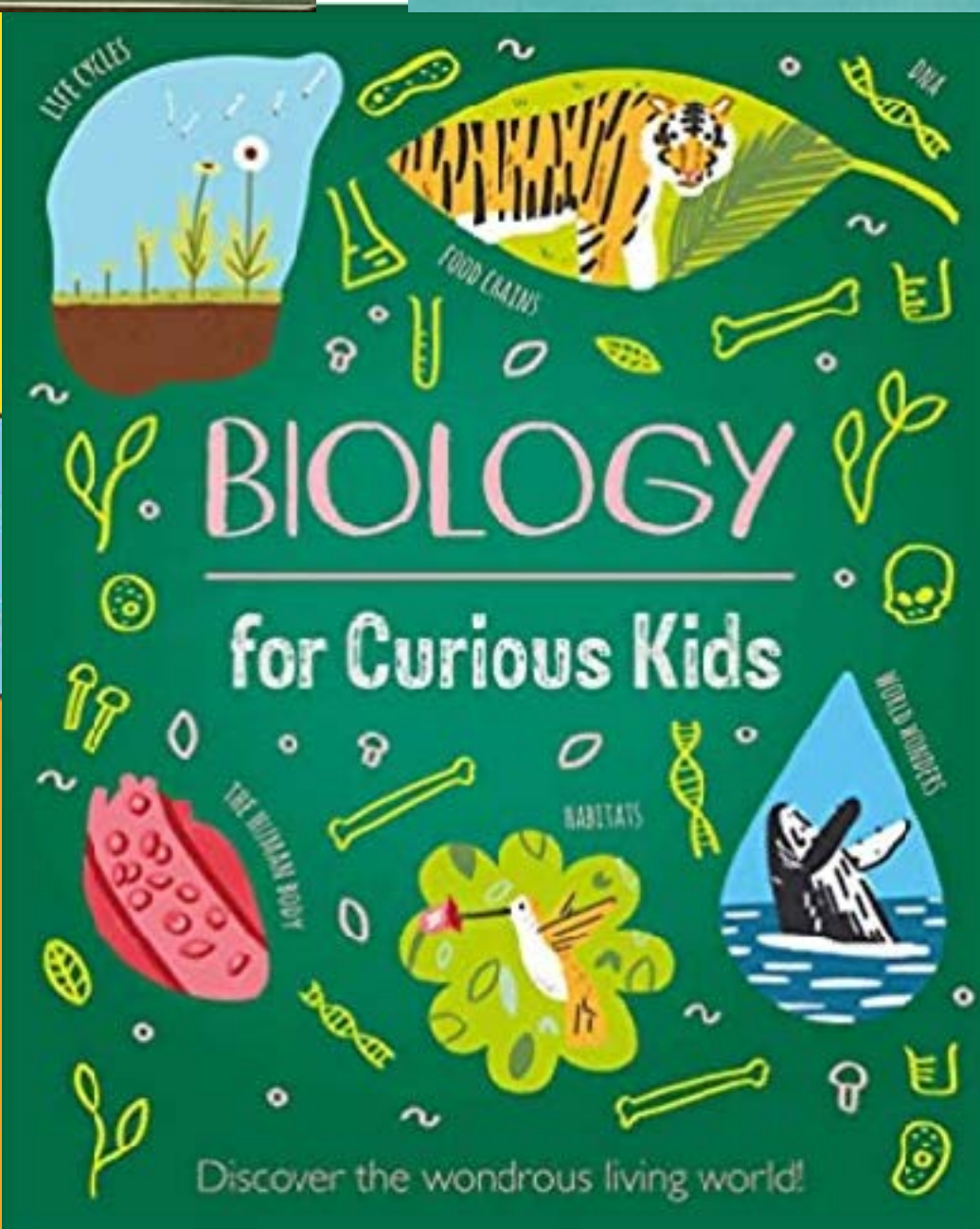
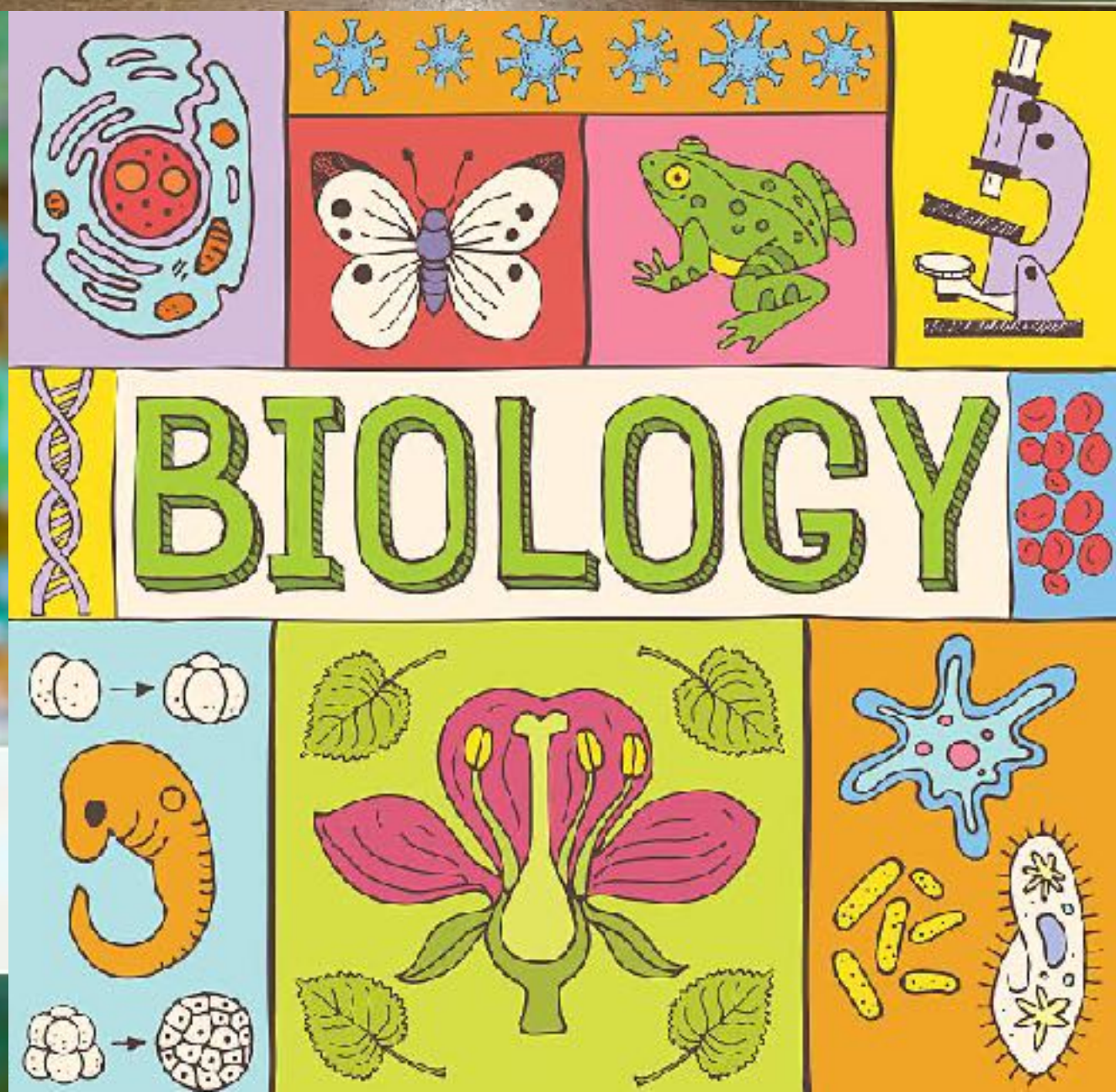
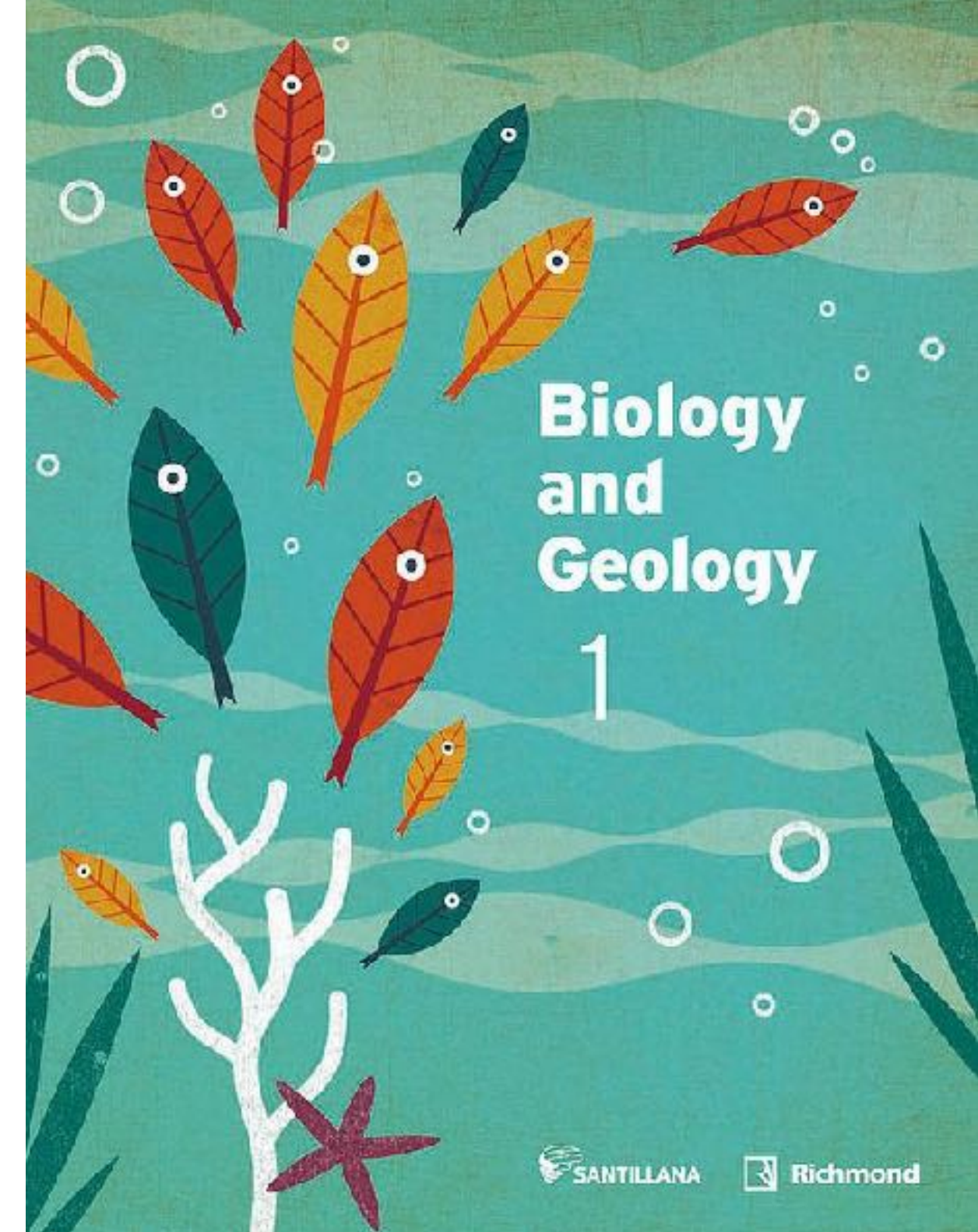
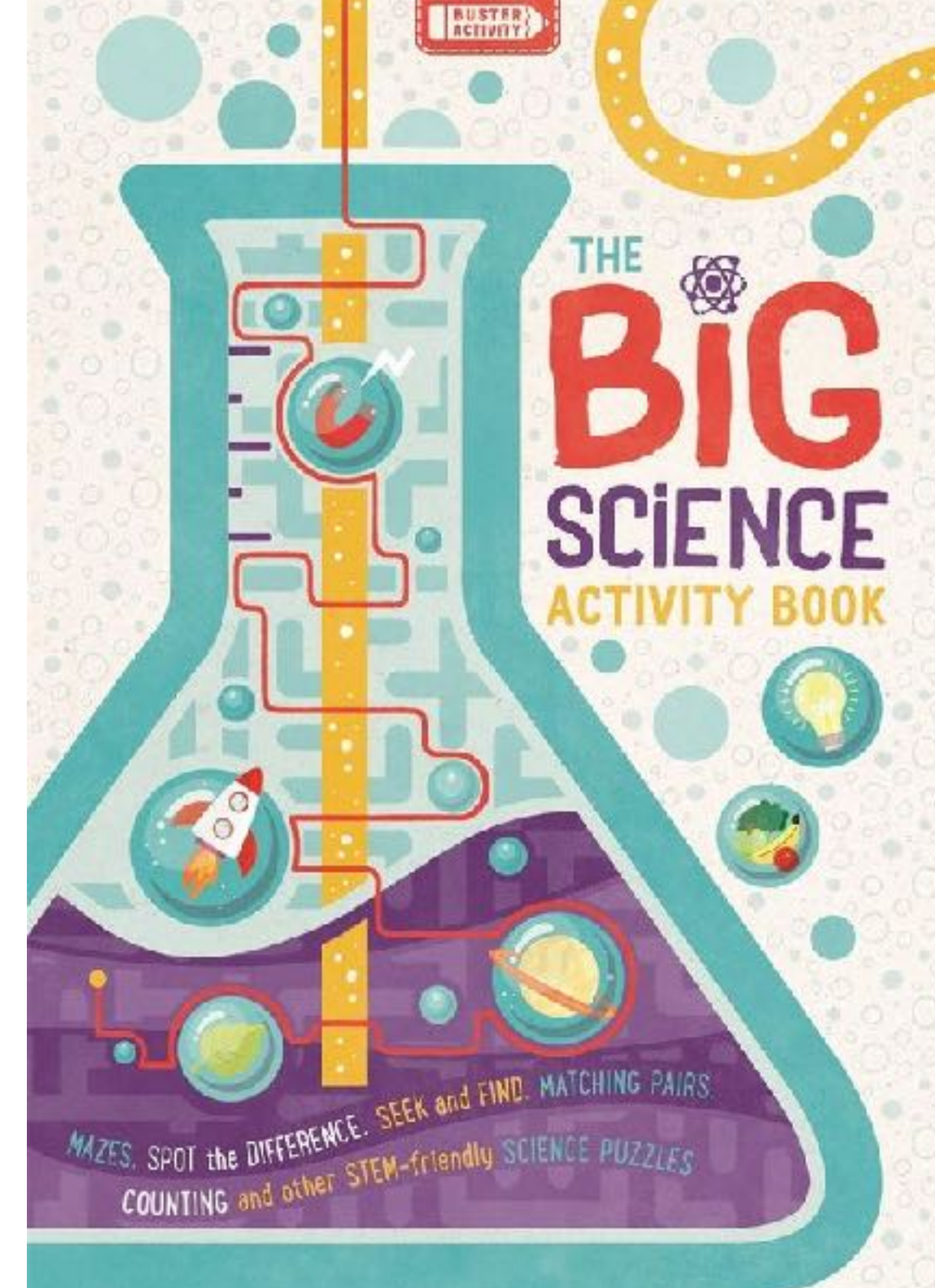
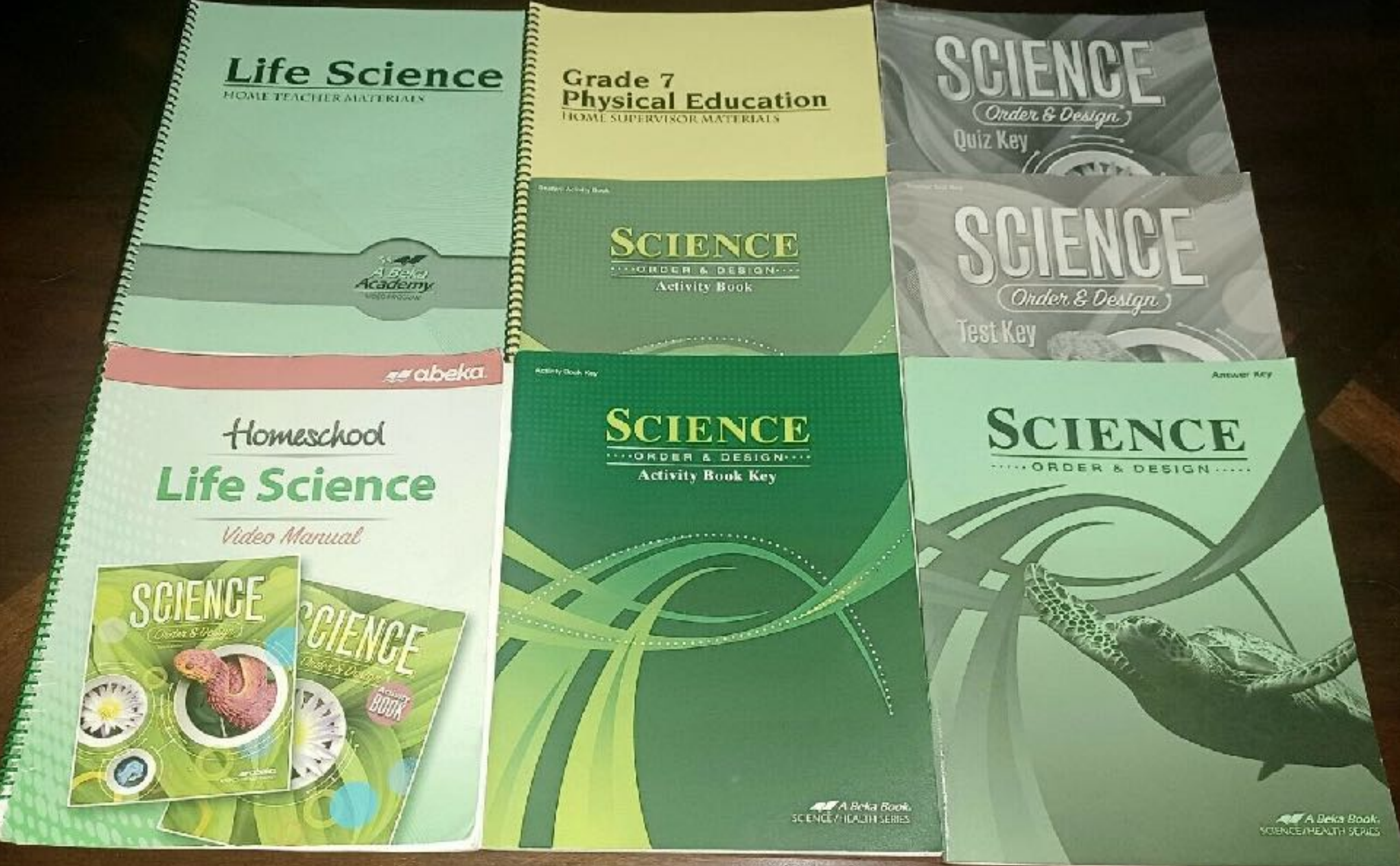
Sea Turtle Age →



Sources:
 1. Baskin, J.E. and Lovgren, K.J. (2008) Evidence for geomagnetic imprinting and magnetic navigation in the hatchling of sea turtles. *Current Biology*, 18, 340-346.
 2. Johnson, M.J., Iwama, C.M., Krueger, J.E., and Petersen, M.F. (2000) Natal homing and orientation in sea turtles.







Target Audience

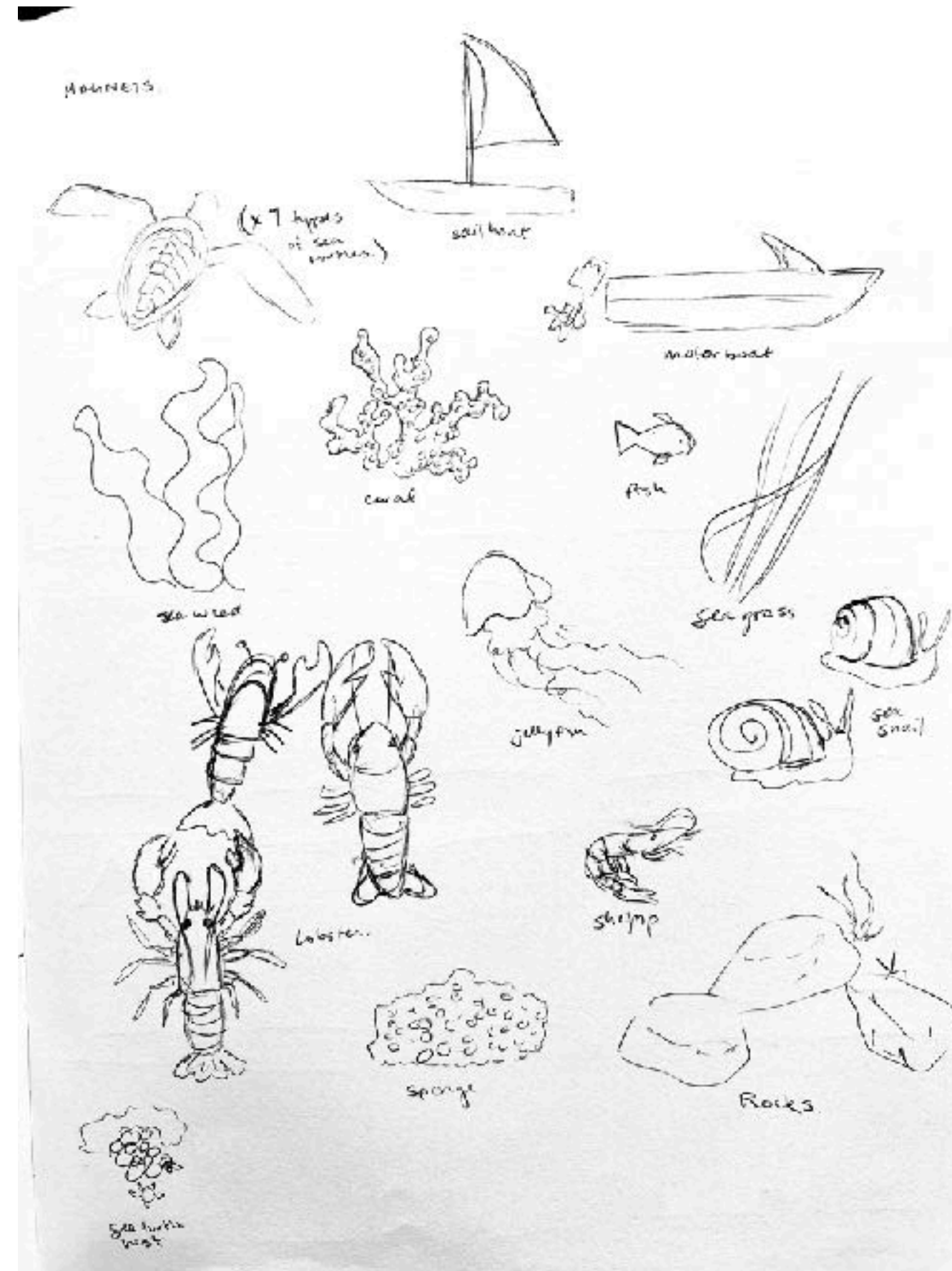
- Starting to think about the world and career
- Can actively read content
- Are bored at school, enjoy school field trips
- Appeal to parents and teachers of these kids as well

Elementary/
Middle School,
ages 8-14

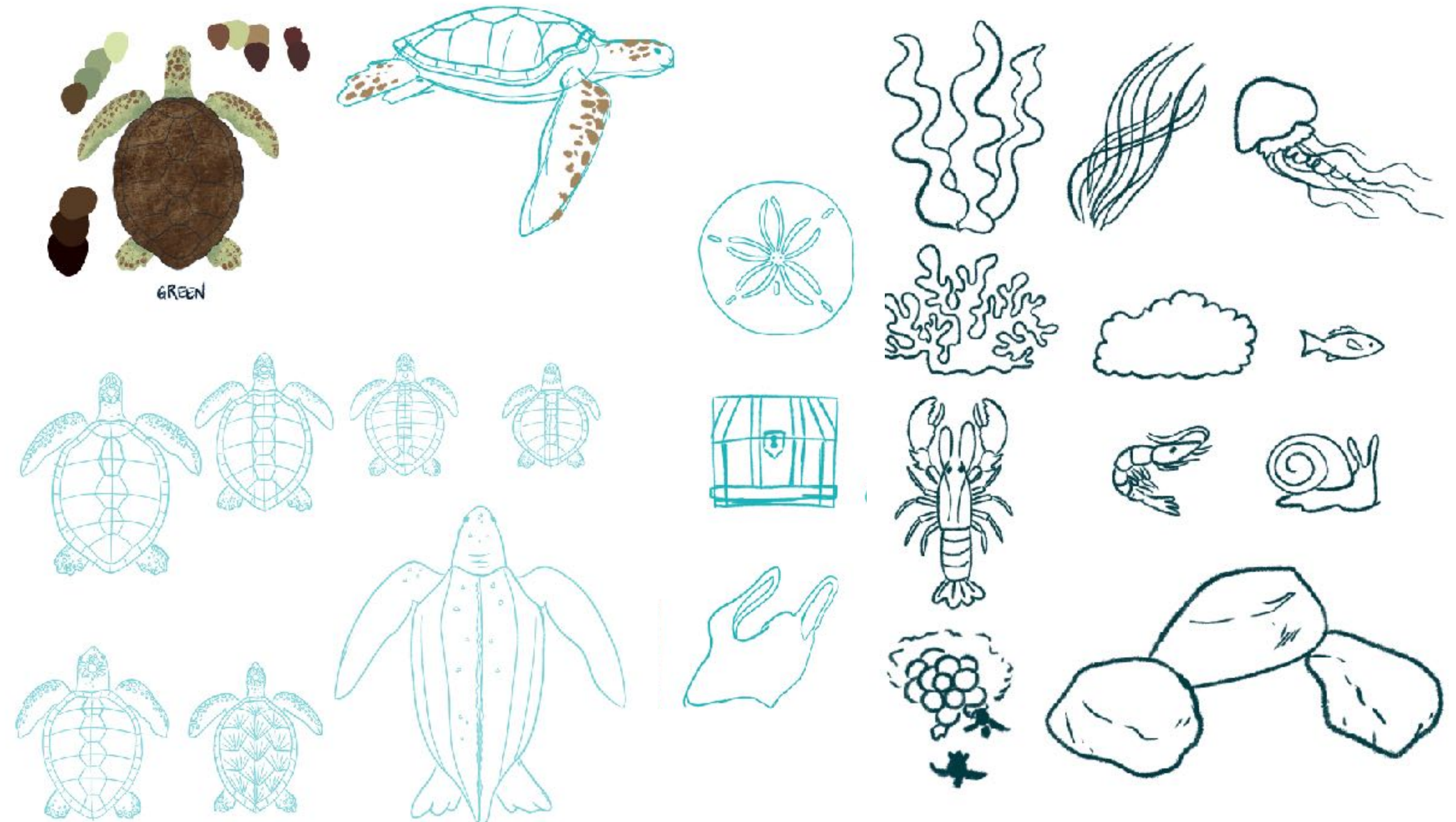
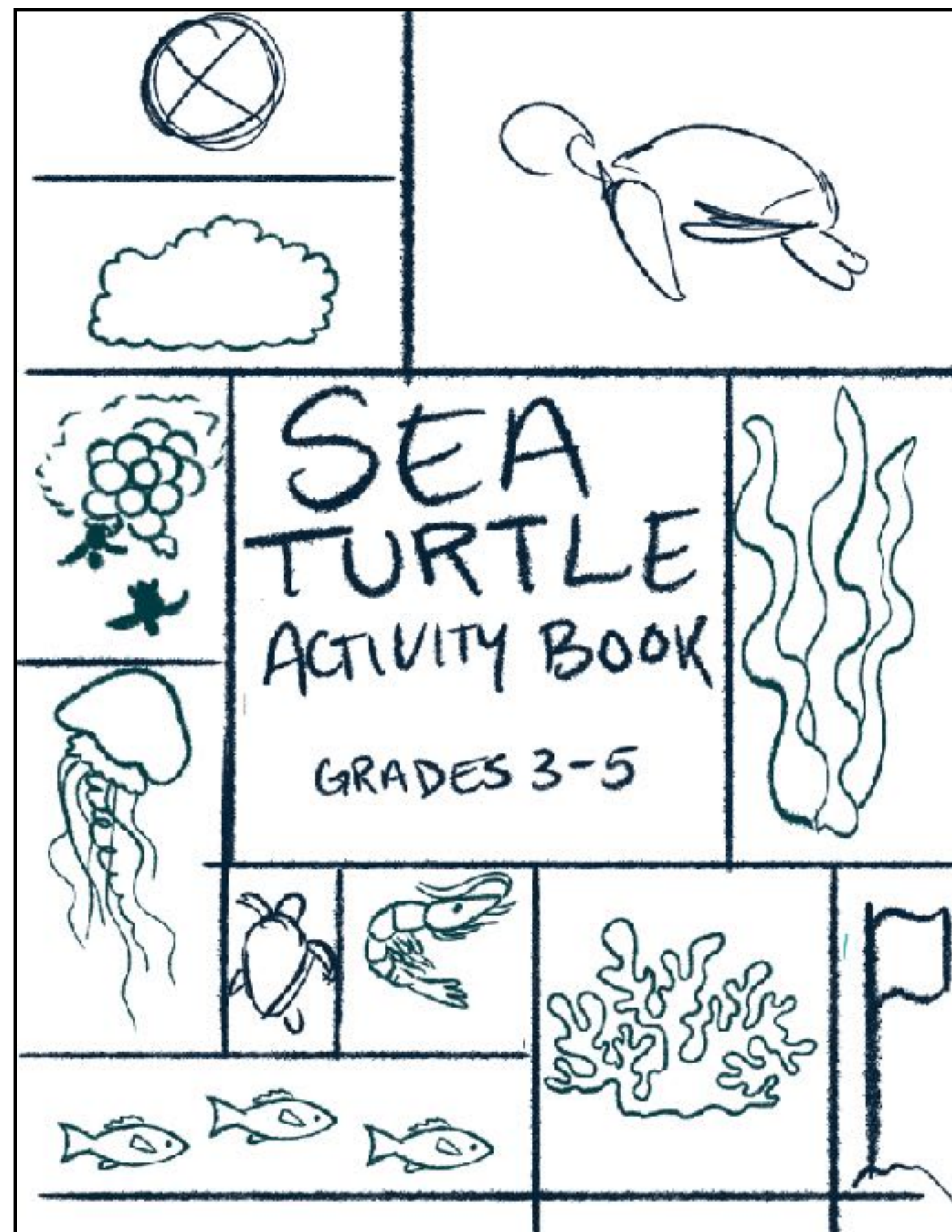
Key Message

Explore the Georgia Sea Turtle Center, where educating the youth about the importance of wildlife conservation is made fun.

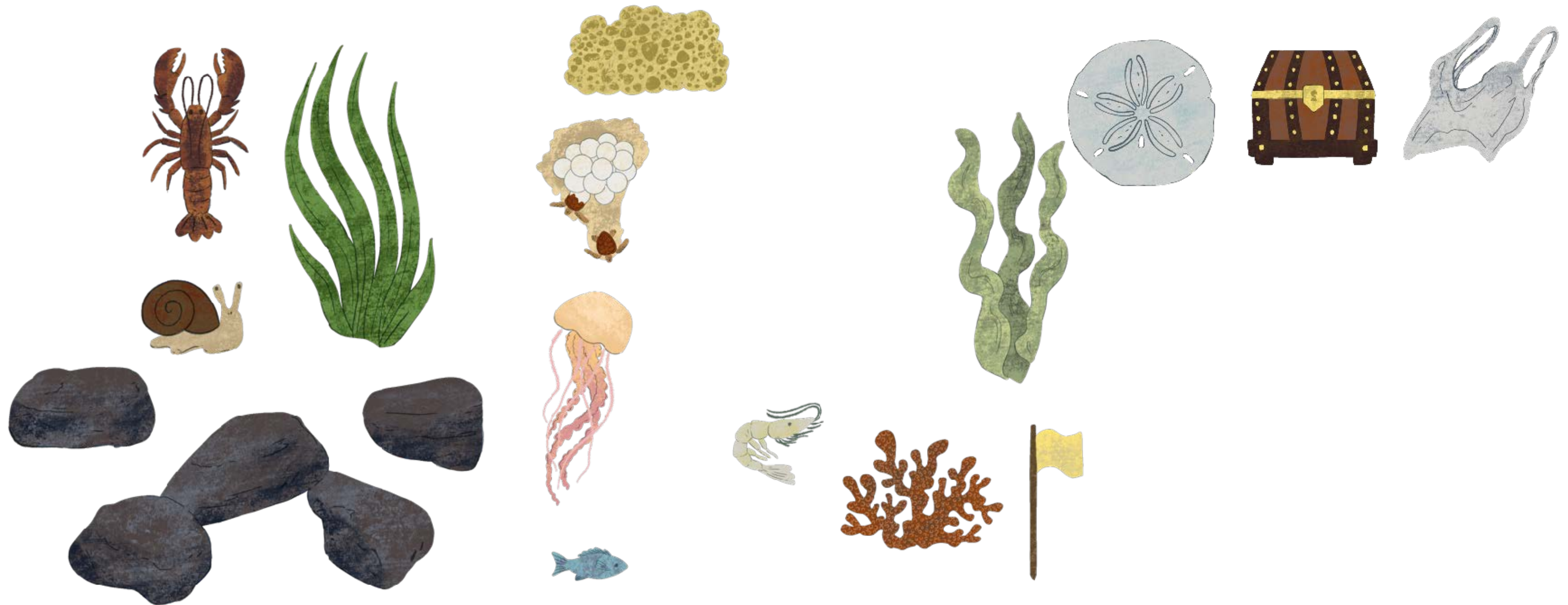
Sketches



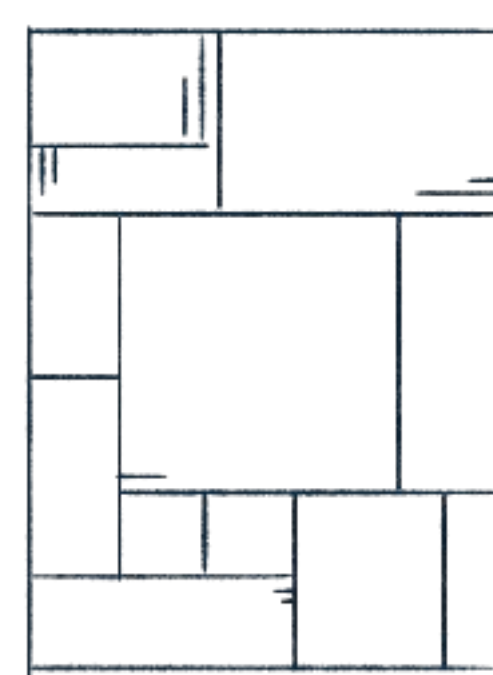
Roughs



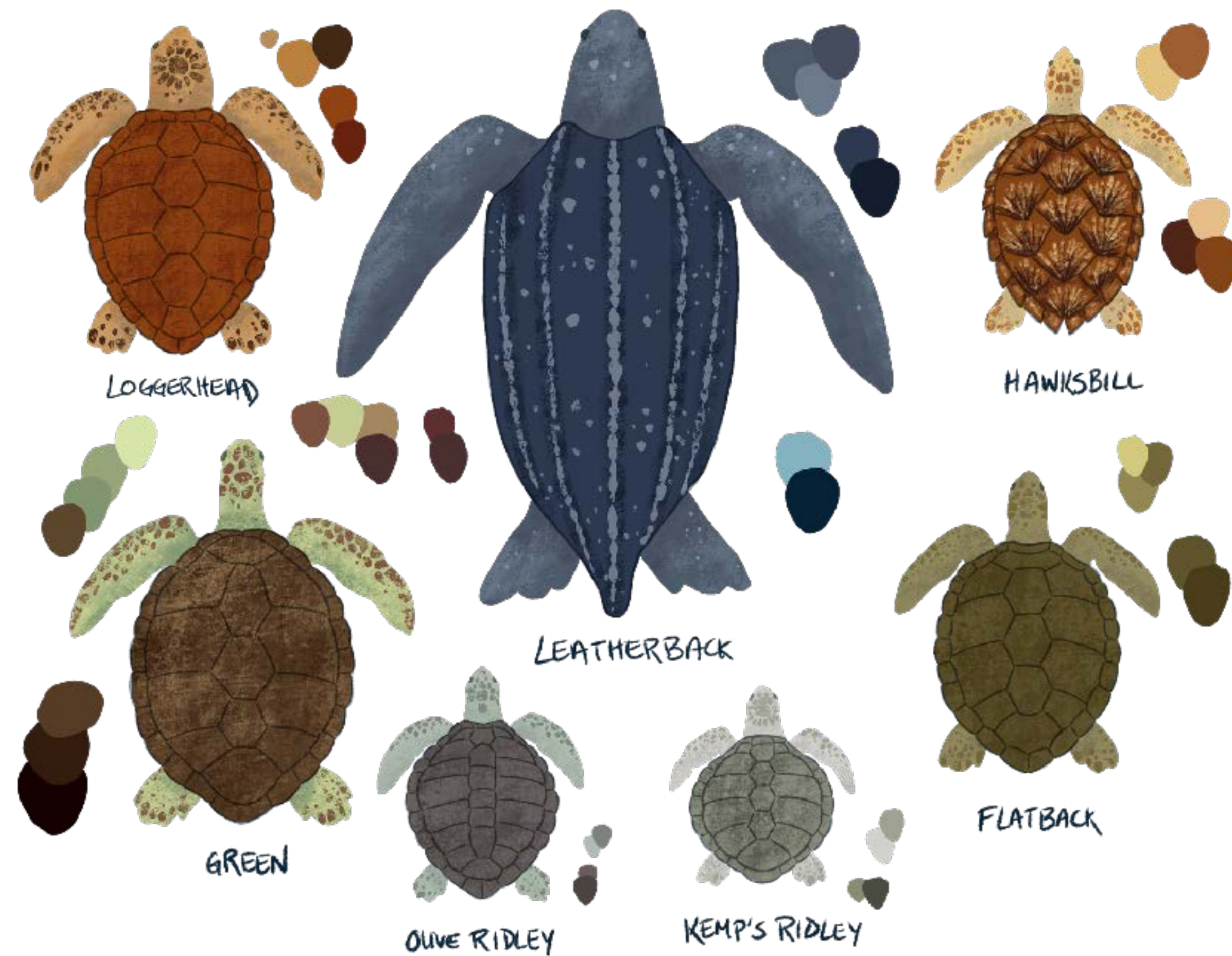
Finals WIP



Finals WIP



Finals WIP

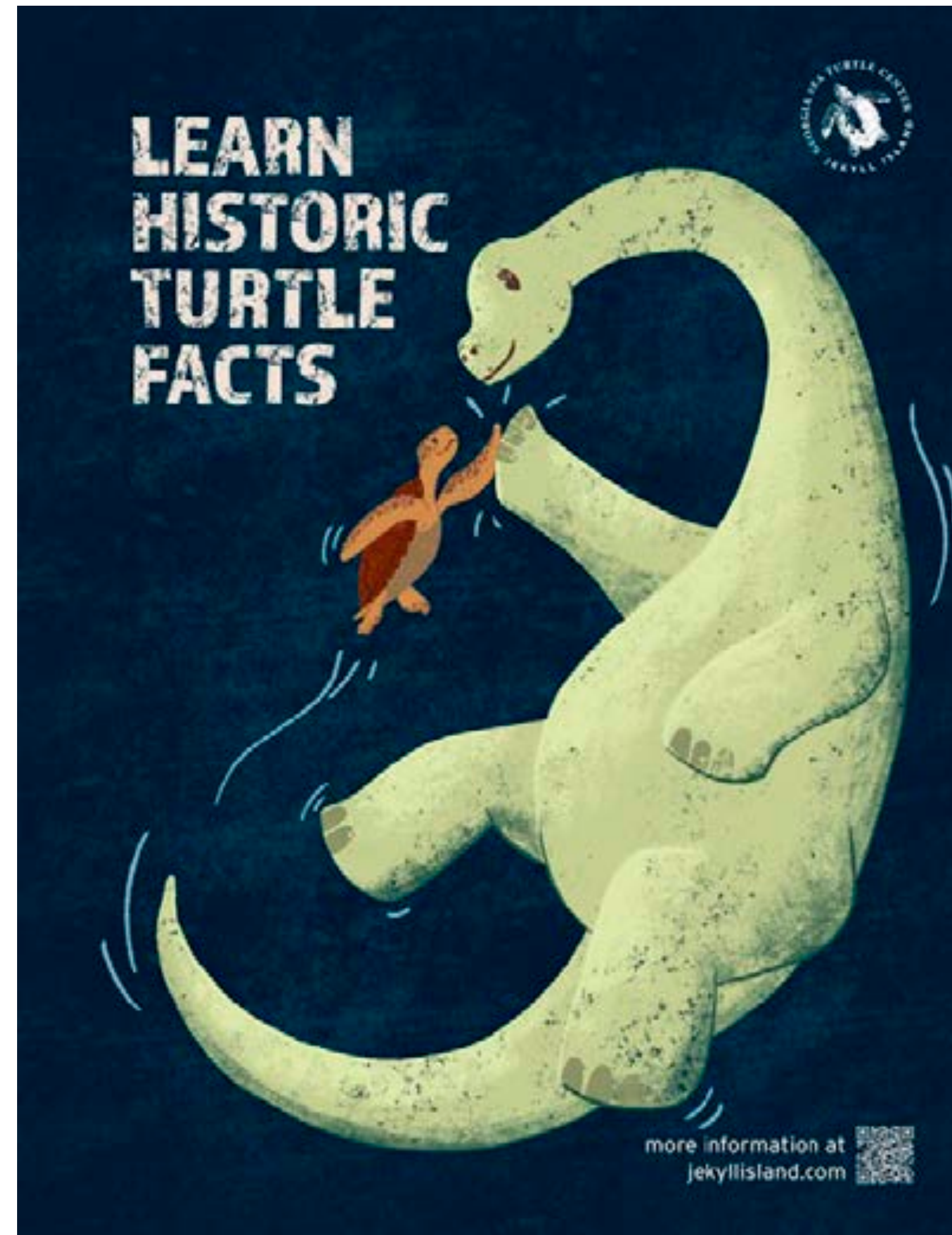


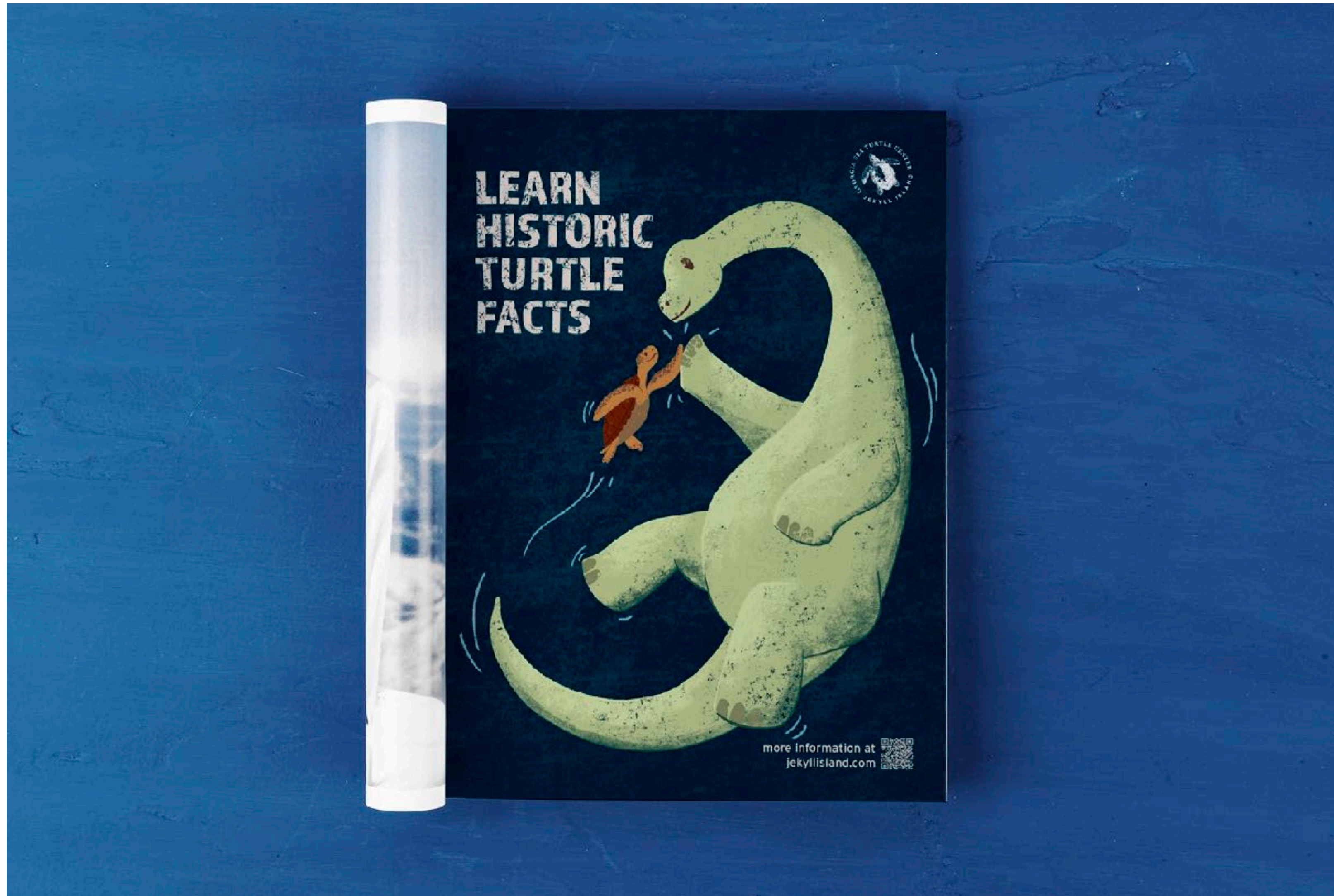












A large sea turtle is swimming in clear, turquoise water. The turtle is positioned in the upper half of the frame, moving towards the left. Its head is above water, and its flippers are visible. The water is calm with some ripples around the turtle. The background shows a distant, hazy horizon line.

FINAL EXTENSIONS INTEGRATED CAMPAIGN









GEORGIA SEA TURTLE CENTER

ACTIVITY 1: EXPLORER GUIDE

Visit The Georgia Sea Turtle Center! Explore our exhibits to learn about sea turtles and fill out the activities below.

VOCABULARY:

Adaptation: _____

Camouflage: _____

Upstream: _____

Decompose: _____

Rehabilitation: _____

READ AND ANSWER:

An adaptation helps an animal survive in its environment. An example of a sea turtle adaptation is flippers to help it swim. Use the word bank to label the sea turtle diagram below.


Flipper

Carapace

Scale

Flippers

Theropoda



Another important sea turtle adaptation is camouflage. Animals camouflage by blending into their surroundings and hiding from other living things. Can you spot the three sea turtles hiding in the picture on the center is and? Check them off when you find them!

☐ Lefty

☐ Gwinette

☐ Harlan

8

GEORGIA SEA TURTLE CENTER

ACTIVITY 3: WHAT'S IN A NEST?

VOCABULARY:

Emergence: _____

Excavation: _____

Hatching success: _____

Hatchlings: _____

Percentage: _____

Emergence Success: _____

Straggler Hatching: _____

SUMMARY:

In this activity, students will learn how to calculate percentages by looking at sea turtle nest examples from Jekyll Island, Georgia. They will learn the steps that sea turtle biologists take to monitor nests after they hatch and what data they collect. By using a real-world example from a loggerhead sea turtle nest, they will practice calculating hatching success and emergence success.


OBJECTIVES:

1. Learn about loggerhead sea turtle nests in Georgia

2. Discover the steps biologists take to excavate nests

3. Calculate the percentages using their nest data

4. Understand why data collection is important for monitoring sea turtles



READING:

Sea turtles spend most of their lives at sea, so it can be very hard to find and study them in the wild. One of the easiest ways to locate and study sea turtles is during the brief window of time when they are on the beach. All hatching sea turtles begin their life when they are on the beach in their nests before they head to sea. After going into the ocean, only adult females will return to land to lay eggs. In this activity, students will learn about the research and data collection biologists perform on nests after they have hatched.

Quick! Draw a sticky egg as you run in the nest.

A loggerhead sea turtle lays an average of 120 eggs per nest, and it usually takes those eggs between 45

4

SCOTT'S SCHOOL

ACTIVITY 7: TURTLE TALK

VOCABULARY:

Environmental Stewardship: _____

Conservation: _____

Persuasive letter: _____

Reading: _____

Greeting: _____

Body: _____

Closing Statement: _____

Signature: _____


Subject: _____

READING:

For this activity, students will have the chance to act as Environmental Stewards. Environmental Stewardship is defined as the responsible use and protection of the natural environment. As an environmental steward it is not only important to learn about facts you can help protect the natural world, but also to educate and inform others about how they can help and conservation. Conservation is the planned management and protection of natural resources. By working together, we can all encourage the conservation of wildlife.

Sea turtles are a global species facing many challenges to their lives. The goal of a persuasive letter is to convince the reader to do or believe something by using clear reasoning, examples, and supporting facts.

What would a sea turtle say if it could talk?



STEPS TO WRITING A PERSUASIVE ESSAY:

1. Today's date is the first text on the top left hand side of their email. The date tells the reader of the letter when it is better was written. Remember to write date and address make up the heading.

2. The address on the letter shows the physical address of the recipient. Write it underneath

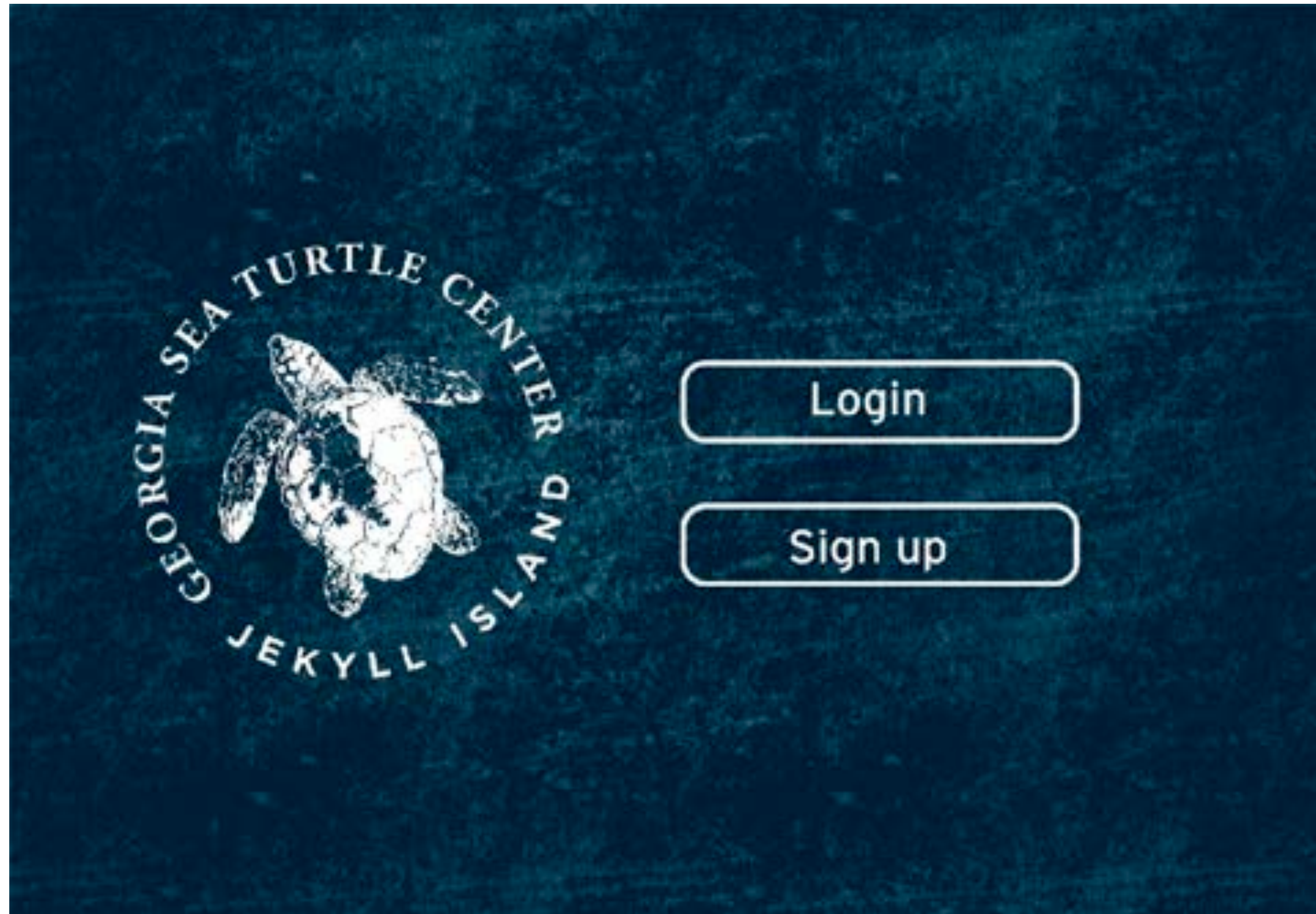
21

28

P6- ACTIVITY BOOK



















Question


4 / 10

Correct

2


Incorrect

1

REVIEW 

COMPLETE THE QUESTIONS TO WIN A REWARD!

What kind of animal is a turtle?



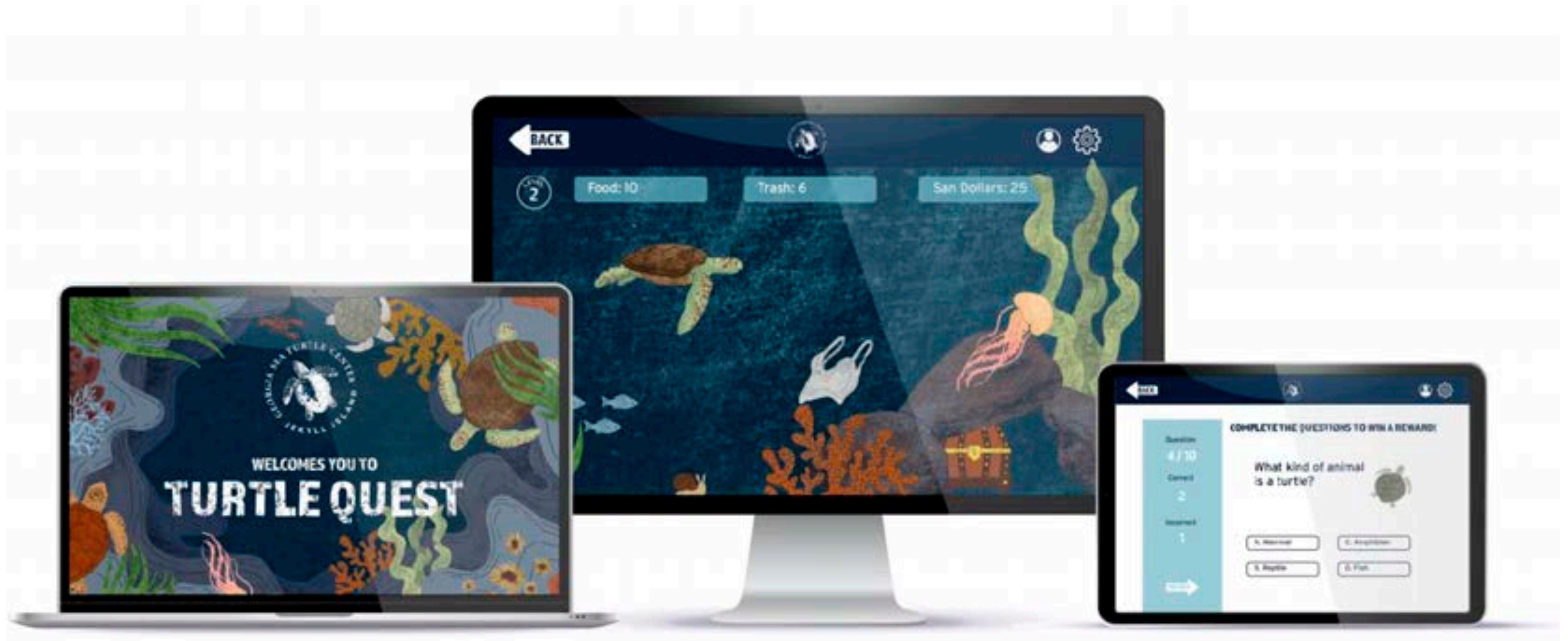
A. Mammal

B. Reptile

C. Amphibian

D. Fish







Integrated Campaign

The Georgia Sea Turtle Center was established in 2007 with the pillars of Rehabilitation, Research, Education of sea turtles. The center offers the chance to learn about sea turtles and see rehabilitation in action with a host of interactive exhibits and experiences.

Aim:

- Excite people to visit the center
- Inform people about the center and their resources
- Provide additional avenues of play and education for kids

Key Message:

Explore the Georgia Sea Turtle Center, where educating the youth about the importance of wildlife conservation is made fun.

Target Audience:

Elementary/ Middle School, ages 8-14, Kids that can actively read content, are just starting to think about the world and their career (also keep parents and teachers in mind)

FLYER AD



BILLBOARD AD



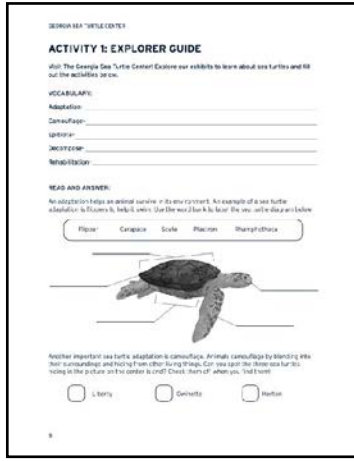
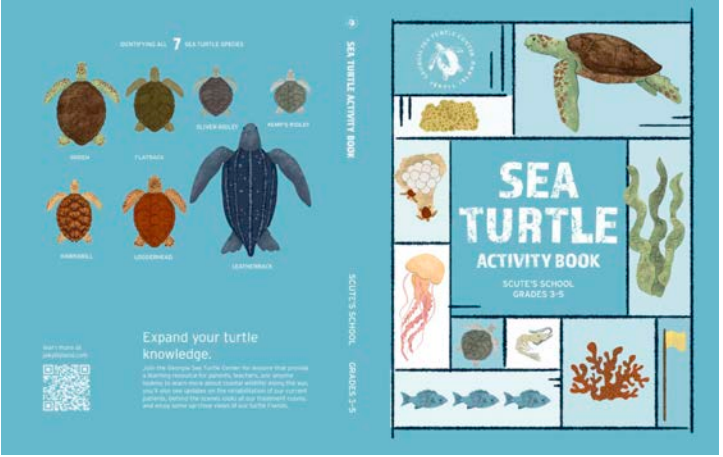
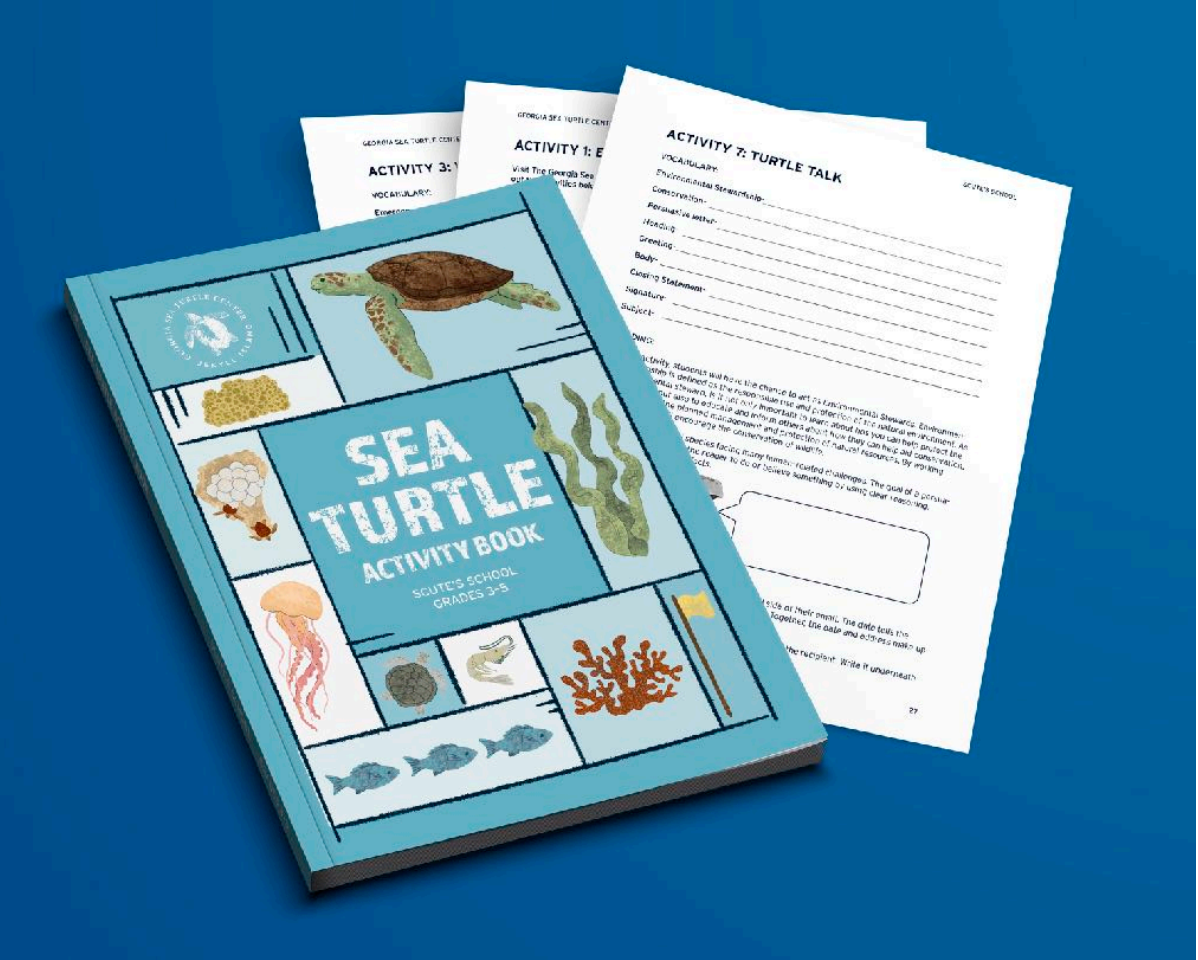
PRINT AD



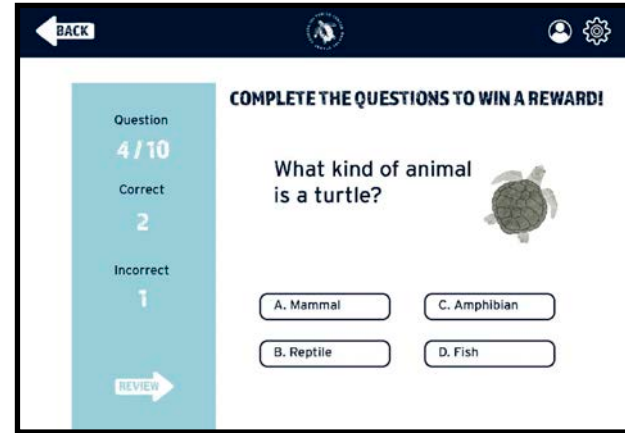
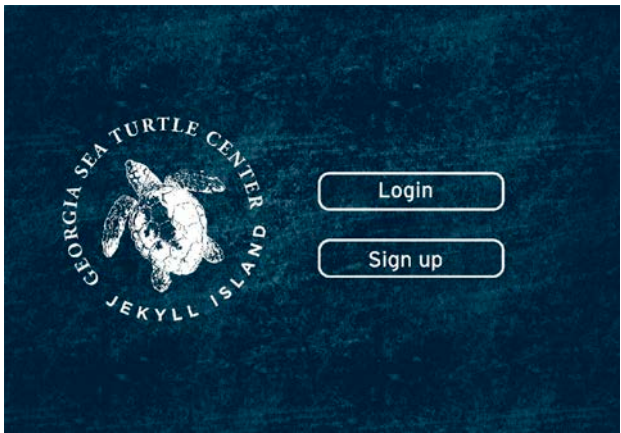
MAGNETS



ACTIVITY BOOK



APP / ONLINE GAME





**thank
you!**

CITATIONS

<https://www.jekyllisland.com/activities/georgia-sea-turtle-center/>

<https://www.facebook.com/GeorgiaSeaTurtleCenter/>

Moodboard:

<https://www.pinterest.com/pin/265782815501926056/>

<https://www.pinterest.com/pin/265782815501926055/>

<https://www.pinterest.com/pin/265782815501925946/>

<https://www.pinterest.com/pin/265782815501910054/>

<https://www.pinterest.com/pin/667869819720955576/>

[https://www.google.com/search?](https://www.google.com/search?q=back+of+a+green+sea+turtle&client=safari&rls=en&source=lnms&tbm=isch&sa=X&ved=2ahUKEwi3wZqlzpH9AhVLSjABHYzfB_cQ_AUoAXoECAEQAw&biw=1669&bih=1182&dpr=2#imgsrc=HIYQWbdRaRvRRM)

[q=back+of+a+green+sea+turtle&client=safari&rls=en&source=lnms&tbm=isch&sa=X&ved=2ahUKEwi3wZqlzpH9AhVLSjABHYzfB_cQ_AUoAXoECAEQAw&biw=1669&bih=1182&dpr=2#imgsrc=HIYQWbdRaRvRRM](https://www.google.com/search?q=back+of+a+green+sea+turtle&client=safari&rls=en&source=lnms&tbm=isch&sa=X&ved=2ahUKEwi3wZqlzpH9AhVLSjABHYzfB_cQ_AUoAXoECAEQAw&biw=1669&bih=1182&dpr=2#imgsrc=HIYQWbdRaRvRRM)

Workbooks:

https://issuu.com/fizsaja/docs/research_3.2_a4

<https://www.ebay.com/itm/194543129352>

<https://www.simonandschuster.com/books/STEM-Starters-for-Kids-Biology-Activity-Book/Jenny-Jacoby/STEM-Starters-for-Kids/9781631585869>

[https://www.amazon.com/Biology-Curious-Kids-Discover-Wondrous/dp/139880259X/ref=asc_df_139880259X/?](https://www.amazon.com/Biology-Curious-Kids-Discover-Wondrous/dp/139880259X/ref=asc_df_139880259X/?tag=hyprod-20&linkCode=df0&hvadid=509159758702&hvpos=&hvnetw=g&hvrnd=8)

[tag=hyprod-20&linkCode=df0&hvadid=509159758702&hvpos=&hvnetw=g&hvrnd=8](https://www.amazon.com/Biology-Curious-Kids-Discover-Wondrous/dp/139880259X/ref=asc_df_139880259X/?tag=hyprod-20&linkCode=df0&hvadid=509159758702&hvpos=&hvnetw=g&hvrnd=8)

[346380712775962230&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmidl=&hvlocint=&hvlocphy=9011285&hvtargid=pla-1214931821486&psc=1](https://www.istockphoto.com/hk/%E5%90%91%E9%87%8F/biology-poster-gm623900910-109555451)

<https://www.istockphoto.com/hk/%E5%90%91%E9%87%8F/biology-poster-gm623900910-109555451>

<https://www.pinterest.com/pin/265782815501975750/>

<https://www.pinterest.com/pin/265782815501975750/>

<https://www.pinterest.com/pin/310185493099186312/>

App Inspiration:

<https://www.numuki.com/game/tuga-the-sea-turtle/>

<https://www.youtube.com/watch?v=AXEqG5zX1sg>

<https://medium.com/@carmen.zhang/learn-on-the-go-with-quizlet-ce0c02d83aea>

<https://www.uisources.com/explainer/duolingo-app-store-screenshots>

<https://gravitaspublications.com/our-bookstore/focus-on-biology-elementary-book-bundle/>

Mockups:

https://stock.adobe.com/images/top-view-of-open-magazine-page-with-copy-space-on-classic-blue-background/314235036?prev_url=detail

https://stock.adobe.com/images/blank-billboard-mock-up/266103468?prev_url=detail

https://stock.adobe.com/images/white-business-card-on-wooden-table-blank-portrait-a4/198437827?prev_url=detail