

CONVENTION  
ON WETLANDS



# 50<sup>TH</sup> ANNIVERSARY BRIEFING CAMPAIGN



16 MARCH 2021

STRATEGY AND  
CREATIVE EXPRESSION

PART ONE

# STRATEGY

GOALS & OBJECTIVES  
TARGET AUDIENCE TYPES  
KEY MESSAGES  
CREATIVE EXPRESSION  
POSITIONING & FRAMING

# 03.

## GOALS & OBJECTIVES

The goal of this campaign is to **achieve an increased understanding** among key influencers and amplifiers **about what Wetlands ‘are’, and the services they perform for humankind – with the ultimate goal of improving their protection.**

**The objectives in support of the goal are to:**

1. Improve Wetlands literacy among key target groups so that they can both understand and articulate the importance, values and benefits of the habitat.
2. Create a strong link between the component habitats that make up Wetlands, with the term ‘Wetlands’.
3. Increase the profile of Wetlands as an Earth-level ecosystem among key target audiences.



# 04.

## TARGET AUDIENCE



**05.**

**KEY MESSAGES**

**There are two key messages to communicate at every opportunity.**

**Wetlands are a major, planet-wide habitat**

**They come in many different forms and make life possible on our planet**



# 06.

## Core Proposition of the campaign

Wetlands are important because...

DELIVERED THROUGH THE CREATIVE EXPRESSION

Emphasising the habitat, in this case using the word 'Wetlands'. We could also refer to a specific habitat e.g. Mangroves



Being specific about 'These' wetlands. Can also be 'This' wetland, or more specific such as 'This mangrove', or we can personalise by saying 'My wetland'

Highlighting features and benefits

# 07.



## POSITIONING & FRAMING

### **Alignment**

To elevate understanding of wetlands and their perceived importance, we need to align them with other processes and opportunities that carry the right weight and level of importance internationally – most obviously, being climate change and biodiversity.

### **Voice**

A moderate, evidence-based voice – neutral, trustworthy and inarguable – is the desirable voice for the campaign.

### **Framing**

The context of the campaign is wetlands as a whole, and the strategy enables us to talk about them in terms of both their collective and component parts. We can go from the global to the local; the Earth and the personal – and this scalability will be central to the creative expression of the campaign.



PART TWO

# CREATIVE EXPRESSION

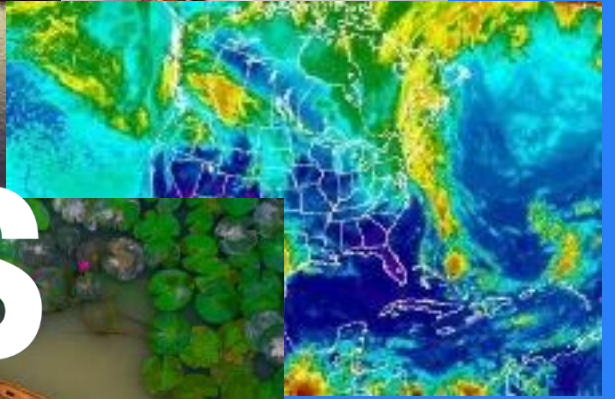
EXAMPLES OF CREATIVE EXPRESSION

50<sup>TH</sup> ANNIVERSARY LOGO

RESSOURCES GALLERY



09.



# THESE WETLANDS PROTECT LIFE



# 10.

## EXAMPLES OF CREATIVE EXPRESSION

Full image Tiles



# 11.

## EXAMPLES OF CREATIVE EXPRESSION

Half image tiles



12.

50<sup>TH</sup> ANNIVERSARY LOGO



# 13.

## RESOURCES GALLERY

Toolkit



Factsheets



Brand Guidelines



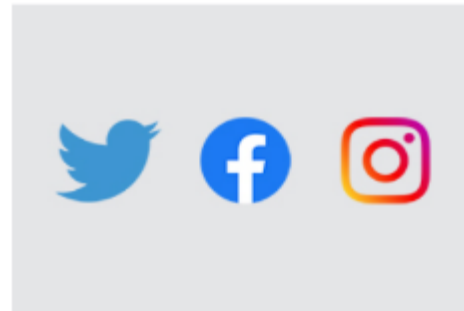
Logos



Social Media Tiles



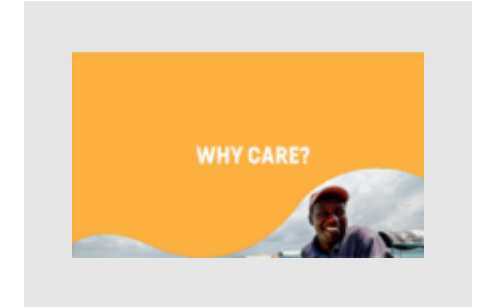
Social Media Toolkit



Video



Gifs



PART THREE

# 50<sup>TH</sup> ANNIVERSARY MICROSITE

HOME PAGE

RESOURCES

NEWS

SHARE ON SOCIAL MEDIA

CREATE FOR SOCIAL MEDIA

TINT

15.

[MICROSITE DEMO: https://ramsar50.org/](https://ramsar50.org/)



Home

Resources

Share ▾



# WETLANDS PROTECT LIFE

## TAKE ACTION FOR WETLANDS

Here you can create, customize and share social media tiles, access a variety of 50th Anniversary communication resources and catch up on the latest Anniversary news.

Join the conversation today

[#RestoreWetlands](#)

# 16. Timeline & main delivery moments

## March

March 16 Campaign Briefing

March 22 World Water Day

### Supporting content available:

*1x animation*

*2 x social media tiles formatted for Facebook, Instagram and Twitter*

*Supporting tweets*

## May

May 8 World Migratory Bird Day

### Supporting content available:

*1x animation*

*2 x social media tiles formatted for Facebook, Instagram and Twitter*

*Supporting tweets*

May 22 International Day for Biological Diversity

### Supporting content available:

*1x animation*

*2 x social media tiles formatted for Facebook, Instagram and Twitter*

*Supporting tweets*

## June

June 8 World Ocean Day

### Supporting content available:

*2 x social media tiles formatted for Facebook, Instagram and Twitter*

*Supporting tweets*

## August

Aug 12 International Youth Day

### Supporting content available:

*2 x social media tiles formatted for Facebook, Instagram and Twitter*

*Supporting tweets*

## October

October 13 International Day for Disaster Risk Reduction

### Supporting content available:

*2 x social media tiles formatted for Facebook, Instagram and Twitter*

*Supporting tweets*

## November

Nov 1-12 UNFCCC COP 26

### Supporting content available:

*1x animation*

*2 x social media tiles formatted for Facebook, Instagram and Twitter*

*Supporting tweets*

Other events and dates will be added throughout the year





# THANK YOU



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