

DISCOVERY

REV.1

SAFMC

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PROCESS OVERVIEW

process description + methods

DISCOVERY BRIEF

The purpose of this DISCOVERY report is to establish a baseline understanding of everything SAFMC as it relates to the project at hand. We use what we've learned to outline the direction in which we will take the project.

This DISCOVERY report serves as the starting point for the project road map we have established. We will reference this document often to make sure the project stays on course. However, as important as this is for the project's consistency, it is not intended to be a definitive set of instructions – merely a set of guidelines. Don't be surprised if this DISCOVERY document goes through some revisions along the way.

DISCOVERY METHODS

Our discovery process consisted of the following methods:

1. Kick-off session with partners and/or key decision makers
2. Brand and communications analysis
3. Industry research

This document will outline our findings from our discovery process and outline our suggestions for developing creative style and communication plans for SAFMC.

FINDINGS

advantages + challenges, vision

FINDINGS

In learning about the South Atlantic Fishery Management Council, we've defined a set of advantages and disadvantages (or challenges, rather) that we will address throughout the project.

ADVANTAGES

1. Wealth of knowledge
2. Transparent and participatory process
3. Participants value involvement in the Council's process

CHALLENGES

1. No direct channel to communicate with fishermen
2. Cumbersome/inadequate technologies for sharing information
3. Regulations can mean bad news in the short-term for fishermen
4. Trust issues due to misinformation
5. Overlap between other fishery management agencies

THE VISION: GOALS + STRATEGIES

Based on our understandings of the advantages, challenges and the objectives the SAFMC would like us to achieve, we have outlined what we call “the vision.”

This begins with the goals we need to achieve during the project.

The strategies are our main areas of focus to achieve our goals.

GOALS

1. Improve communication
2. Educate the public on how regulatory decisions are made and why
3. Encourage participation in the regulatory process via public meetings
4. Create opportunities for dialogue between the SAFMC and fishermen

STRATEGIES

1. Create more personable “face” of SAFMC
2. Integrate key communication channels and tools

OVERVIEW OF TACTICS

The tactics, then, are the methods which support the strategies we've outlined above.

TACTICS

We will develop a new, more efficient website platform

- content management system
- consolidated contact database (email, direct mail, etc.)
- internal file sharing

We will create a better website experience

- more intuitive site navigation / organization
- enhanced search tools
- calendar feature
- RSS feed
- link to social media
- more engaging terminology

We will unify the look and feel across all communication tools

- website
- newsletter
- eNewsletter
- postcard
- business collateral

We will help you engage in social media

- facebook, youtube and twitter
- build fan list / following, including other relevant organizations
- create communication calendar
- create dialogue to intercept and correct misinformation

We will customize communication for various networks

- governmental, professional and recreational associations
- RSS feed / eNewsletter/link to Newsletter online
- network via social media
- mail/email letters or posters for bulletin boards

SAFMC

SAFMC Discovery.rev1

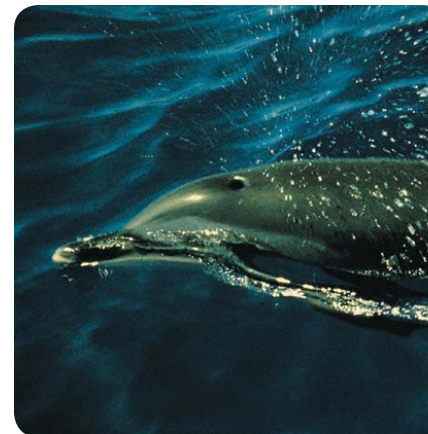
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MOOD BOARDS

explorations in style and imagery



CONSERVING & MANAGING

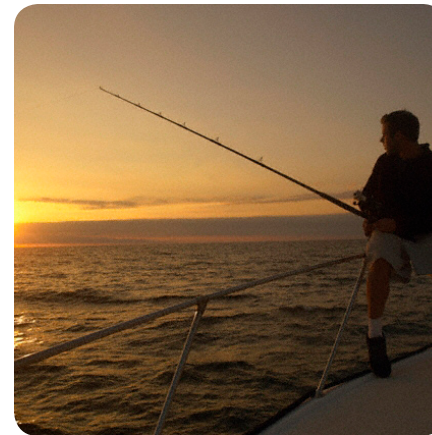
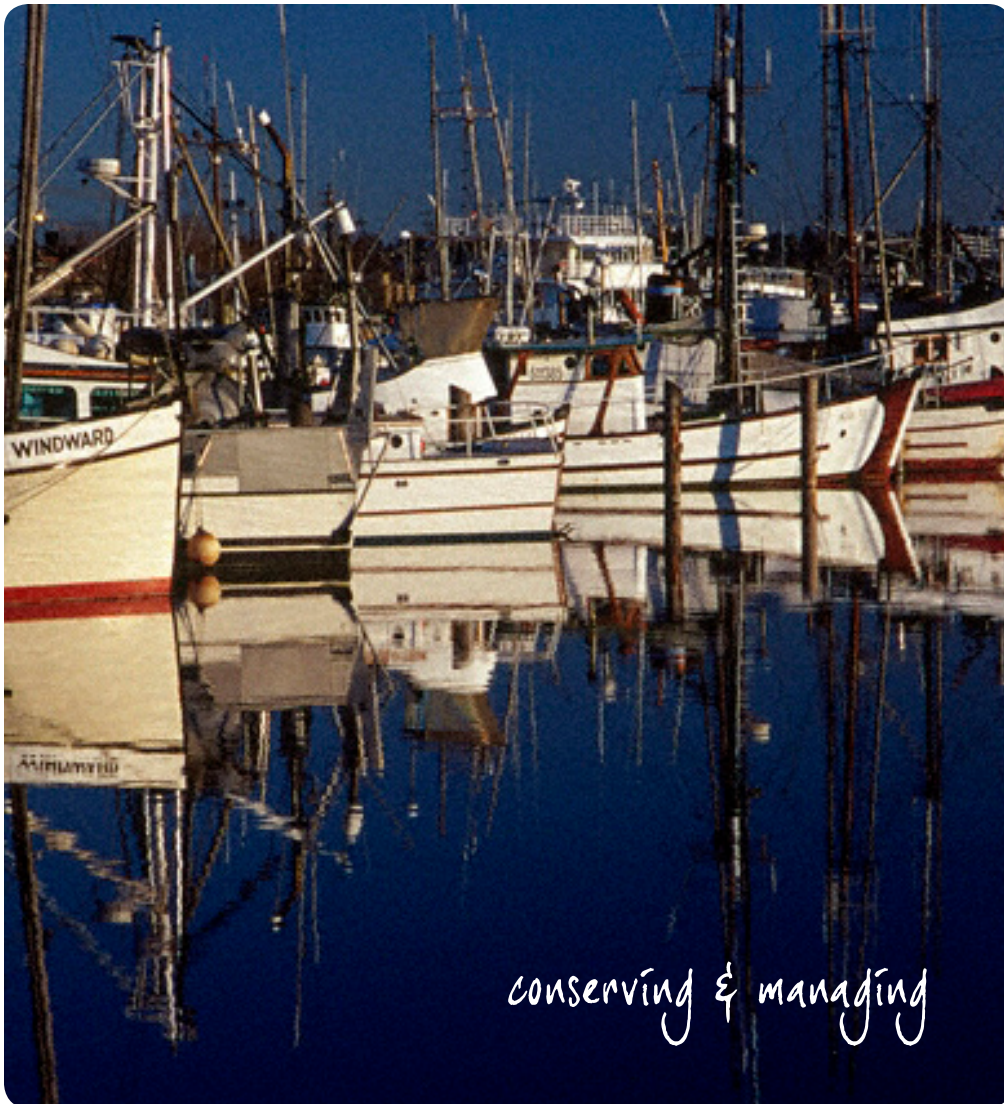


THE LIFE AQUATIC

MESSAGE: we are here to protect these fish to sustain populations, and thereby their economic viability, for the long term.

USAGE: cool, modern hues, marine life and underwater imagery shows fish populations and ecosystems.





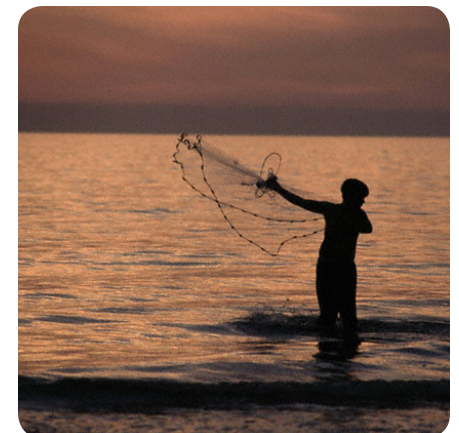
ON THE OCEAN

MESSAGE: we respect the power of the sea and the importance of protecting its fish and habitats now and for the future.

USAGE: deep cool hues with warm accents to create drama. visually compelling seascapes, people + faces used sparingly.



conserving & managing



TRADITIONS

MESSAGE: our coastal resources are a part of our heritage and we must protect them so they are there for future generations.

USAGE: subdued, cool palette; imagery shows people and their connection to the water.



CONCLUSIONS

value proposition + recommendations

VALUE PROPOSITION

A value proposition is a statement that address “the who”, “the what”, and “the why” for the SAFMC, what does the SAFMC provide to public and why is the SAFMC the best choice.

This statement is not for the public to see or to serve as a mission statement or tagline. It is simply used to define - with one statement - what the SAFMC is all about. We will use this internally as a measuring point for company messaging.

For fishermen, environmentalists, and scientists who want to have a voice in the sustainable management of fish populations in the waters of NC, SC, GA, and FL, the SAFMC is the link between the people of the region and the government.

RECOMMENDATIONS

Our recommendations are rooted in what we learned during this Discovery process.

They are a map of next steps and their estimated costs that we believe are the necessary components to help achieve your communication goals.

NOTE:

All estimates are approximations at this time. Your feedback on the recommendations presented in this Discovery document will guide us in developing a more detailed proposal which will outline scope of work, budget and project timeline.

WEBSITE

This includes development of new website platform, new website creative and content organization.
(estimate: \$35,000 - \$50,000)

SOCIAL MEDIA

This includes the setup of a social media plan, communication calendar and a to-be-determined level of support based on SAFMC resources.
(estimate: \$2,500 setup + management billed hourly)

CONTACT DATABASE

This involves collecting, combining and centralizing the contact database in a single system.
(estimate: TBD - billed hourly)

COLLATERAL DESIGNS

This is the process of translating the website design to templates for other key SAFMC communications - newsletter, eNewsletter and postcard. business collateral upon request.
(estimate: \$5,000 - \$7,000)

MOBILE APPLICATIONS

This involves the design and development of one or a series of mobile applications to engage and educate fishermen.
(estimate: \$12,000 per app)