

### Reminder

There is only  
ONE planet Earth

Okay

It's time to face the  
**FACTS**  
PLASTIC IS EVERYWHERE



# 40cean™



## Media Kit

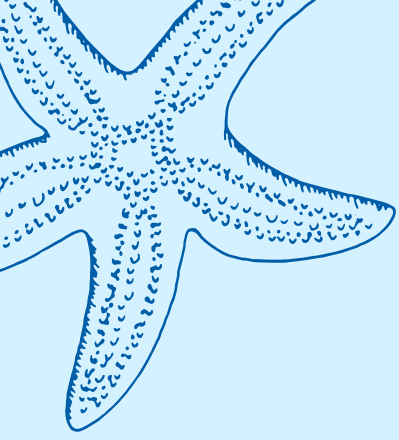
Designed by: Abigail O'Branovich  
June 2023





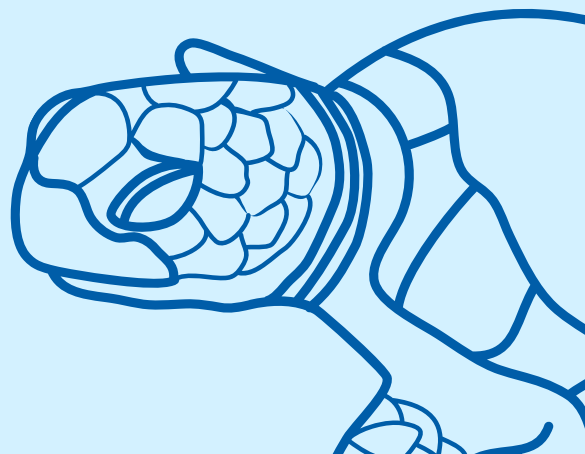
# About 4Ocean

- 4Ocean was founded by two friends, Alex Schulze and Andrew Cooper after being inspired by a surf trip they had when visiting Bali.
- Established in 2017, 4Ocean is an environmentally conscious company that primarily specializes in making bracelets along with other sustainable single-use products, all contributing to their “pull a pound” motto.
- They have removed 29,360,528 pounds of trash from the world’s ocean’s rivers, and coastlines.
- 4Ocean is a Public Benefit Corporation and Certified B Corp, and all their recycled materials are GreenCircle Verified.



## Single Overwriting Communication Objective

***4Ocean is consistently working towards a new sustainable tomorrow for ocean conservation — while educating and reminding everyone they can be active members in ending the ocean plastic crisis at the same time.***





# Main Objective

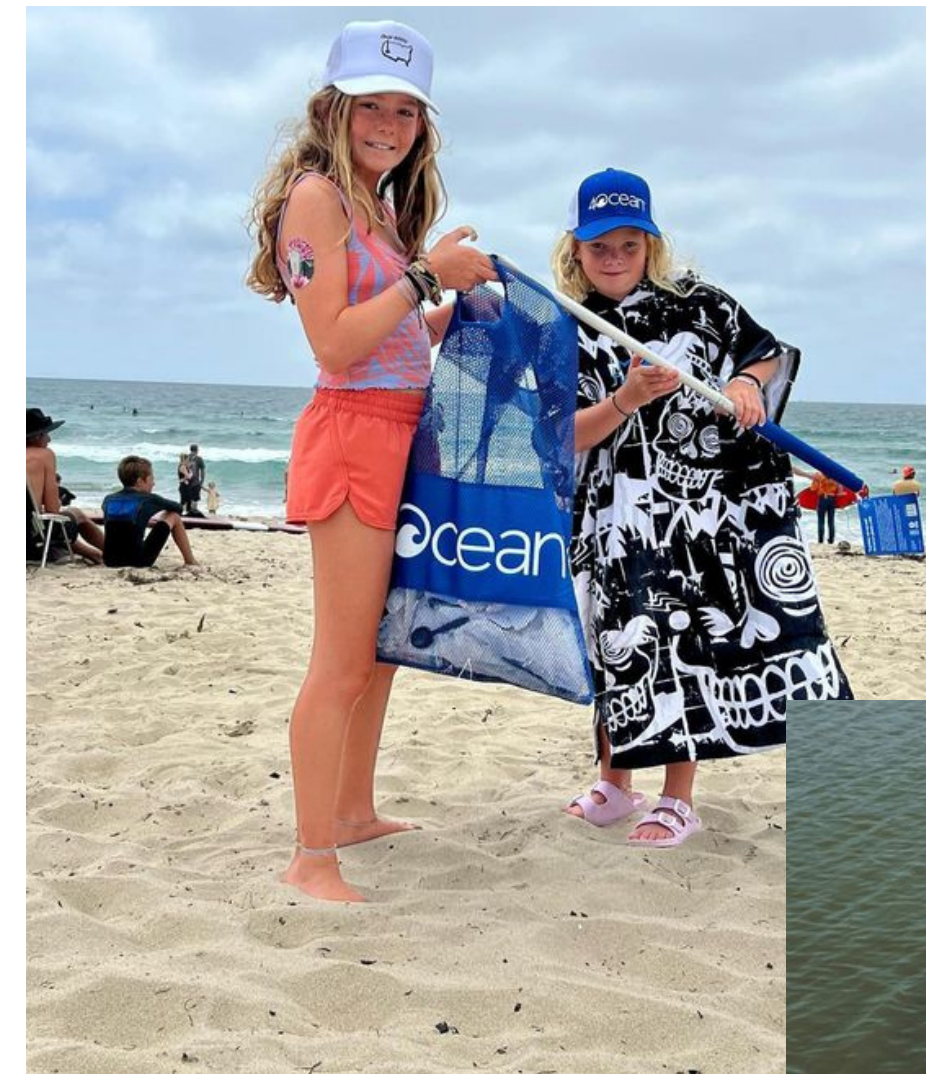
- 4Ocean is partnered with countless organizations to promote sustainability and ocean conservation, like SeaTrees and Ocean Conservation (among others).
- It appears that there seems to be a lack of knowledge surrounding ocean conservation.
- Using these partnerships for more effective outlets such as education.





# Solution

- 4Ocean has already started, in some outlets, an Educational and Awareness playlist on their YouTube.
  - This is only slightly effective.
- An active educational program should be installed in this could be in schools that teaches those who want to learn more about ocean conservation, what 4Ocean is truly working towards, and how they can get involved and be an active participant in the process.





# News Release

- *4Ocean Releases Their June Bracelet of the Month*
- The News Release is written and intended to inform readers about the June bracelet of the month, which supports Green Sea Turtles.
- The outcome of this can be anticipated social media posts, new brand ambassadors, and an increase in bracelet sales.

*Published digitally on Cision PR Newswire.*





# Biographer

- *Alex Schulze and Andrew Cooper*
- Highlights co-founders Alex Schulze and Andrew Cooper, their motivation for starting the company, and the growth that has occurred since their establishment in 2017.
- This piece of the supplement kit will be published on the 4Ocean Blog and will act as a way for those already interested in the brand to get to know the co-founders on a more personal level.

*Published digitally on the 4Ocean blog.*





# Media Advisory

- *4Ocean Launches the 'BeBot' to Assist in Beach Cleanups*
- Showcases an event that also has an interactive component — which emphasizes the educational angle.
- Can be written in many different ways to attract different audiences – one can attract tech companies to support the business venture, but can also be written for a National Geographic Kids, to showcase a robot assisting in beach cleanup (which continues the educational component.)

*Published digitally in WIRED, TechCrunch, Nat. Geo (KIDS).*





# Feature Story

- *5 Places You Can Shop to Contribute in Ocean Conservation*
- Highlights 5 places readers can shop to contribute to ocean conservation.
- Shows how companies who participate in and partner with ocean conservation. Gives readers simple ways they can continue to be an active supporter by getting their groceries from select places or shopping locally to support other brands (and in turn, ocean conservation).

*Published digitally on the EcoFreek blog.*



BOXED  
WATER

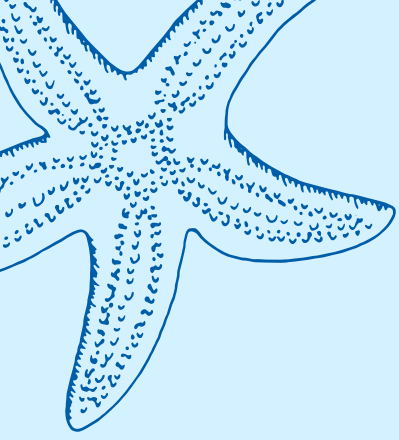


One for One



4ocean™





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