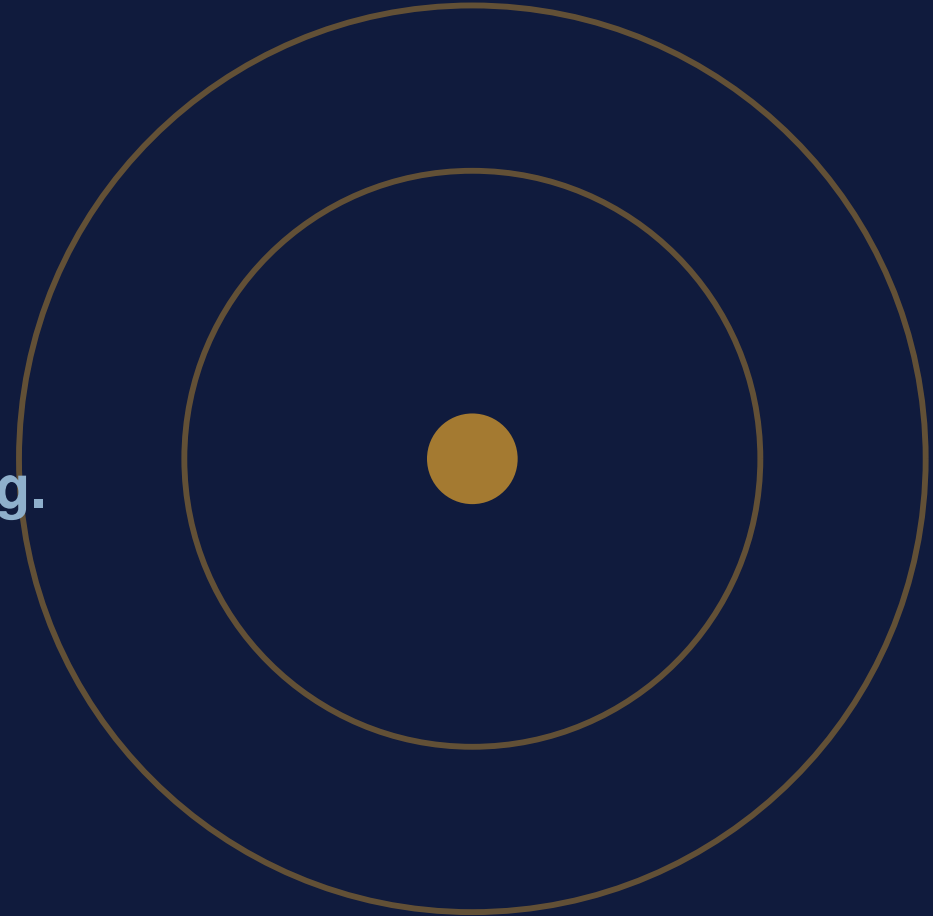


DIGITAL BRAND STRATEGY & VIDEO STORYTELLING · 2017

Ocean Wise · Ocean.org

A world in which oceans are vibrant and flourishing.



Telling the ocean's story to a generation.

We partnered with Ocean Wise — the new name for the Vancouver Aquarium — to launch Ocean.org, a digital platform built to engage millennials worldwide on the future of our oceans.

- A vision that reached past the building, meeting millennials wherever they live.
- Six months, end to end: vision and business model through journeys, staffing and the first films.
- The outcome was a platform, not a website — stories to share, challenges to learn about, and tools to take action with.
- Scope: digital brand strategy, digital strategy, UX, campaign, video storytelling and an operational audit.

SECTION 01

The challenge.

Beyond Stanley Park — a vision that reached past the building.



Beyond Stanley Park.

Ocean Wise had a vision that reached well past its building: to meet millennials wherever they live, on the future of the ocean. The existing digital presence was built to serve visitors to an aquarium, not a global audience with a cause.

- A local visitor destination with a global conservation mandate.
- An audience that gives attention to stories, not institutions.
- A hard subject that needed to inspire action rather than despair.

Story first.

Inspire positive action on a hard subject. Video storytelling was the first step.

CONSUMER INSIGHT

Consumer-insight research and cause-platform best-practice review set the strategy before a single page was designed.

SCIENCE-BASED STORYTELLING

A brand framework built on science-based storytelling — credible, specific and shareable.

POSITIVE ACTION

Every story ends with something a person can do, learn or share — not just a statistic.

Rule: on a hard subject, story earns the attention that facts alone cannot.

SECTION 02

The work.

Six months, end to end — from vision and business model to the first films.



Six months, end to end.

01 Vision, mission and digital strategy

A clear digital purpose for Ocean.org, distinct from the aquarium's visitor experience.

03 Staffing and skills audit

An honest operational assessment of the team and capabilities required to run a global digital platform.

02 Business model and customer journeys

How the platform would create value and how audiences would move from story to action.

04 First series of video stories

The launch content: science-based storytelling produced to travel across social channels.

THE OUTCOME

A platform, not a website.

Ocean.org launched as a platform with positive stories to share, challenges to learn about and tools to take action with — measured on engagement and action, not visits.

- Stories designed to be shared beyond the organisation's own channels.
- Learning content that made a hard subject approachable.
- Action tools that turned attention into participation.
- A digital revenue path alongside the brick-and-mortar attraction.



They helped us better understand our audience, our new brand framework of science-based storytelling, and our ambition to generate digital revenue from brick and mortar. The site does more work for us than any team we could hire.

John Nightingale, CEO, Vancouver Aquarium

WORK WITH KUMU

Does your cause have a story the internet can carry?

Kumu builds the strategy, the platform and the storytelling that turn attention into action.

kumuagency.com/offerings

(778) 223-6745

James Riley, Kumu Agency · Vancouver, BC



About this analysis

This case study describes work completed with Ocean Wise (Vancouver Aquarium) for the launch of Ocean.org in 2017. Ocean Wise, Ocean.org and related marks belong to their respective owners. Quoted comments are reproduced from client testimony provided at the time of the engagement.