

Media Creative Project



Let the Earth Breathe

Lin Lin



TEAM MEMBERS AND ROLE



Presentation

Editing

Collecting videos



LIN LIN

Reporting proposal

Writing script

Planning idea



ABOUT MY PROJECT

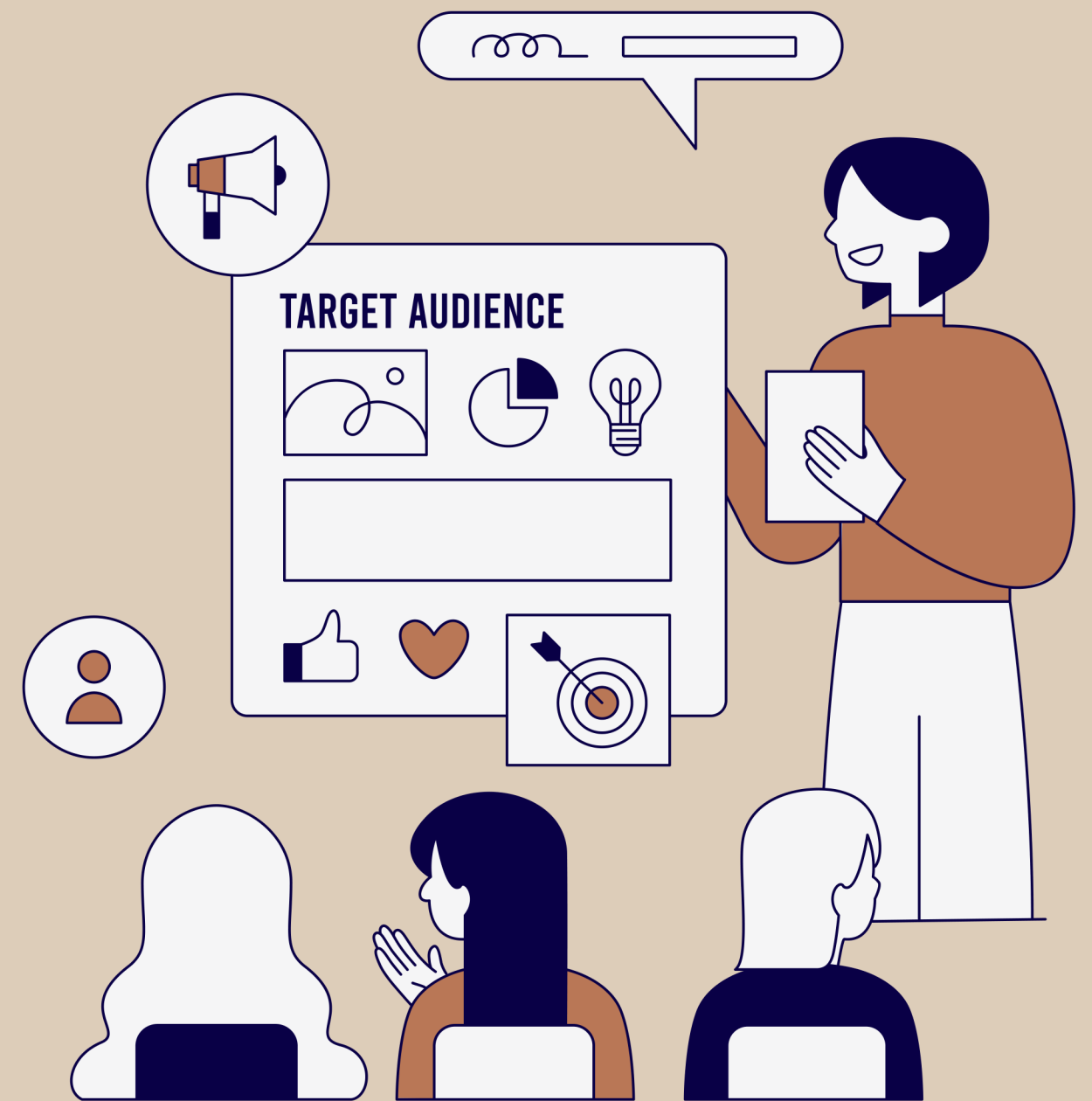
✧✧ Let the Earth Breathe

- Technological and economic development => climate change.
 - > The rising global temperatures
 - > Melting ice caps
 - > Frequent natural disasters
- ! The damages to the ozone layer are causing harm to our health and the ecosystem !
- My project aims to encourage everyone to participate in preserving and saving our ecosystem, making the earth greener and cleaner.



✦✦ TARGET AUDIENCE ✦✦

- Environmental pollution affects us all, regardless of our gender, age, or race => It is our shared responsibility to take action and protect the natural beauty of our surroundings
- ! One of the challenges is the language barrier !
 - As English is the most widely spoken language across the globe => my target audience would be individuals who can speak English and are concerned about the environment
- ! The preservation of the environment is not a task that can be achieved by a single individual or group alone !





MARKETING STRATEGY



TikTok

- By leveraging the massive reach of this technology giant, the message will:
 - => Be able to engage with a much wider audience
 - => Be shared more frequently across the platform.
- By utilizing relevant hashtags such as *#savingtheearth* and *#lettheearthbreathe* => can increase the visibility of the video and attract a larger audience

Through the use of social media, I hope to create greater awareness about the crucial role we all play in taking care of our planet and inspire more people to take action towards a sustainable future.



Thank You

