

## 1/2 Twitter Campaign

Twitter Campaign - #stopoverfishing #savethefish



### Solution

UPDATE!!!

Taking into account some of your comments I've thought of a way to reward the most active twitters for joining and promoting the cause. Please take a look at the update pages! Thanks :)

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An online-based campaign, designed to raise awareness to the consequences of overfishing!

The idea is to make the campaign through twitter and the more people tweet and re-tweet the campaign hashtags, the more fish are saved from getting discarded without even being consumed. The virtual ocean gets more and more populated with fish, saved by twitter users that not only get informed about the situation but also help spread the word.

Fabulous Fish!

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Creative's profile

ksuehiro



**ksuehiro**

Creative's top 5 skills

Communication Concept