

Summary of Underwriting Efforts for MC Marketing Platforms

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As part of our four-year cooperative agreement with the National Oceanic and Atmospheric Administration (NOAA), we developed a new marketing approach for the Micronesia Challenge and our efforts to implement this approach were quite successful. The new approach included production of a series, Into the Islands, designed to reach a broader audience, showcasing a variety of aspects associated with the Micronesia Challenge (MC), as captured through learning exchanges between participants from the islands in Micronesia (e.g. fishermen, traditional leaders, watershed managers, Young Champion interns, etc.). We originally proposed to produce 5 episodes of Into the Islands with NOAA support. In Years 1 and 2, the series showcased the two parts of the original fishermen's learning exchange between Palau, CNMI, and Guam. Then in Year 3, we produced two new episodes which featured Climate change in Yap, Chuuk and Majuro, and important cultural and coastal protection in Pohnpei's Nan Madol and Kosrae's Yela Forest. In Year 4, we produced an episode featuring a learning exchange between MC partners and American Samoa partners working to implement activities in support of the Two Samoas Initiative. We also worked to secure and maintain support from at least 10 prospective underwriters and advertisers for the series, but also expanded this effort to include other types of support for the series and other Micronesia Challenge Marketing Platforms (MC website, One Micronesia marketing campaign, etc.).

As of March 2014, the results of all of our communications and marketing efforts include:

- Raised funds to produce 2 additional episodes of Into the Islands for a total of 7 episodes. Into the Islands is also now being broadcast on Channel 25, GTA Cable to an estimated 30,000 viewers (*based on 10,000 subscribing households). Other viewing statistics as of May 29, 2013:
 - Into the Islands Online - YouTube 6,200 plays; Vimeo (pre-YouTube) 1,200 plays
 - Page views for websites:
 - www.micronesiachallenge.org 1,800 page views
 - www.intotheislands.com 2,709 page views
 - Facebook 8,000 individual reaches
- One Micronesia Marketing Campaign was conceived and launched in March 2012 (please see attachment). As part of the campaign, 11 potential underwriters were approached and the results for each are included below:
 1. Bank of Guam – unsuccessful as of March 2014
 2. Circle K/76 – hosts One Micronesia donation box program in Guam
 3. Coast 360 – unsuccessful as of March 2014
 4. Continental/United– unsuccessful as of March 2014
 5. Ellis Pacific – advertised in MC monthly newsletter (12 months)
 6. Guam Airport Authority – continuing to work on greater partnership to implement a visitor fee to support MC management activities through the Guam Tourism Foundation, of which GAA is a member

7. Guam Hotel & Restaurant Association – continuing to work on greater partnership to implement a visitor fee to support MC management activities through the Guam Tourism Foundation, of which GHRA is a member
 8. Guam Visitors Bureau – continuing to work on greater partnership to implement a visitor fee to support MC management activities through the Guam Tourism Foundation, of which GVB is a member
 9. Payless Markets – unsuccessful as of March 2014
 10. Shell Oil – unsuccessful as of March 2014
 11. Trans-Algae Corporation – advertised in MC monthly newsletter (12 months)
- Successful pitch was made to Pohnpei Airport Authority to play MC video content (as available) on the screen placed in the arrival hall
 - Donations now accepted through PayPal on MC website, and t-shirts and water bottles with MC logos can be purchased directly by consumers via the website or newsletters
 - “We are One” acrylic donation box program continues to generate small amounts of support for local NGOs in all 8 main islands, working to support the MC. The boxes are located in the following places:
 - Yap – Manta Ray Resort
 - Yap – YCA Stores
 - Kosrae – Nautilus Resort
 - Korsae – Kosrae Village Resort
 - Pohnpei – Joy Restaurant & Hotel
 - Pohnpei – Yvonne’s Restaurant & Hotel
 - RMI – Marshall Islands Resort
 - RMI – RRE Hotel
 - Chuuk – Truk Stop Hotel & Resort
 - Chuuk – Blue Lagoon Resort
 - Palau – Ben Franklin Stores
 - Palau – Palau Pacific Resort
 - Palau – Surangel & Sons
 - Developed Donor Gift Certificates available upon request – this was driven by a request of US-based supporter who saw the MC website and wished to donate \$50 to the MC as a gift for a friend.

Although Dan Ho has not had an active contract with us since November 2013 (and this last contract was not funded by NOAA), he continues to produce Monthly MC newsletters and upload new content on the MC website and MC One Micronesia Facebook page pro bono. He has also produced other video content for CommuniTV, in coordination with the Guam Community Coral Reef Monitoring Program (GCCRMP) that also supports MC efforts in Guam <https://www.youtube.com/channel/UCocHYjxOLG4qX0S-njOdI9w> .



About

The One Micronesia Campaign is a region-wide awareness and fundraising campaign.

It is intended for two (2) audiences: (i) Visitors and tourists and (ii) local communities throughout the region.

Visitors and Tourists Program Features

- Donation box for high-traffic retail and resort locations
- Awareness displays and donation box at regional airports
- Micronesia Challenge branded goods for online and retail
- Micronesia Challenge web partner program

Local Community Program features

- MC branded t-shirts for municipal and village events
- Multi-media toolkit for local NGOs
- Customized MC outreach events

Launch date is March 2012 with a campaign lifetime of approximately 2-3 years.

one MICRONESIA

A Campaign to Conserve Our Shared Resources



www.micronesiachallenge.org

We are One.

The 6.7 million square kilometers of Micronesia represent a profound oneness, from the fish that migrate Micronesia's waters to abundant plant life, language and culture that have been shared between the islands for centuries.

The Micronesia Challenge is a shared commitment to conserve marine and terrestrial resources across Micronesia. We invite you to join an effort that is the first of its kind -- The One Micronesia Campaign, a region-wide awareness and fundraising campaign that will support the conservation initiatives in each of the participating islands.

100% of the proceeds collected on each island goes directly to the efforts in that jurisdiction. In turn, each island's conservation success contributes to preserving the oneness of nature across Micronesia.

Visitors and businesses throughout Micronesia can participate in our awareness and campaign programs at retail and online outlets, hotels, resorts, and regional airports. As well, communities throughout the region can participate in customized outreach programs designed to enhance and support existing community activities.

Kammagar, *Kinosou*, Kulo,
Sulang, Kalahngan, *Kommol*
Tata, Si Yu'os Maase.
Thank you.



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What is
The Micronesia Challenge?

The Micronesia Challenge is the shared commitment of every island in Micronesia to effectively conserve at least 30% of the near-shore marine resources and 20% of the terrestrial resources across Micronesia by 2020.

It is a multi-disciplined effort that includes community-based action planning to address the impacts of climate change and economic growth, monitoring of reefs and forests, implementation and preservation of modern and traditional practices that ensure conservation of the diverse resources across the Islands, including:

- 1,300 species of fish living in the waters of Micronesia
- 483 species of corals (60% of all known corals)
- 1400 species of plants (200 endemic)
- 85 species of birds (50% endemic)
- 66 number of species in Micronesia recorded on the IUCN Red List
- 104 of the 218 recognized Endemic Bird Areas confined entirely to islands around the world.

The Challenge represents a one-ness of the goal of conservation in our part of the world. When we are one, we can win.



Join the Challenge.

We are One.



The Micronesia Challenge

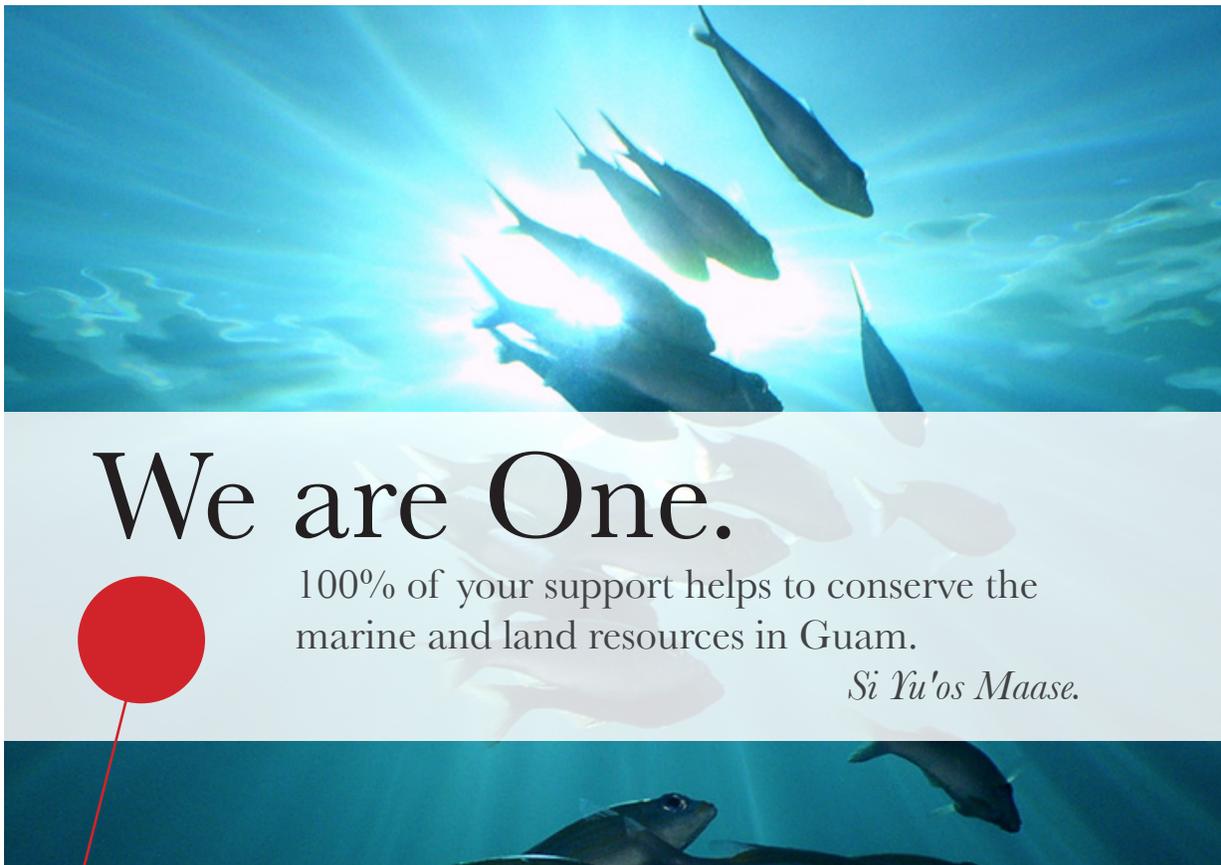
www.micronesiachallenge.org



We are One BOX PROGRAM

BOX SPECS

- 8 inches high at the back
- 6 inches wide
- 4 inches deep
- keyed lock
- clear heavy acrylic



We are One.

100% of your support helps to conserve the marine and land resources in Guam.

Si Yu'os Maase.



Sponsor logo here.

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Box Program Benefits

- Website
120 x 60 pixel button + link

ACTUAL SIZE

- e-Newsletter
120 x 60 pixel button + link

ACTUAL SIZE

- MC e-Coupons
Include your promotional coupon on our quarterly *Challenge Market* e-newsletter supplement. A great opportunity for your targeted promotions.



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We are One AIRPORT PROGRAM



Features

- Concierge-located video display (for climate controlled areas) or printed display (for open air areas.)
- Video content to be customized for each jurisdiction highlighting their unique conservation stories and traditions. Printed displays will follow this individualized theme.
- Acrylic donation box attachment.
- Brochure rack option for participating NGOs, sponsors and partners.



Donation box
(optional)



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We are One
RETAIL PROGRAM

Features

- Micronesian inspired Health & Beauty
- Kiosk-style display
- DFS Guam & CNMI
- Seasonal, island-made
- Available on-line



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We are One WEB PARTNER PROGRAM

If you click once, click here.



We are 6.7 million square kilometers of amazement. Learn and experience more www.micronesiachallenge.org

If you click once, click here.



We are 6.7 million square kilometers of amazement. Learn and experience more www.micronesiachallenge.org

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DONATE *online*

Features

- Appealing sidebar teasers designed for visitors bureaus, resort/hotel/recreation and partner websites.
- Sidebars change according to season.
- Revenue share of online donations/purchases with partner websites.

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We are One Local Community Program



- Competition T-shirt Sponsorship
MC sponsors the t-shirts for teams throughout the region.



- Assistance and support to local NGOs



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