

Student 1: Low Excellence  
 NZQA Intended for teacher use only

Level 2 CONCEPT FOR ECO CAMPAIGN 2014  
 (Page one of your assignment)

What eco issue are you going to promote? *Raising money & awareness for NZ Island Sanctuaries*

Where can/will you find information about this issue? *newspapers, internet, interviews, questionnaires, books, teachers, friends etc. mostly from the internet but I can also get info from family & teachers*

Who is your campaign aimed at? *all NZers? Children? Teenagers? car owners and drivers? women only? Families? single people? young childless couples? people building there own home?*

Be as specific as you can: age, sex, social niche etc  
*New Zealanders. Mostly the adult population as they are the ones that can donate. But also raising awareness for other Newzealans.*

what kind of campaign slogan could be used to promote your campaign Think up at least 2.  
*Keep an eye on our Islands*  
*eg. unplug your life, swap the bag, bags not, get submerged...*

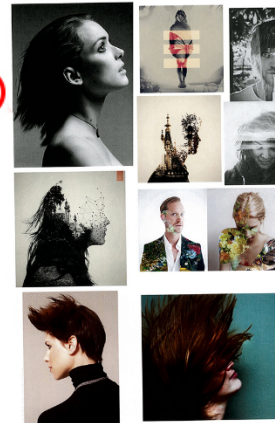
diagrams



Claire Scully



6



Jon Collins



4

Keep an eye on our islands

KEEP AN EYE ON OUR ISLANDS

Keep an eye on our islands

ABCDEFGHIJKLMNOPQRSTUVWXYZ

word brainstorm

- water
- pests
- fences
- islands
- animals
- trees
- birds
- insects
- isolation
- brown
- green
- native
- preclous
- unique
- calm
- peaceful
- alive



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