



# COMD2400 PROJECT2

## Protect the Artic

by Tais, Nina, and Eddy

# RESEARCH

We gathered information across a variety of websites. Throughout our investigation, we chose a Non-Profit Organization called Protect The Arctic, where the Nuiqsut community wants to cease the approval of the Willow Project, affecting wildlife and indigenous people. The Willow Project will have long-lasting effects on our earth, ruining animal habitats and further polluting the air and sea.

# STRATEGY STATEMENT

Protect the Arctic is bringing you this message on behalf of the residents of Nuiqsut, Alaska, who are concerned about the severe effects of the Willow Project's oil drilling on the people and wildlife that live there. Our purpose is to spread knowledge and promote content through social media and advertising activities. With this strategy, we will ensure that our campaign will enhance their efforts and receive support, not letting the project threaten the health of animals as well as the native communities of Alaska. It's not too late to say NO to Willow for current and future Americans, and for the wellbeing of the planet.

Join the fight and sign the petition to let politicians know where you stand.

# TYPOGRAPHY & COLOR GUIDE

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# DIGITAL ADVERTISEMENTS



# DIGITAL ADVERTISEMENTS

**PROTECT  
THE ARCTIC**

America deserves climate solutions.  
Not climate catastrophes.

**#STOPWILLOW**



**STOP THE PROJECT  
SAVE THEIR HOME**

# DIGITAL ADVERTISEMENTS



**FOSSIL FUELS ARE  
DESTROYING THE OCEAN**

**PROTECT  
THE ARCTIC**

Climate change is REAL. Its not too late  
to reverse the damage

**#STOPWILLOW**

# LIVE MOCKUPS



# LIVE MOCKUPS



THE PROTECT  
ARCTIC

America deserves climate solutions.  
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STOP THE PROJECT  
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# LIVE MOCKUPS



# SOCIAL MEDIA ADS

## WHEN POLITICIANS BREAK PROMISES...



**THE PROTECT  
ARCTIC**

Pressure politicians to clean up their act.  
Protest project willow today!

**#STOPWILLOW**

# SOCIAL MEDIA ADS

STOP THE PROJECT  
SAVE THEIR HOME



**PROTECT  
THE ARCTIC**

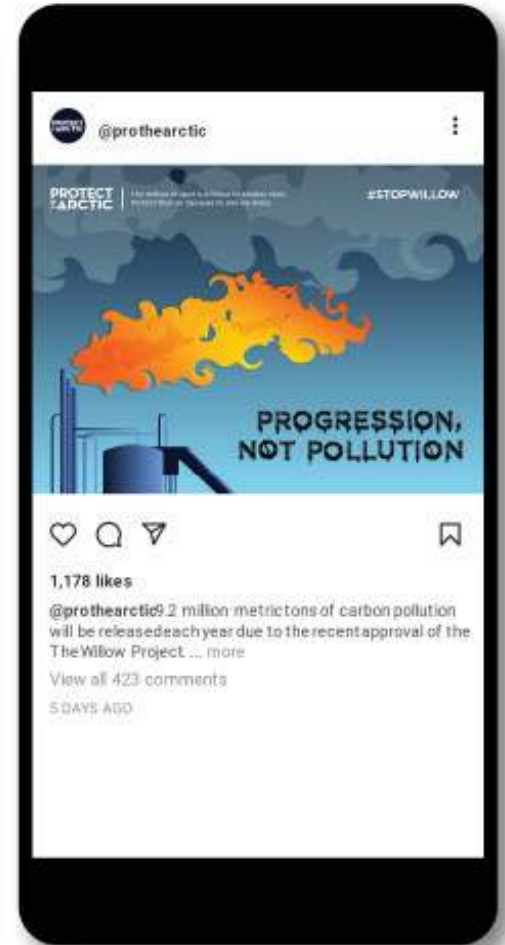
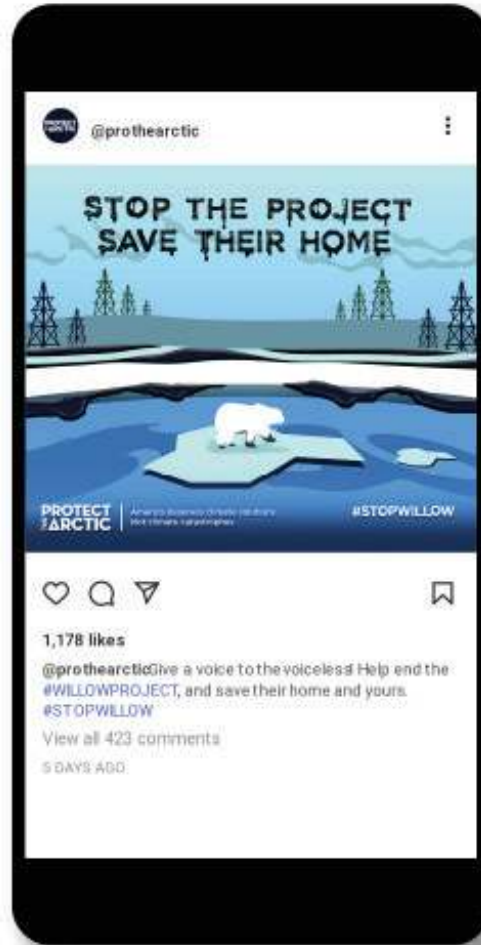
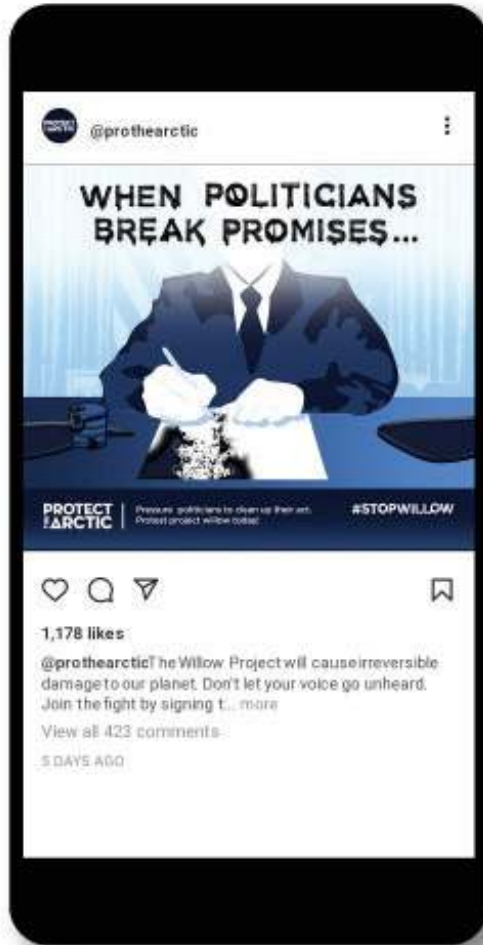
America deserves climate solutions.  
Not climate catastrophes.

**#STOPWILLOW**

# SOCIAL MEDIA ADS



# SOCIAL MEDIA MOCKUPS



## INSTAGRAM ADS

# SKETCHES

Let's SAVE The Earth



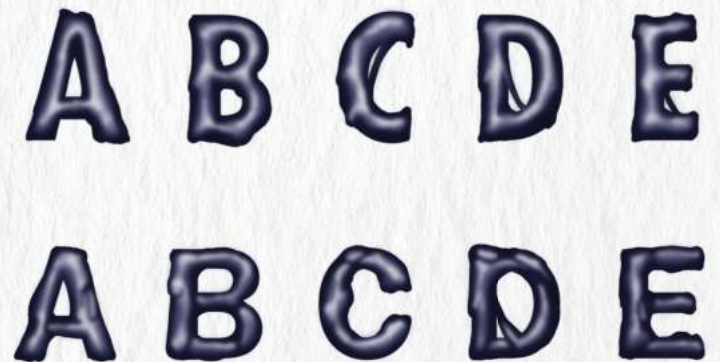
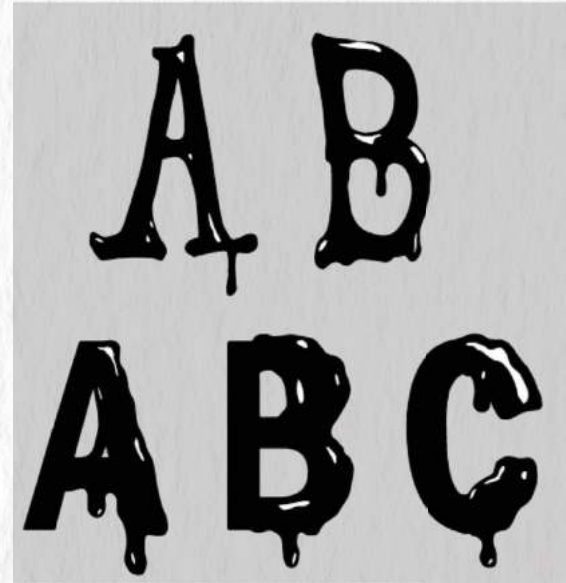
Sketches by Tais Chicaiza

# SKETCHES



Sketches by Nina Briggs

# SKETCHES



Sketches by Eddy



# REFERENCES/ MOODBOARD



<https://insideclimatenews.org/news/G20R2018/a-laska-north-slope-oil-drilling-health-fears-pollution-risk-native-village-nuiqsut/>

(2018): Repsol Oil Company Affect on Nuiqsut Alaska (reference)

**Surrounded by Oil Fields, an Alaska Village Fears for Its Health - Inside Climate News**

A version of this article was published with The San Francisco Chronicle. The Arctic landscape is beautiful, but during the hottest days of February, there's the stink of the summer, the stink of smoke and other in the sky, and the darkness of night...

**Nuiqsut: Life in a Village in the Middle of Alaska's Oil Country**



Excerpt from article on future (oil) oil companies that will affect the community of Nuiqsut + the effect its had on wildlife they rely on

That number will balloon in the coming years as three new projects come online, including one that will go after an estimated 500 billion to 2 billion barrels of recoverable oil. As the Trump administration clears the way for even more Arctic drilling, major companies have made [quick decisions](#)—oil the state hopes can revitalize its struggling economy. Amid this development, Nuiqsut—where [more than three-quarters of residents](#) still live off the fish they catch, the whales they harvest and the caribou they hunt—has found itself on the frontlines of a modern crisis. Fossil fuel burning has already brought climate change to the town's doorstep, causing Arctic temperatures to rise twice as fast as the global average, changing the sea ice and impacting species that people rely on for hunting.

