



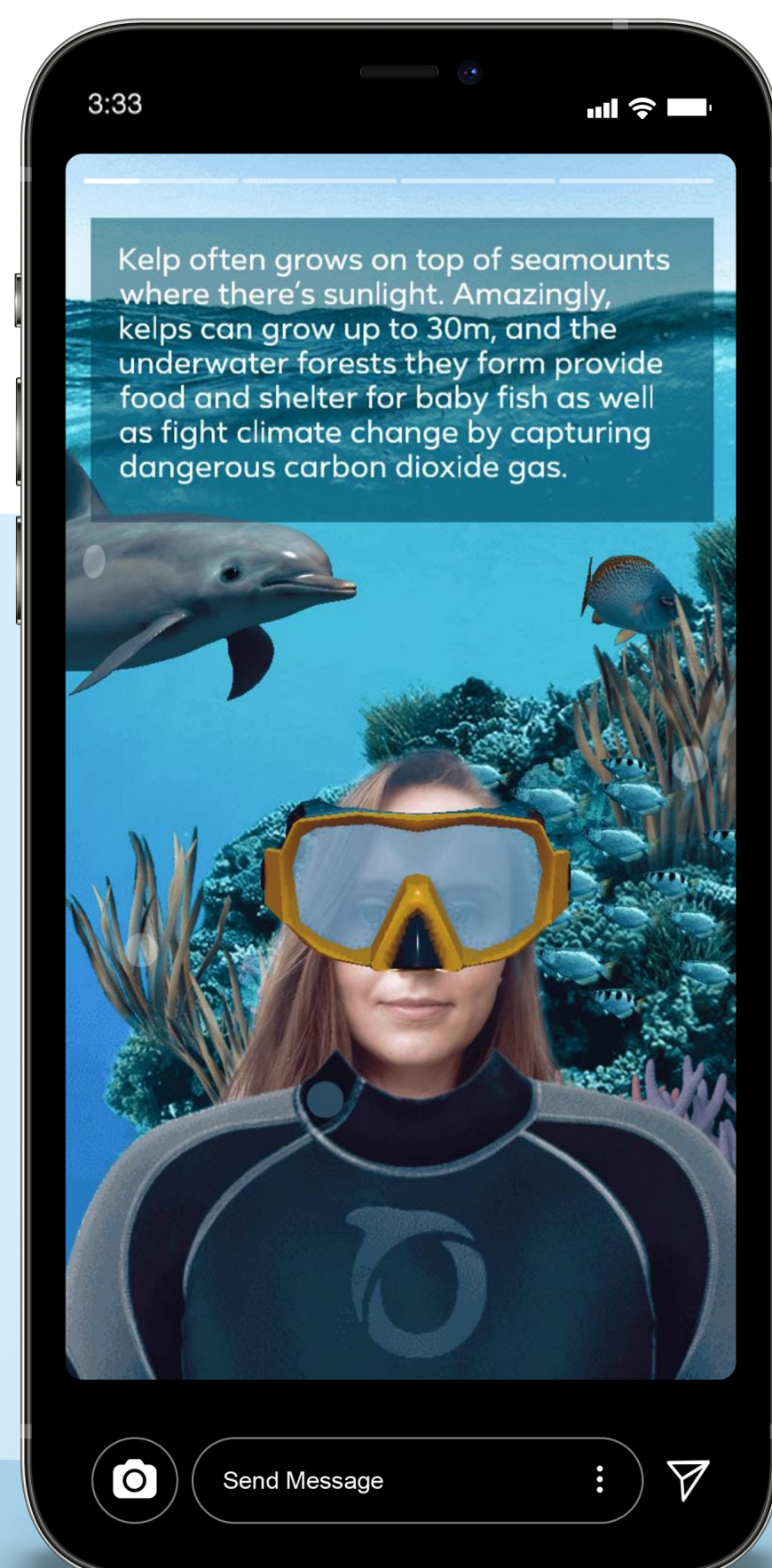
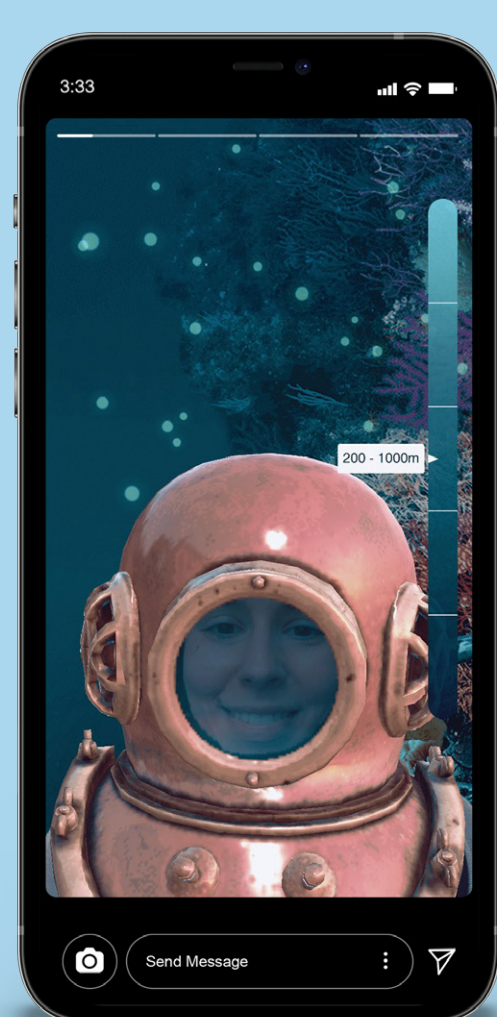
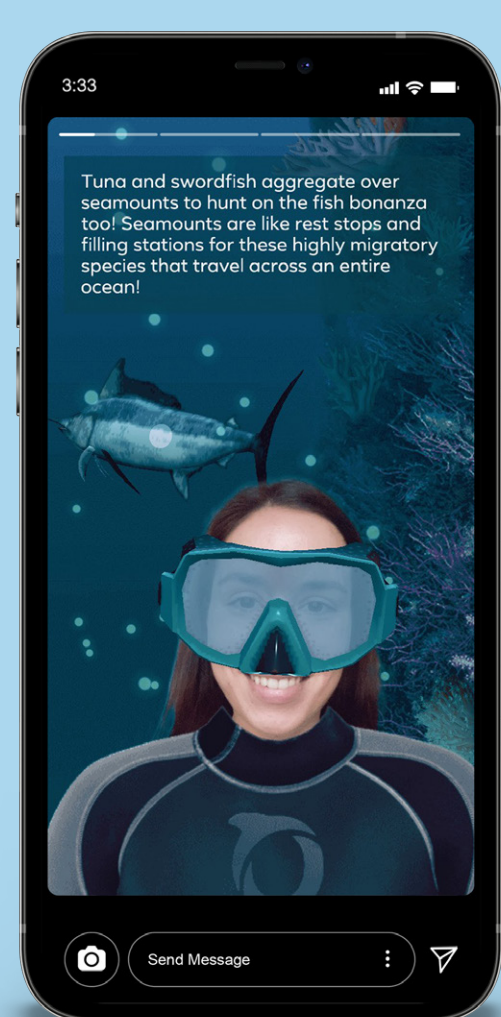
2020 Filterious Case study

AR Filters for Oceana

01 About Oceana

"Save the oceans, feed the world!"

That is the rallying cry for Oceana, a global nonprofit focused on ocean conservation and its impact on global hunger. The organization seeks to make the oceans more biodiverse and abundant by winning policy victories in the countries that govern much of the world's marine life. Through their advocacy work and on-the-water expeditions, Oceana has halted oil drilling, changed policies, protected endangered species and restored coral reefs.

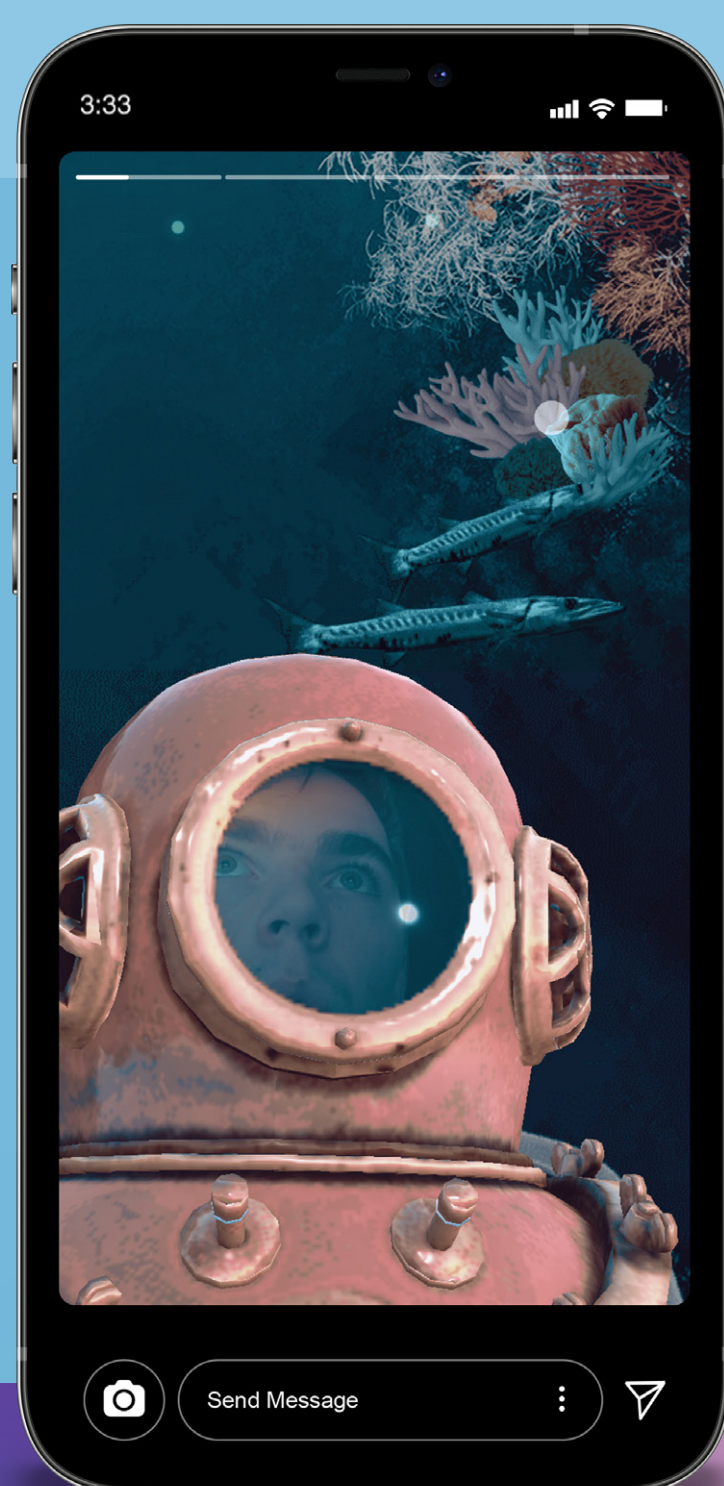


Challenge

Our task for the filters was to celebrate the biodiversity of the oceans while at the same time providing a fun experience for users. The main goal was to raise awareness about Oceana's mission and encourage social media users and activists to share and spread the message in a unique way.

03 Solution

The result was two creative filters that allowed users to 'dive' to the depths of the ocean as a scuba diver. The filter was designed to allow users to scroll up and down to control the depth. As the scuba diver plunged deeper and deeper into the water, different animals, plants and reefs appeared in the environment. The filter was not only visually appealing but educational.



Results

"Our filter, and its related promotions, increased our cross-platform reach and engagement numbers exponentially when compared to the previous month. On the qual side, we received very positive feedback from a number of organizations within our sector as well as internally within our organization."

- Yuri Smishkewych Rey, Web & Digital Media Specialist



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