

Plastic-Free Parks Video Ad Campaign Brainstorm by Claire Griffin

Background: While working on a campaign for eliminating plastic waste in national parks, my team was tasked with pitching various video advertisement concepts for the campaign. My internship ended before the project progressed further, but the concepts I came up with and submitted (shown below) were very popular. As you can probably tell, I am super passionate and inventive when it comes to film and creative concept ideation!

- **Theme 1: “There’s a Monster Lurking in Our Parks” (spoiler: the monster is plastic)**
 - **Variation 1: Bigfoot Conspiracy Parody**
 - Mimics those super dramatic Bigfoot conspiracy shows/mockumentaries.
 - Words flash on the screen: “in our parks...a monster lurks...” We hear sound of heavy footsteps and ominous music, see a shot of big footprints and spooky wooded scenes with a big figure moving in distance.
 - **Ending Option 1:** Cut up-close, we see the giant’s feet stop in their tracks. A big, hairy, clawed hand reaches down to.....pick up a piece of trash! Gentle Bigfoot, now revealed as the true protagonist, delicately places the plastic in a big bag of garbage he’s filled with litter from the forest. Plastic was the monster the whole time! Stop polluting bigfoot’s home!
 - **Ending Option 2:** Make it seem like Bigfoot’s chasing a hiker. Scared and out-of-breath, hiker collapses, failing to escape the ‘monster.’ As the terrifying giant approaches, the hiker closes their eyes, ready to be pulverized. Nothing happens, except noise of something landing at their feet. Open eyes. It’s a bag of their trash. Looks up at Bigfoot, who shakes his head in disapproval, points to a sign hanging nearby: “Leave no trace.”
 - **Variation 2: Tent Thriller Parody**
 - A group is enjoying their park time up until that iconic spooky scene that’s in every camp movie ever: *something is lurking and rustling outside the tent!*
 - Is it wind? A bear? An axe murderer? No - something much worse! Cue dramatic reveal of it being plastic waste (“dun dun DUUUN”) surrounding them
 - Follow up with CTA text coming on screen (short, matter-of-fact sentences).
- **Theme 2: “Parks are a place for imagination, not plastic”**
 - Scenes of a kid on adventures of the imagination while playing in a beautiful national park. They’re a jedi on Endor, a hobbit in the shire, a paleontologist in Jurassic Park, a pirate seeking treasure, a Tarzan swinging on vines, a waterbender controlling a waterfall, etc. The illusion is shattered when plastic gets in the frame, ruining the vivid/immersive scenery.

- **Theme 3: “Plastic can’t replace nature”**
 - **Variation 1: “Visit [X]” Ad Satire**
 - At first glance it looks like one of those “Pure Michigan” or “Visit Utah” ads: Montage going through different scenes of various stereotypical park activities. Birdwatchers look through their binoculars, hikers follow a map, scouts gather around their troop leader to learn how to build the perfect campfire, etc.
 - Cycling through the different scenes again, we reveal what’s off about this ‘pristine’ vision: the watchers are excitedly spotting different kinds of plastic, not birds. The hikers are journeying to the garbage dump site, taking pictures in front of it. The campers have formed a firepit out of plastic bottles and are skewering plastic wrappers as if they’re marshmallows to be roasted.
 - **Variation 2: Main Park Attraction Satire**
 - Following one set of hikers traveling through a gorgeous park, we watch as they pass stunning waterfalls, canyons, geysers, adorable wildlife, etc, but don’t give anything a second look, instead focused on their map.
 - Anticipation mounting, they finally arrive at the map’s X-marked spot. They look up from the map for the first time, eyes widening and big grins forming. Camera pans to show the attraction they’ve journeyed to: a pile of trash.
 - Add in simple, concise CTA text sentences afterwards.